

# Vela Technologies: *Your Medical Device & Healthcare IT Marketing Partner*

Vela Technologies works with large and small companies across the globe:

- ▲ Are you planning on launching a new medical device or healthcare IT solution?
- ▲ Do you need to assess market viability or identify target markets for your products or services?
- ▲ Do you need help putting together launch plans, competitive information, marketing collateral, white papers, case studies and other sales tools?
- ▲ Do you need to create a product roadmap or establish customer requirements?
- ▲ Are you planning on conducting a clinical study or product evaluation?
- ▲ Does your company have an existing product that is not meeting sales targets?
- ▲ Is there simply not enough bandwidth in your marketing department to get everything done?

With a strong track record of delivering on time and within budget, Vela Technologies provides in-depth experience gained through the development, launch and support of over 50 healthcare-related products in a variety of clinical and technical areas:

- ▲ Product launch and commercialization expertise to help bring your new products to market
- ▲ Independent, objective and confidential market research
  - In-depth customer interviews
  - On-line surveys
- ▲ Customer requirements and new product specifications that address market needs
- ▲ Sales enablement to help you hit your internal targets and effectively communicate with your customers
  - Marketing collateral, website content, sales presentations
  - Messaging and positioning
  - Launch kits and sales support tools
  - Case studies, white papers, customer testimonials
- ▲ Clinical study management for clinical evidence and user data to support your products

Visit [www.velatechnologies.net](http://www.velatechnologies.net) for more information about the company, past projects and to see what clients have said about Vela Technologies.

To discuss your specific needs, please call 860-870-7190 or email [info@velatechnologies.net](mailto:info@velatechnologies.net). We look forward to working with you.



*Drawing upon 20 years medical industry experience of company president and founder Maria Shonyo, Vela Technologies offers a wide range of services to help medical device and healthcare IT providers enhance their sales and marketing initiatives and effectively leverage opportunities in their target markets.*

*Vela Technologies has proudly served over 45 clients in the healthcare industry since the company was founded in 2001.*



19 Clifford Avenue • Tolland, CT 06084  
860-870-7190 • [www.velatechnologies.net](http://www.velatechnologies.net)

*Charting the Course for Your Healthcare Innovations*