

LET YOUR  
DATA DO THE



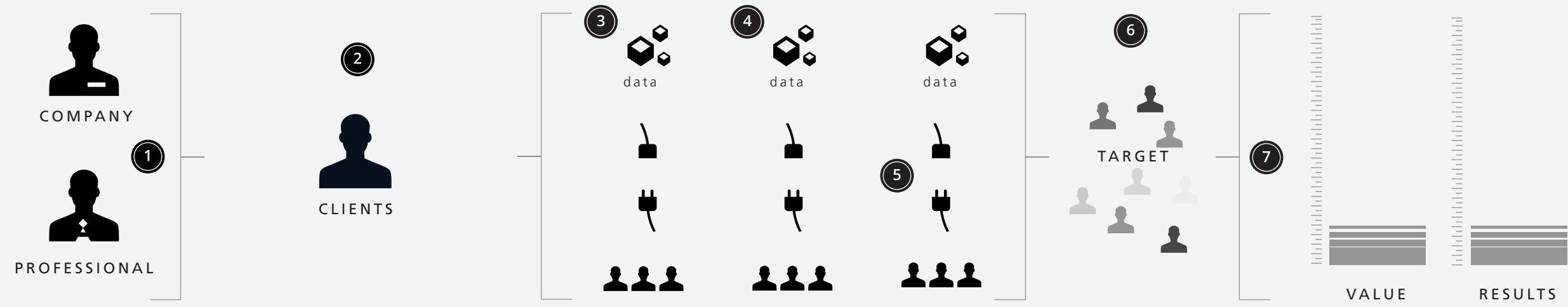
TALKING

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Following a rigorous approach and based on a unique blend of multi-disciplinary skills, Clariscience creates and transforms new or existing data into messages that **add value to value.**

Clariscience helps bring out the **value** held within technical, scientific and clinical data. It works alongside companies to **create concrete messages** in order to convince clients and to motivate sales networks. Clariscience enhances the **value of individual professionals** by highlighting their skills, **improving their visibility and broadening their chances of engaging in new collaborations.**



**1** The biomedical field is inextricably linked to advancements in technical-scientific knowledge. Therefore, in order to be competitive and able to offer a high quality service, those involved in this field are compelled to **invest time and resources in research and innovation.**

**2** **Companies and professionals** create technical, scientific and clinical data that could be useful to enhancing the quality of their products and services. However, **they do this alone, with limited resources and often without the proper competence.**

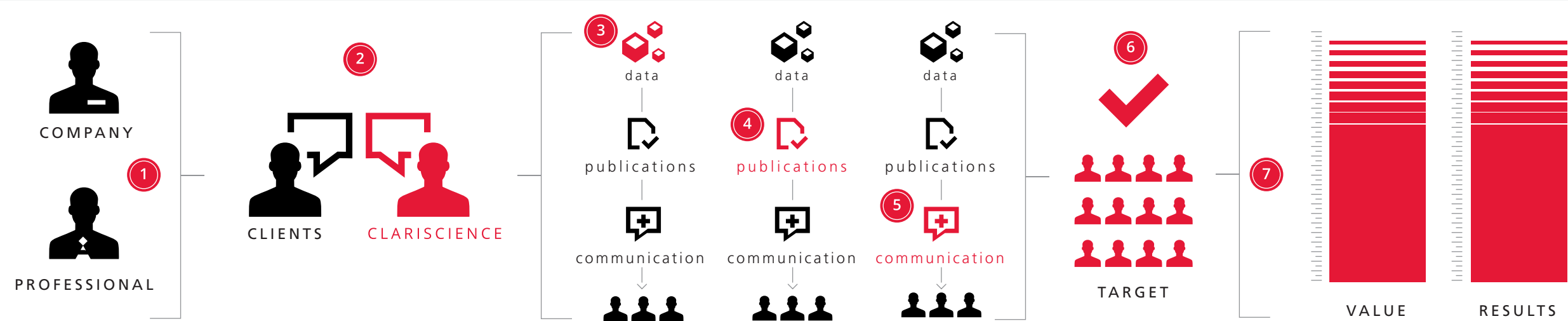
**3** Since a precise strategy for creating and communicating data is missing, **these data are collected without a coherent logic**, and therefore do not give shape to a clear and univocal message

**4** Lacking a robust rationale and proper elaboration, **data cannot be published** in any journal in the field where they would otherwise become visible and acknowledged.

**5** **No communication activity follows** the creation of data. This means there is no possibility to motivate either customers or sales people.

**6** With no organic communication plan, the target audience is only partially reached, **and the message that is delivered is both unclear and unconvincing.**

**7** If the data creation process is not accompanied by proper valorization and transmission, **the real value of the data remains untapped.** They won't effectively stimulate the professional growth of the company or individual, **and this results in the waste of the initial investment in their creation.**



**1** **Clariscience clients are professionals and companies** (both manufacturers and distributors) operating in the biomedical field.

**2** **Clariscience works alongside its clients** to assess their:  
- objectives  
- strengths  
- existing data  
- internal resources

**3** Together with clients, Clariscience designs a technical, scientific and clinical **data production process** that is **consistent with their objectives** and the message to be conveyed.

**4** Alongside the data creation project, Clariscience **elaborates a timely publication plan**, dealing with the entire writing, revision and journal submission process.

**5** Clariscience **designs a communication plan** that relies on **tailored communication tools** and conveys data and data results clearly and effectively.

**6** Therefore, raw data will be transformed into a consistent message. This message will be delivered through dedicated communication activities, **reaching a wider desired audience with a targeted and effective message.**

**7** Clariscience **transforms scientific and clinical data into an effective tool** to enhance quality and competences, **maximizing the return on one's investment.**