

# Video on the Web: An AOI Communications Specialty

## Unique and Creative Programming

### "Don't Tell Me, Show Me"

The Internet is a highly personalized medium, ideal for targeted video content. Video engages, impacts, and brings a message to life. Only face-to-face communication is more effective.

### Our Programs

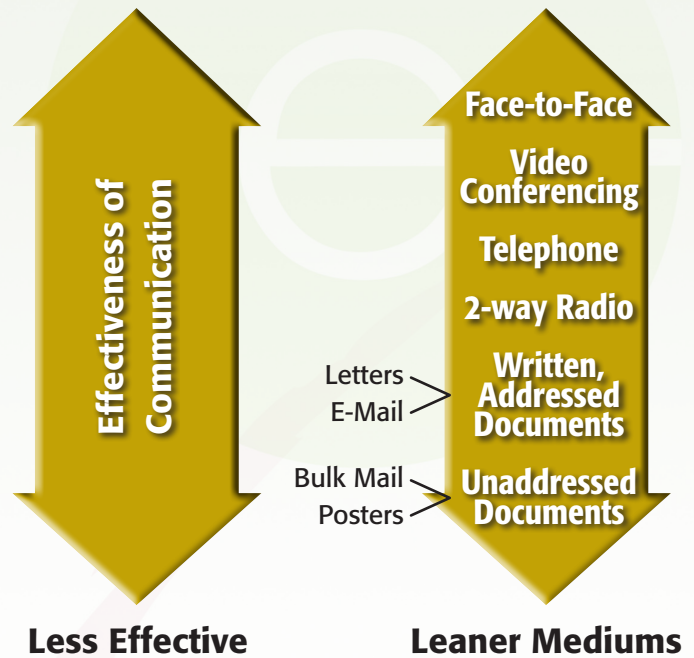
#### USE CUTTING-EDGE TECHNOLOGY

- Customize your media player
- Lead viewers to existing content and resources
- Capture your live event; share it with the world
  - Streamed live as it happens
  - 24/7/365 access to archive version of your webcast
- Social Media integration
- Mobile device capability

The "Media Richness Theory" suggests that a more rich method of communication will deliver better understanding of information within a given period of time.

#### More Effective

#### Richer Mediums




1. Daft, RL, Lengel, RH. Organizational information requirements, media richness and structural design. *Management Science*. 1986;32(5):554-571.

## Paths to Recovery


### Stories From Two Blood Cancer Survivors

For patients, caregivers and healthcare professionals



**The Leukemia & Lymphoma Society**  
Fighting Blood Cancers

LEUKEMIA
LYMPHOMA
MYELOMA



### TELL A STORY

- Relate with viewers through real people and first-person experiences
- Develop video programs to specifically deliver oncology content
- Create custom content to effectively tell your story

### CAPTURE METRICS

- More than viewer numbers
- Details of viewer visits
  - Where, how long, how often

# Oncology Communications is Our Business

*Strength From Focus*

**DESIGN ■ DEVELOP ■ IMPLEMENT ■ FACILITATE ■ PROMOTE**

*Innovative concepts incorporate audio, video, and media components into programming developed to specifically deliver oncology-focused content.*

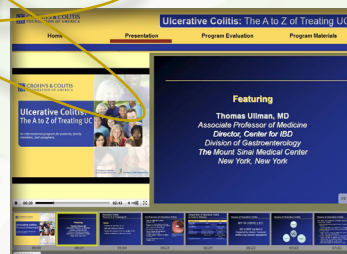
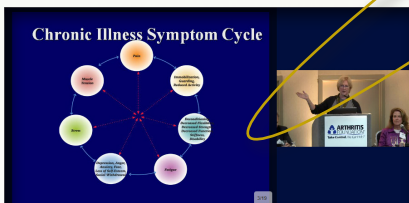
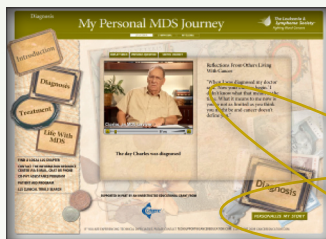
**Video Teaser/  
Short Clip**

**Audio With  
Slides Platform**

**Live Streaming  
Video Webcast**

**Video on Demand  
Webcast**

**Video/Documentary  
Production**



**AOI Communications, L.P.**

415 Eagleview Boulevard  
Exton, PA 19341  
(610) 321-1623  
[www.aoic.net](http://www.aoic.net)

**Tammy Dempsey**

Director, Client Service  
[tdempsey@aoic.net](mailto:tdempsey@aoic.net)  
Ext. 18

**Mark Altieri**

General Manager -  
CancerEducation.com,  
Director of Finance - AOIC  
[maltieri@aoic.net](mailto:maltieri@aoic.net)  
Ext. 30

**Thomas J. Burke**

President  
[tburke@aoic.net](mailto:tburke@aoic.net)  
Ext. 11

*Effective promotion of your program is critical to your success. Let us help you leverage new media outlets for optimum exposure.*

	Other Partner	cancereducation.com
Printed Invitation	✓	✓
E-mail Blast	✓	✓
"Video" E-mail Blast		✓
Teaser Video for YouTube		✓
Podcast on iTunes		✓
Automated Voice Promotion		✓
Targeted Banner Ad		✓
Mobile Device Compatibility		✓

References, confidential bibliography, and comprehensive capabilities presentation available upon request.

**AOI COMMUNICATIONS, L.P.**  
*Consider it done*

