



**MEDMEN**  
HEALTH CARE VIDEO & ANIMATION SPECIALISTS

## **PRESS RELEASE**

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# Medical Goes Mobile

## Popularity of Mobile Devices Makes Video and Animation a Must-Have for Today's Health Care Business

Think of it this way: Just about everyone these days has a smartphone, tablet or other mobile device. That means your clients, customers or patients can access information about your health care enterprise anywhere they go, anywhere in the world, any time of the day or night.

Now consider this: People today prefer to receive information on demand, when they want it -- and the preferred medium for receiving that information, not surprisingly is video. Take a look at these eye-opening stats:

- In 2014 alone, Americans watched nearly 158 billion videos
- In the next two years, according to Cisco, 69 percent of total Internet traffic will be devoted to video
- Two years ago, 20 percent of video views occurred on mobile devices
- Today, 50 percent of video views will be happening on mobile devices
- By 2018, 70 percent of all digital video viewers in the U.S. will watch on a smartphone or tablet

Bottom-line: Your organization needs effective mobile video content to satisfy this burgeoning need -- or risk losing awareness and eventual market share to your competitors.

## **A Healthier Approach to Health Care Video and Animation**

As creative video and animation professionals with over two decades of medical advertising experience, MedMed specializes in writing and producing video content for health care companies nationwide. Along with -- or apart from -- their ad agency. On a project basis. At a fraction of the cost agencies charge.

Clients include Anthem Blue Cross, Boston Scientific, Secure Horizons, Edwards Lifesciences, Blue Cross Blue Shield of North Carolina, Medtronic, UniCare, Natrol Melatonin, Hoag Hospital, Freedom Innovations, Beckman Coulter, South Coast Medical Center and Talbert Medical Group, to name a few.

### **Simple, Affordable, Impactful**

"Our videos are a simple, affordable, impactful way for clients to position their brand and, in so doing, leverage their products and services," stated Mike Smith, president of Southern California-based MedMen.

MedMen's staff has won scores of national, regional and local advertising awards on its way to producing hundreds of TV spots, radio commercials and videos for health care clients across America. Visit them at <http://www.med-men.com> and <http://www.youtube.com/medmenbeardboy>.

Call 949-752-7113 for more information.

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