

Flexible Content Resources.

## Resources

## Expertise

### Technical Writers

- Functional and technical documentation pertaining to your specifications
- "How to" documentation for non-technical end users

*White Papers • Online Help • Reference/User Guides • SOPs • Process Documentation*

### Medical Writers

- Documentation for healthcare, pharmacology, biotechnology, medical devices
- Clinical Studies Phase 1 through Phase 4 capable
- Regulatory and FDA knowledge

*Clinical Study/Trial Reports • Manuscripts • Brochures • Protocol Reports • Medical Grants • Regulatory Documents*

### Regulatory & Compliance Specialists

- Track and document regulatory updates and its effects on your operations
- Design, determine and recommend policy changes reducing the risk of non-compliance
- Review, analyze, and recommend compliance with various regulatory permits and regulations

### Policy & Procedure Analysts/Writers

- HR policies, documentation to support new business initiatives
- Create consistency with new and existing policies in accordance with your policy framework
- Ascertain policy needs and determine appropriate documentation

*Administrative Policies • Rule Books • ADA Job Descriptions • OSHA Regulations • HR Policies • Application Forms • Handbooks/Manuals • Personnel Policies*

### Architectural/Engineering Documentation Specialists


- Technical knowledge to write engineering specifications and create detailed illustrations
- Create overview of software to be used in design of software components
- Best architectural, interface and behavioral views documented

*Install Guides • Configuration Manuals • Engineering Specs • Programmer Guides • User Documentation • Reference Guides*

### Marketing Communications Specialists

- Develop communication strategies to successfully position your initiatives
- Create design and deliver marketing collateral to launch approved campaigns
- Collaborate with creative teams to customers needs

*Copy Writing • Newsletters • Product Documentation • Proposals • Executive Reports • Company Messaging*



## Writing and Editing Staffing – Flexible Content Resources

### Web Specialists

- Content that aligns with your branding and standards
- Customer-focused copy that meets your brand voice and style guidelines
- Web content strategy, site audits and analysis

*Banners Ads • SEO Copy*

### Training Specialists

- Analysis, Design, Development and Delivery
- ILT, eLearning, VILT, mobile learning, tablet applications, learning portals

*Instructional Design (ILT, VCT, eLearning) • Classroom & Virtual Facilitation • Project Management • Strategic Consulting • LMS Consulting*

### Editors

- Ensures material is accurate, clear, effective and easy to understand
- Ensure that your printed and online materials convey the intended meaning and meet the target audience's needs

*Consistency • Format Templates • Spelling/Grammar • Table of Contents/Index • Copy Editing • Reader Reports*

Aptara's digital content, learning and performance, and business services solutions are in place at market-leading companies worldwide. Our industry specialists design and implement strategies that capitalize on new digital and mobile technologies for information providers in IT, law, healthcare, pharmaceuticals, insurance, financial services, and publishing. Aptara solutions uncover new revenue streams, improve operations, and realize cost savings for enterprises. Founded in 1988, Aptara is headquartered in the United States and has offices on four continents. Our parent company, iEnergizer, is publicly traded in the UK. ■ ■ ■

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