

Biotech + Healthcare Case Study

Creative Monthly Support with
OneBrand Points.

2025





Biotech + Healthcare

Design Case Study

✓ Challenge

Biotech and healthcare companies like FirstStop Health, Bio-Rad, DayTwo, Bruker, Thermo Fisher, and Comprehensive Care Services faced a common challenge — communicating breakthrough science through complex, fragmented brand experiences that failed to connect with patients, partners, and researchers.

✓ Solution

We partnered with their teams to translate technical innovation into clear, human-centered brand strategies and digital experiences. From narrative development to visual identity and UX, our work helped unify scientific credibility with emotional resonance.

✓ Results

- Drove measurable engagement across digital and brand touchpoints
- Accelerated adoption and conversion among key audiences
- Elevated brand perception and credibility within the biotech sector
- Helped marketing leaders turn scientific impact into business growth



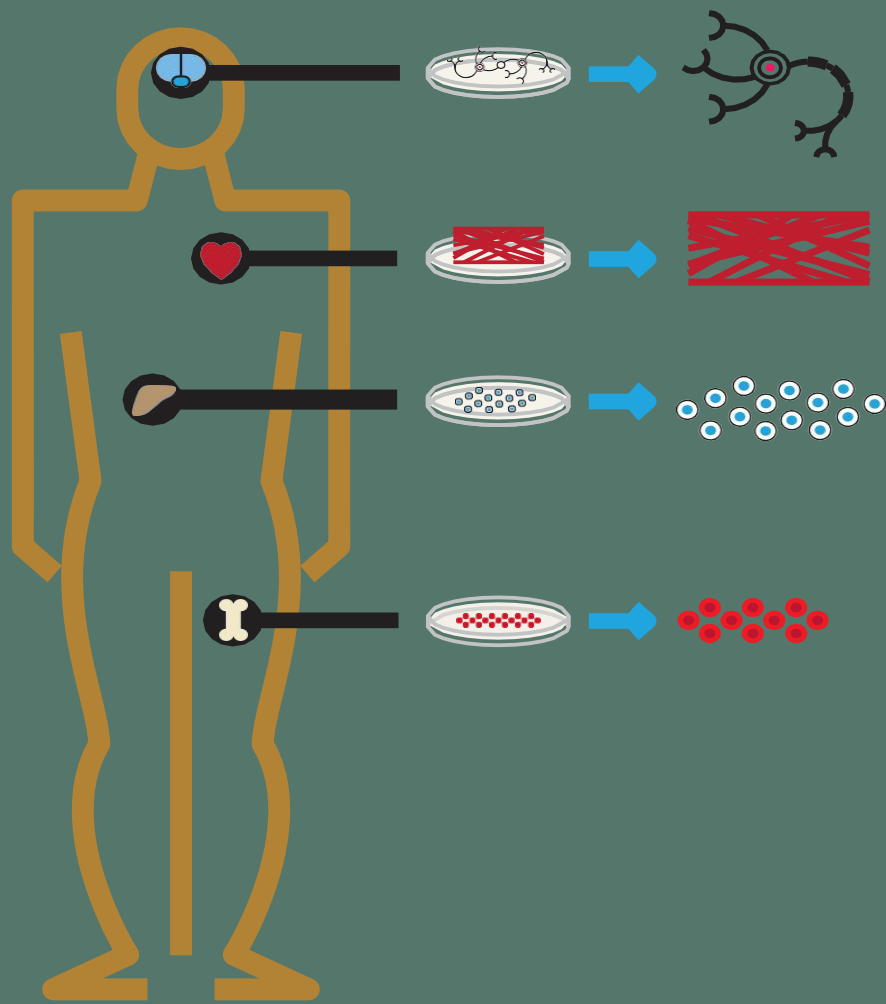
BIO-RAD

How do you ignite a 55 year-old company?

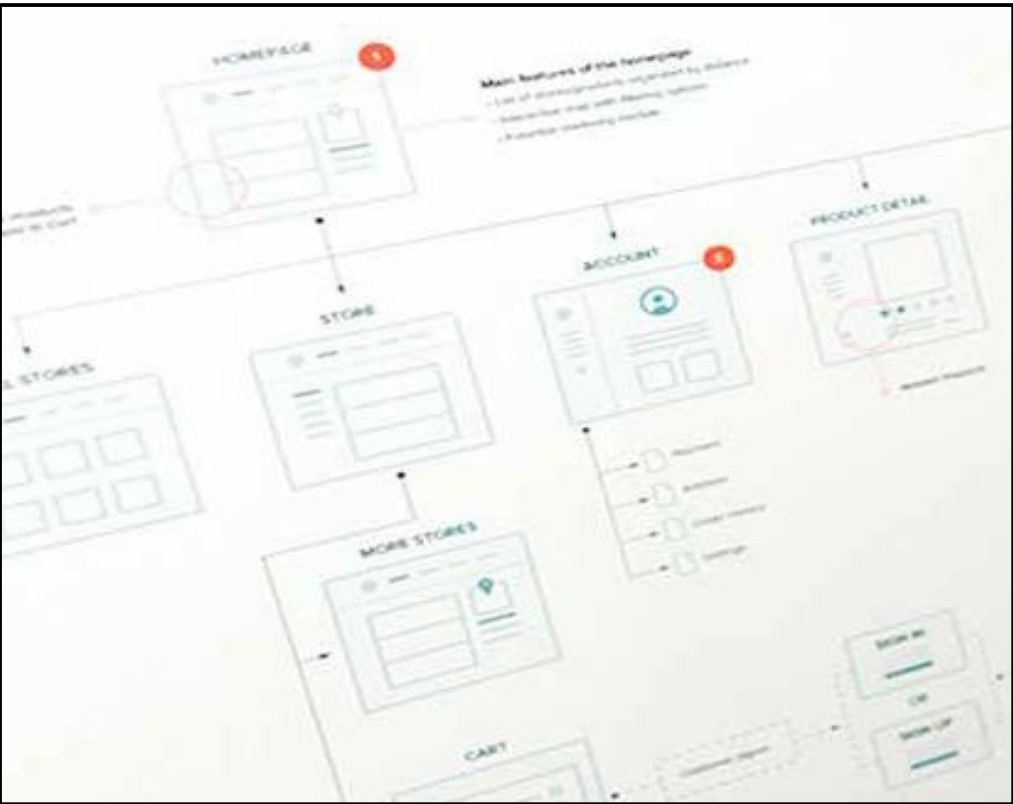
Bio-Rad, a company with a history of innovation since 1952, had come to a crossroad. Technological advancements both within the science community and tech world were presenting new challenges and opportunities.

Bio-Rad was in need of a strategic partner to help create a new engine of innovation that produced next level experiences for there on-line marketing and sales efforts.

HUMANIZE



EVOLVE

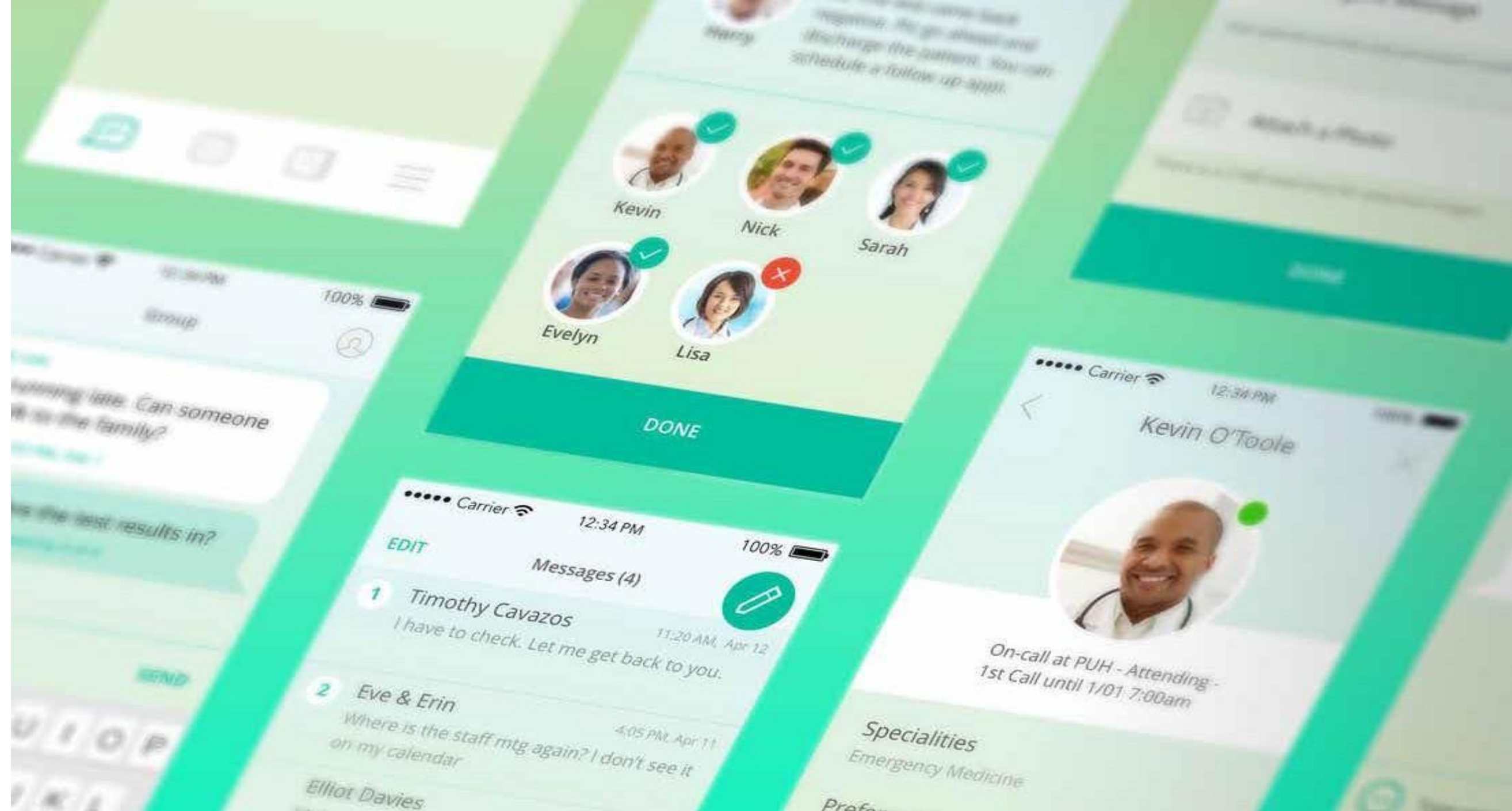
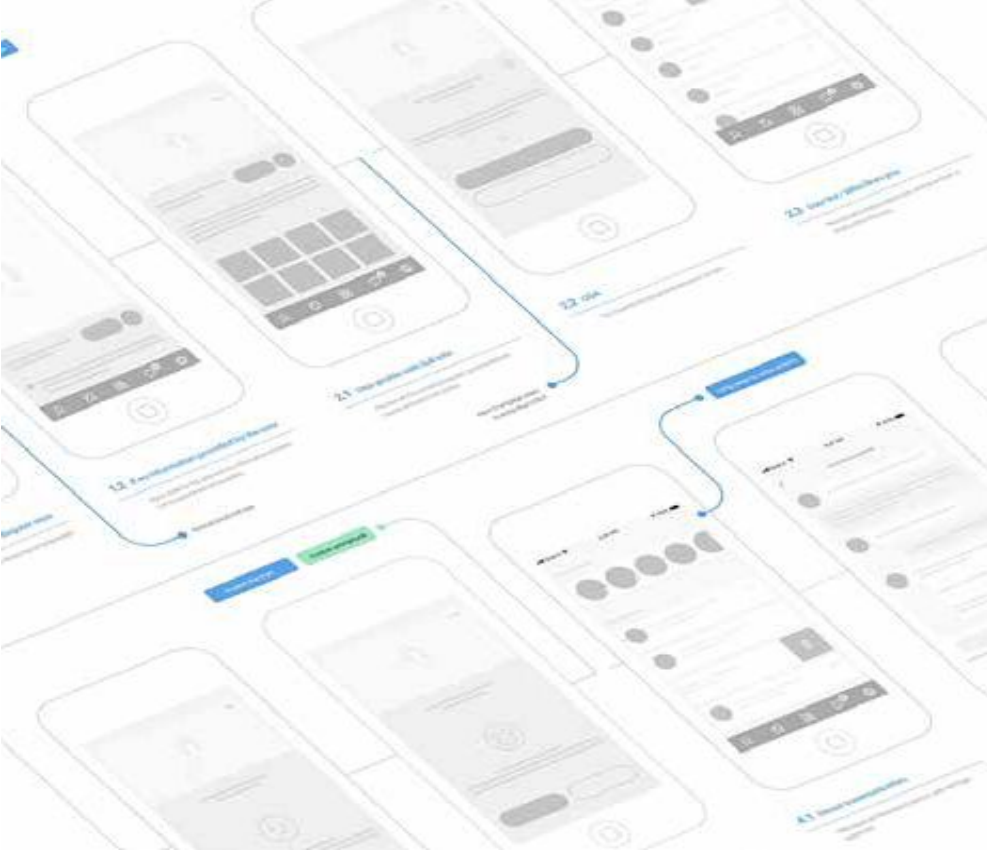


A young child with blue eyes is eating a tomato slice. In the foreground, there is a plate with broccoli and tomatoes. The background is blurred, showing an indoor setting.

**You're at the
center of all we do.**

- Humanized brand across digital ecosystem
- Create deep connection with customers

Humanizing



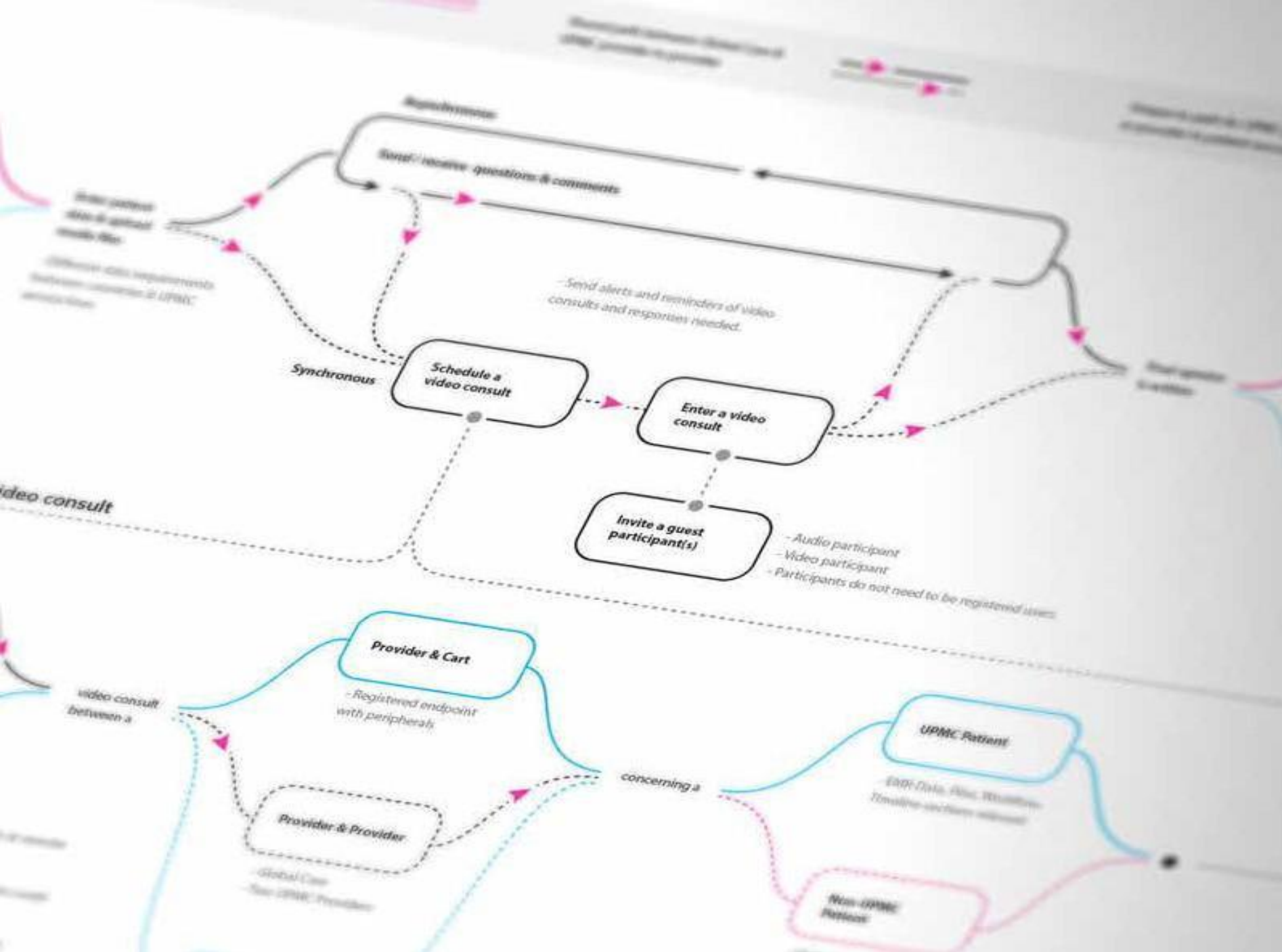
- **Evolved digital sales & marketing tools**
- Created interactive experiences
- Activated on-line channel
- Built a community of thinkers

Evolving



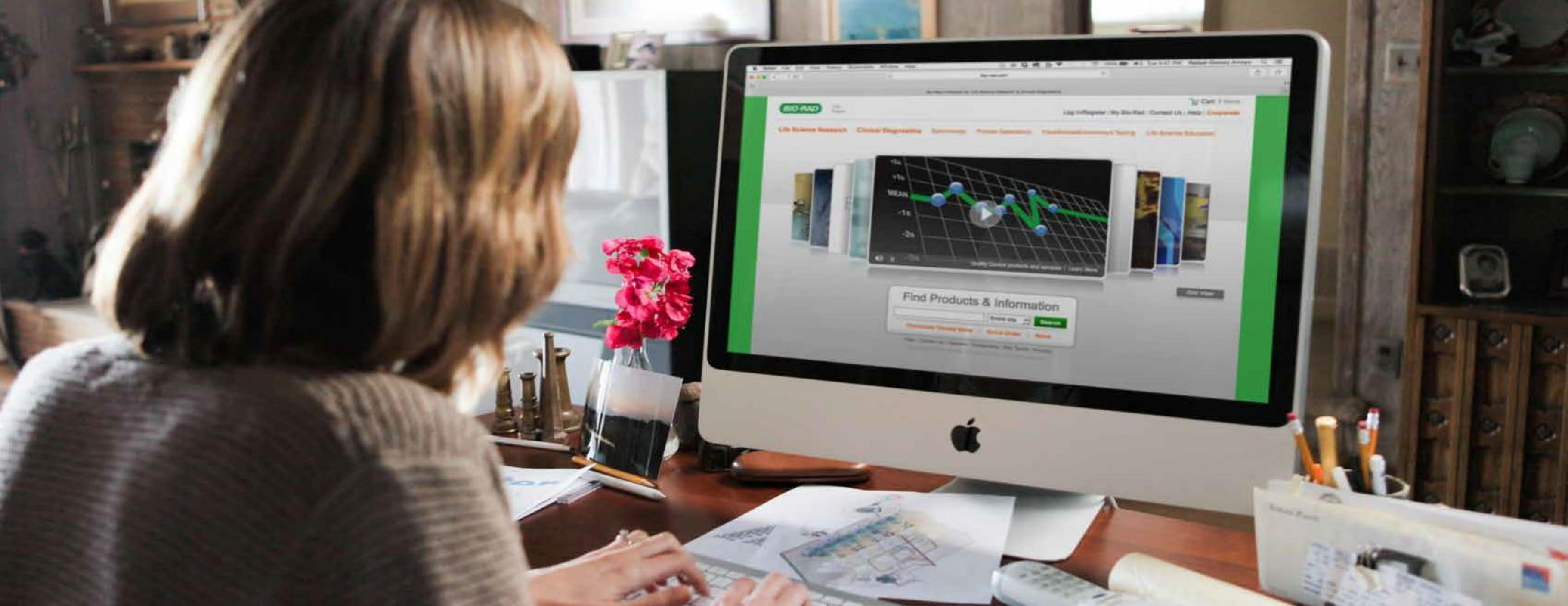
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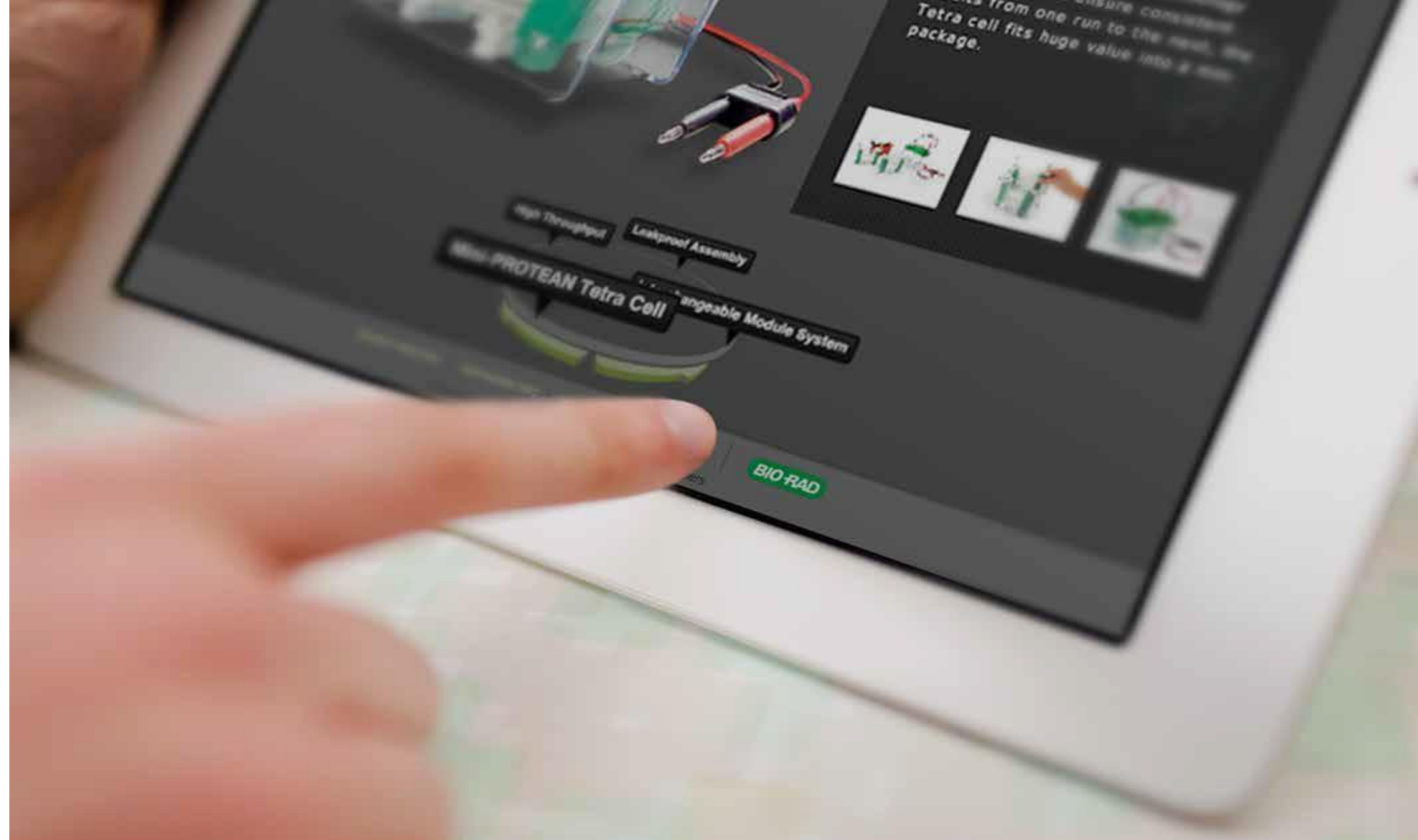
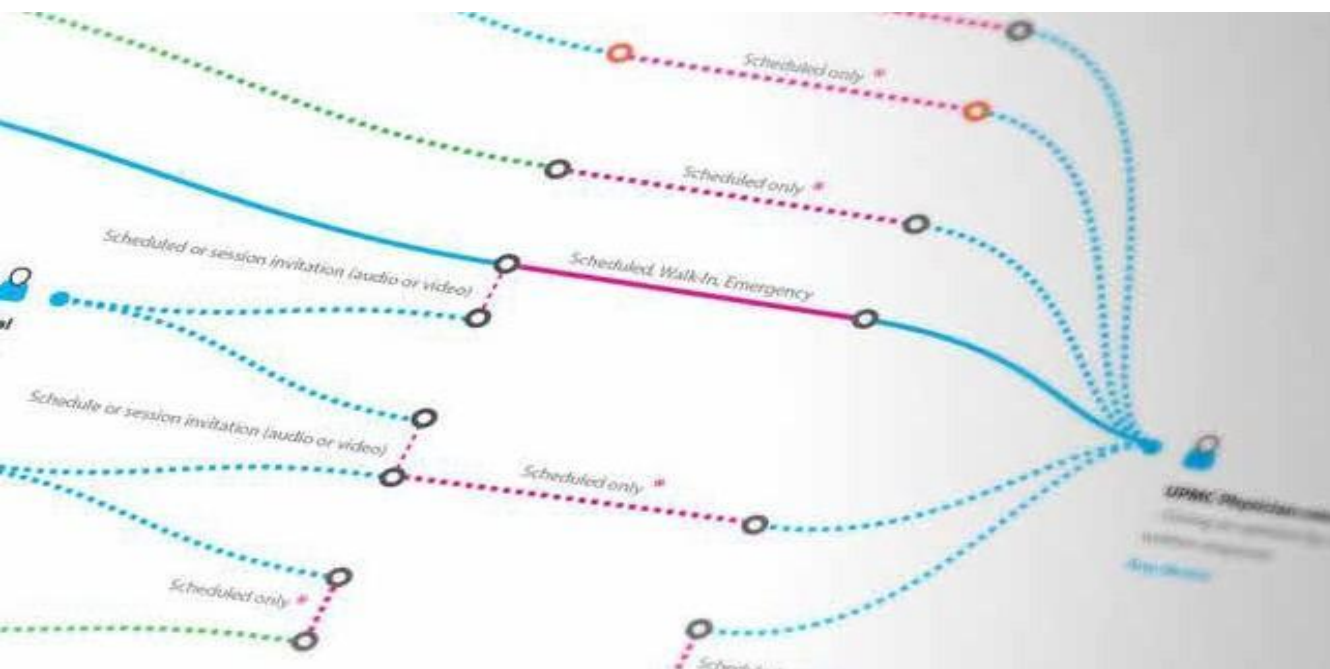
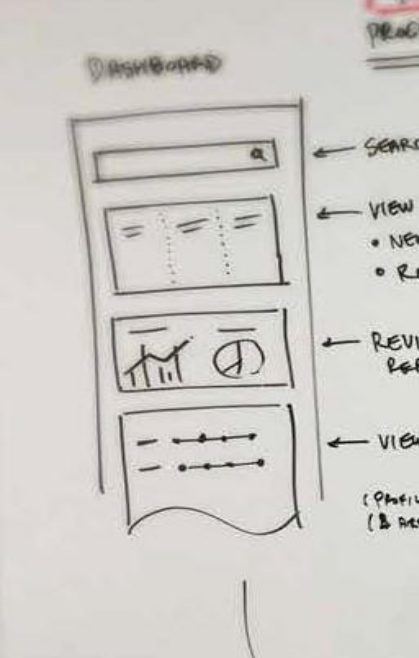
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Evolving



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Evolving



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- **Built a community of thinkers**

Evolving

Rapid Style Guide

BRAND



BRAND PRIMARY COLORS

BRAND SECONDARY /TERTIARY COLORS

TYPE STYLES

Aa

Roboto Bold

Aa

Roboto Medium

Aa

Roboto Light

Aa

Roboto Slab Bold

>

[Request a Demo](#) >

>



➤

First Stop Health is the only company to contractually guarantee that the savings generated from our Telemedicine doctor consults will exceed the cost of our service.

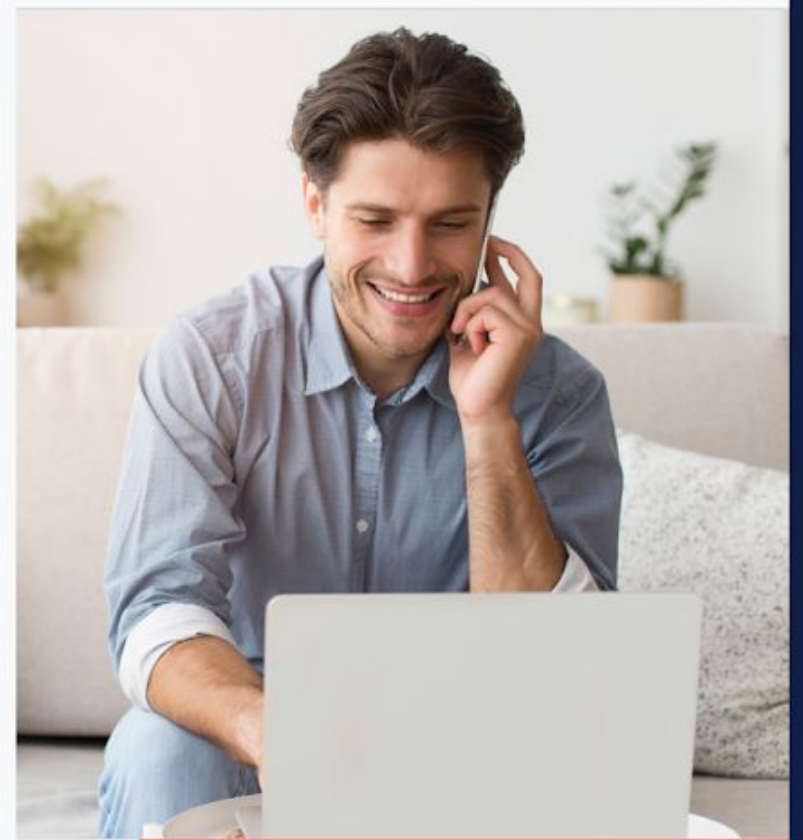
Adding new benefits can be time consuming and taxes resources. First Stop Health does most of the heavy lifting to onboard employees and drive utilization.

The more employees who use First Stop Health's telemedicine, the more employers save in diverted medical claims. First Stop Health leads the industry in member utilization.

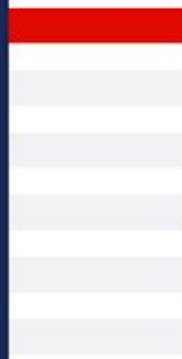
[Request a Demo](#) >[Services](#) [Employers](#) [Brokers](#) [About Us](#) [Resources](#) [Contact Us](#) [Member Login](#)



Care Navigation



Enhanced EAP Counseling



WHO WE HELP





Explore all Solutions >

High-quality
& convenient
care
solutions.



COMPREHENSIVE SOLUTIONS



115%
Average Client
ROI

\$219
Average Savings
per Doctor Consult

 **>5**
Minutes – The
Fastest Doctor Response

Download FSH NPS Report >



OUR CLIENTS SAY



ANDREW BROWN
CEO, AS TECHPARK



JOHN MASON
HEALTHCARE BROKER, CREDIT HEALTH

**FOR BROKERS**

Deliver healthcare savings that generates real ROI.



Find out how brokers are
winning with First Stop Health



56%

Average utilization compared with average industry utilization rates of 2-10%.

The more employees who use First Stop Health's service, the more employers save in diverted medical claims. Aside from the hard costs associated with diverted in-person visits, employees save time, avoid aggravation and don't have to sit in a waiting room full of sick people. First Stop Health averages 56% utilization, compared with average industry utilization rates of 12-10%.

Find out how we serve your industry. Download the Broker Case Study.

[Download Case Study](#)

SOLUTIONS THAT WORK FOR YOU



Telemedicine

24/7/365 access to U.S.-based doctors via video and phone. Discover how telemedicine can offer better care and save you money.



Care Navigation

Assistance navigating the complicated healthcare landscape. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam gravida lacus non.

[Explore All Services](#)

Enhanced EAP Counseling

Confidential mental health counseling and referrals from licensed counselors. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam gravida.



Label goes here

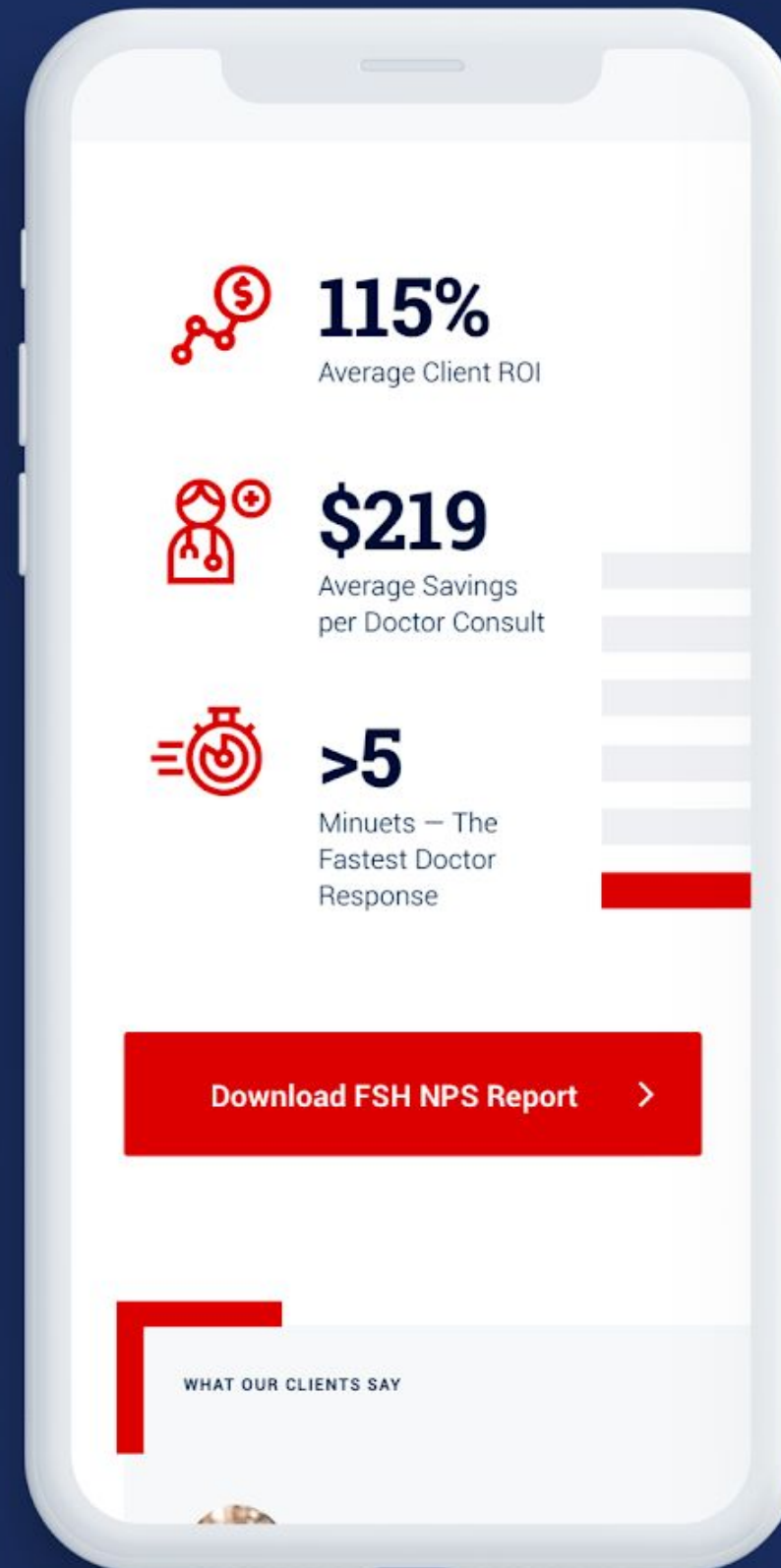
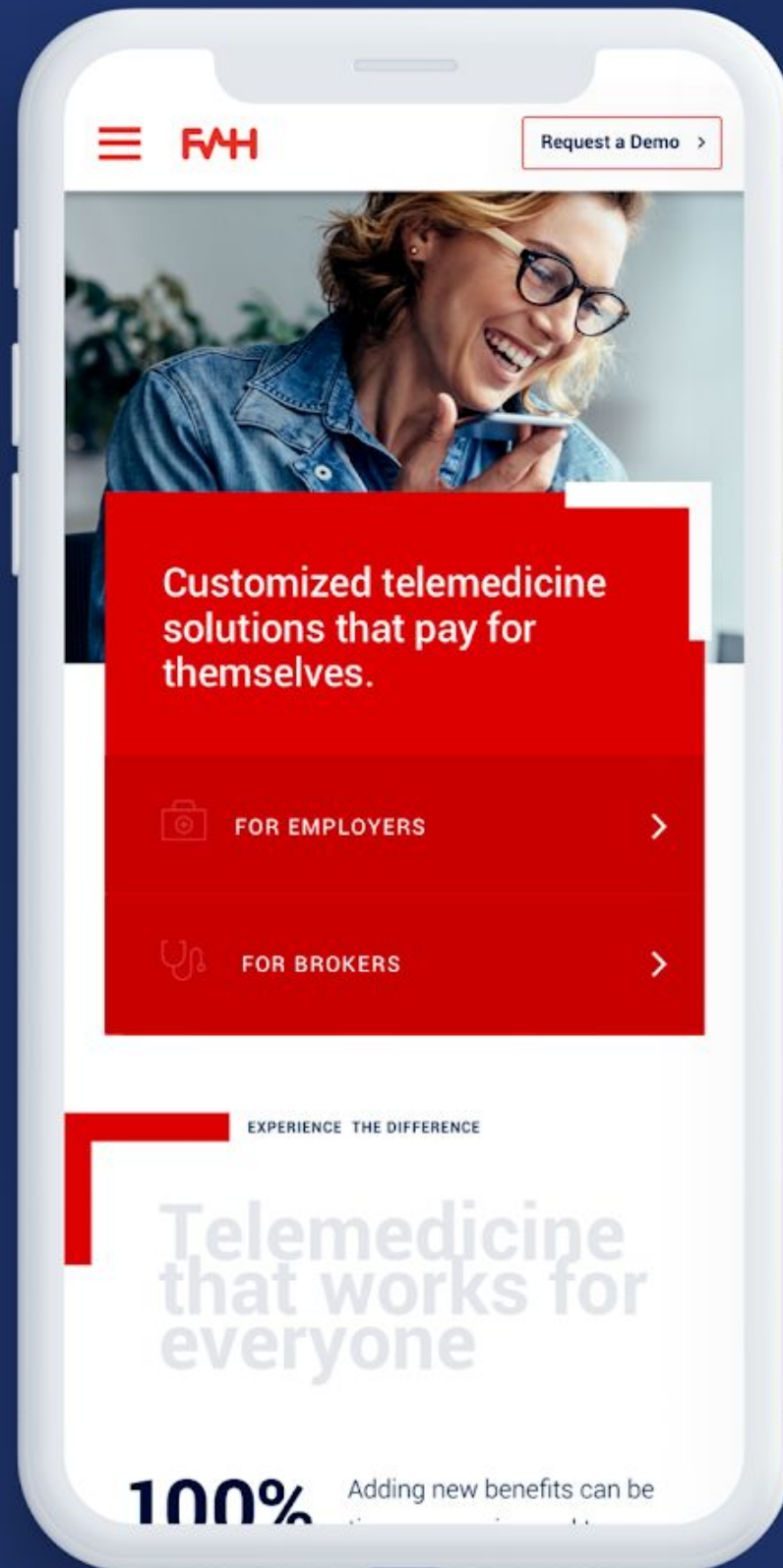
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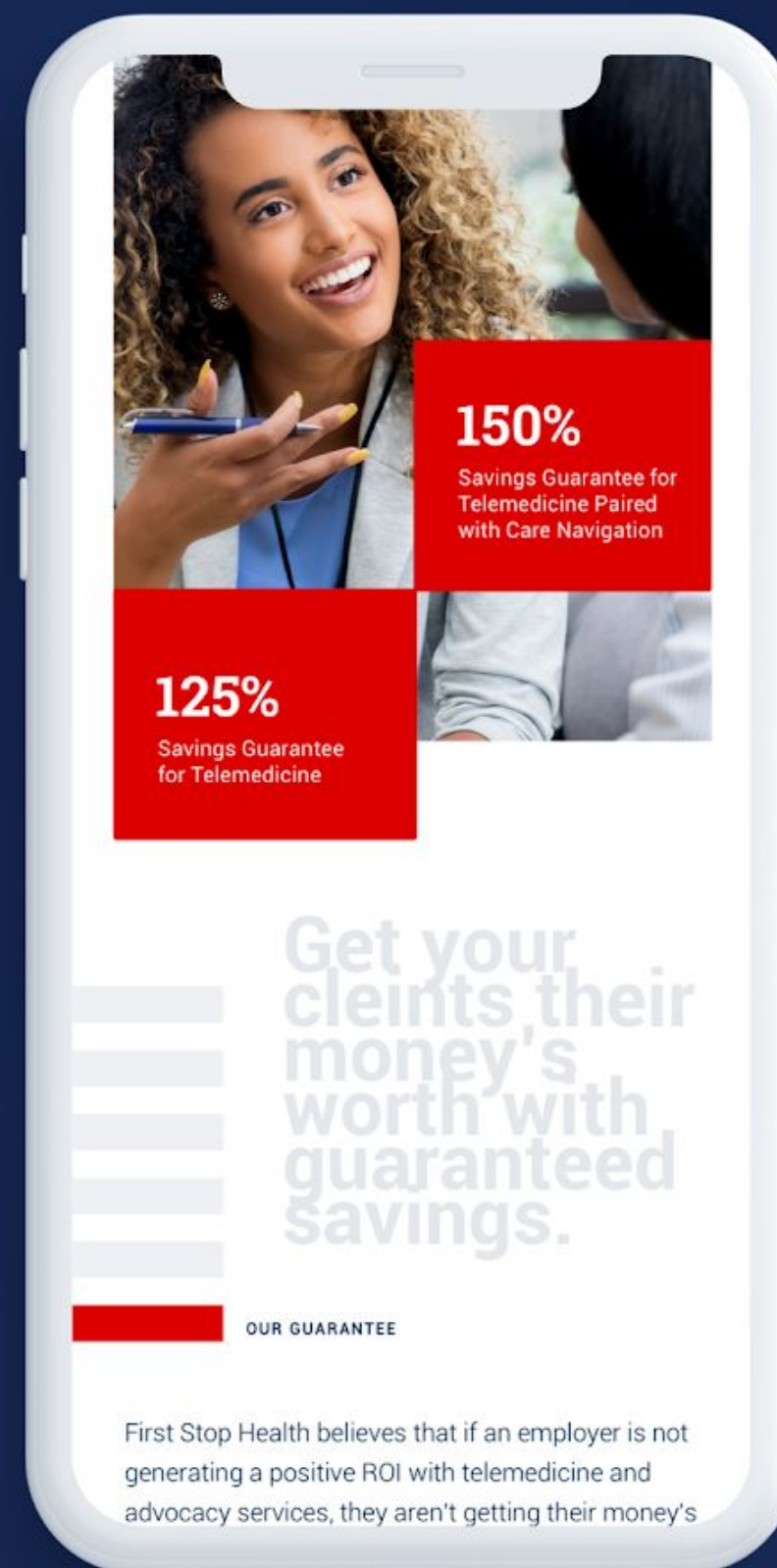
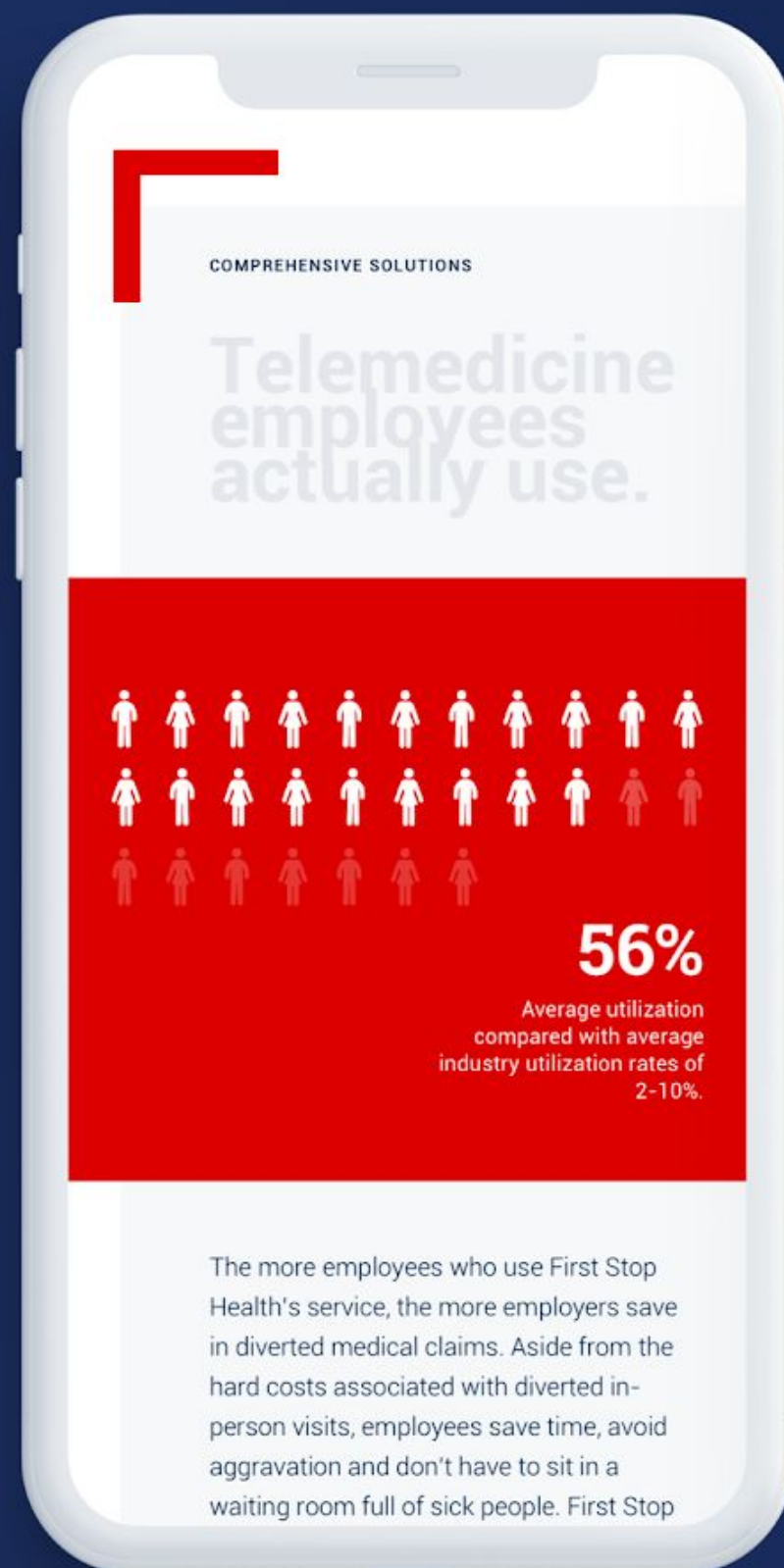
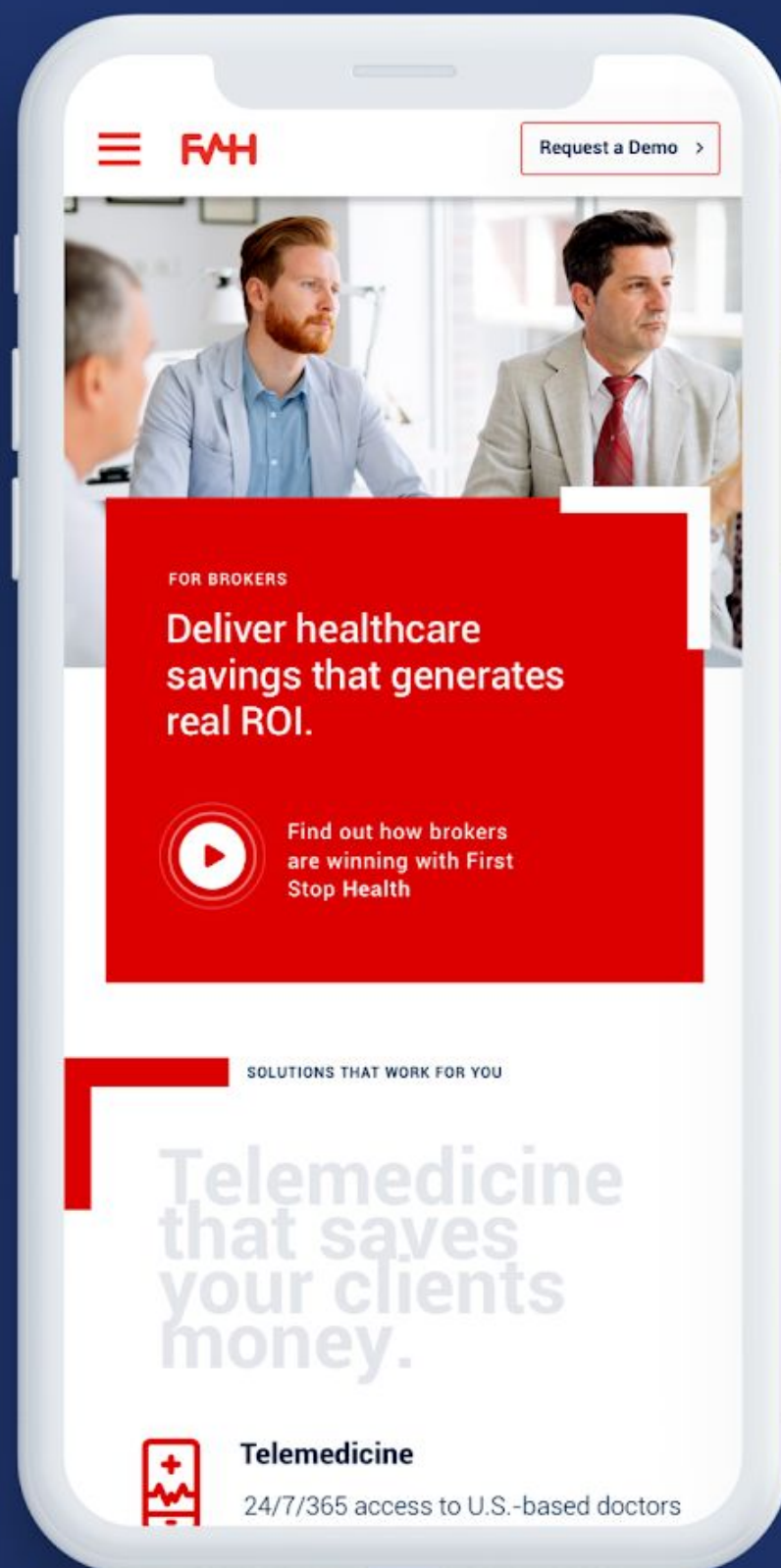
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WE DO THE WORK

- Customized, targeted and year-long engagement campaigns
- Engagement activities executed by First Stop Health with HR direction to maximize utilization and savings
- Quarterly and annual reports measure "hard dollar" savings generated against goals
- Easy onboarding and population maintenance through automated tools and employer dashboard





Rapid Style Guide

BRAND



COMPREHENSIVE
CARE SERVICES

TYPE STYLES

Aa

Open Sans SemiBold

Aa

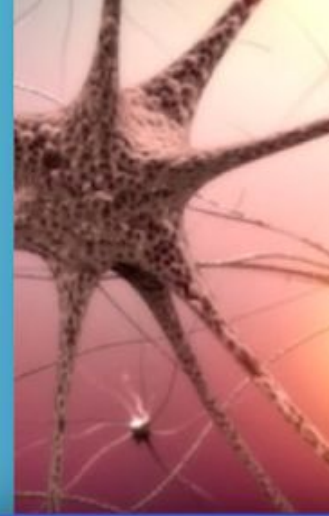
Open Sans Regular

Aa

Open Sans Light

BRAND
PRIMARY
COLORS

BRAND
SECONDARY
/TERTIARY
COLORS



Intra Operative Neuro Monitoring (IONM)

When a surgical procedure puts a patient's central nervous system at risk, IONM is essential. IONM is a process that monitors a patient's central nervous system throughout a procedure to ensure that it continues functioning properly.

EXPLORE IONM

What is IONM?

Careers in IONM

IONM Partnership

IONM Blog Articles



CCS ▾

Solutions ▾

Clinical Analytics

Work With Us ▾

Resources ▾

1 800 741 5985

GET IN TOUCH

THE CCS DIFFERENCE

Perfusion by Perfusionists

Founded in 2002 by a perfusionist with over 25 years of experience, CCS continues to be owned and operated by highly-skilled, practicing perfusionists focused on unsurpassed quality, superior care and improved patient outcomes.



Joint Commission Seal of Approval

Awarded the prestigious gold seal of approval from the Joint Commission for Health Care Staffing Services.



a

BROWSE OUR DIRECTORY

Point of Care Testing

With portable blood analyzers, CCS is able to offer point of care testing that hospitals are able to receive lab-quality results in a matter of minutes rather than hours or even days. With CCS counts, you can count on CCS to provide the data it needs as quickly as possible.

PRODUCT



What are Consulting Services?

Careers in Consulting Services

Consulting Services Partnership

Consulting Services Blog Articles



To improve their efficiency, reduce costs and improve their quality of care through our expert consulting services. We work closely with hospital administrators, support staff, and perfusionists to develop clinically sound methods for improving every aspect of their OR process.

EXPLORE CONSULTING SERVICES

5078+

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99.9%

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amet, conse ctetur

220

Lorem ipsum dolor sit
amet, conse ctetur

0

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amet, conse ctetur



CCS ▾

Solutions ▾

Clinical Analytics

Work With Us ▾

Resources ▾

1 800 741 5985

GET IN TOUCH

PARTNER WITH CCS

Building partner relationships that last a lifetime

A MESSAGE FROM OUR FOUNDER

Greetings!

Our focus on patient care and outcomes is the driving motivator behind everything that we do at CCS, and we prioritize partnering with hospitals and medical professionals that share this same passion.

We are proud to partner with hospitals all over the country serving as a reliable source of assistance for any hospital needing to procure perfusion or autotransfusion services. We offer support by a dynamic team of only the best perfusionists, RNs, and PBMTs — Providing elite professionals and innovative technologies and solutions allows our partners to meet and grow their own goals for patient outcomes and cost savings.

If you are searching for a partner that delivers unmatched support when it comes to both patient care and meeting your business goals, I invite you to contact a CCS partner representative for more details.

**"We partner with
hospitals to provide
solutions they rely on
to their meet business
goals and deliver
optimal patient care."**

Chet Czaplicka, CCP
Founder & CEO

Connect with CCS partner representative

► Call +1 800 741 5985

FIRST NAME

LAST NAME

EMAIL

CONNECT WITH A REPRESENTATIVE

A CULTURE OF COMPASSION & COMMUNICATION

Meeting the high standards of the Joint Commission for Healthcare Staffing Services

Ensuring your patients receive only the highest quality of care that they deserve. Not only do we use best practices to achieve ideal outcomes,

As a perfusion group with the Joint Commission Gold Seal of Approval, we have several measures in place to ensure that our partners meet their goals; one way we do this is by participating in an internal audit to determine that we meet expected standards of hospitals and laboratories. We also benchmark at the national level and routinely analyze crucial metrics including:

- Blood utilization
- Control of blood sugar
- Neurological protection

Our commitment to ongoing monitoring means we are continuously optimizing and improving our OR practice.



Joint Commission Seal of Approval

Awarded the prestigious gold seal of approval from the Joint Commission for Health Care Staffing Services.

**Employee empowerment
leads to rewarding careers
— working at CCS means
that you will be striving
toward a greater good and
higher purpose.**



Heart Surgery

transfusion

of-Care Testing

et Rich Plasma Therapy

Our expert staff delivers a wide variety of quality services and solutions.

In addition to providing perfusion and autotransfusion services, our expert staff is also capable of providing informatics, data and quality management, point of care testing, blood conservation programs, hardware and inventory management solutions, and more.

CCS Solutions Clinical Analytics Work With Us Resources

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WHY CCS

A leading provider of perfusion and autotransfusion services in North America.

THE CCS DIFFERENCE

The top 5 reasons leaders choose CCS

For medical centers and surgeons who are searching for a high-quality perfusion and autotransfusion service provider as well as for perfusionists and other medical professionals who are searching for a rewarding company to work with, there are a number of reasons to choose CCS.

Joint Commission Seal of Approval
Awarded the prestigious gold seal of approval from the Joint Commission for Health Care Staffing Services.

REASON ONE

A highly-trained and experienced staff

We're only as good as the medical professionals that we employ. That's why our medical staff is comprised of highly skilled board certified or board eligible perfusionists who are dedicated to excellence and superior patient care.

Through our process of continuous improvement, we work to ensure that every healthcare professional working on our staff is professionally trained, credentialed and experienced. This enables us to completely rely on our employees to deliver reliable, high-quality results each and every time.

At CCS, we are also always on the lookout for top-tier talent in the medical field and invite any skilled perfusionists or other medical professionals to consider a rewarding career [working with us at CCS](#).

REASON TWO

Cutting-edge research and innovation

We take data very seriously — Using the data that we collect throughout the process of completing our various services, we are able to draw new insights that lead to [groundbreaking innovations](#) in the perfusion and autotransfusion field.

We then use these insights and innovations to help our partners cut costs, achieve better patient outcomes, develop safer surgery practices, and more.

If you are looking for a partner that is dedicated to helping your medical center achieve its mission through cutting-edge research and innovation, CCS is here to help.

REASON THREE

Trustworthy compliance

We hold ourselves and all of our employees to the highest possible ethical and professional standards.

We know how important it is for surgeons and medical centers to work with partners who are fully compliant with all federal and state laws, and our dedicated team of legal professionals help us ensure that both CCS and its



CCS Solutions Clinical Analytics Work With Us Resources

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THE CCS TEAM

Our people are the pulse of our company



TOBIAS VAN SCHNEIDER
Director, Perfusion

[in](#)



LAURA SMITH
Director, Human Resources

[in](#)



CHET CZAPLICKA
Founder CEO

[in](#)



TOBIAS VAN SCHNEIDER
Director, Perfusion

[in](#)



TOBIAS VAN SCHNEIDER
Director, Perfusion

[in](#)



TOBIAS VAN SCHNEIDER
Director, Perfusion

[in](#)

LEADERSHIP



Eddie Schneider
Title Goes Here

[in](#)



Alan Vasquez
Title Goes Here

[in](#)



Willie McGee
Title Goes Here

[in](#)



Miguel Barnes
Title Goes Here

[in](#)



Matthew Reed
Title Goes Here

[in](#)



Robert Waters
Title Goes Here

[in](#)

We recognize our core values are in clinical excellence."

an M Murtha, CCP
Chief Operating Officer

Meaningful values that matter

People

Empowering our most valued resource to provide clinical excellence through teamwork and integrity resulting in rewarding careers and respectful corporate relationships.

Integrity

Practicing professionally and responsibly with balanced accountability to our patients, customers and colleagues.

Effective Communication

Engaging in open, concise and timely dialogue with our customers and colleagues in an objective, collaborative manner.

Compassion

Practicing with empathy for our patients, customers and colleagues understanding that every decision affects others.

Excellence

Ensuring the quality of service provided to the client meets the highest standards as set by industry guidelines and our expectations as the leader in perfusion services.

Cost Effective

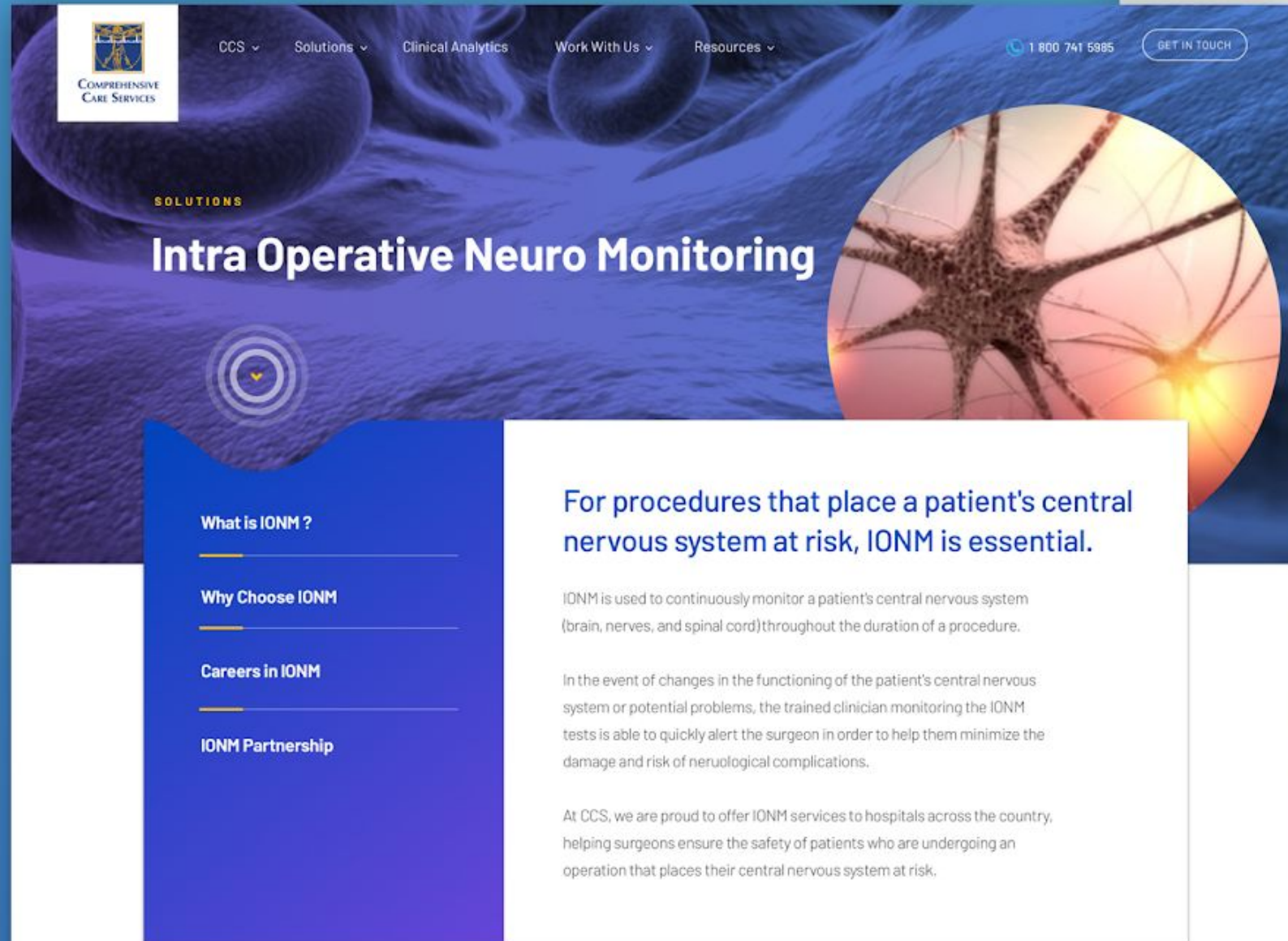
Providing the highest quality care at the most efficient-cost as it relates to clinical outcomes, and human resources.

dreaming of a rewarding career working with other dynamic professionals? Join the CCS team.

[JOIN OUR TEAM](#)

10

CCS Associates raises the bar



VITAL SOLUTIONS IN VITAL SITUATIONS

What is IONM?

IONM is the process of continuously monitoring a patient's central nervous system during a procedure, and, depending on the exact procedure, a wide range of different equipment and tests might be used.

Whatever tests and equipment are used, though, the purpose of IONM is to help minimize the potential for injuries to the patient's central nervous system by alerting the surgeon the moment a problem arises.

If the clinician monitoring information from the tests notices anything concerning, they are able to immediately alert the surgeon and other medical staff who can then quickly respond in order to minimize any damage that might have occurred.

At CCS, we are able to provide IONM services to hospitals across the country for both scheduled and emergency operations, helping them keep their patients safe during complicated operations that put the patient's central nervous system at risk.

BENEFITS OF PARTNERSHIP

5078+

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99.9%

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Need an experienced ECMO partner? Find out what sets CCS apart from the competition

BENEFITS OF PARTNERSHIP

VITAL SOLUTIONS IN VITAL SITUATIONS

What is IONM?

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5078+

Lorem ipsum dolor sit amet, conse ctetur

99.9%

Lorem ipsum dolor sit amet, conse ctetur

0



Connect with a Friendly CCS Team Recruiter

Learn more about our Autotransfusion careers and the benefits that set our company

AN EXPERIENCED TEAM OF HIGHLY-TRAINED PROFESSIONALS

Why Choose CCS IONM?

At CCS, we make use of the latest IONM tests and technology in order to deliver real-time, accurate information on the function of the patient's central nervous system.

Through extensive training and hands-on experience, our staff of clinicians have become experts at setting up IONM tests, monitoring them throughout a procedure, and providing continuous feedback to the surgeon and their

Rapid Style Guide

BRAND



Trust
your gut :)

TYPE STYLES

Aa

Barlow SemiBold

Aa

Barlow Medium

Aa

Urbane Rounded DemiBold

Aa

Urbane Rounded Medium

BRAND PRIMARY COLORS



BRAND SECONDARY /TERTIARY COLORS



► DAY TWO SOCIAL AD SETS

DAY TWO

Don't Diet. Just trust your gut :)

\$100 OFF



DAY TWO

Not sure what food helps you lose weight?

Trust your gut :)

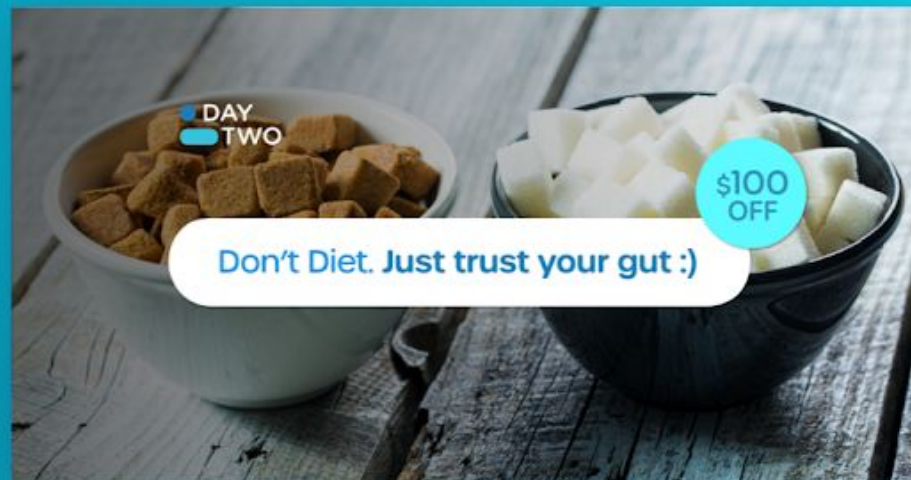
Get \$100 off on your first order!



DAY TWO

Don't Diet. Just trust your gut :)

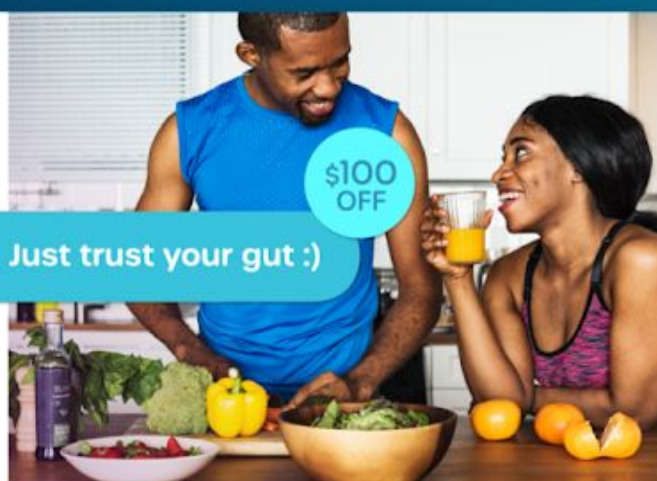
\$100 OFF



DAY TWO

Don't Diet. Just trust your gut :)

\$100 OFF



DAY TWO

Not sure what food helps you lose weight?

Trust your gut :)

Get \$100 off on your first order!



DAY TWO

Don't Diet. Just trust your gut :)

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DAY TWO

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DAY TWO

Not sure what food helps you lose weight?

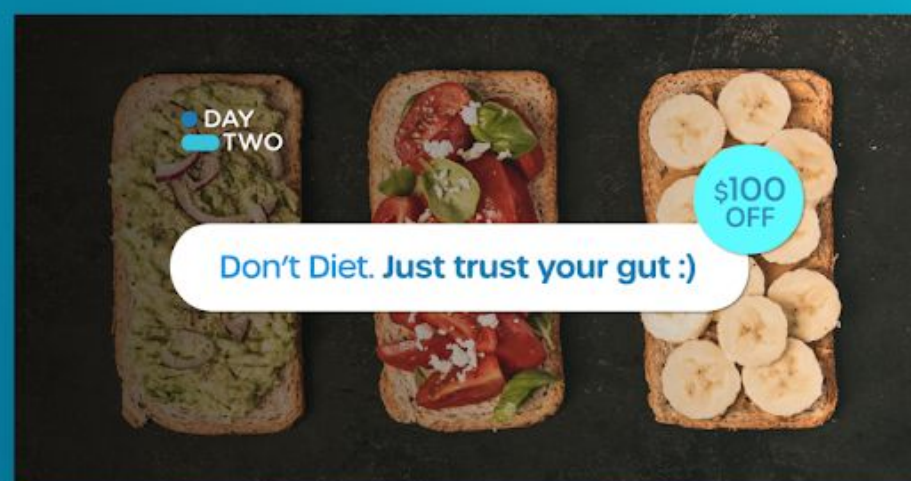
Trust your gut :)



DAY TWO

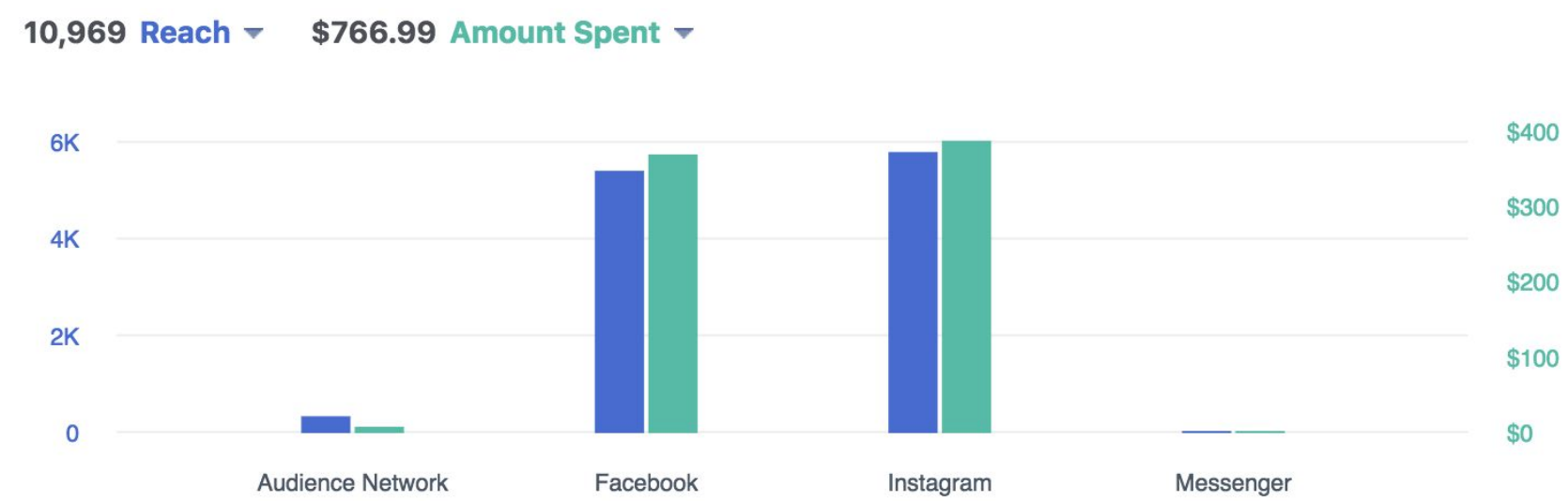
Don't Diet. Just trust your gut :)

\$100 OFF

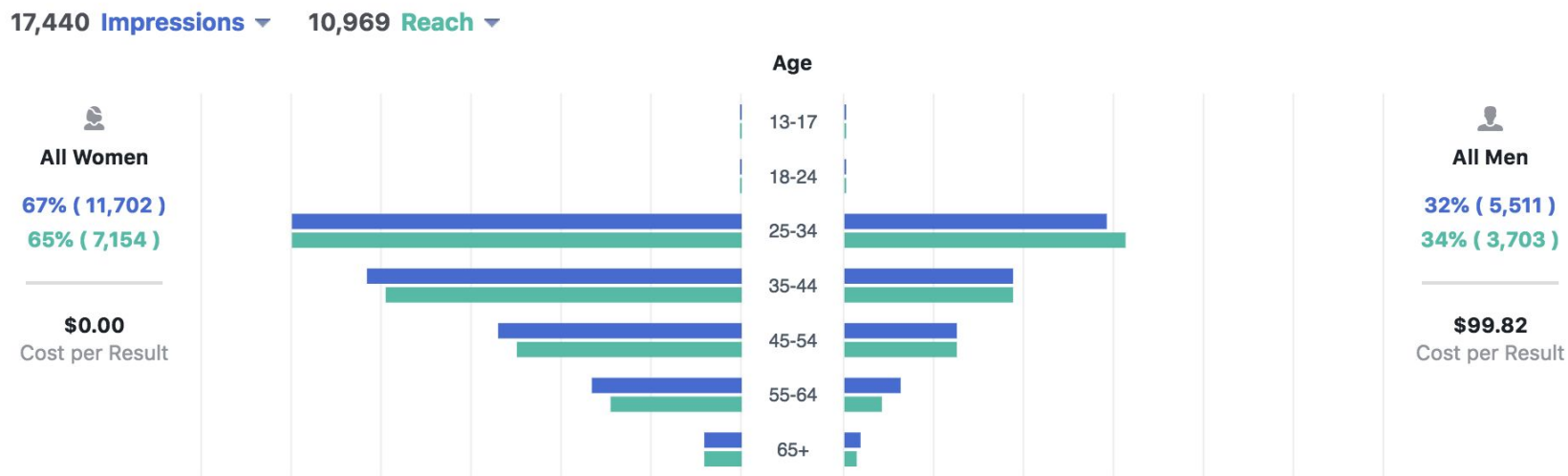


Performance: Metropolitan Market Location #1

Placement

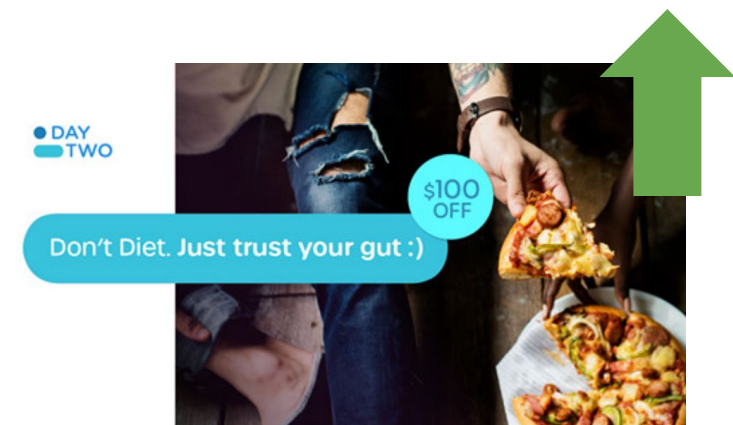


Demographics



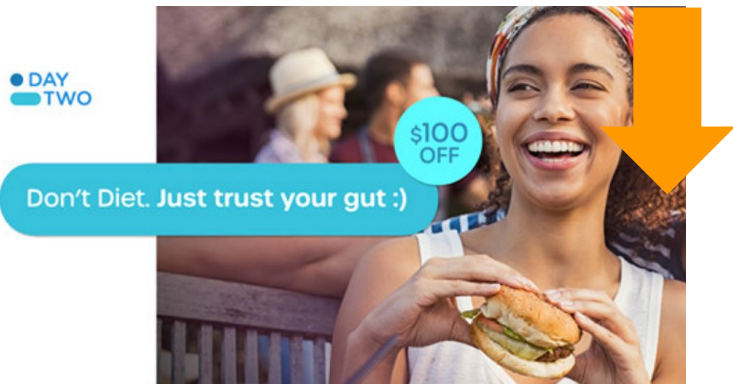
Ads Performance

1



- Impressions: 6,005
- Reach: 3,788
- Clicks: 14

2



- Impressions: 3,301
- Reach: 2,618
- Clicks: 12

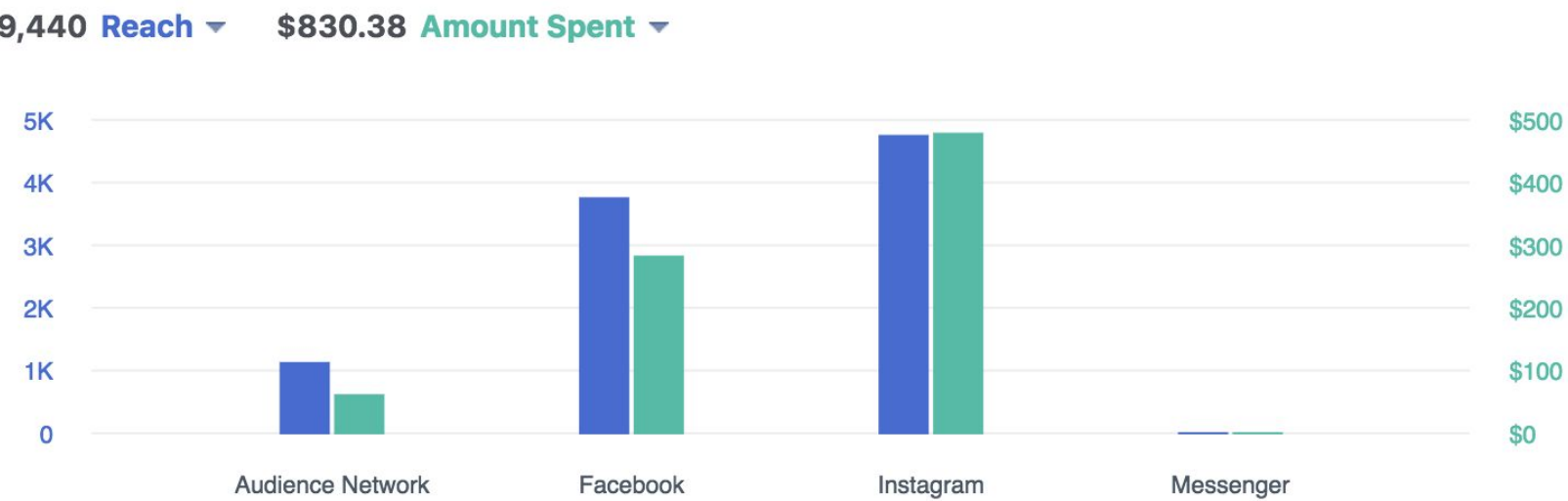
3



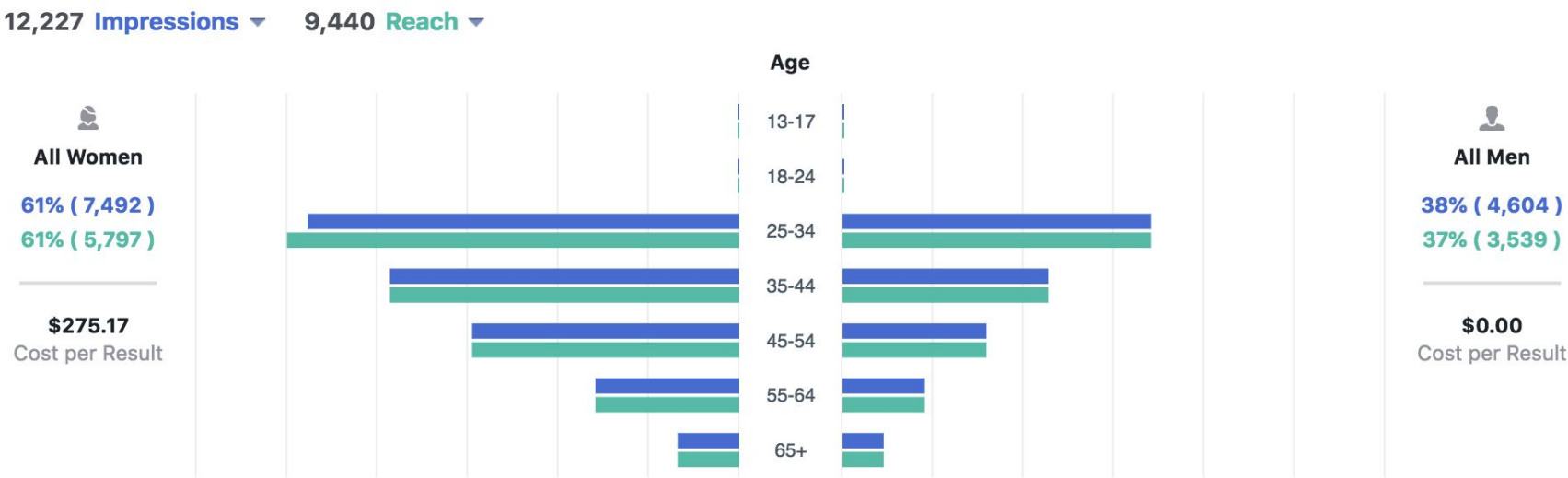
- Impressions: 5,268
- Reach: 3,568
- Clicks: 11

Performance: Metropolitan Market Location #2

Placement

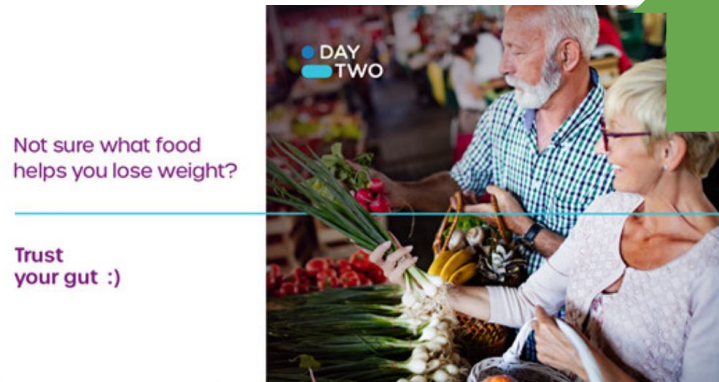


Demographics



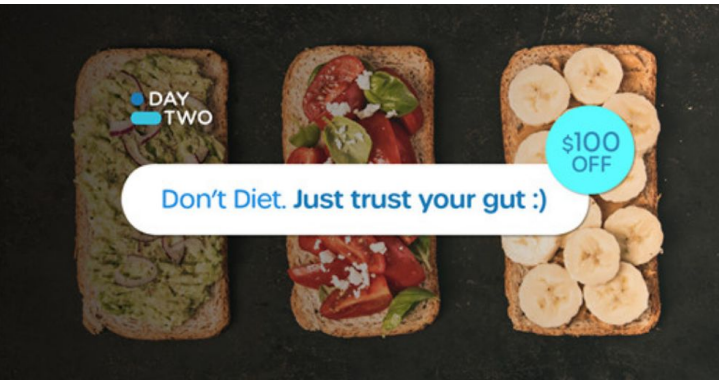
Ads Performance

1



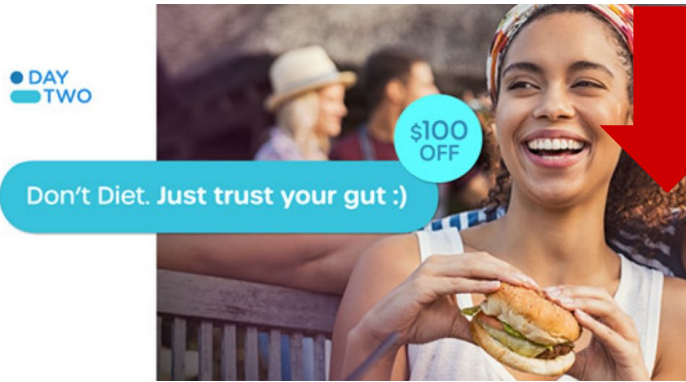
- Impressions: 4,093
- Reach: 3,324
- Clicks: 19

2



- Impressions: 4,369
- Reach: 3,625
- Clicks: 12

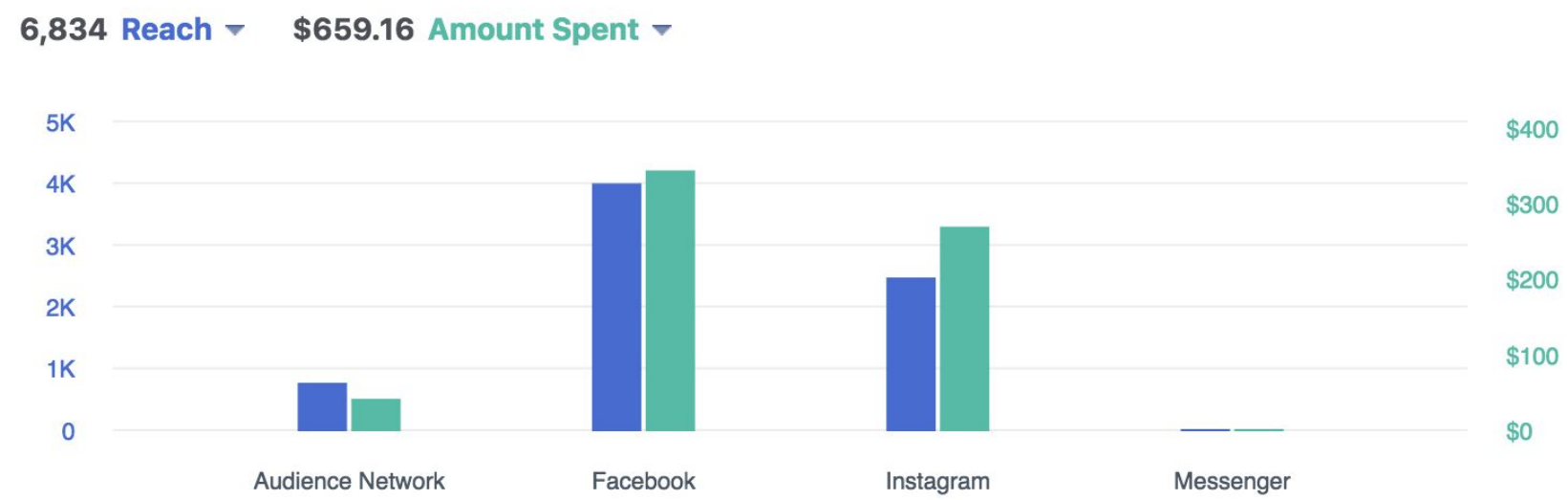
3



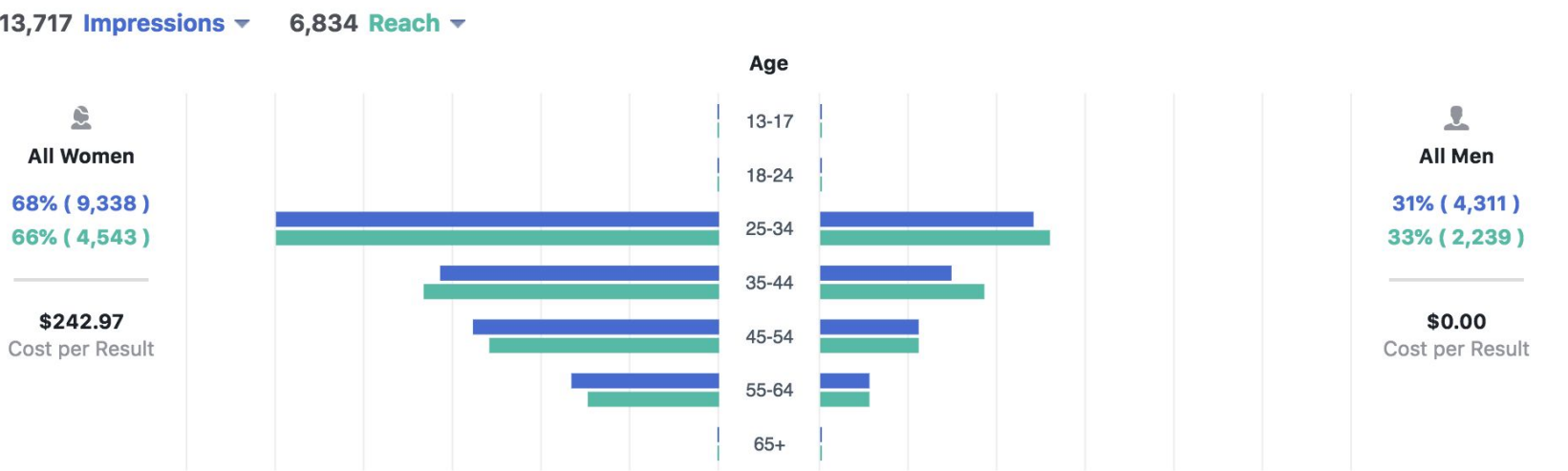
- Impressions: 2,774
- Reach: 2,393
- Clicks: 9

Performance: Metropolitan Market Location #3

Placement



Demographics



Ads Performance

1

DAY TWO

Don't Diet. Just trust your gut :)

\$100 OFF

- Impressions: 5,831
- Reach: 3,521
- Clicks: 17

2

DAY TWO

Don't Diet. Just trust your gut :)

\$100 OFF

- Impressions: 4,383
- Reach: 2,771
- Clicks: 11

3

DAY TWO

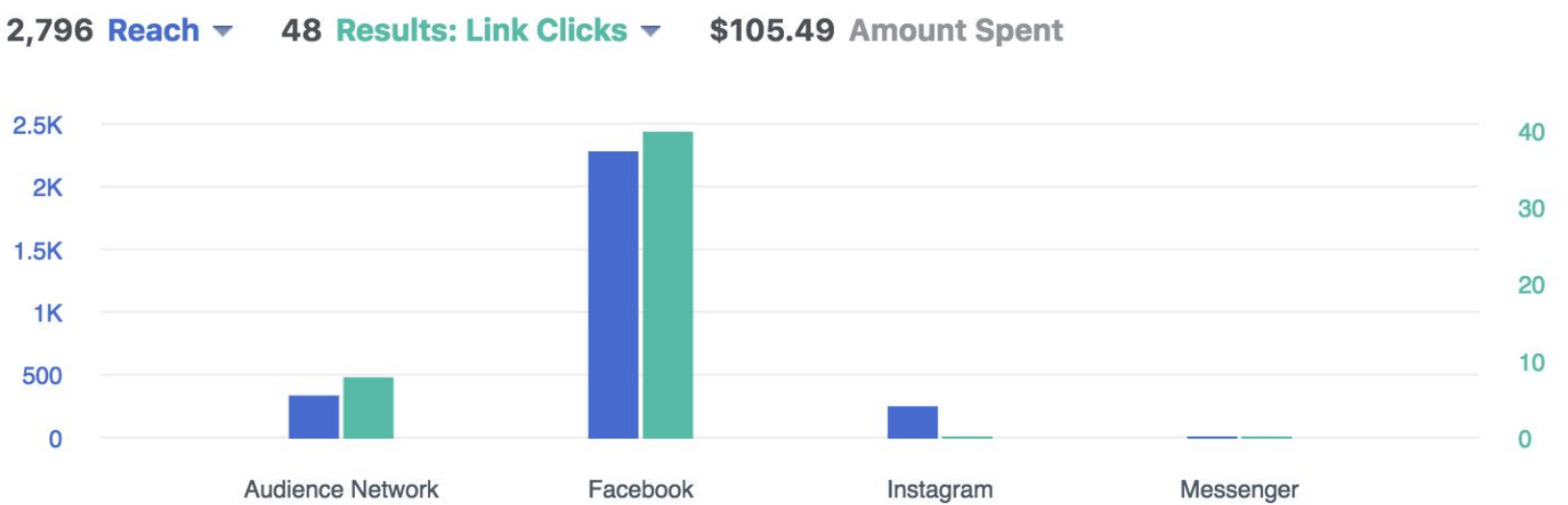
Not sure what food helps you lose weight?

Trust your gut :)

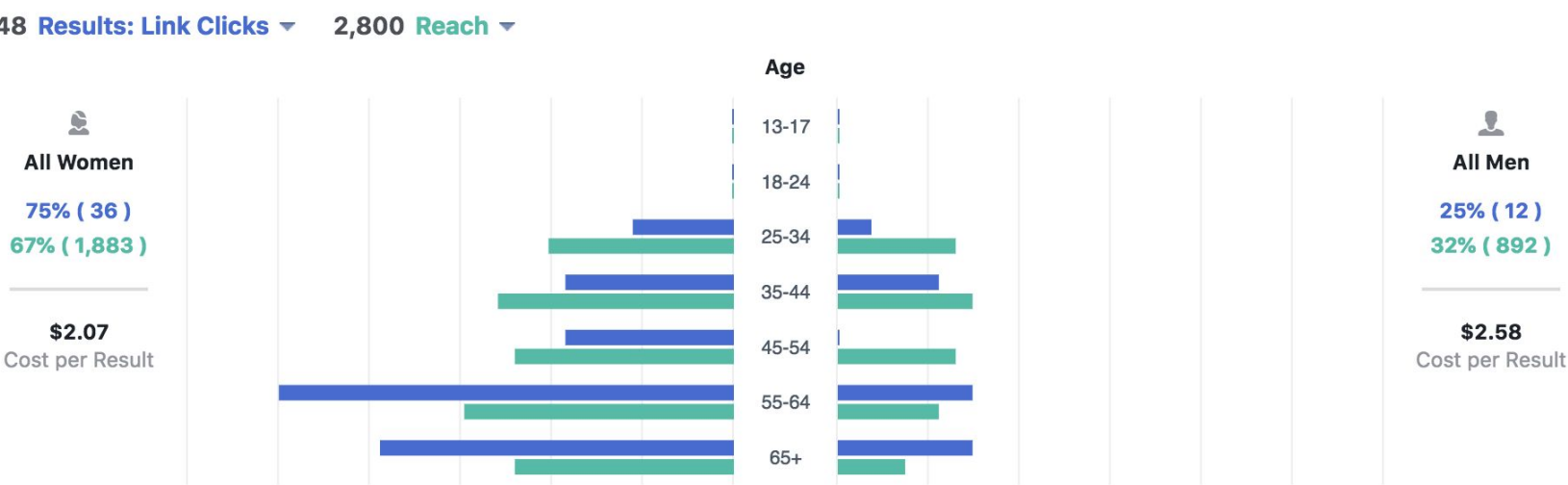
- Impressions: 2,326
- Reach: 1,566
- Clicks: 4

Performance: Metropolitan Market Location #4

Placement



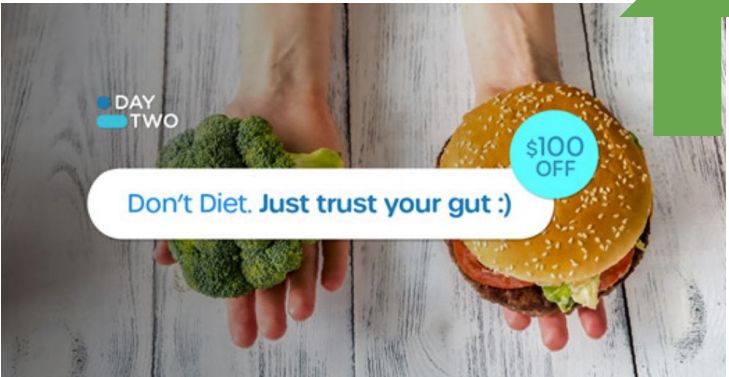
Demographics



Weekly Report

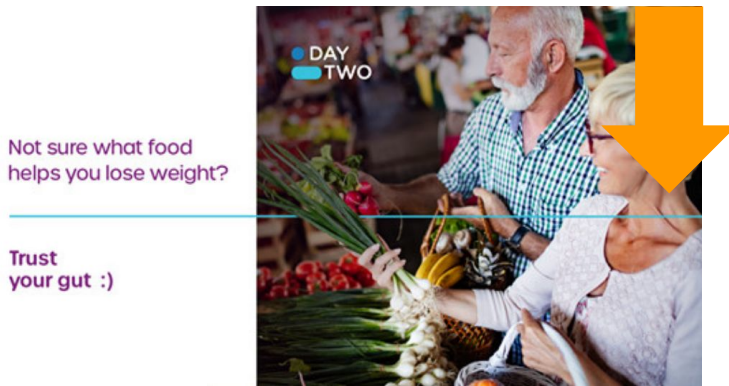
Ads Performance

1



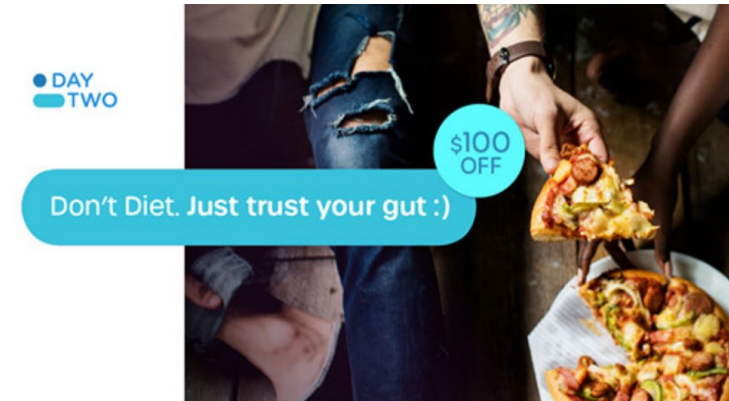
- Impressions: 5,598
- Reach: 1,838
- Clicks: 23

2



- Impressions: 4,232
- Reach: 1,399
- Clicks: 14

3



- Impressions: 2,935
- Reach: 921
- Clicks: 11

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What is the best diet for humans?



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Personalized Diets Informed by Gut Microbiome Improve Health Outcomes Responses



A lecture at the 16th World Congress on Insulin Resistance, Diabetes and CV disease on gut microbiome was one of four highlighted sessions of the congress.

The role of gut microbiota has been an area of growing attention, according to Eran Segal, PhD, professor of computer science and applied mathematics at the Weizmann Institute of Science, Rehovot, Israel, who introduced compelling evidence in support of environmental differences more so than genetics as the basis for shaping the effects of the gut microbiome on health.

In fact, distinctive individual intestinal bacteria appear to explain differences in interindividual glucose responses, which led the Segal researcher team to use individual gut microbiota in developing a model for personalizing a diet to achieve more effective blood glucose control.

[Read more](#)

Eran Segal presented conclusions from the research on the Ruppin stage and made us question common dietary beliefs.

[more](#)

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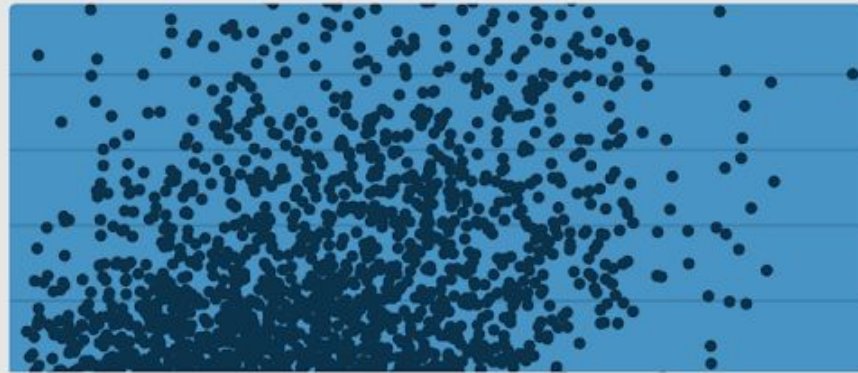
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Assessment of a Personalized Approach to Predicting Postprandial Glycemic Responses to Food Among Individuals Without Diabetes

Mayo Clinic publishes study results in JAMA showing efficacy of individualized nutrition on managing blood glucose levels in a cohort in the United States to validate the study conducted at the Weizman Institute. Across the cohort of adults without diabetes who were examined, a personalized predictive model that considers unique features of the individual, such as clinical characteristics, physiological variables, and the microbiome, in addition to nutrient content was more predictive than current dietary approaches that focus only on the calorie or carbohydrate content of foods.

Providing individuals with tools to manage their glycemic responses to food based on personalized predictions of their PPGRs may allow them to maintain their blood glucose levels within limits associated with good health.

DOWNLOAD FULL ARTICLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Emerging evidence suggests that postprandial glycemic responses (PPGRs) to food may be influenced by and predicted according to characteristics unique to each individual, including anthropometric



SCIENCE ▾

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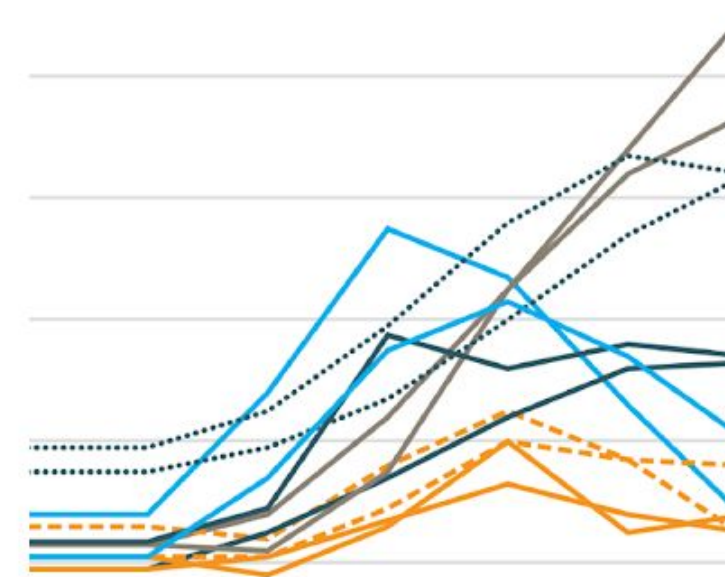


JAMA NETWORK

Assessment of a Personalized Approach to Predicting Postprandial Glycemic Responses to Food Among Individuals Without Diabetes



Emerging evidence suggests that postprandial glycemic responses (PPGRs) to food may be influenced by and predicted according to characteristics unique to each



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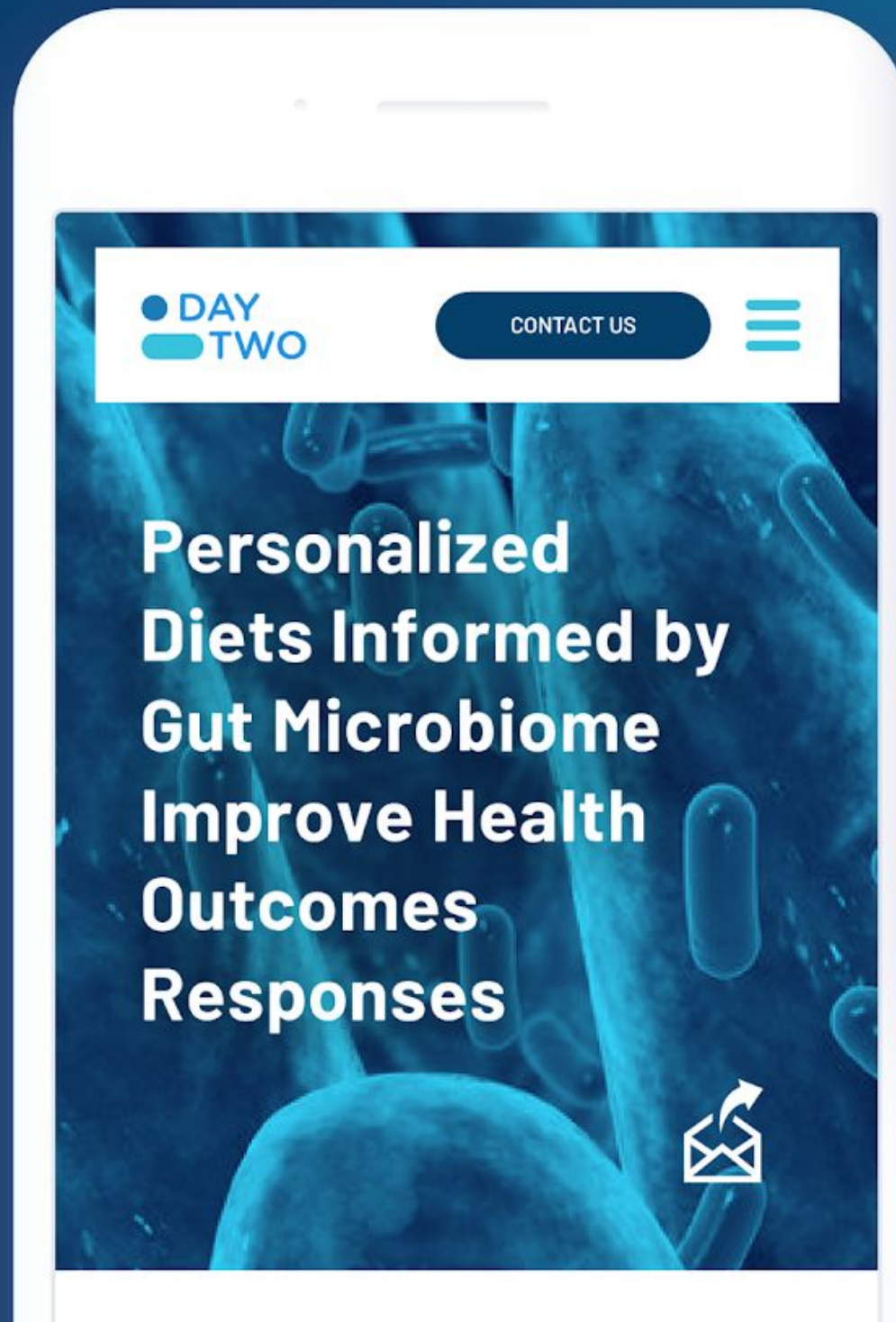
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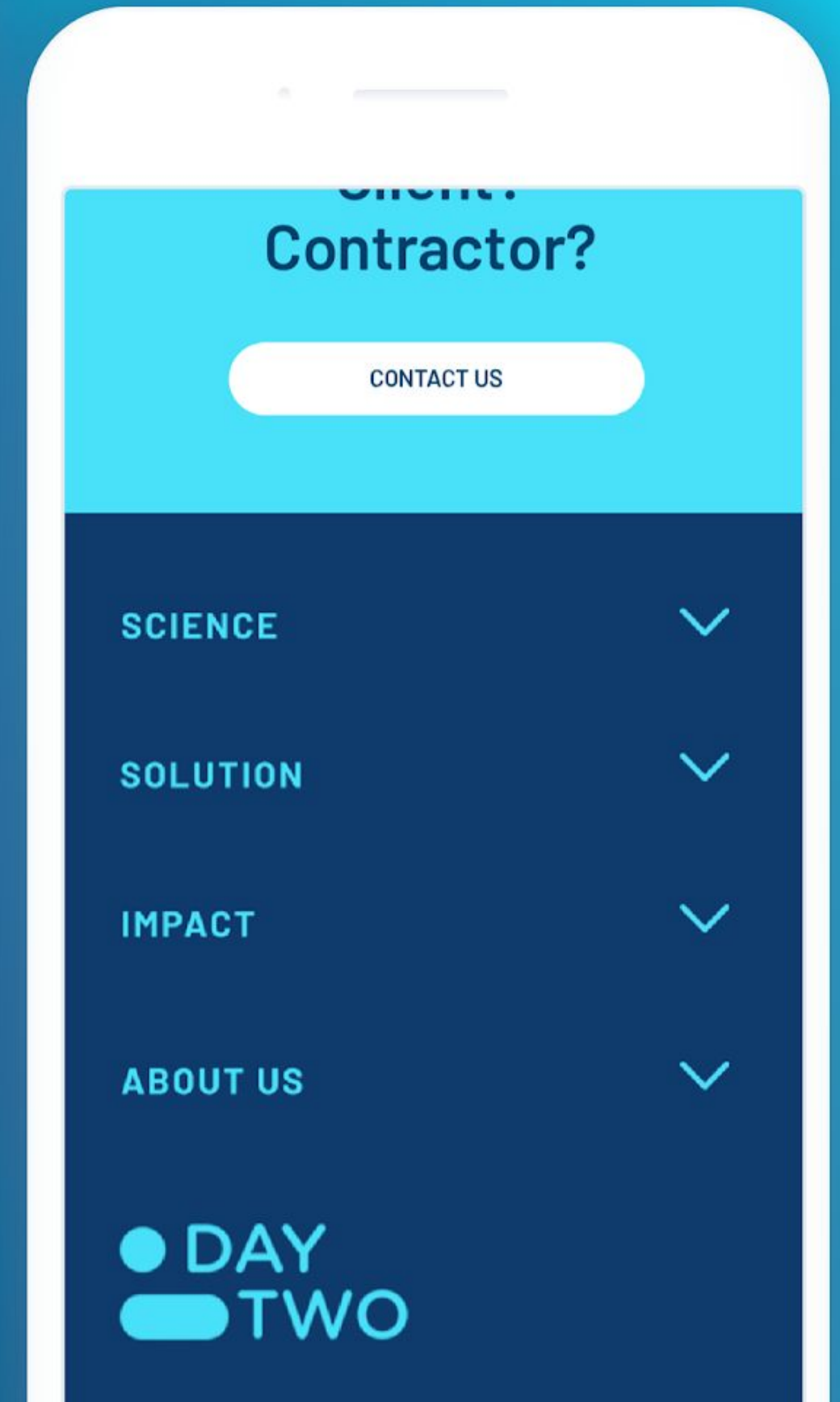
Accellation Policy



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[Read more](#)

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Thank you!

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