

Medical Cart Product Guide

Challenge

A leading company in mobile medication management developed a new medical cart that could help healthcare providers more easily and accurately dispense medicine to patients. The company asked ProWrite to produce a professional looking guide for its customers and sales force that would clearly describe the cart's features and benefits, functionality, maintenance, and repair.

Solution

To create the product guide, ProWrite

- Physically dismantled and reassembled the cart to document its assemblies
- Interviewed the company's engineers to fully understand each of the cart's features
- Explained how to set up, maintain, and repair the cart
- Studied the cart's built-in computer and captured screen shots
- Detailed how to use each of the cart's functions
- Organized the information in a logical and user-friendly sequence using a clean looking layout and professional-looking graphics

Benefits

In high-stress healthcare environments, customers can appreciate the clear and concise instructions that accompany the cart and make it easier to install, operate, maintain, and repair. The company's sales force can use the product guide to inform potential customers about the new cart's features and benefits.

