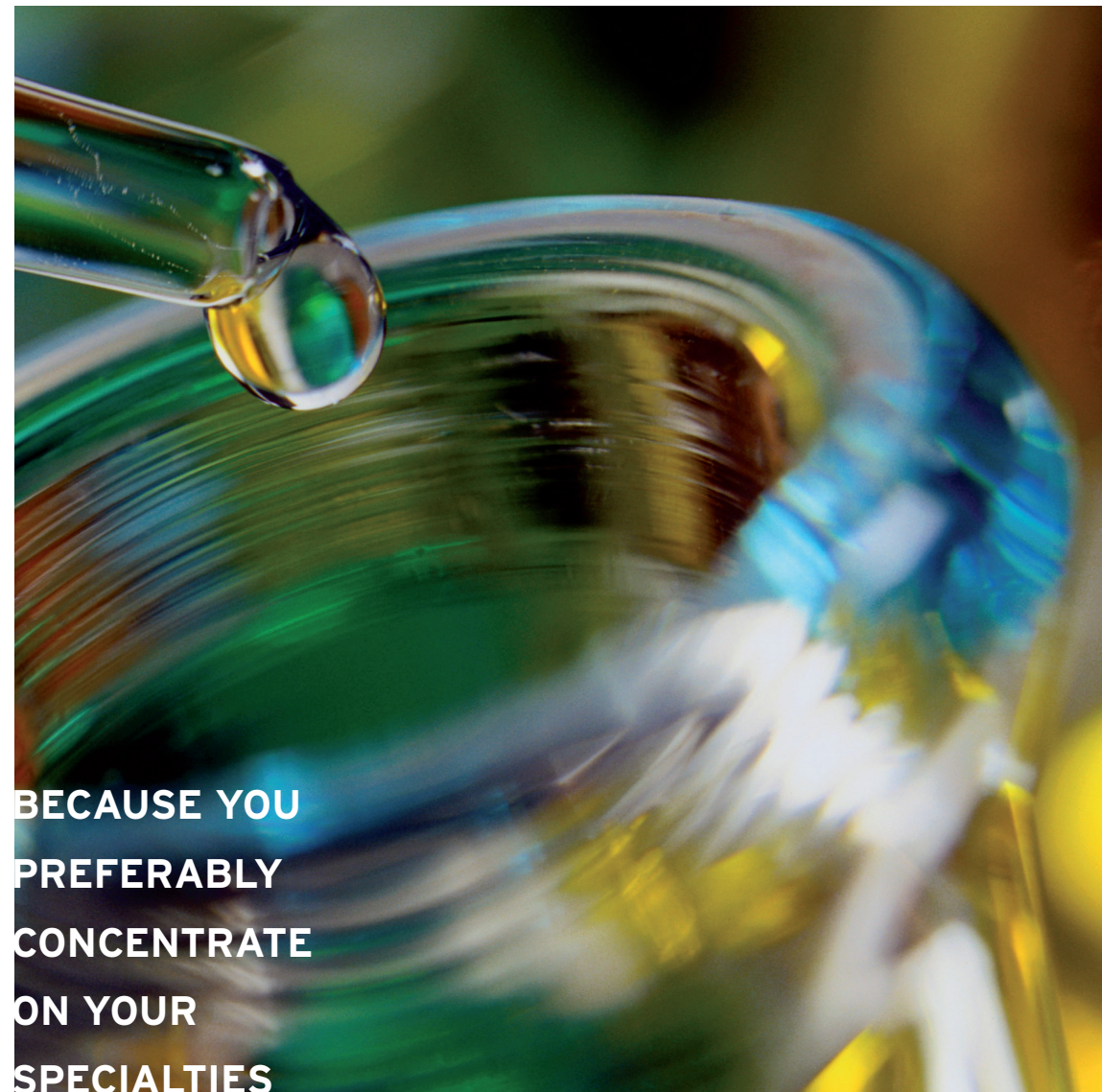


IKPRODUCTIONS
building
bridges
between the
medical world
and patients



BECAUSE YOU
PREFERABLY
CONCENTRATE
ON YOUR
SPECIALTIES



Patients have a great need for information and want to share experiences with relatives and other fellow-patients. However, for clinicians and pharmaceutical professionals it is often a challenge to convert medical lingo into language and texts which are fully and easily understood by the people for whom they are written. Besides that often there is no time to supply the patients with extensive information. That is why underlying documentation is necessary, because if patients feel well informed it will improve patient empowerment and compliance in daily medication.

At IKProductions we are experts in making this conversion. It's our passion and it is what we do best. Let us take care of the conversion of your medical data into easily accessible texts with 100% clarity and no room for confusion. It creates time for you to focus and work on the things you do best.

*'I have to confess that I had **tears** in my eyes when I read the autobiography 'Vreemde kronkels'. I now have got **another outlook** on quality of life from people with **IBD**, one of the **topics** of my **thesis** then, and a subject that I was allowed to **counsel** to a number of **students** with their **research** on this disorder for their Phd.'*

Dr. Maurice Russel – Gastroenterologist (Holland)



TAILOR-MADE

Empathy and commerce appear to be a perfect combination. Being a patient with many years of experience from the bed-side and as a professional in health care, Ingeborg Kuys has a unique combination of expertise and knowledge. With this background Ingeborg and her team provide tailor-made text services and products. Our team can act as your sparring partner on how to 'translate' your work and findings into understandable, empathic words for patients and their beloved inner circle. One of our strengths is generating data and building accessible cases by interviewing not only the individual patients and/or their family, but also their medical practitioners or their support group. Our services vary from copywriting to the full production and publishing process of a flyer, brochure, magazine or book.

IKProductions can offer you the full package made to measure. We love to work on any of your ideas and co-create the perfect text.



EXPERTISE

We listen to and speak with patients and their inner circle, with their doctors and other healthcare professionals, in order to be able to meet and fulfil the requirements of your clients. What message do you want to convey and what are the needs of the care recipients? Our specialty is to generate and deliver text solutions to build bridges between the medical world and their patients.



Picture books for children

Obbe is a warthog; a child character, created by Ingeborg Kuys and beautifully shaped and painted by Olga Lubbers who suddenly died in February 2012 during the production of the second book. Magda Wiefferink has replaced the illustrations from that moment in a fantastic likeness way. Obbe is the personification of sick children. In every book Obbe experiences trials and tribulations with his animal friends. But there is also something that does not work well, like Obbe's stomach-ache or the asthma of cow friend EllaBella. These books are designed and written for children with several disorders and are meant to support them, but also their parents and their inner circle. [www.obbe.co.nl]



Ikke ♥ Obbe

Beautiful picture books - in which different clinical pictures are being written - are tailor-made by Ingeborg Kuys and can be translated in any foreign language. The books will help children understand their illness and will lead to conversations with the child. Ingeborg will write a book for you on request.

'Obbe should have been published years ago! It would have made life much easier for us if we would have had a book like this. I have missed it many times!'

A parent

*"The book 'Experience stories about Crohn's disease and ulcerative colitis' has **not** been written to leave you into **tears**: the author **never** would have wanted that. And if yes, then she probably hoped to leave you **into tears of compassion**."*

Prof. Dr. Severine Vermeire - Gastroenterologist (Belgium)

ABOUT THE BOOK 'EXPERIENCE STORIES ABOUT COLORECTAL CANCER'

*'A **perfect** reproduction of our conversation and a **beautiful** document.*

*Well done. I am so **glad** that it has been written in such a **respectful manner** and **without** any **melodrama**.'*

Frank Sanders - singer/director/choreographer/dancer (Holland)

*A **beautiful** mixture of **people** and **stories**, diverse, touching and besides that very informative. A book, written with **love** and **respect**!*

Ellen Pieters - actor (Holland)



Min. de Savornin Lohmanlaan 22 | 7522 AP Enschede | The Netherlands | T. +31.53.7501469 | info@ikproductions.nl | www.ikproductions.nl | www.twitter.com/ingeborgkuys