

# CAVU Creative, Inc.

Mary Harpin

Health, Wellness and Medical Communications

mary@cavucreative.com

612-272-3756



## Bio

Mary Harpin, CAVU Creative principle, holds an MFA in writing and has ten years of experience in marketing and communications. Mary's work creates a multi-directional connection between business, medicine, wellness, and the public.

## Services

Writing & Editing  
Layout & Design  
Communications Strategy  
Web Development  
Patient and Professional Education Materials  
Wellness & Fitness Articles

## Testimonial

"During our work together at Zimmer Spine, Mary produced a wide range of marketing materials for our premier implant product. Her work was always exemplary: creative, polished, and timely. I highly recommend her because of her experience, professionalism, and quality of work." *Mark Darst Rice, Principal Engineer, Zimmer Spine*

**CAVU Creative** is a marketing communications firm that provides writing, editing, layout, communications planning, project management, and web development services to the industries of medicine, health, wellness, and the biosciences.

## Clients and Projects

### St. Jude Medical

[www.sjm.com](http://www.sjm.com)

One of the most respected medical device companies in the medical device industry, St. Jude Medical specializes in cardiac surgical solutions. **Projects:** Write surgeon-targeted materials on the effects of anticoagulation therapy and self-testing for heart valve patients.

### UnitedHealth Group

[www.unitedhealthgroup.com](http://www.unitedhealthgroup.com)

UnitedHealth Group provides a range of health insurance plans directly to families, students and individuals, nation wide. **Projects:** Write consumer messaging for health communications, like mammogram appointment reminders, new medication and treatment option news, and disease management notices.

### Zimmer, Inc.

[www.zimmer.com](http://www.zimmer.com)

This medical device client, Zimmer, Inc., creates state-of-the-art implants for reconstructive surgery. **Projects:** Write and layout surgical technique manuals and case studies for implants. Create new product launch packets for sales teams, surgeons, and medical device educators. Write clinical studies.

### Minnesota Department of Health (MDH)

[www.health.state.mn.us](http://www.health.state.mn.us)

MDH has created the Emerging Leaders' Network, a program to prepare the health and medical workforce for leadership roles, and to facilitate greater health outreach. **Projects:** Key messaging, content development, branding and layout for program promotion, fundraising, and participant recruitment.

### Emergency, Community and Health Outreach (ECHO)

[www.echominnesota.org](http://www.echominnesota.org)

This health and safety nonprofit creates multi-language health and safety tools on topics like cancer education, emergency preparedness, special education for young children and mass dispensing of medication. **Projects:** Write scripts, key messaging and supporting materials for monthly health and safety television programs (upcoming topics are reproductive health, domestic violence and dental hygiene). Develop promotional materials and health topic resources. Re-design the website.