

PROJECT M

Redefining in-patient clinical decision-making with causal treatment plan optimizations, patient-by-patient, in real time

Deliverables: Communications strategy, branding, investor deck, one pager

The Project **M** Concept

The Project **M** Concept

Maximum

Minimum

The Project **M** Concept

Maximum

outcome
care
optimization
efficiency
focus
data
accuracy
success

Minimum

variance
costs
risks
struggle

M



*M*inimum variance

*M*aximum outcome

PROJECT

minimum variance. maximum care.

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minimizing variance.
maximizing care.

We deliver patient-specific treatment decisions in real time,
maximizing outcomes and minimizing costs.



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Patient Pathway



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revolutionizes in-patient clinical decision-making
by leveraging patient-mirrored cohorts to deliver
real-time, individualized treatment optimizations,
ensuring improved outcomes at minimized costs.

Our Benefits



minimizing
costs



Maximizing
in-patient care



minimizing
Variance



Maximizing
satisfaction





Logo



Logo color variations



Fonts

Vista Sans



Vista Sans Narrow



Primary colors





“Working with PearlCom has been an absolute game-changer for Project M. We had this mysterious name, "Project M," and needed to encapsulate the essence of our company in a tagline that resonates with our audience. PearlCom exceeded our expectations and cracked the code of "Project M" by delivering the brilliant tagline: "Maximum Variance. Minimum Cost.", showcasing how we empower healthcare professionals to make informed decisions efficiently and cost-effectively. They developed a compelling brand identity that communicates the core of our company with clarity and impact. Our investor deck and story, meticulously crafted by PearlCom, are nothing short of perfect. Working with PearlCom has been an incredibly rewarding experience. Their dedication, creativity, and attention to detail have elevated our brand and positioned us for success in the healthcare industry. ”

Ahuva Meilik | Founder & Co-CEO

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