



Lytec Medical produces practice management software for doctors. They called upon us to help them launch their newest system upgrade, Lytec Medical '98. The campaign was so successful that they requested we hold off on a second mailing until they could get caught up with orders. ■ In the first month alone, Merrell Remington helped Lytec more than double their sales goals with our 8% response.

Saving doctors  
from the pain  
of paperwork  
with Lytec 98