

the design channel

the design channel, llc

news release

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For Immediate Release

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ValueOptions® contracts with TDC to work on its “StaySafe” program.

Company was searching for a creative services firm with experience in both the healthcare and higher education markets.

WASHINGTON, DC, September 1, 2008—The Design Channel (TDC) a branding and integrated marketing communications company, is awarded a contract with ValueOptions.

ValueOptions, the nation's largest independent behavioral health care company, provides services to more than 23 million individuals through a variety of contracts with state and county agencies, as well as with health plans and employers. ValueOptions is a managed care company that specializes in management for all behavioral health issues, and mental health and chemical dependency diagnoses.

ValueOptions, headquartered in Norfolk, VA, contracted with TDC to work on StaySafe, a crisis preparedness and response program for colleges and universities. The program leverages the company's 30-year history of helping institutions prepare for—and cope with—tragedy. StaySafe combines the company's expertise in behavioral health with crisis management so colleges and universities can deal with disaster before it occurs.

“We are excited to get this assignment, as well as very pleased to be aligned with a company who pioneered behavioral health care in America” said David Franek, TDC president. “This is a small assignment to develop a marketing brochure, but we value the opportunity to get involved with this innovative new program and company.”

About The Design Channel: With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive/social media. TDC works in a variety of industries from Healthcare and Education to Manufacturing and Technology.

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