

the design channel

the design channel, llc

news release

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For Immediate Release

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Medical Association Looks to Sharpen Its Imaging

The American College of Radiology selects The Design Channel to enhance marketing communications efforts

WASHINGTON, DC, July 9, 2013—The American College of Radiology (ACR), a leading non-profit association representing the interests of radiologists and medical imaging professionals, has tapped The Design Channel (TDC) to develop advertising and marketing campaigns on behalf of the organization, announced David Franek, TDC president and creative director.

“It’s an honor to be chosen as a marketing partner for an organization that plays such an important role in medicine today,” said Franek. “Imaging technology and expertise is at the foundation of preventing and treating disease, especially cancer. We’re proud to be in a position to help the ACR strengthen its communications to physicians and medical professionals who need its support, and to the public at large.”

The Design Channel will initially be engaged in creating a refreshed brand identity and print advertising to support the ACR’s Diagnostic Imaging Center of Excellence program, which recognizes hospital radiology departments that exhibit outstanding quality and safety performance. Additional assignments will include marketing support for Imaging 3.0, an ACR program aimed at building greater visibility of the critical role of radiologists in quality patient care, and Mammography Saves Lives, a program promoting the need for annual mammograms, especially in women 40 and older.

The American College of Radiology is based in Reston, Virginia and is the principal organization advocating for diagnostic radiologists, radiation oncologists, interventional radiologists, nuclear medicine physicians and medical physicists in the U.S. today. It has over 34,000 members and is committed to advancing the science of radiology, improving the quality of patient care, and providing continuing education for radiology and allied health professionals. The ACR publishes The Journal of the American College of Radiology and The ACR Bulletin.

With offices in Washington, DC and Baltimore, Maryland, The Design Channel provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.

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