

the design channel

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For Immediate Release

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Agency to Help Inject New Life into Medical Practice Marketing

Emergency Medicine Associates selects The Design Channel to enhance physician recruitment communications

WASHINGTON, DC, July 30, 2013—David Franek, president and creative director of The Design Channel, announced today that Emergency Medicine Associates (EMA), a medical practice specializing in providing clinicians to hospital emergency departments, has engaged The Design Channel to upgrade its marketing materials.

“EMA has long been the pre-eminent provider of emergency room physicians and services to hospitals throughout the mid-atlantic region,” said Franek. “We look forward to helping the practice develop branding and messaging that reflect its leadership position.”

One of the first assignments will be a physician recruitment brochure outlining a new partnership structure and associated benefits. Future projects may include a new look and feel for other collateral as well as for the company website.

Emergency Medicine Associates, P.A., P.C. was founded in 1971 and is based in Germantown, Maryland. It is physician-owned and provides emergency clinician staffing at 12 hospital emergency departments in Washington, D.C., Maryland, Virginia and West Virginia.

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.

-30