

the design channel, llc

## news release

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For Immediate Release

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### **Maryland Attorney General's Office Gets "Lifeline" for Statewide Campaign**

*The Design Channel wins creative assignment to support consumer assistance program*

WASHINGTON, DC, April 14, 2013 — The Design Channel (TDC) announced today that it has been awarded an assignment from the Maryland Office of the Attorney General to provide creative and graphic services to the state's Health Education + Advocacy Unit (HEAU). TDC was selected from over a dozen marketing communications agencies throughout Maryland that were vying for the program.

"We are thrilled to be chosen to work on this campaign," said David Franek, president and creative director of TDC. "The work that HEAU does to help Maryland residents resolve health insurance disputes and medical billing problems with their insurance providers is an important free service that everyone in the state should know about. We are honored and proud to be a part of this effort."

TDC's "Lifeline" concept was picked by the Office of the Attorney General as the creative foundation for the campaign. It featured visuals and copy centered on a boating life ring/rescue theme, as well as a phone number (800-817-MDcares) and website URL (MarylandCares.org) that further reinforced HEAU's messaging. The concept will be executed through print ads, billboards, transit shelter posters, commuter rail station kiosks, and bus displays throughout Maryland.

HEAU ([www.oag.state.md.us/Consumer/heau.htm](http://www.oag.state.md.us/Consumer/heau.htm)) is a part of the Consumer Protection Division of the Maryland Office of the Attorney General. It helps consumers whose health plan has refused to cover a medical procedure or to pay for a medical service that has already been provided. The Unit also assists consumers in resolving billing disputes with hospitals, doctors, insurance companies, and other health care providers. Other assistance includes helping consumers negotiate refunds for medical equipment that is defective or was never delivered, and obtaining repairs for medical equipment and health care products.

With offices in Washington, DC and Baltimore, Maryland, The Design Channel ([www.thedesignchannel.com](http://www.thedesignchannel.com)) provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.