

the design channel

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For Immediate Release

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Joint care program connects with The Design Channel for assignment

Agency chosen to grow awareness of Suburban Hospital's Joint Replacement Center

WASHINGTON, DC, November 15, 2010 –The Design Channel announced today that it has been selected by Suburban Hospital's Joint Replacement Center to develop a marketing communications plan to expand awareness of the Center and its capabilities. The scope of the work will include messages across radio, mass transit and direct mail, and may include other media as well.

A primary reason for the Center's selection of The Design Channel was the agency's experience in establishing strong brand platforms and advertising campaigns for health care organizations. "Suburban Hospital is one of the most highly regarded community hospitals in the region," said David Franek, president of The Design Channel. "We look forward to applying our healthcare marketing insight to help the Joint Replacement Center gain greater visibility among audiences that need the expertise it provides."

Suburban Hospital is a community-based, not-for-profit hospital serving Montgomery County and the surrounding area since 1943. On June 30, 2009, Suburban Hospital became a member of Johns Hopkins Medicine. The designated trauma center for Montgomery County, Suburban Hospital is affiliated with many local healthcare organizations, including the National Institutes of Health.

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

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