

# SUMMIT EXHIBITORS

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## **A.D.A.M., A Business Unit of Ebix**

10 10<sup>th</sup> Street NE, Ste. 500  
Atlanta, GA 30309  
800-755-ADAM  
[www.adam.com](http://www.adam.com)

Donald Bishop, assistant vice president  
David Masur, director of strategic accounts

A.D.A.M., the company that is the recognized leader in consumer health information, will debut its next generation of consumer health information during the Summit. Visit booth #11 to learn ways to engage and interact with patients while encouraging them to manage their health. Learn how A.D.A.M. teaches the story of the human body and translates the information for your patients.

## **AVID Design**

3375 Medlock Bridge Road  
Norcross, GA 30092  
770-248-1752 Fax: 770-248-9099  
[www.aviddesign.com](http://www.aviddesign.com)

Tom Brand, Executive Director  
Dean Richardson, Vice President of Business Development

AVID Design builds award-winning healthcare websites. We provide interactive content management solutions including AVIDCMS™ and SharePoint®, strategic content, and integrated business solutions so audiences are more engaged. AVID Design understands the needs of the multiple stakeholders within the healthcare industry and can direct an integrated strategy that achieves marketing goals and accomplishes corporate business objectives through the use of our robust AVID eTools™.

## **Baldwin Publishing, Inc.**

Good Health Content  
1107 Taylorsville Road; Suite 101  
Washington Crossing, PA 18977  
[www.baldwinpublishing.com](http://www.baldwinpublishing.com)

Ashleigh Baldwin, Director, Sales  
Renee Wittman, Director, Health Business

Baldwin Publishing creates interactive health and wellness content for patient education, employee wellness and population health management. Our videos, images and articles are branded for hospitals and delivered in print, web and mobile platforms.

Baldwin Publishing's video team produces fitness and nutrition videos and the award-winning Health eCooking® recipe show in our 1,200 sq. ft. test kitchen. NEW this year, Health eCooking is releasing a series of cooking videos in Spanish. Hospitals license Baldwin's wellness and recipe content to increase web traffic on key service line landing pages and to build engagement in social media campaigns.

Do you need content that creates conversation? We can help.

## **Barlow/McCarthy**

PO Box 835  
Hudson, WI 54016  
866-315-7774  
[www.barlowmccarthy.com](http://www.barlowmccarthy.com)

Kriss Barlow, Principal  
Allison McCarthy, Principal

Barlow/McCarthy is a team of recognized experts with more than 40 years of combined experience in physician relations, medical staff development, recruitment and retention, and relationship building. They have unparalleled insight and skills to address the delicate nuances of the hospital-physician relationship and bring hospitals and physicians in sync with one another.

## **blr | further**

1600 Resource Center Drive  
Birmingham, AL 35242  
205-324-8005 Fax: 205-324-7008  
[www.blrfurther.com](http://www.blrfurther.com)

Cary Bynum, President/CEO  
Michelle Dubois, Interactive Account Manager  
Lisa DeAraujo, Senior Account Manager

blr|further is a branding company with an emphasis on healthcare. Our strength is in helping clients match their brand messaging to the benefits that consumers want. In addition, we offer a full range of interactive, social and advertising solutions. For more, visit [blrfurther.com](http://blrfurther.com)

## **Brightbox**

250 5<sup>th</sup> Avenue; Suite #503  
New York, NY, 10001  
224-622-2586  
[www.brightboxcharge.com](http://www.brightboxcharge.com)

Deana Boldrey, AVP of Sales  
Billy Gridley, CEO

Brightbox™ is a New York City based end-to-end technology and consumer services company. We provide a secure and intelligent mobile device charging solution that helps to support and satisfy your patients, their families, and your staff - creating a high value customer amenity that builds goodwill and customer loyalty.

## **BrightWhistle**

1440 Dutch Valley Place NE; Suite 1100  
Atlanta, GA 30324  
404-919-7787  
[www.brightwhistle.com](http://www.brightwhistle.com)

Derek Cunningham, Vice President, Strategic Accounts  
Drew Geissinger, Regional Sales Director

BrightWhistle is the first end-to-end digital marketing platform for the healthcare industry. Our technology and expertise greatly enhances a provider, payor, ACO or agency's marketing strategy by transforming their search and social footprint into viable channels for increasing revenue, acquiring new patients, directing patient populations, and influencing patient perception.

## **BroadcastMed, Inc.**

195 Farmington Ave  
Farmington, CT 06032  
[www.broadcastmed.com](http://www.broadcastmed.com)

Ross Joel, CEO & Co-Founder  
Jon Rosen, Director of Strategic Accounts  
Dale Nobile, Director of Strategic Accounts

BroadcastMed, Inc. is a digital medical broadcasting company. We help the world's leading hospitals, medical device and medical education companies create and distribute trusted educational content to physicians, allied healthcare professionals and patients. Our clients rely on us to deliver measurable results by expanding their reach through the BroadcastMed Network. The Network includes affiliated broadcast channels feature educational content from some of the world's top hospitals and physician experts. Also among the BroadcastMed Network affiliates is ORLive.com, a leading digital destination for physicians. For more information visit [www.broadcastmed.com](http://www.broadcastmed.com).

## **Carnahan Group**

5005 West Laurel Street; Suite 204  
Tampa, FL 33607  
813-289-2588 Fax: 813-259-5504  
[www.carnahangroup.com](http://www.carnahangroup.com)

Terry Challenger, Director of Business Development  
Katie Fleetwood, Client Liaison

Carnahan Group is an independent and objective strategic healthcare consulting firm serving communities across the U.S. Our focus is on the convergence of regulations and planning. We are trusted by healthcare systems as an industry leader in providing fair market valuations, community needs assessments, medical staff development plans and strategic planning in healthcare. Our professionals deliver value each and every time, as promised.

## **CentreTEK Solutions**

8318 Forrest Street  
Ellicott City, MD 21043  
410-465-4880 Fax: 410-465-6430  
[www.CentreTEK.com](http://www.CentreTEK.com)

Glen Doss, Director, Strategy & Business Development  
Ryan Grieb, Director, Digital Programs

CentreTEK Solutions is a Web and mobile services company specializing in digital strategy and implementation for healthcare organizations. We have a heavy focus on open source software including Drupal and WordPress. Clients include Johns Hopkins Medicine, Rush University Medical Center, UMass Memorial Healthcare, Inova Health and St. Louis Children's Hospital.

## **Cineviz**

1236 Main Street  
Green Bay, WI 54302  
Phone: 920-430-7200 Fax: 920-430-7205  
[www.cineviz.com](http://www.cineviz.com)

Jim Christensen, Director of Business Development  
Patrick Gokey, Product Design Engineer

Cineviz's healthcare digital communication solution allows you to control the majority of your visual messaging from one central location. This technology will decrease the costs associated with static signs by giving you the power to transform your communication into eye-catching, dynamic digital messaging. Whether it's a donor wall, way-finding kiosk, ER waiting room or a digital menu board, our customized solutions are transforming the healthcare industry.

## **Coffey Communications**

1505 Business One Circle  
Walla Walla, WA 99362  
509-525-0101 Fax: 509-525-0281  
[www.coffeycomm.com](http://www.coffeycomm.com)

Kip Kelly, Senior Vice President of Business Development  
Katelin Schwarck, Marketing Communications Manager  
Jeni Watkins, Account Executive  
Ralph Eronemo, Account Executive

Coffey Communications is a national leader in print and digital communications for hospitals and health plans. For 30 years, service, value and innovation have been the foundation of our products and services. Coffey's approach to custom websites, publications and mobile solutions positions our clients as the most trusted source for healthcare information. To learn more, visit us at [www.coffeycomm.com](http://www.coffeycomm.com) or call 800-253-2030.

## **Connect Healthcare**

200 Arizona Avenue, NE; Suite 200  
Atlanta, GA 30307  
404-589-1228 Fax: 404-589-1288  
[www.ConnectHealthcare.com](http://www.ConnectHealthcare.com)

Jim Edwards, CEO  
Noel Coleman, Director of Sales  
Mike Haffey, Sales Manager

Connect Healthcare (A PhotoBooks Company) celebrates 22 years connecting institutions with consumers, patients, and physicians. Services include: Enterprise-wide Find-a-Doctor applications with Physician Data Content Management Systems; Mobile Physician Directory APPs and Mobile Optimized Web Directories; Traditional Printed Physician Directories and Print-on-Demand capability; Total Website CMS Development & Management.

## **Corporate Health Group (CHG)**

888-334-2500  
[www.corporatehealthgroup.com](http://www.corporatehealthgroup.com)

Laurie Slater, Partner  
Bev Miller, Director of Business Development

CHG is a boutique consulting firm that provides clients with customer-based, ROI models that drive referrals. Because we have all lead physician relations strategy we know how to make our engagements practical and solution-focused. Our PRM (Physician Relationship Management) Zipzee™ was created to support your ROI demands – designed with best practice elements and no need for capital - it's a low cost turnkey solution.

## **Corrigan Partners**

119 W York Street; Suite 100  
Norfolk, VA 23510  
757-650-4341 Fax: 757-640-8517  
[www.corriganpartners.com](http://www.corriganpartners.com)

F. Brian Whitman, Partner  
Carla Bryant, Partner  
Lisa Burris, Consultant

We are growth strategists, brand builders, and patient experience innovators who share a passion for driving bottom-line results. At Corrigan Partners, we work with healthcare clients to create “smart growth” marketing plans, develop high-performing marketing teams, and implement social, search and digital marketing strategies that impact business performance. [www.corriganpartners.com](http://www.corriganpartners.com).

## **Cows In Trees**

33 West Monroe St; Suite 200  
Chicago, IL 60603  
312-784-8580 Fax: 312-670-7420  
[www.cowsintrees.com](http://www.cowsintrees.com)  
[www.cowsintreesblog.com](http://www.cowsintreesblog.com)

John Berka, Chief Branding Officer  
Christy Berka, Account Supervisor

Cows and healthcare may seem like an odd combination. But with over a century of combined experience, we have healthcare background surpassed by few things on two or four legs.

We understand healthcare and know how to cut through red tape. Collectively, we've helped over 50 healthcare providers develop their unique brand. From large systems to small community hospitals, we understand what keeps you up at night.

## **Eruptr**

15115 Red Ridge Place  
Bowie, MD 20715  
888-378-7871 x102 Fax: 888-275-7871  
[www.eruptr.com](http://www.eruptr.com)

J.K. Lloyd, President, Co-Founder

Eruptr specializes in helping hospitals harness the power of online marketing. We are leading experts in Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing and importantly, patient acquisition solutions that yield measurable results. Our campaigns target patients at the exact moment they are seeking health information and treatment online and bring true ROI to marketing dollars.

## **Evariant**

308 Farmington Avenue  
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Andrew Perry, Director, Digital Media Services  
Brady Andreas, Sales  
Andrew Munro, Sales  
Joe Dwyer, Sales  
Michael Poliseno, Sales  
Fred Constantineau, Chief Operating Officer  
Bill Moschella, Co-Founder & Chief Executive Officer  
Ginny Karlberg, Sales  
Rachel Neely, Customer Experience Manager  
Chris Aulbach, Director, Customer Solutions  
James Orsillo, Chief Financial Officer

Get to know patients, physicians, and employers in a whole new way. Evariant captures and integrates healthcare business data onto one platform. Our solution allows healthcare organizations to identify market opportunities, measure marketing campaigns against reportable ROI and improve patient and physician engagement. For more information, visit [www.evariant.com](http://www.evariant.com).

## **Franklin Street**

9700 Farrar Court  
Richmond, VA 23236  
800-644-8555  
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Will Flynn, Founding Partner  
Stephen Moegling, Partner  
Tim Roberts, Partner

We are a health care brand consultancy. We build patient-centered brands. We believe a brand built around the desires of the patient increases satisfaction, fuels innovation and grows market share. Our proprietary process uncovers strategic opportunities and authentic brand strengths. This proven approach leverages online, direct and mass advertising, web platforms and brand experiences to convert prospects into patients.

## **Frederick Swanston**

11800 Amberpark Drive; Suite 100  
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770-642-7900 Fax: 770-642-7026  
[www.frederickswanston.com](http://www.frederickswanston.com)

Una Newman, Senior Account Director  
Kevin Duggan, Director of Business Development

Frederick Swanston is a mid-sized advertising, branding and digital agency with extensive experience in all phases of healthcare advertising, including pharmaceutical, insurance providers, hospitals and surgical manufacturers. Our office is based in Alpharetta, GA servicing regional, national and international clients. For more information, please visit [www.frederickswanston.com](http://www.frederickswanston.com)

## **Geonetric**

4211 Glass Road, NE; Suite A  
Cedar Rapids, IA 52402  
319-221-1667 Fax: 319-221-1450  
[www.geonetric.com](http://www.geonetric.com)

Ben Dillon, Vice President and eHealth Evangelist  
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Nicole Knoll, Marketing Coordinator

Geonetric helps hospitals and health systems develop and implement innovative Web strategies to engage their patients and communities online. VitalSite<sup>®</sup>, Geonetric's robust content management software, easily manages websites, portals and intranets, and includes a large selection of interactive modules. Geonetric also provides a comprehensive suite of online services, from strategy and design, to search engine marketing and social media management.

## **GLC Custom Media**

900 Skokie Blvd, Suite 200  
Northbrook, IL 60062  
847-205-3000 Fax: 847-564-8197  
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Paula Rosenberg Frey, Senior Vice President, Marketing & Client Services  
Rene Ryan, Senior Director, Client Strategy

GLC Custom Media is a custom communications and content marketing group focused on delivering ROI through a comprehensive content strategy and solid execution. Working in digital, print, mobile and social channels, GLC collaborates with clients to first understand their marketing objectives and then to develop the right audience-specific solutions. Our content delivers. Does yours? To learn more and for a free 30-minute communications assessment, contact Paula Frey at [pfrey@glcdelivers.com](mailto:pfrey@glcdelivers.com) or Rene Ryan at [rryan@glcdelivers.com](mailto:rryan@glcdelivers.com). Please visit us at **Booth 63** during the conference and visit our website at [www.glcdelivers.com](http://www.glcdelivers.com) for ROI-focused client case studies.

## **Greystone.Net**

2872 Woodcock Boulevard; Suite 200  
Atlanta, GA 30341  
770-407-7671 Fax: 770-407-7690  
[www.greystone.net](http://www.greystone.net)  
[www.hcic.net](http://www.hcic.net)

Kathy Divis, President  
Michael Schneider, Executive Vice President & Principal

**Greystone.Net** provides services to help healthcare organizations improve their Web performance. Services include: Internet and intranet strategic planning; CMS and call center vendor selection process; gMetrics and analytics support; functional and graphic redesign; Web site and Intranet assessments; digital marketing strategies and solutions such as SEO, SEM, content marketing and online advertising support; social networking strategic planning; mobile solutions and mobile apps; and call center consulting. Greystone.Net also hosts the industry-wide Healthcare Internet Conference each November [www.hcic.net](http://www.hcic.net).

Since 1996, Greystone.Net has assisted hundreds of hospitals and health systems meet their Internet needs through a unique combination of marketing, Web and technical expertise paired with a strategic business focus. Reach Greystone at [www.greystone.net](http://www.greystone.net) or 770-407-7671.

## **HEALTHDAY**

150 Broadhollow Road; Suite 302  
Melville, NY 1150  
631-582-9000 Fax: 631-582-8828  
[www.healthday.com](http://www.healthday.com)

Dan McKillen, President & CEO  
David Rouatt, Managing Director  
Tony Hall, Director, National Accounts

**HealthDay** is a leading producer and syndicator of evidence-based health news for consumers and physicians and is one of the largest health news syndicators to Internet sites. Its daily consumer health news service appears on more than 5,000 websites such as Yahoo!, MSN Health, USNews.com, and government websites like Healthfinder.gov, and MedlinePlus. A daily video version of the top health news story of the day is featured on HealthDay TV, a 60-second daily news broadcast appearing on several major media and U.S. government websites.

## **Healthgrades**

999 18<sup>th</sup> Street; Suite 600  
Denver, CO 80202  
[www.healthgrades.com](http://www.healthgrades.com)

Chris Catallo, Senior Vice President  
Lisa Esch, Senior Vice President

Healthgrades is the only company able to solve your hospital's three biggest challenges: We leverage our leading physician search site to drive predictable growth. We engage patients and doctors for more efficient utilization. And we help improve clinical quality. All three, at a measurable, positive ROI.

## **HealthLink Dimensions**

2 Concourse Pkwy NE  
Atlanta, GA 30328  
404-250-3900 Fax: 404-250-6370  
[www.HealthLinkDimensions.com](http://www.HealthLinkDimensions.com)

Yasemin Williams, Business Development Consultant  
Leslie Bean, Director, Business Development

HealthLink Dimensions offers customized service and premium data solutions that facilitate multi-channel marketing and communications directly to physicians and other healthcare professionals. Leveraging over 1.4 million unique B2B permissioned, verified, and deliverable email addresses linked to physicians and allied health professionals, we can help connect you with your target healthcare audience.

## **Human Practice**

180 N Upper Wacker Dr; Suite 400  
Chicago, IL 60606  
312-884-9467  
[www.humanpractice.com](http://www.humanpractice.com)

Moses Hohman, CEO and Founder  
Oksana Kapeniak, Project Manager

How do you find a doctor? Most likely, it's through word of mouth recommendations. Don't let your most genuine, effective marketing avenue elude you. Human Practice uses word of mouth to help medical groups improve patient experience, build long-term patient relationships, and get recommended.

## **image.works**

7633 Ganser Way; Suite 101  
Madison, WI 53719  
608-662-4111 Fax: 608-662-4112  
<http://healthcare.imageworksdirect.com>

Kelly Hellickson, National Sales Director  
Megan Trudeau, Account Executive

No matter how you define remarkable healthcare marketing, image.works gives it real meaning. From planning to pricing, we offer a fresh approach to marketing and design, aimed to meet the highest of standards: yours. Our team of talented designers, writers and marketing specialists produces big-time results with all the personal attention of a small company. Fresh, innovative designs. Prices that will amaze you. Fast turnaround. Personal service. We invite you to experience the image.works difference.

## **IMS Health**

One IMS Drive  
Plymouth, PA 19462  
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Sachin Agrawal, Director, Provider Solutions  
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Steve Jennigns, Vice President, Sales  
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George Karyotakis, Business Development Manager, Tech & Apps  
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Vince Lasorsa, Senior Sales Manager, Nexxus Marketing  
David Young, Sales Engineer, Technology and Applications

IMS Health is a leading provider of information, services and technology to healthcare industries. IMS enables clients to understand performance and value using sophisticated analytics, objective data and technology platforms. With presence in 100+ countries and 60 years of experience, IMS serves payers, providers, government agencies, researchers, and pharmaceutical firms.

## **In10sity Healthcare**

14488 Old Stage Road  
Lenoir City, TN 37772  
888-483-2383  
[www.In10sityHealthcare.com](http://www.In10sityHealthcare.com)

Jim Maples, Vice President  
Louis Roberts, Vice President

Since 1997, In10sity has been in the website design and development business. We are proud to say that we work with 180 hospitals and health systems of all sizes across the country. At the heart of our company is InPower, our content management system built for hospital marketers.

## **KidsHealth**

1600 Rockland Road  
Wilmington, DE 19803  
302-651-4046 Fax: 302-651-4077  
<http://kidshealth.org/mktg/intro/>

Jeffrey Santoro, Senior Director, Business Development

KidsHealth licenses health education content for three distinct audiences: *parents, kids, & teens* – available in English and Spanish. KidsHealth recently introduced a new library of *Patient Instructions* created just for pediatrics. Both products can be integrated into EHRs to help meet Meaningful Use requirements. KidsHealth also produces a pediatric video library available exclusively through GetWellNetwork. Visit [KidsHealth.org/mktg/intro](http://KidsHealth.org/mktg/intro). Contact: Jeffrey Santoro - [Santoro@KidsHealth.org](mailto:Santoro@KidsHealth.org) or (302) 651-4106.

## **KidsLink**

3423 Piedmont Rd NE; Suite 252  
Atlanta, GA 30305  
678-753-LINK  
<http://www.mykidslink.com>

Chris Morocco, Chief Executive Officer  
Frank Newlands, MD, Executive Vice President Healthcare  
PJ Price, Director of Sales

KidsLink is a private social network that connects moms with their friends and enables users to store and share information about their children.

Hospitals and providers serve as our local sponsorship partners and leverage the KidsLink mobile platform to deliver content and engage with moms who spend 6.1 hours per day on their smartphones and influence 85% of all healthcare decisions.

## **Klein & Partners**

14613 Morningside Road  
Orland Park, IL 60462  
630-455-1773  
[www.kleinandpartners.com](http://www.kleinandpartners.com)

Rob Klein, President

The objective of any brand that strives to be strong is to “acquire and retain customers more efficiently and profitably than competitors over the long-term.” These two elements of a single strategy are brought to life through an effectively communicated brand promise (i.e., customer acquisition) and the effective internal operationalization of the brand promise by creating a strong brand experience (i.e., customer retention). All of Klein & Partners’ quantitative and qualitative research and consulting services are geared toward improving your brand’s overall health... because it’s all brand research.

## **Krames StayWell**

909 Davis Street  
Evanston, IL 60201  
800-543-3854 Fax : 847-328-9056  
[www.kramesstaywell.com](http://www.kramesstaywell.com)

Jason Pagels, VP of Sales  
Sarah Bentson, Sales Representative  
Tony Horney, Senior Sales Executive  
Eileen Faas, Sr. Marketing Manager-booth management only

Krames StayWell, a leading health engagement solutions company, helps its clients achieve their acquisition and retention, population health management, and patient and consumer education goals. Strategically combining multi-channel delivery, rich health content, extensive technology and advanced analytics, Krames StayWell is redefining engagement to drive positive consumer health decisions and behavior change.

## **LionShare**

7830 Barton Street  
Lenexa KS 66214  
913-631-8400 Fax: 913-631-8402  
[www.lionsharemarketing.com](http://www.lionsharemarketing.com)

Laura Lee Jones, Founder and CEO  
Sara Dykes, Director of Operations  
Daniel Quinn, Director of DIATA  
Lori Davies, Business Development Manager

Since 1995, LionShare has guided health care organizations in the quest to *link data to decision insights*, *execute automated marketing campaigns* and *drive better outcomes* across the care continuum. Whether you are a Data Scientist, Strategist or Marketer, DIATA – our Business Intelligence and CRM/PRM platform – will help you *grow healthy relationships* with patients, prospective patients and physicians in your community

## **MarketWare Health Systems**

7070 Union Park Center, Suite 350  
Midvale, UT 84047  
800-777-6368  
[marketware.com](http://marketware.com)

Heather Susnik, VP of Strategy & Engagement  
Danielle Krystowiak, Client Engagement Representative  
Drew Putnam, Senior Client Recruitment  
Brandon Taylor, Client Recruitment

In the wake of healthcare reform and the accompanying new market dynamics, pressure is being felt from the C-Suite down to grow and protect physician referral market share. To aid this survival of the fittest mentality, MarketWare Health Solutions provides software solutions to analyze referral markets, develop strategic growth plans, effectively execute plans, track volume growth and manage ongoing physician relationships.

## **McMahon Custom Media**

545 West 45th Street; 8th Floor  
New York, NY 10036  
212-957-5300  
[www.Custommedia.mcmahonmed.com](http://www.Custommedia.mcmahonmed.com)

Michael McMahon, Partner, Director of Business Development  
James Prudden, Group Editorial Director

McMahon Custom Media is part of a 42-year-old medical publishing company with five "#1 read" monthly clinical newsmagazines. We create print and digital clinical content that showcases your hospital or service line's innovations, people, research, and technology in order to boost reputational awareness nationally or regionally. We positively influence perceptions with strategic, engaging custom content.

## **MD Linx**

501 Office Center Drive; Suite 410  
Fort Washington, PA 19034  
202-293-2288 Fax: 866-532-6506  
[www.mdlinx.com](http://www.mdlinx.com)  
<http://career.mdlinx.com>

Matt Baker, Head of Recruitment Advertising Career Division  
Jess McDonald, Inside Sales

Voted Best Healthcare Professional Media Brand, MDLinx has the largest career center on a healthcare professional site, with valuable recruitment offerings, including: e-blasts, CV database, and job postings reaching nearly 600,000 verified MDs in the US alone. Learn more at <http://career.mdlinx.com>.

## **MD.COM**

1908 Marlton Pike E  
Cherry Hill, NJ 08003  
856-874-7545  
[www.MD.com](http://www.MD.com)

Brad Shapiro, Business Development

Since March 2013, MD.com has grown organically to 1.5 million monthly US consumers searching for a doctor. We offer free, customizable websites at DoctorName.MD.com, where doctors and their authorized managers, including health systems, control the information about their professional brand, attract new patients and grow their practices. Our doctor websites are easy to customize, search engine friendly, and 100% free.

## **MDnetSolutions**

13010 Morris Road  
Corporate Centre Two, Suite 300  
Alpharetta, GA 30004  
888-986-3638 Fax: 770-234-6731  
[www.mdnetsolutions.com](http://www.mdnetsolutions.com)

Nathan DuMond, VP of Sales  
Kris Altieri, Art Director

Since 2004, MDnetSolutions has provided patient engagement, patient management and outcomes management solutions for the healthcare industry. Some of our services include: responsive website design, SEM, social media management, online education, 24/7 medical call center and NurseLine, lead and patient tracking and electronic medical records. We service hospitals, medical practices, pharmaceutical companies, medical device manufacturers and healthcare marketing agencies.

## **Medicom Health Interactive**

111 Third Ave S.; Suite 400  
Minneapolis, MN 55401  
612-338-4088 Fax: 612-333-6432  
[www.medicomhealth.com](http://www.medicomhealth.com)

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Medicom Health Interactive develops evidence-based health and wellness software applications that set the gold standard for online consumer engagement. Our products stratify at-risk populations, empower consumers to make healthy lifestyle choices, and provide health care systems and hospitals with the consumer information needed to promote their service lines through targeted messaging.

## **MEDSEEK**

3000 Riverchase Galleria, Suite 1500  
Birmingham, AL 35244  
888-633-7335 Fax 205-403-7479  
[www.medseek.com](http://www.medseek.com)

Nick Merchant, Regional Vice-President, Sales  
Conrad Swanson, Vice-President, Predict

MEDSEEK provides software to help hospitals and health systems virtually influence prospects and patients before and after a physical encounter. The MEDSEEK Influence platform integrates web, mobile, social, predictive analytics and relationship management solutions to help organizations drive profitable volume, improve individual and population health, increase patient satisfaction and create lasting health-related loyalty. MEDSEEK serves 1,000 hospitals throughout North America.

## **MobileSmith**

5400 Trinity Road; Suite #208  
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855-516-2413 Fax: 919-765-5020  
[www.mobilesmith.com](http://www.mobilesmith.com)

Christopher Baskett, Senior Account Manager  
Jessica Allred, Inside Sales Representative

MobileSmith is a powerful online app-building platform, which has allowed multiple health organizations to build, launch and manage their own native mobile apps, all without writing a line of code. Our clients have launched a variety of patient engagement applications, on iPhone, Android, and the iPad, from pregnancy and hospital apps to award-winning wellness apps.

## **Monigle Associates**

150 Adams Street  
Denver, CO 80206  
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[www.moniglehealthcarebranding.com](http://www.moniglehealthcarebranding.com)

Kim Hofland, Senior Marketing Director  
Mike Willey, Executive Director

Monigle helps clients build and activate strong brands. We create solutions in brand strategy, brand architecture, naming, identity design, implementation, environmental branding, employee engagement, and brand management. We have unmatched experience in health care branding, having worked with more than 300 health care providers—including large systems, independent hospitals, and academic medical centers—over the past 40 years. We understand the challenges and complexities that health care organizations face in working to build strong brands. Our health care clients include Yale New Haven Health, Scripps Health, NYU Langone Medical Center, New York-Presbyterian Healthcare, Cleveland Clinic, MD Anderson Cancer Center, Banner Health, Partners HealthCare, Massachusetts General Hospital, Brigham and Women's Hospital, Mercy, Ascension Health, and KentuckyOne Health, among others.

## **NewClients Direct**

3900 Gaskins Road  
Richmond, VA 23233  
800-582-9850  
[www.newclientsdirect.com](http://www.newclientsdirect.com)  
[www.newclients.com](http://www.newclients.com)

Kim Panebianco, Senior Account Manager  
Trish Riggan, Senior Account Manager

With over 30 years of experience, NewClients Direct is a proven outstanding resource for effective healthcare direct mail solutions. Over the years, we have earned a nationally trusted reputation through thousands of successful and innovative healthcare direct campaigns. From New Movers to consumer outreach, our specialists provide custom solutions for ED, Urgent Care, Orthopedics, Cardiology and Physician Practice Marketing. Capabilities include: design and copy writing, mailing list selection and management, creative magnet mailers, promotional gifts and mail fulfillment.

## **On-Site Studios**

211 North Broadway Street  
Green Bay, WI 54303  
920-321-3232  
[www.on-sitestudios.com](http://www.on-sitestudios.com)

Jay Schillinger, President  
Sheri Omernik, Business Development Manager

On-Site Studios is the world's first virtual video production company. We help our clients easily integrate video into their overall communication strategy at a fraction of the cost of conventional production. From developing a personalized strategy to optimizing your entire existing video catalog, On-Site Studios is your total video solution.

## **PRC**

11326 P Street  
Omaha, NE 68137  
800-428-7455 Fax: 800-553-4500  
[www.PRConline.com](http://www.PRConline.com)

Keith Schneider, Senior Community Health Project Manager  
Candace Quinn, COO  
Michael Quinn, Director, Sales & Marketing

Using high quality customized survey research, PRC gives a voice to healthcare audiences. We partner with our healthcare organizations to provide meaningful information and resources that support their efforts in improving healthcare and engaging physicians, employees, patients and their communities.

## **Private Health News**

1776 Mentor Avenue; Suite 210  
Cincinnati, OH 45212  
513-731-6700 Fax: 513-731-6705  
[www.privatehealthnews.com](http://www.privatehealthnews.com)

Dan Ansel, President/ CEO  
Susan Emerson, VP of Strategic Planning and Business Development  
Jana Wallpe, Director of Strategic Planning and Business Development  
Mike Miller, Area VP of Business Development  
Emilie Ansel, Area VP of Business Development

Private Health News' (PHN) interactive e-communication solutions and CRM/Marketing tools help providers build ongoing, targeted relationships with Physicians/Nurses (MedNews Plus), Patients/Caregivers (Patient e-Prep) and Consumers (My Health e-News & My Health e-Recipes), based on their specialties, specific health interests and needs – *with measurable results* - while persistently promoting a provider's programs, services and physicians.

## **RadioMD**

1600 Golf Road; Suite 1200  
Rolling Meadows, IL 60008  
847-577-6155  
[www.RadioMD.com/hospital](http://www.RadioMD.com/hospital)

Tim Disa II, General Manager  
C. Todd Livengood, Director of Business Development, Healthcare

*Give Your Doctors a Voice®*. A unique turnkey service: your hospital's very own health talk digital radio platform, featuring your doctors and staff, accessed from and heard on YOUR hospital website. Communicate more effectively and efficiently with your community. It's New Media—and it's easy and affordable. Find out more at [www.radiomd.com/HOSPITAL](http://www.radiomd.com/HOSPITAL).

## **Siteimprove**

8000 Norman Center Drive; Suite 300  
Minneapolis, MN 55437  
[www.siteimprove.com](http://www.siteimprove.com)

Krista North, Healthcare Account Executive  
Kim Budd, Healthcare Account Specialist

Since 2003, Siteimprove has provided industry-leading web governance tools to thousands of organizations worldwide. Siteimprove's Web Governance Suite, offered via Software as a Service [SaaS], helps organizations manage and maintain their large websites through web quality assurance, web accessibility, web analytics, SEO analysis, and web performance alerts. All this allows you to find broken links misspellings; insure informations credibility; see WCAG 2.0 and Section 508 issues make your websites truly web accessible; monitor response times; and help users find the information they need.

## **Socius Marketing**

2701 North Rocky Point Drive, Suite 410  
Tampa, FL 33607  
813-282-8300 Fax: 813-282-8309  
[www.sociusmarketing.com/](http://www.sociusmarketing.com/)

Chris Behan, President  
Jacintha Anderson, Public Relations Manager

Socius Marketing is one of the largest Internet marketing firms in the country and has helped countless healthcare organizations improve their online marketing strategies.

Our team specializes in medical content creation, brand awareness and online community engagement programs, new patient acquisition, and custom web design/development. Plus, we educate our clients about our processes and they retain ownership over everything we do.

## **Spectrio**

720 Brooker Creek Blvd.; Suite #215  
Oldsmar, FL 34677  
800-584-4653 Fax 727-785-7659  
[www.spectrio.com](http://www.spectrio.com)  
[www.vericom.net](http://www.vericom.net)

Amanda Helmey, Director of Customer Engagement  
Jeff Sneed, Chief Revenue Officer

Spectrio is one of the nation's leading all-inclusive on-hold messaging and digital signage marketing companies, handling everything from concept and installation to content creation, and outstanding service to ensure consistency in branding. Spectrio enables healthcare organizations to better promote services, improve patient safety, differentiate their hospitals, recruit, recognize, and retain employees and physicians, and increase patient satisfaction.

## **SPM Marketing & Communications**

15 West Harris; Suite 300  
La Grange, IL 60525  
708-246-7700 Fax: 708-354-0054  
[www.spmadvertising.com](http://www.spmadvertising.com)

Larry Margolis, Managing Partner  
Nadine Baarstad, VP, Business Development

SPM Marketing & Communications doesn't stop at what's now... we push "**what's next**" for hospitals, health systems, physician groups, and healthcare-related organizations. We've spent 28 years building a reputation for being thought leaders, creative problem solvers, and result-getters. We're specialists in brand strategy, brand architecture, marketing communications, digital, research, media planning/buying, and consulting. If you want results, you want SPM. (60 words)

## **Springboard Brand & Creative Strategy**

111 West Campbell Street; Suite 401  
Arlington Heights, IL 60004  
847-398-4920 Fax: 847-398-4921  
[www.Springboardbrand.com](http://www.Springboardbrand.com)

Rob Rosenberg, President  
Mike Chapman, Account Director

Springboard Brand & Creative Strategy is a national branding and communications firm located in the Chicago suburb of Arlington Heights, Illinois. Springboard's Brand CURE© takes clients through a customized branding process to identify their unique attributes, define their brand story in the marketplace, and tell their story with award-winning creative and communications programs. From top-ranked health systems to community hospitals, Springboard takes great pride in working with clients that want to do the job right – from inspiring internal teams to moving market share. No canned approaches found here.

## **Stamats Healthcare Marketing**

615 5<sup>th</sup> Street S.E.  
PO Box 1888  
Cedar Rapids, IA 52406-1888  
800-553-8878  
[www.stamatshealthcaremarketing.com](http://www.stamatshealthcaremarketing.com)  
[www.lightenup4lifeusa.com](http://www.lightenup4lifeusa.com)

Bill Stamats, Vice President, Business Development  
Maureen Scullin, Director of Healthcare Strategy & Development  
Tami Vande Weerd, Account Manager

This year, Stamats is proud to introduce Lighten Up 4 Life. Through a suite of turn-key services that include innovative content, complete campaign and database management, and effective tracking and reporting, Lighten Up 4 Life is a proven population health management and wellness outreach solution for our healthcare clients to aid in making their communities healthy.

Stamats Healthcare Marketing also continues to provide customized market research, digital, and creative solutions for our clients aiding them in getting the most from their marketing spend.

## **Swanson Russell**

14301 FNB Parkway, Suite 312  
Omaha, NE 68154  
402-393-4940 Fax: 402-393-6926  
[www.swansonrussell.com](http://www.swansonrussell.com)

Tracy Stanko, Managing Director/EVP  
Heidi Grunkemeyer, Account Supervisor  
Megan Jenkins, Account Manager

Our core business is marketing, advertising and public relations. Health care is one of our areas of focus and has been since 1992. We work with hospitals, academic medical centers, health systems, and health care insurance companies all over the country. While advertising agencies come and go, our sound business strategy, depth of market knowledge, integrated approach to communication, and creative expertise have enabled us to flourish for 50 years.

## **Tea Leaves Health**

1327 Northmeadow Parkway; Suite 132  
Roswell, GA 30076  
404-526-8300 Fax: 404-526-8301  
[www.tealeaveshealth.com](http://www.tealeaveshealth.com)

Jody Spusta, Vice President, Client Strategy  
Douglas Zarvell, Partner  
Lori Brenner, Vice President, Physicanology

Tea Leaves Health are experts who combine a deep understanding of healthcare business development with technical savvy to deliver strategic success for healthcare organizations. Our proprietary systems generate the only healthcare applications comprehensive enough to synthesize a wide range of data and analytics into targeted message delivery through any communication channel.

## **True North Custom Media**

5600 Brainerd Road; Suite 1  
Chattanooga, TN 37411  
423-266-3234 Fax: 423-266-7960  
[www.truenorthcustom.com](http://www.truenorthcustom.com)

Eric Silberman, Executive Vice President, Business Development  
John McCall, Vice President, Business Development  
Sean Jolie, Business Development Executive

True North provides the healthcare industry with the highest standard of strategic marketing communications, with a focus on custom content driven by research and CRM/analytics. Whether your objectives involve service-line growth and profitability, physician referral development, population health management, or internal communications, we provide data-driven, fully integrated marketing and communications programs that deliver measurable results.

## **Truven Health Analytics**

1 North Dearborn Street, Suite 1400  
Chicago, IL 60602  
800-366-7526 Fax 312-533-3501  
[www.truvenhealth.com](http://www.truvenhealth.com)

Krista Katsapetses, Client Executive  
Belinda Muench, Sr Consulting Manager  
Alex Skarulis, Strategy Solution Manager  
Linda MacCracken, VP, Advisory Services

At Truven Health Analytics, we're dedicated to delivering the answers our clients need to improve healthcare quality and reduce costs. Our unmatched data assets, tailored analytic expertise, and comprehensive perspective have served 4000 U.S. hospitals for more than 30 years. Our insights and solutions give hospital marketing and physician executives the confidence they need to connect with their patients, improve the health of their communities, and make the right decisions, right now, every time.

## **U.S. News Hospital Data Insights**

1050 Thomas Jefferson Street NW  
Washington, DC 20007  
202-955-2140 Fax: 202-955-2097  
[www.hdi.usnews.com](http://www.hdi.usnews.com)

Joshua Levin, Product Manager, Hospital Data Insights  
Evan Jones, Director of Strategic Data Platforms

U.S. News Hospital Data Insights is a new analytics platform from U.S. News & World Report based on the data underpinning the U.S. News Best Hospitals rankings. The web-based tool provides instant access to over 10 million data points on more than 3,000 domestic hospitals since 1998, many of which have never been released before.

## **Vision Critical**

200 Granville Street  
Vancouver, BC Canada V6C 1S4  
[www.visioncritical.com](http://www.visioncritical.com)

Michael Janczak, Director, Business Development  
Steffanie Rathwell, Business Development Associate  
Nick Stein, Senior Vice President, Marketing

Vision Critical is a cloud-based customer intelligence platform that helps companies build engaged, secure communities of customers they can use continuously, across the enterprise, for ongoing real-time feedback and insight.

## **Vitals**

210 Clay Avenue  
Lyndhurst, NJ 07071  
201-842-0760 Fax: 201-438-4611  
[www.vitals.com](http://www.vitals.com)

Matthew Griffin, Sales Professional, Provider Market  
Lloyd BJORLO, Sales Director, Provider Market

Vitals believes that technology can make better health possible. We are a leader in providing online tools and actionable data that enable health care consumers to make informed decisions about the cost and quality of their medical care. Our provider solutions help hospitals and physicians increase their online awareness, attract new patients and grow their business.

## **Wax Custom Communications**

261 NE 1<sup>st</sup> Street; Suite 600  
Miami, FL 33132  
305-350-5700 Fax: 305-675-0956  
[www.waxcom.com](http://www.waxcom.com)

Karissa Ostoski, Director Business Development  
Rick Gramatges, Senior Director, IT and Operations

Wax Custom Communications is an award-winning multi-channel marketing agency that specializes in every aspect of health care marketing. We develop powerful communication strategies across traditional, digital and emerging media, building brand value and forging a deep bond between brand and audience. Wax knows the best way for you to make your point – and leave a lasting impression.

## **WriterGirl & Associates**

10539 Cinderella Drive  
Cincinnati, OH 45242  
513-256-6585  
[www.writergirl.com](http://www.writergirl.com)

Reba Thompson, Director of Business Development  
Colleen Massa, Director of Operations

Since 2005, WriterGirl & Associates has provided content strategy and development services to hospitals and healthcare organizations across the nation. We bring together teams of strategists, project managers and writers to create engaging, relevant and reliable content that carries your marketing message across multiple channels. Our ability to gather facts that tell your story in an authentic way helps you emphasize your key differences. WriterGirl is your marketing department's secret weapon.