

news release

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For Immediate Release

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The Channel team builds response generating recruitment effort for Patient First

BALTIMORE, MD, November, 2007 — Channel Communications has developed a response generating human resources recruitment effort on behalf of Patient First Neighborhood Medical Centers and its twenty-six regional urgent and primary care locations.

Patient First has been adding new Center locations for the past twelve months and has needed to expand its staffing needs. Channel Communications was tasked with developing an effort to attract nurses, radiological technologists and laboratory technicians. The program which launched in late 2007 includes newspaper and magazine print ads, radio spots, direct mail, web banner ads, online web postings and online video testimonials. Respondents from all touch points are directed to a web landing page where they will see and hear video testimonials communicating the benefits of working for Patient First as well as have the opportunity to apply for positions online. All of the communication elements featured images and stories delivered directly from the perspective of current Patient First employees.

‘Our new recruitment effort has generated numerous qualified applications. We are very pleased with the results. Having current employees as the face and voice of this message was very important to us.’ said Eleanor Robertson of Patient First.

With offices in Baltimore, MD and Washington, DC, Channel Communications provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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