

channel communications

news release

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For Immediate Release

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Channel Communications selected as agency of record for Kernan Orthopaedic and Rehabilitation Hospital.

Baltimore hospital retains Channel to increase visibility and patient counts

WASHINGTON, DC, October 1, 2009 — Channel Communications, a branding and integrated marketing communications company, has been hired by the Kernan Orthopaedic and Rehabilitation Hospital to create brand awareness for their rehabilitation services.

As Maryland's original orthopaedic hospital, and the largest rehabilitation facility in the region, Kernan offers total joint surgery, non-operative management of back pain, the latest minimally invasive techniques for shoulder surgery, integrative medicine, and leadership in sports medicine and pediatric orthopaedics.

"I'm thrilled that Kernan has chosen us," said Cory Farrugia, president of Channel Communications. "Kernan is truly one of Baltimore best kept secrets. It's our job to change that and make them more top of mind. We look forward to helping them get the word out to prospective patients."

With offices in Baltimore and Washington, DC, Channel Communications (www.channel-com.com) provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive media.

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