

channel communications, llc

## news release

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For Immediate Release

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### **Rebranding Assignment Started for Region's Largest Cardiovascular Group**

*Midatlantic Cardiovascular Associates retains Channel Communications to create positioning and brand identity program*

BALTIMORE, MD/WASHINGTON, DC, June 1, 2004 — Channel Communications, LLC, an integrated marketing communications company, announced today that it has started work on a rebranding program for Midatlantic Cardiovascular Associates, P.A.

Midatlantic Cardiovascular Associates was formed in 1995 with the merger of 19 cardiologists from four groups who shared a common vision — the ability to offer comprehensive, integrated cardiovascular services at convenient locations by well-trained, board-certified cardiologists. Midatlantic has grown in size to 57 physicians with 15 offices and is the largest integrated cardiovascular group in the Baltimore Metropolitan area serving patients at many convenient locations throughout Central Maryland. They are a market leader in clinical cardiology, interventional cardiology, electrophysiology and cardiac surgery. The group offers the full range of services from primary prevention to cardiac rehabilitation. Midatlantic also participates in many clinical research trials, which enables it to offer state-of-the-art technology to patients.

Channel Communications was hired to help put a face on a very successful and established organization. "The goal of the assignment," said Cory Farrugia, president, "is to create a strong, consistent brand for Midatlantic among consumers and the medical community, with the goal of increasing presence. After ten years, Midatlantic Cardiovascular has a unique opportunity to become the recognized leader of cardiovascular services in the region, thanks to its size, its unique patient care model, its quality and its focus on prompt and superb patient service."

The first phase of the assignment consists of three components: conducting market research, developing a positioning platform, and creating a new visual identity. The goal of the research is to gather current awareness/perceptions of Midatlantic and key factors in determining cardiologist selection. And, to understand the market landscape including key points of differentiation, target audiences and appropriate segmentation. From the research, Channel Communications will develop a positioning platform that will best differentiate Midatlantic from other cardiology groups, but also communicate a compelling message. Finally, we will create a visual identity reflective of the new positioning platform and to build a unique look and feel for the brand moving forward.

Channel Communications, with offices in Baltimore, MD and Washington DC, provides a full range of integrated services, which include direct marketing, identity programs, marketing and advertising campaigns, corporate communications, broadcast and interactive media.

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