

# channel communications

## news release

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For Immediate Release

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### **Providence Hospital selects Channel Communications as agency of record.**

*DC hospital looks to agency to strengthen marketing efforts for range of services.*

BALTIMORE, MD, June 15, 2009 – Providence Hospital has retained Channel Communications as its agency of record for branding and marketing programs, the agency announced today. Channel will develop a wide range of marketing materials to build stronger awareness of Providence’s comprehensive array of health care programs and medical specialties.

Among the agency’s first projects will be to develop a marketing program for hospital’s bariatric, surgical weight-loss center. The hospital offers lap band and gastric bypass weight loss surgery programs, as well as comprehensive pre and post-operative counseling and care. The assignment will include a new name and brand identity for the center, print and online advertising, radio spots, web site enhancements, outdoor, direct mail and collateral materials. Additional assignments will include campaigns to promote a physician seminar series, rehab services and others to be announced.

“We are delighted to be Providence Hospital’s resource for marketing communications,” said Cory Farrugia, President of Channel Communications. “Providence has an excellent reputation for quality, engaged personal health care and we look forward to building on this foundation further.”

Providence Hospital is a 408-bed community teaching hospital located in northeast Washington D.C. with over 480 physicians and 2,500 associates providing care in a wide variety of medical specialties. It was chartered by President Abraham Lincoln in 1861 and is the city’s longest continuously operating hospital.

With offices in Baltimore and Washington, DC Channel Communications ([www.channel-com.com](http://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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