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For Immediate Release

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Channel produces award-winning “Have You Heard” campaign for Harbor Hospital

The “Have You Heard” marketing campaign tells patients about Harbor’s state-of-the-art care available right in the patient’s neighborhood

Baltimore, MD, December 15, 2005 — Harbor Hospital won a Gold MarCom Creative Award for its “Have You Heard” direct marketing campaign. The entire campaign consisted of several direct mail components and was designed and produced by Channel Communications. Channel, an integrated marketing communications company, has worked with Harbor Hospital on a project basis since 2003.

The MarCom Creative Award is part of The Communicator Awards, one of the largest, oldest and most respected competitions in the communication field. The MarCom Creative Awards recognize marketing and communication professionals involved in the concept, writing and design of marketing and communication programs.

“We’re excited to win the MarCom Award, which rewards the outstanding and on-point creative that we strive to achieve with every program,” said Channel president, Cory Farrugia. The “Have You Heard” campaign speaks to patients and physicians. While a majority of the pieces are targeted to patients covering new technologies and a variety of specialist care available to them, the campaign also targets physicians in the areas surrounding Harbor Hospital and its new center locations. The physician pieces create awareness and soften the market for referrals.

Harbor Hospital is a member of MedStar Health, a non-profit, community-based, healthcare organization with seven hospitals serving the Baltimore/Washington area. The group is one of the largest health care systems in the mid-atlantic region.

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

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