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Fahlgren Advertising Wins Baltimore- and D.C.-based MedStar Health Account

Fahlgren chosen from pool of 45 agencies

COLUMBUS, Ohio (October 29, 2010) – Fahlgren, Inc. is pleased to announce that MedStar Health has selected Fahlgren Advertising as its agency of record (AOR).

“Healthcare is one of our key areas of excellence, and we are thrilled that the evolution of our healthcare practice has led us to MedStar. This is an account that will allow us to showcase all of our agency’s services, from advertising to public relations to digital,” said Fahlgren Advertising President Pete McGinty.

Fahlgren will be creating an integrated campaign to market MedStar’s \$4 billion, nine-hospital health system with one unified voice. Part of the campaign will include social media, an area that is somewhat uncharted ground for the healthcare market.

“As more and more patients take ownership of their health, social media offers physicians and health systems an easy, practical way to interact with and educate patients where they’re already spending time – online,” said Fahlgren’s Senior Vice President and Healthcare Account Director Amy Dawson. “As members of the medical industry are challenged to balance efficient operations with personal patient care, more medical practices will turn to social networking as part of their marketing mix.”

This type of innovative thinking, along with the agency’s cross-disciplinary approach, led MedStar to choose Fahlgren.

“We originally sent requests for proposals to 45 agencies,” said Jean Hitchcock, president of public affairs and marketing at Medstar. “Fahlgren’s experience and knowledge of the healthcare industry, as well as their capabilities in multiple marketing disciplines, led us to vote unanimously to choose them as the agency that will unite MedStar’s Baltimore and D.C. advertising for the first time.”

Fahlgren’s Health Care Experience

For MedStar, Fahlgren will leverage its deep expertise in the healthcare industry with numerous past and current healthcare clients, which include everything from health systems, academic medical centers, cancer hospitals, and children’s hospitals to rural hospitals, medical devices, medical products, and medical practices and clinics.

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Fahlgren's work for these clients in the past few years has earned more than 30 regional and national awards from the healthcare, marketing, advertising and public relations industries.

About MedStar Health

MedStar Health is a \$4 billion not-for-profit, regional healthcare system with a network of nine hospitals and 20 other health-related businesses across the Maryland and Washington, DC, region. As the area's largest health system, it is one of the region's largest employers with more than 26,000 associates and 5,300 affiliated physicians, all of whom support MedStar Health's patient-first philosophy that combines care, compassion and clinical excellence with an emphasis on customer service. The system sees approximately 166,000 inpatient admissions and more than 1.6 million outpatient visits each year.

About Fahlgren, Inc.

Columbus, Ohio-based Fahlgren Inc. is one of the nation's top independent communications agencies with locations in six states. Fahlgren, Inc. serves clients in 26 states from Connecticut to California through three business units: Fahlgren Advertising, Fahlgren Mortine Public Relations and Fahlgren GRIP Digital. For more information, please visit www.fahlgren.com.

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Editor's note: Hi-res photos of agency executives and logos are available upon request.

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