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Griffin York & Krause Wins Strategic Planning Contract with ECHN *Leading Healthcare Marketer to Create Strategy for Eastern CT Health Network*

MANCHESTER, NH – Griffin York & Krause ([GY&K](#)) of Manchester, NH announced today it has contracted with Eastern Connecticut Health Network ([ECHN](#)), based in Manchester and Vernon, Connecticut, to develop a strategic marketing plan and creative platform for the healthcare provider. ECHN is a not-for-profit health system comprised of two acute care hospitals, two wellness centers, a long term care/short term rehabilitation facility and several other healthcare partners.

“ECHN has done a great job providing quality care, becoming a leader in medicine, and building on the strengths of its individual health organizations since coming together as a network in 1995,” said Anders Ekman, CEO of Griffin York & Krause. “We want to help them to more clearly define their image, differentiate their services and capabilities and move their organization to the next level.”

“We feel we’re at a point in our growth where we are ready to actively share our collective strengths with our community and broaden our patient base,” said Peter Karl, President & CEO of Eastern Connecticut Health Network. “We know we have the skills, technology and experience to be a driving force in healthcare in north central Connecticut. We hope that, with GY&K’s assistance, we will not only increase awareness of our scope and range but more effectively demonstrate our value to the communities we serve.”

Among the facilities that are part of ECHN include Manchester Memorial Hospital in Manchester, CT; Rockville General Hospital in Vernon, CT; the Women’s Center for Wellness in South Windsor, CT; the Glastonbury Wellness Center in Glastonbury, CT; and Woodlake at Tolland in Tolland, CT. The network also consists of the John A. DeQuattro Cancer Center in Manchester CT; CorpCare Occupational Center in Manchester CT; and several medical offices in key communities throughout the region.

ECHN is the latest client on GY&K’s growing roster of leading healthcare organizations. Other hospitals and practice centers serviced by the agency include Catholic Medical Center in Manchester, NH; Huggins Hospital in Wolfeboro, NH; Androscoggin Valley Hospital in Berlin, NH; and WestBridge Community Services in Manchester, NH. GY&K also has provided services for Harvard Pilgrim Health Care of NH and CIGNA HealthCare/HealthSource.

"We chose GY&K to create our strategic marketing and communications plan because of their proven experience and impressive results in providing strategic direction and market insights for healthcare providers," said Andrew Beck, Vice President for Marketing, Communications & Public Affairs at ECHN. "We interviewed a number of other nationally-known marketers who were interested in the contract, but none offered the complete set of skills or demonstrated the level of creativity and commitment that GY&K did."

About Griffin York & Krause

Headquartered in Manchester, NH, GY&K is an elite advertising and strategic communications agency selling products and services that help companies market and sell to their customers and prospects globally. GY&K has been at the forefront of creativity and strategic thinking for nearly 30 years. Clients benefit from a wide range of integrated and complementary services including: advertising; design; interactive; public, corporate and media relations; public policy and political consulting; and marketing strategy and planning. The current roster of clients includes Genzyme, Tyco International, Irving Oil, Ken's Foods, Citizen's Bank, and the NH & Tri-State Lottery Commissions.

GY&K employs over 50 people at its historic 121 River Front Drive location in Manchester, NH. For additional information, please contact Kevin Flynn at (603) 625-5713 or kflynn@griffinyorkkrause.com.

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