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## Healthcare Organizations Face Tough Marketing Challenges – GY&K Asks “Are You Relevant?”

*Marketing innovation company Griffin York & Krause partners with healthcare organizations to navigate the changing landscape, wins several national awards for its healthcare work*

**MANCHESTER, NH – November 12, 2009** – Healthcare is an industry faced with unprecedented uncertainty. One of the most common challenges is how to overcome the noise and clearly communicate relevant and timely messages to an organization’s target audience. Today, marketing innovation company Griffin York & Krause (GY&K) reaffirmed its commitment to exceptional healthcare marketing and announced that it has been honored with six national CardioVascular Advertising (CVA) Awards.

“Our unique understanding of the healthcare consumer and the ability to speak to multiple stakeholders within a provider’s community including patients, physicians, nurses, staff and regulators using whatever medium necessary, sets us apart in the provider’s space,” commented Patrick Griffin, Chairman of Griffin York & Krause. “The challenge for healthcare providers today, whether they are small community hospitals or larger healthcare systems, is to remain relevant to the communities they serve. It is the only way to drive volume to service lines and increase a provider’s awareness, preference and market share.”

Griffin York & Krause has been a marketing partner to its healthcare and other clients for more than three decades. Beyond healthcare clients, GY&K’s experience in other industries including consumer, B2B, and technology, makes its work for all of its clients richer, calling on skills that are applicable across a number of disciplines and giving GY&K a unique perspective. GY&K’s past and present portfolio of healthcare clients includes hospitals, health systems, senior living, health insurance providers, bio-tech and life science organizations, and health and social service agencies.

Not only does GY&K understand the market, it excels in healthcare marketing and has been honored with many awards for its work, including most recently with the CVA Awards. The CVA Awards are an elite medical marketing awards program allowing healthcare organizations and advertising agencies to compete against similarly sized competitors from across the nation and world (<http://cvaawards.com>). GY&K and three of its healthcare clients received awards in the following categories:

Gold - New England Heart Institute Brochure for client Catholic Medical Center

Gold - “Cardiac Care” Radio Spot for client Huggins Hospital

Gold - “Leading the Way – Cardio” Newspaper Ad for client Androscoggin Valley Hospital

Silver - Cardiac Care Campaign Total Advertising Campaign for client Huggins Hospital

Silver - “Cardiac Top 10” Magazine Ad for client Catholic Medical Center

Bronze - “Atrium” Newsletter for client Catholic Medical Center

“Our ongoing commitment to our clients comes through and we are honored to be the recipient of these awards,” continued Griffin. “When we partner with an organization, we strive to understand the internal and external factors that influence the overall target audience, and we hone our messages to those audiences in a way that clearly communicates the most effective and relevant targeted messages. The six pieces honored by the CVA are a small sample of the work from this dedicated team and its ongoing commitment to healthcare marketing.”

For more information about GY&K and its award-winning marketing work, please contact the company at [www.griffinyorkkrause.com](http://www.griffinyorkkrause.com).

## **About GY&K**

Evolving since 1975, GY&K (Griffin York & Krause) is a marketing innovation company that offers services, technology & tools, and proprietary properties to drive sales for companies in a wide range of vertical industries. They are a fully integrated mid-sized independent firm with most department and subject matter experts located at their headquarters in Manchester, NH. GY&K's technology & tools allow their partners to cost-effectively deploy digital-based marketing solutions and deliver a measurable return for content management, email deployment, mobile messaging, e-commerce and more. To learn more about GY&K, visit their website at [www.griffinyorkkrause.com](http://www.griffinyorkkrause.com).

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