



## NEWS RELEASE

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### **Another Healthcare Account Goes to The Communications Group**

*Arkansas Department of Health's chronic disease marketing contract awarded to Little Rock firm in competitive process*

June 13, 2008; Little Rock, Ark. – The **Arkansas Department of Health's Chronic Disease** marketing and media outreach program, another in a series of highly sought after healthcare accounts, has been awarded to **The Communications Group** of Little Rock. The agency won the account after the completion of a competitive bid process in which eight advertising and marketing firms, including two out-of-state firms, competed. The process included both written and oral presentations. The firm recently won another highly competitive healthcare account - BreastCare - also operated by the Arkansas Department of Health.

Using an innovative approach designed to achieve some needed economies of scale, the Arkansas Department of Health combined four chronic disease marketing and media programs into one Request for Proposals (RFP). The RFP asked for a marketing program for arthritis, diabetes, heart disease and stroke prevention and tobacco prevention and cessation. The budget in the RFP was outlined at a proposed \$340,000, pending the availability of funds. Officials with the health department indicate that the chronic diseases addressed and the amount will likely go up or down based on funding.

The purpose of the chronic disease marketing program is to deliver messages that raise awareness of the individual diseases and their risk factors while encouraging Arkansans to take preventive action for better health. Specific major portions of the campaign will target minority and underserved populations. **Dan Cowling**, agency president, said, "For over 20 years The Communications Group has had a niche in public education and outreach. This is one of our areas of expertise. We understand the unique dynamics that come into play when trying to get people to change their behavior. Convincing someone to control their diabetes is simply not the same as trying to sell people a consumer item like a hamburger or a car. Our approach is receiving national attention. We're currently involved in one national program and additional programs in eight different states."

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The Communications Group is a Little Rock-based, full-service marketing, public relations and advertising firm specializing in government agencies, healthcare, social marketing, business-to-business, strategic communication and marketing planning. The Communications Group has been representing local, regional and national accounts since 1987 and is managed by partners Dan Cowling, Neal Moore and Dane Cowling. For more information, visit the Web site at [www.comgroup.com](http://www.comgroup.com).