



NEWS RELEASE

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NovaSys Health Chooses The Communications Group to Market ARHealthNetworks

Innovative state health coverage program offers relief to many small business owners

November 17, 2008; Little Rock, Ark. – NovaSys Health, a Little Rock based health plan administrator, recently selected The Communications Group, a Little Rock marketing, advertising and public relations firm, to create and implement the marketing campaign for ARHealthNetworks. ARHealthNetworks is a unique partnership between state and federal government, employers and families, designed to provide needed health coverage for low income employees at an affordable price.

Dwane Tankersley of NovaSys Health said that having The Communications Group on the NovaSys Health team adds an important degree of professional expertise because of the depth and breadth of their knowledge about healthcare and state health programs in particular. “They know health and public health marketing as well or better than any other agency in the area and they’ve had a long relationship with DHS, so they were understandably a good fit for us,” he said. Dan Cowling, president of The Communications Group said the marketing campaign is a multi-media campaign with grassroots elements that target small business owners in high need communities in Arkansas.

The concept for ARHealthNetworks was developed by the Arkansas Health Insurance Expansion Initiative Roundtable and the Arkansas Center for Health Improvement (ACHI), in partnership with the Arkansas Department of Health and Human Services. The overall NovaSys network consists of more than 4,000 physicians and 67 hospitals within Arkansas. To learn more about ARHealthNetworks, visit www.ARhealthNetworks.com.

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