

## **FOR IMMEDIATE RELEASE**

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### **Informatics Corporation of America Retains CPR Strategic Marketing Communications to Lead Corporate Positioning Campaign**

**NASHVILLE, TN – December 1, 2008** -- Informatics Corporation of America (ICA; [www.icainformatics.com](http://www.icainformatics.com)), unmatched in its ability to deliver a cost-effective, proven technology solution that leverages complete data across clinical settings to aid decision-making and improve patient outcomes, has selected CPR Strategic Marketing Communications (CPR; [www.cpronline.com](http://www.cpronline.com)) to lead its public relations initiatives. A multi-faceted campaign will position ICA's solution as the market-leading technology to integrate patient care across the healthcare continuum.

ICA's solution enables individualized, coordinated patient care across treatment settings by delivering a community-based patient record that provides real-time patient status across care teams, workflows and information systems. With dashboards for quality and patient activity reporting, ICA allows clinicians to track, measure and report on clinical outcomes across patient populations. By building on existing technology investments, ICA can provide a single source to complete patient information in six months or less, with an intuitive user interface that drives rapid adoption.

"We are certain that CPR's broad experience in the healthcare industry will lend the best resources for effective corporate positioning as we project our vision of efficient technology to fill the gap where failed installations and poor results have encumbered healthcare delivery," says Gary M. Zegiestowsky, CEO of ICA.

For more than 25 years, CPR has developed successful marketing and public relations campaigns for the healthcare industry. By mastering the healthcare niche, CPR is uniquely qualified to drive ICA's campaign with guided and interactive services.

**About CPR Strategic Marketing Communications**

Founded in 1981, CPR draws upon its firm understanding of the challenges and successes of the healthcare industry to deliver strategically guided public relations, advertising and interactive services to a wide variety of established and emerging organizations. Our solutions draw directly upon the over 100 years of combined healthcare experience of our team to provide innovative and effective corporate and product communications campaigns. Visit [www.cpronline.com](http://www.cpronline.com)

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