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GMCF wins *MarCom Creative Awards*

(ATLANTA, Ga.) – The Association of Marketing and Communication Professionals has awarded GMCF two *MarCom Creative Awards* for 2006. GMCF won a Gold Award for “It’s Time for CLAS,” a brochure designed to promote participation in the Culturally and Linguistically Appropriate Services (CLAS) initiative; and an Honorable Mention for its “Health Information Technology (HIT)” campaign, which works with physicians to adopt electronic health records and other digital office technologies. Both marketing campaigns were in support of initiatives from the Centers for Medicare & Medicaid Services (CMS).

The *MarCom Creative Awards* competition, which has grown to perhaps the largest of its kind worldwide, recognizes outstanding achievement in marketing and communications. The Association of Marketing and Communication Professionals reviews entries from organizations of all sizes – from individual communicators to media conglomerates and Fortune 50 companies. There were more than 5,000 entries in the 2006 competition.

“Our Communication and Marketing team has the expertise to showcase our quality improvement message clearly and effectively, both to health care providers and consumers alike. We’re very proud of their success,” said Dennis White, CEO of GMCF.

GMCF is a not-for-profit, physician-sponsored organization dedicated to continuously improving health care. In operation since 1970, GMCF provides innovative health care solutions focused on quality improvement, utilization management, medical review, and health care outcomes research. For more than 20 years GMCF has served as the Medicare Quality Improvement Organization (QIO) for Georgia through a contract with the Centers for Medicare and Medicaid Services. For more information, please visit www.gmcf.org.