



MSI Awarded NESHCo Website Redesign Contract

ESSEX JUNCTION, Vt., March 3, 2010 - Media Solutions International (MSI), a communications strategy and design firm specializing in the healthcare industry, is pleased to announce that it was awarded the contract to design and develop a new website for the New England Society for Healthcare Communications (NESHCo).

The new site will reinforce NESHCo's presence as an indispensable resource for healthcare communications professionals in the region. Members will have clear access to industry articles, webinars, award information and details about member-only events. The site will allow members to communicate in a variety of professional forums with the addition of blogs, message boards and social media links.

Information about the society, sponsorship opportunity packages, membership forms and a schedule of upcoming NESHCo conferences and events will also be featured.

"MSI took the time to develop an initial concept for this project that went one step beyond what was required," said Kevin McDonald, NESHCo president. "It was evident to us that MSI was truly interested in building a long term relationship with NESHCo, and they were very responsive to our need for training and support over the long term. We're very pleased to be working with them."

MSI and NESHCo will launch the new website during a joint presentation at NESHCo's Spring Conference in Stowe, Vt., May 24-26, 2010.

"We are very proud that NESHCo awarded MSI this contract," said MSI President and Creative Director, Jim Curry. "MSI is excited to design and develop a website that really serves the society and all regional healthcare communications leaders. We look forward to a continued successful relationship with NESHCo."

Over the last five years, MSI has won 12 of NESHCo's Lamplighter Awards, which recognize exceptional healthcare communications. The Lamplighter Awards are presented each year in a wide variety of categories, including publications, public relations, advertising and more. Entries are judged by communications professionals from outside the region to ensure impartiality.

MSI is a full-service communications agency with experience developing award-winning websites and marketing campaigns. Over the years, MSI has built a solid reputation by focusing on client needs, formulating effective strategic plans, creating innovative solutions and delivering materials that speak to targeted audiences. Headquartered in the beautiful green mountains of Vermont, MSI has offices in Arizona, Florida, North Carolina, Wyoming and Michigan. For more information, visit <http://www.wishtocommunicate.com>.

NESHCo is the region's premier professional development organization for communication professionals in the healthcare industry. The society is composed of nearly 300 members throughout New England. For more information, go to <http://www.neshco.org>.

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