



MSI Announces Launch of New NESHCo Website

For Immediate Release

ESSEX JUNCTION, Vt., July 16, 2010 – Media Solutions International (MSI), a healthcare communications strategy and design agency, is proud to announce the launch of the New England Society for Healthcare Communications' (NESHCo) new website, www.neshco.org.

MSI won the project of creating NESHCo's new comprehensive website over other regional advertising company bids in Spring 2010. "MSI was successful because we took the time to listen to NESHCo and determine an initial creative concept that not only adhered to their present objectives but expanded them", said MSI President and Creative Director, Jim Curry. "We are very proud and excited about the unveiling of this site; it is a significant resource for the society and for regional healthcare communication professionals."

The new site was launched by MSI and NESHCo on July 12, 2010, and drastically improves navigation and access to the site's expansive resources including current industry articles, webinars, and award information.

The launch of the new site begins a new era of member interaction for NESHCo. The site features a members' blog, opening lines of professional communication among industry leaders regarding all aspects of healthcare communications. The site further facilitates relevant discussion through various message boards and extensive social media links.

Information about the society, sponsorship and advertising opportunity packages, membership forms, and a schedule of upcoming NESHCo conferences and events are also easily located on the new site. "NESHCo membership is all about the exchange of ideas and knowledge," said President Kevin McDonald. "Our new website makes it so easy for visitors to connect with one another, whether they are interested in attending a conference or webinar, posting a blog entry or submitting a Lamplighter entry. We've truly increased the value of the NESHCo membership with the launch of this site, and are very proud of it."

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

NESHCo is New England's foremost professional organization for healthcare communication professionals. The society is made up of nearly 300 members throughout New England. For more information please go to <http://www.neshco.org>.

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