

FOR IMMEDIATE RELEASE
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Radiology Associates Selects Armada Medical Marketing

DENVER – Armada Medical Marketing, specializing in marketing healthcare related products and services, has been selected by Radiology Associates of Corpus Christi, Texas, to develop and manage an integrated marketing campaign.

The campaign will include a series of physician communications combined with consumer advertising, sponsorships and public relations activity focused on the Coastal Bend area of South Texas.

“Radiology Associates is the market leader in Corpus Christi, and our job is to help them maintain that position, as well as help them leverage their investment in new equipment and promote interventional radiology services,” said Jim Koehler, Armada’s president.

About Armada Medical Marketing

Armada Medical Marketing is the medical marketing division of GD&A Advertising & Public Relations of Denver, Colorado. Armada focuses on clients in diagnostic and preventive imaging, retail medicine, medical equipment, supplies and devices, and related products and services. Parent company GD&A was founded in 1975 and provides marketing, advertising and public relations services for local, national and international clients. GD&A also provides interactive and direct marketing services and specializes in integrated marketing campaigns for consumer, technology, business-to-business and other clients. For more information on GD&A, visit www.gda-advertising.com or call 303-623-1190 x 229. For more information on Armada Medical Marketing, visit www.armadamedical.com or call 303-623-1190 x229.

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