



news

For Immediate Release

For Information

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Lux Strategic Communications Welcomes MedOptima as New Client

COLUMBIA, S.C., January 14, 2010 – Lux Strategic Communications is pleased to announce it has been selected as the agency of record for MedOptima as of December 2009.

Headquartered in Fort Wayne, Indiana, MedOptima is a multi-faceted billing and consulting resource for physicians. While revenue cycle management is the foundation of MedOptima's business, it also provides business consulting, software hosting, and electronic medical records (EMR) systems for physician practices.

As agency of record, Lux will work closely with MedOptima founder and president Eric Beier, MD, to strengthen the company's branding and communications. Lux services will include strategic planning, the creation of marketing materials, press releases and media relations, e-marketing, and communiqués from Dr. Beier regarding the issues healthcare is facing today. Lux has completed the redesign of the MedOptima website, www.medoptima.net.

Commenting on the selection, Lux Strategic Communications President Melanie Lux said, "We are very pleased to represent MedOptima. With our firm's strong background in healthcare-related issues and marketing, we feel we are well-qualified to work with Dr. Beier and his team on building their business."

About Lux Strategic Communications

Established in 1994, Lux Strategic Communications is an award-winning marketing communications and public relations firm that provides strategic communications support and public relations counsel to clients in the healthcare, packaging, professional services, and retail industries. Learn more about the Firm by visiting www.luxandassociates.com.

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