

For Immediate Release

Industry veterans launch rialto communications, a marketing and PR firm serving healthcare and health technology clients

Founders tap years of leadership experience on client and agency sides to create niche firm that's "client-centered and results driven"

Seattle, WA – Nov. 28, 2003 – Peter Summerville and Todd Langton, two veterans in healthcare and health technology marketing and public relations, have teamed up to form rialto communications. The firm serves healthcare and health technology clients that market products or services to the healthcare and biomedical industries as well as to healthcare consumers across the country.

rialto communications is one of only a few agencies in the nation with a core expertise in health and technology.

"The adoption of IT, biotech and medical device technologies in healthcare is increasing significantly every year, but it's very difficult for companies to differentiate themselves in a crowded marketplace," Summerville said. "We're in the unique position of having worked with health plans, healthcare providers and healthcare-focused technology vendors for years, so we understand what drives the adoption process and how to help companies stand out in the crowd."

"We also like to have fun in the process," Summerville added.

rialto communications also provides marketing and public relations services for hospitals, medical device manufacturers, health plans, assisted living facilities, biotechnology companies and other consumer focused healthcare organizations.

"Achieving business objectives in today's healthcare marketplace requires a creative marketing communications team that knows healthcare and health technology inside and out," Langton said. "We define ourselves as 'client-centered' because, much as with 'patient-centered' care, we learn everything we can about our customer and their challenge, and we combine that with our knowledge of the industry to build a customized strategy for improving client outcomes."

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“Whether ‘better outcomes’ means more patients in higher margin service lines, more members in plans, increased sales of a technology solution, passage of a new public policy or a better perception of a company on Wall Street, we are results-driven,” Langton added.

The company launched with six clients, including The Foundation for Health Care Quality/CHITA, Edifecs, The Washington Health Foundation, Breakwater Security, Stevens Healthcare and MedOrder.

Services offered by rialto communications include:

- Public relations – proactive media relations, press and industry analyst tours, messaging development, crisis communications, press kit development (e.g. company backgrounder, product fact sheet, client case studies, etc) , trade show support, speaker and award opportunity development
- Strategic marketing communications – branding, corporate identity, market research, comprehensive marketing plans
- Advertising strategy and execution, media buying, collateral development, direct marketing, Web site development, trade show strategies and implementation

About rialto communications

rialto communications is a Seattle-based marketing communications and public relations firm serving the healthcare and health technology industries. Its founders have led successful marketing communications campaigns for public and private healthcare and health technology companies with industry and consumer target markets at local, regional and national levels.

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