



MEDIA RELEASE
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For Immediate Release

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John Mader Heads PKA's New Medical Marketing Group

MEQUON, WI - PKA Marketing has created a new division to focus on the firm's growing list of clients in the medical and long-term care fields. John Mader, a leading health care marketing professional, has been named General Manager of the new Medical Marketing Group.

"We are very pleased to add John's expertise to our agency team. He not only brings a wealth of knowledge about medical marketing, but also adds to our in-house video and television editing capabilities," said PKA President Bruce Prom.

Mader brings expertise from two firms that specialized in the medical marketing. Services will range from strategic planning to execution of interactive marketing, training and web videos, patient and clinician education and more. The PKA Medical Marketing Group serves clients from San Diego to Cincinnati.

PKA Marketing is a full-service marketing communications firm serving a variety of consumer, medical and business-to-business clients worldwide from their offices in Mequon, Wis.

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