



**MCD
Public Health**
Insight Innovation Impact

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Introducing: MCD Public Health Insight Innovation Impact

Augusta, ME—September 25, 2012 MCD is pleased to debut MCD Public Health: Insight Innovation Impact. This new look and fresh approach is intended to raise the profile of one of Maine's best kept secrets. MCD's public health programs are highly regarded and valued – by those that know about them. This brand launch marks the pinnacle of our efforts over the past three years to build on our strengths and build an autonomous public health division within the MCD family of programs.

In preparation for this moment, we have scanned MCD's Public Health portfolio, popular perceptions of MCD's Public Health programs, and our own internal practices and controls. The result is a Public Health portfolio which focuses on what we do best: translate research-based best practices into policies and programs which improve lives in the communities and states in which we serve.

Our brand launch includes our slick new look, logo, and website: www.mcdph.org. Our look and logo is intended to reflect the diverse populations and public health areas of focus. The website will emphasize our non-state controlled work, products, and services while also providing a mechanism for pushing visitors to our project specific branded websites. We are focused on three primary website audiences: potential individual donors and private funders, potential employees, and potential customers. Visitors will be able to read about the tools we use and the services we offer as well as access our peer-reviewed publications and presentation and read about past projects and accomplishments. We will have our own entry point for job postings and new employee applications, as well as our own landing page for charitable contributions.

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