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GEISINGER HEALTH SYSTEM SELECTS DONER AS
AGENCY OF RECORD FOLLOWING A REVIEW

(Detroit) — Geisinger Health System, a nationally renowned integrated healthcare system, has selected Doner as its agency of record following a comprehensive evaluation process. As the non-profit's full-service agency, Doner will partner with Geisinger on brand positioning and will develop integrated marketing strategies to build a stronger awareness, helping the leading organization gain greater exposure nationally and in key markets.

“As a national leader in healthcare, we needed an agency with a proven reputation for effectively positioning clients and generating greater visibility,” said Susan Alcorn, Geisinger chief marketing officer. “With Doner we get a partner with experience in the healthcare industry and a track record of successful branding.”

“Geisinger is an innovative healthcare system that operates under a very unique model that represents the future of healthcare,” said David DeMuth, Doner co-CEO, president. “This is a terrific opportunity to work with one of the finest healthcare systems in the country to build awareness and preference.”

The account will be serviced out of the agency's Cleveland office and supported by its Detroit headquarters. The initial campaign is expected to launch in the Fall of 2012.

About Geisinger Health System

Geisinger is an integrated health services organization widely recognized for its innovative use of the electronic health record, and the development and implementation of innovative care models including ProvenHealth Navigator, an advanced medical home model, and ProvenCare program. The system serves more than 2.6 million residents throughout 44 counties in central

and northeastern Pennsylvania. For more information, visit [Geisinger](#). Follow the latest Geisinger news and more at [Twitter](#) and [Facebook](#).

About Doner

Based in Detroit, Doner is an independent agency with offices in the United States and London, serving clients including Chrysler Group LLC, Harman, The Coca-Cola Company, ADT, DuPont, The Coleman Company, Shell Lubricants, AutoTrader.com, Cox Communications, The UPS Store, Wilson Tennis, Choice Hotels International, Chiquita and Avery Dennison. As a full-service, performance-driven agency, Doner focuses on creating ideas that change the destiny of brands through creativity. Please visit our website at www.doner.com.