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### **North Shore-LIJ Health System Appoints GCI Health as Agency of Record**

New York, NY – February 15, 2011 – GCI Health, a healthcare public relations agency, has been selected by North Shore-LIJ Health System as their PR agency of record. North Shore-LIJ encompasses a network of 15 hospitals in New York City and Long Island. The system is the largest employer on Long Island, one of the 10 largest in New York City as well as a national leader in scientific research and comprehensive medical care.

“Our health system is known for its innovative, cutting edge scientific breakthroughs, as well as its thorough and empathetic patient care,” said Terry Lynam, VP, Public Relations, North Shore-LIJ Health System. “As a leader in health care public relations nationwide, GCI Health is helping us meet the challenges of cutting through the noise with our positive messages of hope and healing.”

“We are thrilled to add North Shore-LIJ as a premier healthcare system to our portfolio of clients,” said Wendy Lund, CEO, GCI Health. “As an agency, we have a patient-centric approach and North Shore-LIJ is a true testament to our mission as a provider that is known for delivering award-winning patient care.”

## **About GCI Health**

GCI Health is a forward-thinking healthcare public relations agency powered by ‘best-in-the-business’ professionals and the only WPP company that specializes in healthcare public relations. With over 80 professionals in offices in New York, Atlanta, Los Angeles, San Francisco, San Diego, Boston, Toronto and the U.K., GCI Health offers clients an accessible senior level leadership team, A-to-Z healthcare experience, a commitment to “beating” client expectations, and an obsession with anticipating the challenges of an increasingly complex and transforming healthcare communications environment. With insider’s knowledge of high science, digital health strategy, consumer activation, crisis management, patient advocacy and health education, GCI Health’s focus on delivering results is unrelenting and second to none. For more information, please visit <http://www.gcihealth.com>.

## **About North Shore-LIJ Health System**

The nation's second-largest, non-profit, secular healthcare system, North Shore-LIJ delivers world-class clinical care throughout the New York metropolitan area, pioneering research at The Feinstein Institute for Medical Research and a visionary approach to medical education, highlighted by the Hofstra North Shore-LIJ School of Medicine. The winner of the National Quality Forum’s 2010 National Quality Healthcare Award, North Shore-LIJ cares for people at every stage of life at 15 hospitals, long-term care facilities and more than 200 ambulatory care centers throughout the region. North Shore-LIJ’s owned hospitals and long-term care facilities house about 5,600 beds, employ more than 10,000 nurses and have affiliations with more than 9,000 physicians. Its workforce of about 42,000 is the largest on Long Island and the ninth-largest in New York City. For more information, go to [www.northshorelij.com](http://www.northshorelij.com).

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