



NEWS RELEASE

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Sullivan & Associates Wins International Communication Awards

FOR IMMEDIATE RELEASE—Dec. 23, 2011—HUNTINGTON BEACH, Calif.—[Sullivan & Associates](#), a strategic medical communications agency, has won Platinum and Gold MarCom Awards for 2011. The MarCom Awards is an international competition that recognizes outstanding creative achievement by marketing and communication professionals. More than 6,000 entries were received from throughout the United States, Canada and several other countries in the 2011 competition.

Sullivan & Associates received the Platinum award for *Frontiers in Infection Prevention*, an electronic newsletter published on behalf of client Advanced Sterilization Products. The quarterly newsletter is an educational resource and forum that contains the latest news and information in infection prevention. The agency also received the Gold award for the white paper “Automated NHSN Reporting for Healthcare-Associated Infections: Improving Consistency, Accuracy and Patient Safety,” developed for client TheraDoc.

According to [Barbara Sullivan](#), president of Sullivan & Associates, the awards highlight the breadth and depth of the agency’s capabilities. “Many clients today—especially smaller companies with tight budgets—are looking for agencies that can handle a range of public relations, marketing, and clinical education activities under one roof. Expertise only in media relations is no longer enough. Whether it’s public relations, marketing, clinical publishing, educational programs, issue management, crisis communication or video production, Sullivan & Associates creates coordinated communications programs that achieve results.”

About Sullivan & Associates

Sullivan & Associates is an award-winning strategic medical communications organization offering public relations, marketing, professional and consumer education, clinical publishing, and issue management services on behalf of healthcare clients. Since 1999, the agency has been helping medical companies tell their stories in clear, compelling terms that resonate with important audiences. For more information, visit www.sullivanpr.com.

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