

MEDIA ALERT!

FOR IMMEDIATE RELEASE
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VICTOR VALLEY MEDICAL GROUP SIGNS COACHELLA VALLEY MARKETING COMPANY

Victorville, CA - Heritage Victor Valley Medical Group has signed Palm Desert-based Furino/Greene Creative to handle their marketing, advertising and public relations, it was announced today by David Zembik, Vice President of Heritage. The group recently opened a new Health Education Center in Victorville and has plans to expand services in the community that will differentiate them from other provider groups in the High Desert areas.

Heritage Victor Valley Medical Group, with offices in Victorville, has 40 Primary Care Physicians, 150 Specialists and is the only medical group that services Victorville, Apple Valley, Hesperia, Barstow, Phelan, Adelanto and Big Bear.

"The physicians in Heritage have been providing high quality, compassionate health care for more than 20 years now," said Zembik. "With the dynamic growth and development of our communities in recent years, we decided it was time to implement a coordinated marketing effort to inform the community at large of the many new services offered by Heritage."

Zembik went on to say, "After working successfully with Furino/Greene Creative on a small project, we decided to expand their scope of work. Their work is exceptional, and their experience with our sister organization, Desert Oasis Healthcare in Palm Springs, helped make the decision an easy one for us."

Stephanie Greene, co-founding partner of Furino/Greene Creative, was equally impressed with the Victor Valley based Medical Group. "Our involvement with Desert Oasis Healthcare has shown us what an incredible asset an excellent medical group can be to a community. Heritage Victor Valley Medical Group is exactly that. We're thrilled to be part of their team."

For more information on Heritage Victor Valley Medical Group, please visit www.hvvmg.com. For more information on Furino/Greene Creative, please visit www.fgcreative.com.