

## **Seasoned Medical and Technology Marketing Executive Assumes Expanded Strategic Role**

The Associated Press

(<http://www.mgis.com/default.aspx>)

The MGIS Companies, Inc.

(MGIS(<http://ctt.marketwire.com/?release844204&id1191445&type1&urlhttp%3a%2f%2fwww.mgis.com%2fdefault.aspx>)),

the nation's leading provider of insurance products and services

specifically for physicians, today announced the appointment of Mark

L. Dayton as vice president of marketing. Dayton heads up an expanded

strategic marketing and communications function for MGIS and its

subsidiary companies.

"Our company's growth path required a significant expansion of the

role and level of sophistication of our marketing strategy and

execution," said Jeff Brunken, president of The MGIS Companies.

"Mark's years of success in medical and technology marketing both on

the client and agency sides will be a great asset in communicating the

unique value MGIS provides to physicians and physician groups."

Dayton was a founder and CEO of Best Practices Inc., an early pioneer

in the development of ambulatory EHR software for use on mobile

handheld devices. He served as assistant executive director for The

Forum on Personalized Healthcare, a consortium of leaders in the

DNA-based healthcare diagnostic and treatment industry, and spent a

number of years as a partner and consultant in healthcare and

technology marketing and consulting agencies. His technology experience includes executive marketing positions with 3Com, Novell and Key Labs. In addition, he served as vice president for Coltrin & Associates, a New York City-based strategic PR and marketing agency. In his expanded role, Dayton will oversee all strategic marketing and communications activities for The MGIS Companies and its subsidiary companies.

"These are challenging times for the general economy, but more particularly for healthcare providers," Brunken said. "Mark's depth of executive experience with a variety of companies over a span of years will play an important role in our continued success in providing physician groups with peace of mind regarding key risks they face during increasingly uncertain times."

More information about MGIS can be found at

[www.mgis.com](http://www.mgis.com)(<http://ctt.marketwire.com/?release851777&id1264780&type1&urlhttp%3a%2f%2fwww.mgis.com%2f>).

About MGISThe MGIS Companies, Inc. is the nation's leading provider of insurance products and services specifically for physicians. For more than 43 years the company has provided specialized group disability insurance, medical-professional liability insurance, and practice improvement ancillary products and services to more than 8,000 physician groups, 800,000 group members, and 135,000 physicians nationwide. The MGIS group disability policies are backed by Sun Life Financial, one of the largest and highest-rated insurance companies in North America. The MGIS medical-professional liability insurance

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