

HCB Health Wins THANC Foundation Assignment

The Associated Press

HCB Health, one of the top 25 independent healthcare communications agencies in the U.S., has been selected by the Thyroid, Head and Neck Cancer (THANC) Foundation to create a specialized website for head and neck cancer patients and their families. THANC is the nation's largest private funder of research for these types of cancer.

The HCB assignment centers on developing a website that will serve as a resource for patients, caregivers and families, providing special content for younger family members to help them deal with the unique set of obstacles they face when a loved one is being treated for head or neck cancer.

"HCB understands the oncology field and has impressive experience creating age-appropriate content for patients and caregivers," said Erika Markowitz, executive director of the THANC Foundation. HCB has produced award-winning work for two other organizations that specialize in oncology and significantly expanded its interactive and content-strategy services during the past three years.

The account will be managed from the agency side by Kim Carpenter, account director; Erica Gremillion, senior account executive; and Jennifer Hamdun, senior interactive project manager. Ms. Markowitz will manage the account from the client side.

Head and neck cancers account for approximately three percent of all cancers in the U.S. They are nearly twice as common among men than among women and are more likely to be diagnosed after age 50. Tobacco use, alcohol use and human papillomavirus (HPV) infection are important risk factors for these cancers.

About HCB Health Headquartered in Austin, Texas, HCB Health serves the entire healthcare sector, including manufacturers of medical devices, pharmaceuticals, diagnostics and genetic engineering products; physician groups, hospitals and managed care organizations; and patients and consumers.

One of the fastest growing agencies in its field, HCB Health has maintained a compounded 25 percent annual revenue growth since its inception in 2001. The company's clients, in addition to the THANC Foundation, include The US Oncology Network, Texas Oncology, Alcon Labs, Medtronic, Sound Surgical Technologies, Edgemont Pharmaceuticals, Harden Healthcare, California Pacific Medical Center, Hollister, The Menninger Clinic, Entent Care, Optima Health, the Scott & White Health Plan, McKesson, Audiotoniq and Austin Gastroenterology.

HCB Health is located at 701 Brazos St., Suite 1100, Austin, TX 78701.

For more information, visit www.hcbhealth.com; tel. (512) 320-8511, fax (512)

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About the THANC Foundation In addition to being the nation's top private funder of research related to thyroid, head and neck cancers, THANC also sponsors continuing professional medical education, community awareness and education, and patient outreach and support programs.

Established in 2003, THANC was recently housed within the Institute for Head and Neck and Thyroid Cancer at the Phillips Ambulatory Care Center at Beth Israel Medical Center in New York City.

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