imc2 health & wellness Partners With Eye Care Services Leader TLC Vision

The Associated Press

imc2 health & wellness, a full-service strategic and creative agency, announces its partnership with TLC Vision Centers, Inc., North America's premier eye care services company. The agency will serve as the marketing partner across the TLC Vision Centers family of brands as they prepare to celebrate their 20th anniversary and over 2 million LASIK procedures performed at its centers.

Ellen Jo Plass, president and chief operating officer, TLC Vision, states, "imc2 health & wellness' digital heritage, expertise in strategic marketing, creative inspiration and vision for building deeper connections between brands and people truly resonates with TLC and aligns with our goals for the brand."

imc2 health & wellness will serve as an advisor to TLC Vision as it continues to build upon its foundation as a trusted leader in eye care. The agency's first task will be to provide strategic and creative guidance for the array of TLC Vision digital properties.

Bonnie Sayers, senior vice president, imc2 health & wellness, said, "As an agency that truly believes in the power of building authentic relationships, we look forward to supporting the TLC Vision brand and strengthening the connections it has with patients and eye care professionals."

TLC Vision is an eye care services leader widely recognized for the quality of its LASIK surgical outcomes and the satisfaction of more than 2 million patients, which include nearly 7,000 doctors. As a testament to this strong international reputation, one in every four practicing U.S. and Canadian optometrists is affiliated with TLC and its renowned surgeons. For more information about TLC Vision, visit www.tlcvision.com.

imc2 health & wellness manages traditional and digital work across the health and wellness spectrum, including biopharmaceutical and vaccines; medical device and diagnostics; health insurance; OTC, retail and consumer health; and healthcare non-profit/advocacy. To learn more about imc2 health & wellness, visit www.imc2healthandwellness.com, connect with the agency at facebook.com/imc2health or follow @imc2HW.

About imc2 health & wellnessimc2 health & wellness is a full-service strategic and creative agency working across channels -- mass, digital and emerging -- to build profitable and enduring relationships between brands and people. Founded in 1995, imc2 health & wellness's digital heritage prepared the agency for the cross-channel,

multi-platform engagements it leads today. With offices in Dallas and New York City, the agency focuses on a purpose-led marketing approach with its clients, in order to build authentic, sustainable relationships with lasting results. Visit www.imc2healthandwellness.com for more information.

Add to Digg Bookmark with del.icio.us Add to Newsvine

Source URL (retrieved on *11/26/2014 - 2:50am*):
http://www.mdtmag.com/news/2012/09/imc2-health-wellness-partners-eye-care-services-leader-tlc-vision