

NEWS RELEASE

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January 21, 2008

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Mollohan achieves board certification with the American College of Medical Practice Executives

Overland Park, Kan. (Jan. 21, 2008) – Debra Staecker Mollohan, CMPE, and president of Marketed Care, LLC has earned the professional designation of Certified Medical Practice Executive (CMPE) from the American College of Medical Practice Executives.

The designation of CMPE demonstrates that Mollohan has achieved board certification in medical practice management. ACMPE certifies an individual's professional competence when she passes rigorous essay and objective examinations that assess knowledge of the broad scope of medical practice management skills sets. These include financial management, human resources management, planning and marketing, information management, risk management, governance and organizational dynamics, business and clinical operations and professional responsibility. The individual must also complete a presentation requirement and earn a minimum of 50 continuing education credit hours.

“Although the focus of my services is on marketing and strategic planning, one of the eight domains covered, I think it is important that medical group clients know I have a deeper understanding of their challenging profession and I am able to incorporate and consider all aspects of their practice into their marketing and strategies for success,” explains Mollohan who has 20 years of experience in health care.

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“I have always benefited from MGMA’s outstanding educational and networking opportunities and I remain proud to be part of such an esteemed organization known for its professionalism, quality and high standards for leadership in the important field of medical practice management.” Mollohan is among the approximately 1,650 professionals with CMPE status and there are 650+ with the highest distinction of Fellow.

Marketed Care, LLC is a full-service marketing firm offering strategic health care marketing plans for busy physicians, practice administrators, assisted living and senior care communities, hospital managers, rehabilitation centers, health care technology organizations, and corporate marketing departments. We will help you develop targeted marketing strategies and tactics necessary for becoming and remaining competitive in today’s demanding and turbulent managed care business environment. We provide our clients with the professional, personal attention they need to succeed. www.marketedcare.com

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About ACMPE

Founded in 1956, ACMPE is the standard-setting and certification organization of the Medical Group Management Association. Through ACMPE, medical group managers can earn the Certified Medical Practice Executive (CMPE) designation and go on to earn the highest distinction of Fellow in the ACMPE (FACMPE). ACMPE members belong to a network of management professionals dedicated to becoming the best in medical practice management by combining experience, learning and professional certification.

About MGMA

MGMA, founded in 1926, is the nation’s principal voice for medical group practice. MGMA’s 20,000 members manage and lead more than 12,000 organizations in which more than 242,000 physicians practice. MGMA’s core purpose is to continually improve the performance of medical group practice professionals and the organizations they represent. MGMA headquarters are in Englewood, Colo. www.mgma.com.