



FOR IMMEDIATE RELEASE

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Contacts:

Ben Roberts/Laura Taczak

e3communications

716-854-8182

**HEALTHeLINK Retains e3communications for
Public Relations Services**

BUFFALO, NEW YORK – e3communications today announced that the agency has been retained by HEALTHeLINK, the WNY clinical information exchange, for public relations services.

HEALTHeLINK is a collaborative effort among various organizations to share clinical information in efficient and meaningful ways to improve the delivery of care, enhance clinical outcomes and help control healthcare costs throughout the region. The not-for-profit organization was established through funding from The Catholic Health System, Erie County Medical Center Corporation, HealthNow New York, Independent Health Association, Kaleida Health, Roswell Park Cancer Institute, Univera Healthcare and a \$3.5 million HEAL 1 grant from New York State. HEALTHeLINK stakeholders also include a broad representation of healthcare professionals and organizations throughout the eight county Western New York region.

With offices in Buffalo and Albany, e3communications is a full service public relations and public affairs agency that provides clients with various public relations services, including issues management, media training, crisis communications as well as government affairs services. For more information please visit

www.e3communications.com.