

# PR WEEK

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## ReachMD satellite radio station in brand awareness push

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NORTHBROOK, IL: [ReachMD](#) is conducting a brand awareness effort targeting members of the medical, marketing and advertising, and investment communities to raise the profile of the XM radio station.

Aided by Middleberg Communications, which began work in late January on the account, the station is promoting the convenience of its programs ó most are about 15 minutes long ó along with its specialized Web and mobile content that doctors can use to attain accreditation, said Gary Epstein, CEO of ReachMD.

"We use a variety of distribution outlets to reach medical professionals with an emphasis on physicians, and we believe that the content becomes aspirational for all of the medical professionals," he said. "We're not looking to dumb down the content; it's not a patient channel."

The station is trying to raise its profile to members of the marketing and advertising communities via a trade-publication outreach effort as well, Epstein added. It hopes to let prospective advertisers and sponsors know that "this is a whole new way to reach the medical community," Epstein added.

David Bray, MD at Middleberg Communications, added that outreach to investors will begin after raising awareness of the brand in these audiences.

"Right now, we are really more focused on building the brand among the sponsors and the vertical industries represented in the platform, and once we build the brand awareness we are going to aggressively reach out to the media that cover the investment community," he said.

Epstein picked Middleberg for the year-long account primarily due to previous professional relationships with CEO Don Middleberg and other agency employees, he said. The account's budget is undisclosed.