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## **STANDING OUT IN A CROWD: EXCELA HEALTH TAKES NEW MARKETING APPROACH**

**GREENSBURG, PA, February 21, 2014** ... Excela Health is utilizing a 30-minute television show to deliver its message of community-focused health care to the broadest possible audience.

“Video allows us to tell the Excela story in a format that is accessible to every generation,” said Jennifer Miele, Vice President of Marketing and Communications for Excela Health. “And once the program airs on commercial and cable channels, it will live on Excela Health’s YouTube Channel and corporate Web site where it is easily shared with visitors regardless of where they live.”

Titled “MyExcelaStory,” the show premieres March 2 at 11:30 a.m. on WTAE-TV, and then airs 26 times during the month of March and early April on a variety of stations: WPMY, ThisTV, CW and WPGH (Fox). The full schedule along with a show preview can be found at [myexcelastory.org](http://myexcelastory.org). Downs Creative of Greensburg and Richard Cook, a former executive producer at WTAE-TV, assisted Excela Health with the project.

The decision to produce the show was fueled by the desire to have a mass market presence alongside UPMC and Allegheny Health System, who outspend Excela Health exponentially in Westmoreland County.

“We’re often overshadowed by full page newspaper ads, sports team sponsorships and network television advertising from the Pittsburgh market. As good financial stewards of limited resources, we’re reinvesting in technology, facilities and staff to provide care to the people of

Westmoreland County, and we also want them to know that we can and should be their health care provider of choice.”

“MyExcelsaStory” contains five segments spanning the care continuum, with features on a Ligonier family that celebrates new life with the hospice nurse who eased their daughter’s death; an East Huntingdon Township heart attack survivor who received a life-saving heart catheterization in Excelsa’s Heart Center, a Pleasant Unity stroke victim who rehabbed his way to recovery at EPIC Rehab -- the Excelsa Physical Improvement Center; a Greensburg physician who became a cancer patient and remains a strong proponent of screening mammography and Excelsa’s Walk-In Wednesday program, and a North Huntingdon Township cartoonist who considers his Excelsa hand surgeon a super hero for putting him back at the drawing board.

The segments are supported by short takes that promote other Excelsa services as well as impart information about Excelsa’s national designation as a Healthiest Workplace and community outreach initiatives.

“Viewers will find compelling and moving stories that are supported by expert physicians, clinicians and state-of-the-art facilities,” added Miele. “Excelsa Health has improved the health and well-being of these lives and is helping to write the story of our community every day.”