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FEBRUARY 15, 2012



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FOR MORE INFORMATION, CONTACT:

Martin C. Dodrill

Director of Planning & Marketing

JOINT TOWNSHIP DISTRICT
MEMORIAL HOSPITAL
200 St. Clair Street
St. Marys, Ohio 45885-2400

P | 419-394-3387 ext. 3568

F | 419-394-8485

E | mdodrill@jtdmh.org

W | www.grandlakehealth.org

FOR IMMEDIATE RELEASE:

Regional Healthcare Leader Launches New Digital Presence for Community

GRAND LAKE HEALTH SYSTEM ANNOUNCES NEW MOBILE SITE AND SOCIAL MEDIA PRESENCE

ST. MARYS, Ohio (February 15, 2012) — Grand Lake Health System is pleased to announce the launch of a new mobile website and revamped presence in social media. Beginning this week, when searching for GrandLakeHealth.org on a smart phone, community members will be automatically redirected to a new mobile site. Grand Lake Health System is also unveiling a YouTube Channel this week. The healthcare leader is launching a greater presence in the digital space to better serve the community where they are looking for information — online.

When community members visit GrandLakeHealth.org on their smart phones, they'll find a condensed version of the website designed to fit their phone's screen. The new site features top visited pages including information about the hospital and finding a physician as well as important tools for on-the-go use such as directions to the hospital and local practices. In addition to the new mobile site, Grand Lake Health System has also revamped its presence in social media. Visitors to YouTube.com/GrandLakeHealth will be able to watch and comment on the latest videos from Grand Lake Health System including commercials, testimonials and messages from physicians. Community members are also encouraged to connect with Grand Lake Health System on Facebook for updates in real time, including upcoming events and health tips from system physicians.



"We want to communicate with our patients and community members where it is most convenient for them," said Martin Dodrill, Director of Planning & Marketing. "As more and more patients are accessing our information from their smart phones, we knew we needed to have a greater digital presence to make accessing information about the system more convenient. We're excited to launch this new digital presence to better serve the community."

For more information about Grand Lake Health System and their new digital technology, visit www.GrandLakeHealth.org, YouTube.com/GrandLakeHealth and Facebook.com/GrandLakeHealth.

(continued)

GRAND LAKE HEALTH SYSTEM | 200 ST. CLAIR STREET | ST. MARYS, OHIO 45885-2400
PHONE 419-394-3335 | TOLL-FREE 877-564-6897 | WWW.GRANDLAKEHEALTH.ORG

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ABOUT GRAND LAKE HEALTH SYSTEM

Grand Lake Health System is a mission-driven, nonprofit healthcare provider serving the Grand Lake Region of West Central Ohio since 1953. Grand Lake Health System includes over 150 physicians and 800 health care professionals who deliver comprehensive, high-quality care to patients from 10 centers of excellence and 13 affiliated practices throughout the region. Grand Lake's largest facility is Joint Township District Memorial Hospital, located in St. Marys, Ohio.

MEDIA CONTACT

Lesley Waldsmith

Hafenbrack Marketing
lwaldsmith@Hafenbrack.com
614-460-1395

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