

Media Contact

Vanessa Ulrich

(410) 534.1161

vuulrich@sage-growth.com



SAGE GROWTH
PARTNERS

MDICS Retains Sage Growth Partners for Company Rebranding and Messaging

SGP to develop new name, brand identity and messaging for hospitalist group

Baltimore, MD – Oct. 11, 2016 – Sage Growth Partners (SGP), a Baltimore-based healthcare strategy, technology and marketing firm today announced that Physician Inpatient Care Specialists (MDICS) has selected SGP to lead development of the company’s renaming, rebranding and re-messaging efforts.

MDICS is Maryland’s largest private hospitalist group, working with healthcare systems, hospitals and post-acute care centers to provide high quality, cost effective integrated medical solutions and services.

“We are pleased to be working with Sage Growth Partners and its talented team of marketing professionals to drive our rebranding initiative,” said Eric T. Nass, President of MDICS. “We are dedicated to providing high quality and cost effective care to our clients. While our founding roots lie in the hospital-setting we have successfully built a strong base in post-acute care over the last ten years. As a result, we believe our name and brand must now reflect our expanding presence in markets outside the hospital.”

“It’s clear that market need has driven significant success for MDICS,” said Boh Hatter SGP CMO and General Manager, Marketing. “As MDICS seeks continued growth, it’s imperative that they have a unified and market-ready brand that champions the business’ value proposition. Our multi-disciplinary marketing team specializes in understanding the business of healthcare and what will resonate with key markets. We very much look forward to helping MDICS take their brand to the next level.”

About MDICS

Physicians Inpatient Care Specialists (MDICS), Maryland's largest private [hospitalist](#) group, is dedicated to partnering with health care systems, hospitals and post-acute care centers to provide high-quality, cost-effective integrated medical solutions and services for our partners and patients. Since 2007, MDICS has been implementing quality initiatives to improve the patient care experience, decrease hospital costs, reduce readmissions and length of stay, as well as improving documentation and coding to minimize hospital acquired conditions.

About Sage Growth Partners

Sage Growth Partners is a healthcare strategy, technology and marketing firm. We provide insight and multi-disciplined execution to growth-minded healthcare organizations nationally, including hospitals, health systems, physician groups, insurers, trade associations and academic institutions. With deep roots in the business of healthcare, Sage Growth Partners delivers solutions to complex industry and organizational challenges.

Founded in 2005, Sage Growth Partners is located in Baltimore, MD and serves clients such as GE Healthcare, Doctor's Community Hospital, Capricorn Healthcare, Availity, Chase Brexton Health Care, LG Healthcare Solutions, St. Jude Medical and Wellcentive. Visit us online at www.sage-growth.com.