



News

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JFK Communications Adds GE Healthcare Diagnostics Business

Global Healthcare Giant Taps JFK for Strategic Communications

Princeton, NJ, January 20, 2010 — JFK Communications, Inc. announces that it has added [GE Healthcare Medical Diagnostics](#), headquartered in Chalfont St. Giles, United Kingdom as a client. JFK Communications will provide strategic communication planning and product public relations for core in-line products, including Visipaque, AdreView and DaTSCAN. JFK will also oversee significant PR programs for key developmental products as well as risk communication and corporate communications support.

“Our extensive healthcare and medical technology experience makes us an ideal partner for GE,” said John Kouten, CEO, JFK communications, Inc. “Diagnostic imaging is an indispensable part of today’s healthcare system, and we are proud to be part of GE’s effort to provide excellent products and services to patients worldwide.”

JFK welcomes GE to its growing client roster, which also includes Novo Nordisk, PharmaNet Development Group, NicOx, TopoTarget, Prometheus Laboratories and Therakos. The Princeton, New Jersey-based healthcare PR firm added eight new clients during 2009.

JFK Communications, Inc. provides innovative public relations solutions for the pharmaceutical, biotechnology and medical technology industries. For more information on JFK Communications’ capabilities or career opportunities, please visit the updated JFK Web site at www.jfkhealth.com, or call us at (609) 514-5117.

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