



News

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**Becton, Dickinson and Company Selects JFK Communications for
Diabetes Product Launch**

BD Launch Leverages JFK Expertise in Medical Device Communications

Princeton, N.J., April XX, 2010 — [JFK Communications](#) is proud to announce that [BD \(Becton, Dickinson and Company\) \(NYSE:BDX\)](#), has selected the firm to provide public relations support to launch a new product for people with diabetes. The Franklin Lakes, N.J.-based medical technology company operates worldwide developing, manufacturing and selling medical devices, instrument systems and reagents. JFK will facilitate the product launch of BD's new insulin delivery device and raise awareness of the importance of adherence to insulin therapy.

“Considering our current portfolio of medical device and diagnostics clients, working with BD is a strategic partnership for our firm,” said David Avitabile, President of JFK Communications. “We’re pleased for this opportunity to put our experience to work for such a well recognized leading global medical technology company.”

JFK's client roster also includes [GE Healthcare Medical Diagnostics](#), [Novo Nordisk](#), [NicOx](#), [PharmaNet Development Group](#) and [Tobira Therapeutics](#), among others.

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