


ADWEEK.COM **PRINT THIS**Powered by  **Clickability** [Click to Print](#)[SAVE THIS](#) | [EMAIL THIS](#) | [Close](#)

Scott & White Selects Breeze Marketing

September 05, 2007

By Adweek Staff

DALLAS Scott & White Health System, a regional three-hospital consortium, has selected Breeze Marketing to handle media planning and placement for future advertising campaigns.

The agency will be responsible for designing and implementing media plans for all print and broadcast efforts in the client's service areas in Texas, including Austin, Waco/Temple/Killeen and Bryan/College Station.

"As Scott & White expands its facilities and services, it is important that we have a strong, experienced partner to help us maximize our media exposure," said Karen Matthews, the client's director of marketing.


Scott & White has become one of the nation's largest multi-specialty group practice systems. The nationally recognized Scott & White Health Plan is another component of the system, providing health care insurance to more than 200,000 members.

Breeze is a full-service independent marketing agency in Austin. In addition to Scott & White, current clients include Community Impact Newspaper, More Space Place, Austin City Living Real Estate and Urgent Care Plus.

Links referenced within this article

Find this article at:

http://www.adweek.com/aw/news/article_display.jsp?vnu_content_id=1003635267

 [Click to Print](#)[SAVE THIS](#) | [EMAIL THIS](#) | [Close](#) Uncheck the box to remove the list of links referenced in the article.

© 2007 VNU eMedia Inc. All rights reserved.