

FOR IMMEDIATE RELEASE

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DR. JULIE POKELA NAMED TO REGIONAL HEALTH CARE BOARD

President of Market Street Research of Northampton, Massachusetts elected to board of directors of the New England Society for Healthcare Communications

Glastonbury, CT – January, 2004 —The New England Society for Healthcare Communications (NESHCo) has elected Julie Pokela to its board of directors. Dr. Pokela will bring her expertise and knowledge in health care trends and practices based on over 25 years of marketing research in health care to the organization. NESHCo is an association of about 250 marketing, communications, and public relations health care professionals in New England. NESHCo provides educational programs and services to health care communications professionals.

Julie Pokela is President of Market Street Research of Northampton, Massachusetts. Since 1978, Market Street Research has been providing highly customized quantitative and qualitative marketing research, surveys, focus groups and political polling services to hundreds of clients nationally in the healthcare, financial services, non-profit, technology, education, and manufacturing industries, as well as in many other industries and for organizations in the political arena. Market Street Research's healthcare clients include Massachusetts General Hospital, Dartmouth Hitchcock Medical Center, and Johns Hopkins Medical Center, among many others. MSR provides the complete analysis and interpretation of focus group, political polling and survey



data to bring its clients insightful, grounded conclusions that lend themselves to immediate and effective decision-making. MSR is passionate about understanding its client's needs, and is dedicated to performing market research that delivers actionable information that drives effective business and organizational decisions. Learn more about Market street Research by visiting www.marketstreetresearch.com.

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