

**ecihealthcare**  
a division of Expert Communications, Inc.

**Merger and Acquisition Specialists**

# About Us

ECI Healthcare is a division of Expert Communications, Inc., a full-service integrated marketing agency that has a specialty in communications programs to customers affected by a merger or acquisition.

Over the past ten years, the ECI team has managed communications programs for numerous mergers in North America:

- PacifiCare of CA/FHP
- Secure Horizons/FHP
- PacifiCare of TX/Harris Methodist
- And over 20 financial institutions

## WHAT DOES ECI DO?

At ECI, we handle all facets of communications programs, including strategic planning, brand and creative development, project management, data management, response analysis and production supervision.

As you may know, the time and attention it takes you and your staff to manage M&A communications is a major undertaking – especially when coupled with other ongoing marketing efforts. ECI has a history of managing complex programs and, after literally hundreds of M&A mailings, we can work as an extension of your team to minimize the additional pressure put on you and your staff.

We also make it our business to spot critical cost-efficiencies, trouble-shoot and oversee even the most difficult elements of any program, including:

- Multiple versioning
- Legal compliance
- Multiple languages

# Tools for Success

## WHAT MAKES ECI THE LOGICAL CHOICE FOR YOUR M&A COMMUNICATIONS?

Our recommendations for all communications are based on the following principles:

1. Keep communications simple.
2. Emphasize “business as usual.”
3. Audit, audit, audit.
4. Be proactive, not reactive.
5. Be innovative at solving problems.
6. Prepare for competitive challenges.
7. Train and motivate employees.
8. Use all available media. And be consistent.
9. Use ongoing research.
10. Show your appreciation.

## HOW CAN ECI HELP YOUR BUSINESS?

We’ve developed proprietary procedures that ensure the integrity and accuracy of each and every project we manage. Some are handled through the use of

forms/checklists to ensure that even the most minute details are managed throughout the complex process of preparing an M&A communications program. These procedures are used throughout the entire process, from project initiation through to lettershop production. And auditing during all phases is a critical element of our success. A complete list of our procedures is available on request.

## WHY CHOOSE ECI?

No one else has our experience.

No one else has our expertise.

No one else is as committed to your success as we are.

And no one has the track record to prove it.

## HOW TO CONTACT US:

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