



**FOR IMMEDIATE RELEASE**

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**Revive Expands National Health Care  
Business with Opening of Nashville Office**

*Top 20 Health Care Public Relations Firm Poised for Continued Success, Growth*

**SANTA BARBARA, CALIF. – March 9, 2011** – Revive, a national public relations firm specializing in Health Services and Healthy Living, today announced the opening of a second office in Nashville along with several key hires as the agency continues to grow at an unprecedented rate.

Recognized in 2010 as New Agency of the Year by *The Holmes Report*, Revive has grown from four to 17 professionals in the last 18 months and ranks among the nation's 20 largest health care PR firms. Based in Santa Barbara, the firm chose Nashville for the site of its second location based on the city's reputation as the nation's health care industry capital and the depth of health care PR talent in the market. The firm just signed a long-term lease on a 2,500 square foot office at Cummins Station, in a Nashville area called The Gulch.

"Nashville and Revive have a lot in common. We're both vibrant, growing and have deep expertise in the health care industry," said Brandon Edwards, president and founder of Revive. "Nashville is all about health care, and Revive is all about health care. Nashville is a great fit for us – a natural expansion of our practice and our presence – and we look forward to becoming a strong member of the community."

Kriste Goad, senior vice president, joined Revive in February and will lead the Nashville office as well as participate on the firm's management committee, bringing 20 years of communications experience in the health care, corporate, and government arenas. Prior to joining Revive, Kriste was a principal at Hall Strategies, where she maintained a portfolio of clients that included health plans, health service firms, health industry associations, and the state biotech association. From 2003 to 2008, Kriste was senior director for corporate communications at Healthways, a leader in wellness and disease management. She spent the early years of her career as a political reporter for the *Nashville Banner* and *The Commercial Appeal* in Memphis before joining the Tennessee Governor's Office as chief speechwriter and press secretary. She has a BA from Auburn University.

Revive also added Amy Murphy as vice president after a lengthy search. She joins the firm after six years at the Washington, D.C.-based American College of Cardiology (ACC), where she served most recently as the director of media relations. Prior to the ACC, Amy served as legislative assistant to U.S. Representative Marsha Blackburn (TN-7). A native of Tennessee, Amy holds a BA from Lambuth University, and a masters degree in Communication from the Kriger School of Arts & Sciences Graduate Program at Johns Hopkins University.

Revive's Health Services practice has successfully helped hospitals, health systems, health care providers, health care I.T. companies and other organizations navigate unique situations and develop solutions for complex problems. At the same time, the firm has built a Healthy Living practice focused on the growing emphasis on wellness, disease prevention, fitness, and nutrition.

Revive recently released the results of its fifth annual National Payor Survey, which gathers opinions of hospital representatives in 50 states. Complete survey results are available at [www.revivepr.com/2011payor.html](http://www.revivepr.com/2011payor.html), or by contacting [be@revivepr.com](mailto:be@revivepr.com).

### **About Revive**

Revive is a national public relations firm specializing in crisis communications, mergers and acquisitions, payor contracting disputes, union issues, and reputation management issues of all stripes. Named "New Agency of the Year" in 2010, Revive is among the 20 largest health care PR firms in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care I.T., and health & wellness companies. With 17 professionals on staff, Revive has offices in Santa Barbara, Calif., and Nashville, Tenn. To learn more, visit [www.revivepr.com](http://www.revivepr.com).

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