



FOR IMMEDIATE RELEASE

February 6, 2012

CONTACT:

Brandon Edwards
President/Founder
805-617-2841 (w)
805-698-5780 (c)
be@revivepr.com

Revive Expands Executive Team, Focus on HIT and eHealth

New Executive Adds eHealth Expertise to Top 15 Health Care Agency

Nashville, TN — February 6, 2012 — Revive, a health care PR and marketing firm, announced the addition of Mirena Bagur to its senior management team. Mirena brings more than two decades of experience in creating and leading marketing and communication campaigns for organizations at the intersection of health care and technology. As Revive's new National Practice Leader for health IT (HIT) and eHealth, Mirena will expand the agency's practice to include strategic counsel to existing and future clients, as well as leverage her academic participation and immersion in the entrepreneurship circles in health care technology to elevate the agency's engagements in Health Services, Healthy Living, HIT and eHealth.

"Mirena is a significant addition to the Revive executive team," said Brandon Edwards, president of Revive. "Our team has done exemplary work for HIT and eHealth companies, contributing to our firm's 23 percent growth in 2011. We are demonstrating our commitment to the sector by adding Mirena's technology and entrepreneurial know-how to our existing skill sets, which we expect will help Revive continue to grow in 2012 and beyond."

Prior to joining Revive, Mirena managed The CONTeXO Group, a business and marketing consultancy focused on serving clients in the health space. Previously, Mirena was a senior vice president at Weber Shandwick, where in her 15 years at the agency, she collaborated with emerging and enterprise companies on creating and executing global and local campaigns in the health care sectors and other industries.

Academic and Entrepreneurial Thought Leadership

As an Associate Course Director at the "Enabling Technology Innovation in Healthcare and the Life Sciences" course within the Harvard Medical School/MIT program on Health and Science Technologies, www.hst921.org, Mirena works with budding entrepreneurs in the medical field and explores the use of technology as an enabler for innovation in health care, including mHealth, motivation tools, self-care, population health, disease management, diagnostic testing, and other areas helping to increase the quality of care.

"It was not hard to convince me that a company with such tremendous growth, quality of work and passion for health care is where I should be," said Bagur, national practice leader at Revive. "To top that, Revive's culture and the authenticity of its people are a real reason why clients love the company, and why I chose to join this zealous team."

Passionate about innovation in entrepreneurship circles, Mirena participates in advisory roles to organizations that help entrepreneurs, such as [The Capital Network](#), a community for

entrepreneurs and investors focused on guiding entrepreneurs to the funding stage, and the MIT Enterprise Forum, [Healthcare and Life Sciences SIG](#).

Mirena holds a bachelor's degree in international trade and marketing from the University of Zagreb, Croatia, and has completed a strategic business leadership program at Columbia University.

About Revive

Revive specializes in PR and marketing for organizations in Healthy Living and Health Services & Technology. Named “New Agency of the Year” in 2010 by *The Holmes Report* and “Best Agency to Work For” in 2011, Revive is the 15th largest health care PR firm in the country. Revive's clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, HIT, eHealth, and health & wellness companies. With 19 professionals on staff, Revive has offices in Santa Barbara, California, and Nashville, Tennessee. To learn more, visit www.revivepr.com.

###