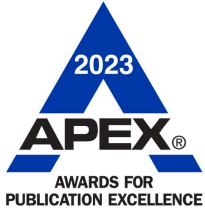


New Video for Medtech Leader Baxter International Helps Marketing Company Notch Its 75th National Award



Emerson, NJ – MRC Medical Communications, a leading medical marketing agency, has announced that it has been honored with an Award of Excellence in the 35th Annual Apex Awards in the Electronic Media/Special Purpose category. The Award of Excellence is the competition’s second highest recognition. This latest honor brings the agency’s total of national and international awards to seventy-five (75).

The APEX Awards is an international competition that recognizes outstanding work in print, electronic, and social media, virtual communications, websites, design, and writing. Agencies and marketing departments submit their finest work for consideration. In addition to MRC Medical, other 2023 winners include NASA, the Ford Motor Company, the NFL, Merck, Hospital for Special Surgery, Vanguard, Stanford University, and John Wiley & Sons Publishing. Among the winners, countries represented, in addition to the US, included Canada, Singapore and the UK. According to APEX, winning entries are recognized for excellence in design, quality of content and the success of the entry in conveying its message and achieving overall effectiveness.

MRC Medical’s video, produced for global medtech leader Baxter International, used original and stock footage, live actors, multiple voice-overs, with animated still images to launch the rebranding of the company’s service department as Baxter SERVinity. Actual customer testimonials were interspersed with photos of service department associates from across the country to create a strong sense of pride and establish positive team energy going forward. “Awards are great, but being able to meet and exceed our client’s marketing needs and their expectations is always our primary goal,” said agency Creative Director, Dave Rector. “MRC’s objective is to build successful business relationships and help each client grow.”



About MRC Medical Communications

MRC Medical Communications is an integrated Marketing, Advertising, Public Relations and Training organization. MRC’s clients include global leaders in medical device manufacturing, sales and support, as well as healthcare providers. For more than 30 years our clients have relied on us to manage brand image, handle product launches, increase sales performance, penetrate new markets, and achieve revenue growth. For further information on the agency’s services call 201-290-8756 or visit www.mrcmedical.net.



About Baxter International

Every day, millions of patients, caregivers and healthcare providers rely on Baxter's leading portfolio of diagnostic, critical care, kidney care, nutrition, hospital and surgical products used across patient homes, hospitals, physician offices and other sites of care. For more than 90 years, we've been operating at the critical intersection where innovations that save and sustain lives meet the healthcare providers who make it happen. With products, digital health solutions and therapies available in more than 100 countries, Baxter's employees worldwide are now building upon the company's rich heritage of medical breakthroughs to advance the next generation of transformative healthcare innovations.