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The Center for Cancer and Blood Disorders retains Seroka for Social Media and PR Initiatives

WAUKESHA, Wis., August 22, 2011 – Seroka, a full-service marketing and public relations firm that serves a nationwide client base, has been retained by The Center for Cancer and Blood Disorders (CCBD) to develop a comprehensive public relations and social media campaign that will highlight its tradition of cutting-edge, quality care and innovative clinical trials.

With two centers in operation, CCBD serves the communities of Bethesda and Germantown, MD, including Washington D.C., by providing residents access to advanced technology for the treatment of cancer and blood disorders.

“We chose Seroka because of the accolades the firm received from another health care center they represent. We are interested in engaging with our community, attracting patients and informing people of our advanced research and extensive clinical trials. The multi-faceted marketing, PR and social media strategies outlined by Seroka will increase our visibility within our community by taking advantage of health fairs, securing speaking opportunities and expanding our online presence,” said Carreen Huffman, Administrator at The Center for Cancer and Blood Disorders.

The Seroka team kicked off its campaign by crafting and launching CCBD’s presence on Facebook. Seroka will further integrate the center with social media training, search engine optimization for its website and networking with key bloggers. Media relations will be conducted to highlight the clinical trial initiatives. In addition, Seroka is seeking out special events that CCBD may participate in to increase awareness in the community. .

“In a competitive digital world, it is imperative healthcare organizations make the leap towards managing their brands online,” said John Seroka, Vice President of Seroka’s Los Angeles office. “By teaming up with Seroka, The Center for Cancer and Blood Disorders has taken the first step in an online journey that will offer it brand awareness and interconnectedness between the center and its community.”

About Seroka

With offices in Waukesha, Wis. and Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and interactive agency that serves a nationwide client base. For more information, call 1-866-379-0400 or visit www.seroka.com.

About The Center for Cancer and Blood Disorders

The Center for Cancer and Blood Disorders (CCBD) is widely recognized for the compassionate, expert care provided to patients throughout the Washington, D.C. area. CCBD's physicians are Board-certified oncology and hematology specialists who oversee a staff of highly trained physician assistants, nurse practitioners and nurses. For additional information, please visit: <http://www.ccbdmd.com/>.

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