



Arkansas Methodist Medical Center

It's all about you.

Contact:

Linda Cooper
Public Relations, Walker + Associates
(901) 259-4328 lcooper@walker-assoc.com

FOR IMMEDIATE RELEASE

February 1, 2008

AMMC's CARTER NAMED TO BOARD OF ARKANSAS SOCIETY FOR HEALTHCARE MARKETING & PUBLIC RELATIONS

PARAGOULD, AR -- Shane Carter, Director of Public Relations and Marketing for Arkansas Methodist Medical Center (AMMC) in Paragould has been named to the Board of Directors of the Arkansas Society for Healthcare Marketing and Public Relations, an affiliate of the Arkansas Hospital Association (AHA).

The society's mission is to improve marketing and public relations throughout Arkansas healthcare facilities by raising professional knowledge and standards. The organization also develops educational programs, promotes effective marketing strategies and recognizes outstanding accomplishments in public relations and marketing through the AHA's Diamond and Excellence awards.

Carter will represent the Northeast Arkansas hospital district.

"I'm pleased and excited to be taking on this new role, working together with my colleagues in a profession that I love, and that I believe plays a critical role in helping people make important choices about their health care and well-being," Carter said.

Carter has 14 years of experience in the communications field, and holds a bachelor's degree in communications from Arkansas State University. He earned a meteorology certification from Mississippi State, and is currently pursuing a master's in healthcare administration from Seton Hall University.

Carter is a member of the Public Relations Society of America, the American College of Healthcare Executives and a board member of Mission Outreach of Northeast Arkansas.

Arkansas Methodist Medical Center, Paragould is a 129-bed, fully JCAHO accredited, not-for-profit medical center. AMMC has touched thousands of lives since 1949 as a Beacon of Health, Hope and Healing. Additional AMMC information is available at: www.arkansasmethodist.org.