



FOR IMMEDIATE RELEASE:

HEALTH MANAGEMENT GROUP (HMG) of AKRON, OHIO SAVED ITS FRANCHISE NETWORK TWO MILLION DOLLARS IN ADVERTISING EXPENSE OVER A THREE YEAR PERIOD.

CLEVELAND, OHIO – Health Management Group (HMG) of Akron, Ohio saved its franchise network two Million dollars in advertising expense over a three year period, using October-Design Inc.’s AdBuilder system. That was the conclusion of a valuation study conducted by both companies.

October-Design Inc. announces the results of a conclusive study used to evaluate the net impact of its AdBuilder advertising and digital asset management web application. The study was conducted on the request of HMG, the parent company of Physicians WEIGHT LOSS Centers of America, Inc. and Diet Center Worldwide, Inc. among other healthcare related brands. HMG wanted to know how much the franchise network was saving in advertising expense as a direct result from using the AdBuilder solution.

AdBuilder is a web based application that allows users access to sales and marketing tools, including advertising materials, corporate documents and digital assets. Users have the ability to edit marketing materials, then save the modified files to their library. Additional features, including vendor integration and contact management, provide seamless transactions between corporate, franchisee and downstream vendors. AdBuilder is a web application. No software is installed on clients’ PCs; only a modern web browser and internet connection is required.

Phil Grom, Director of Operations for HMG noted, “Through AdBuilder, our Franchisees have the opportunity to develop a comprehensive and effective print advertising strategy to marry with their electronic ad programs. It obviously saves time, but more importantly saves money because the creative elements are already in place to form a cohesive, local and regional advertising message that yields results. “

Grom added, “In conjunction with our other efforts, AdBuilder has made a tremendous positive impact on three consecutive years of gross sales and profitability growth for both our Franchisees and us. The bottom line is that we are all making more money because of AdBuilder.”

Ron White, October-Design Managing Partner explains, “We are very pleased with the conclusions of the study because it confirms our belief that technology makes advertising more cost effective without sacrificing quality or growth.” White further concludes, “Our ongoing goal is to leverage technology for better sales and marketing results. AdBuilder is a prime example of our success.”



Health Management Groups is the parent company of Physicians WEIGHT LOSS Centers of America Inc, Diet Center Worldwide Inc., Form You 3 Weight Loss Centers and the line of Thermogenics Weight Loss Products. Health Management Group has been helping consumers lose weight and keep it off for over 29 years.

October-Design Inc. is a full-service integrated marketing firm providing consulting, design and technology services to businesses who need to increase market share and drive sales. By leveraging our people, process and technology, October-Design has delivered effective, measurable, and proven results to our clients for more than a decade.

###

Contact For:
October-Design Inc.
Ron D. White
Phone: 440.348.0500
Email: rwhite@october-design.com