



M*D Resources, Inc. Announces New Brand: **MDR™**

Fresno, CA, August 22th, 2011 – The following is a press release recently issued by Greg Eisele, FACHE, President & CEO of M*D Resources, Inc:

As a result of our recent Annual Partner Meeting, which included our industry leading “best practice” Solution Partners, we accepted the challenge provided by our Partners to, “simplify” and “clarify” M*D Resources’ message to its’ constituents, colleagues, and customers; and to create a “world class brand” through which M*D Resources and its “best practice” Solution Partners would affiliate and “co-brand” their commitment in working together.

After several months of an intense focused rebranding process involving our internal team, Partners and industry colleagues, we are very excited and proud to share the results of this collective work. As of August 1, 2011, M*D Resources shall be branded as **MDR™**. The promise of **MDR™** will be to consistently deliver optimized results, with operational integrity, through the integration of “best practice” Resources provided by industry leading Partners in “**Solving Business Problems in Healthcare**”™. Through **MDR’s™** dynamic “solutions-based” business model, the execution of deliverables with “guaranteed” results is what makes the difference for our customers.

As one of our valued colleagues, we wanted to inform you personally of these exciting changes. In the coming weeks, all content containing the M*D Resources’ brand will be updated with the new **MDR™** brand name, slogan and logo.

The current website, www.MDResources.net, and any email addresses you may have for **MDR™** team members will remain the same.

We truly believe that this rebranding process will simplify and clarify our “solutions-based” message to our colleagues in the healthcare industry which will greatly facilitate our collective growth and success as we meet the challenges and needs of the healthcare industry and our clients.

Kindest regards,

Greg

J. Greg Eisele, FACHE
President & CEO, **MDR™**

For Further Information, Please Contact **MDR™** at 559-447-4488
or visit www.MDResources.net

About **MDR™**

MDR™ has served the healthcare industry since 1998 as trusted Advisors and Providers of “best practice” Resources in “Solving Business Problems in Healthcare”. **MDR™** is led by a seasoned team of trusted healthcare advisors in multiple disciplines. With its’ team’s extensive background and experience in “hands on management” and leadership with leading edge healthcare organizations and through partnerships with “best practice” solution partners, meaningful and measurable differences in profitability and performance are realized.