



The Managed Care Executive Group Unveils New Logo and Branding

Press Release

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New Site and Messaging Refreshes Image and Showcases Company's Offerings

Massachusetts, October , 2011 – The Managed Care Executive Group, a national organization that provides a forum for the open exchange of information, innovative ideas, and experience among senior health plan leaders, today announced a new brand launch. The rebranding effort will involve a redesigned website that showcases its focus on information technology and healthcare, policy and networking.

The new MCEG new logo was designed to reflect the organization's unique blend of sophistication, efficiency, and friendliness that its members cherish. The four squares of the logo represent MCEG's different areas of focus. The new website will significantly simplify navigation for all users.

To visit MCEG's new site, visit www.mceg.net.

About MCEG - The Managed Care Executive Group is a national organization that uniquely serves as a community of executives who act as resources to each other throughout the year in navigating the tactical and strategic issues facing organizations today since 1988. The purpose of MCEG is to create a comfortable forum for the exchange of ideas, the development of valuable peer relationship and the opportunity to explore the innovation that will transform organizations and the industry.

