



STRATEGIC RESULTS  
At the Center of Every Great Meeting

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FOR IMMEDIATE RELEASE

### **STRATEGIC RESULTS LAUNCHES PERSONALIZED MEDICINE BLOG**

Contains Information on News, Research, and Key Figures in Personalized Medicine

**Baltimore, MD – June 22, 2011** – Recently, Strategic Results, meeting and communication management company, launched the Personalized Medicine Blog at <http://pilc2011.wordpress.com>. In preparation for the upcoming Pittsburgh Lung Conference in October, at which personalized medicine will be the focus, the blog updates routinely on the prospects for personalized medicine to diagnose, treat, and prevent pulmonary conditions.

Strategic Results recognizes personalized medicine as one of the most promising trends in medicine today. “Blogging is a great way to get the word out on these really important new advances,” says Anne Dunne, founder and principal of Strategic Results. The blog covers a broad spectrum of topics, including the latest findings and studies, the leading people in research, and decisions reached in legislation regarding funding and interest. The blog will particularly focus on personalized medicine policy, research, and implementation as it relates to the lung.

Though the blog leads up to the Pittsburgh Lung Conference, it is designed to appeal to anyone who is excited about the advancement of personalized medicine. The blog updates two times a month, and media from the conference will be posted for the benefit of those who could not attend.

Strategic Results also invites healthcare professionals to write guest articles for the site. Anyone interested in contributing should contact Strategic Results at [strategicresultsblog@gmail.com](mailto:strategicresultsblog@gmail.com).

#### **About Strategic Results**

Strategic Results is a meeting and communication management company based in Baltimore, MD that serves the needs of top-tier research universities and the largest federal government agencies to achieve an extraordinary clinical and technical impact through pioneering conferences and meetings involving specialized audiences of policymakers, physicians, researchers, and patients in fast-moving, ever-changing medical and allied scientific communities. Over the past 14 years, Strategic Results has built its reputation as a leading expert through 100% repeat business year over year, excellent customer service, and flawless execution of rigorous scientific meetings.

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For more information call 443.451.7007 or visit [www.strategicresults.com](http://www.strategicresults.com).