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## **Robin Pearson Joins Ascend Integrated Media as Director, Continuing Professional Development and Patient Education**

Overland Park, KS — (September 9, 2010) — Ascend Integrated Media announces the hiring of Robin Pearson in the role of Director, Continuing Professional Development and Patient Education. Pearson comes to Ascend with over ten years experience in the healthcare education sector. Most recently Pearson was the Director, Strategic Development & Educational Design for TCL Institute, LLC. Pearson will be working with the Ascend team to develop and design custom medical education to enhance continuing professional development for health care professionals, which will include study guides, patient education and other innovative media approaches to meet doctor, patient, hospital and medical research facilities' content needs.

Ascend's president, Barbara Kay described the hiring of Pearson this way, "naturally we are pleased, so very pleased, to announce the addition of Robin to our Ascend team, especially with her extensive experience and track record of success in medical education."

For more information about Ascend Integrated Media, please visit us at [www.ascendintegratedmedia.com](http://www.ascendintegratedmedia.com).

**About Ascend Integrated Media** - Ascend Integrated Media is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.