

## **Healthcare Real Estate Advisors—Winner 2013 Big Apple Award, Public Relations Society of America, New York Chapter**

[Healthcare Real Estate Advisors \(HCREA\)](#) helps organizations and patients benefit from the effective management of real estate across all segments of the healthcare field.

HCREA asked Zlokower Company as its PR firm to create a media and speaking strategy to demonstrate its capabilities and help it compete with giant brokerages seeking to capitalize on the market.

Zlokower's program aims at major business and healthcare management media and regional and national healthcare business speaking platforms. We achieved many quality media placements including Medical Economics, New York Times, Medical Laboratory Observer, Medical Office Today, Becker's ASC Review, Western Pennsylvania Healthcare News, Bloomberg Television, Crain's, Community Health Forum, Health Facilities Management, and Becker's Hospital Review.

Speaking platforms have included Fairfield County Medical Association, Westchester County Medical Society, American College of Healthcare Executives, Healthcare Financial Management Association, Becker's ASC Conference, and Urgent Care Association of America.

HCREA has established itself as a leader in healthcare real estate.