



**For Immediate Release**

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## ***Progress Report* wins APEX 2010 Award of Excellence!**

**West Palm Beach, Fla.** -- Florida Medical Directors Association (FMDA) — a chapter of the Columbia, MD-based American Medical Directors Association, and a specialty society of the Florida Medical Association — has been awarded the APEX 2010 Award of Excellence in the category of Newsletters – Electronic & Web for FMDA's statewide newsletter *Progress Report*.

APEX 2010 -- the 22<sup>nd</sup> Annual Awards for Publication Excellence — recognized outstanding publications including not only newsletters and magazines, but also annual reports, brochures, and web sites.

According to the APEX 2010 judges, "APEX 2010 awards were based on excellence in graphic design, editorial content and the success of the entry in achieving overall communications effectiveness and excellence. Naturally, entries in design categories were judged solely on the basis of their graphic design, and writing entries were evaluated primarily on the basis of editorial quality."

Hugh Thomas, DO, CMD, president of FMDA said, "We have worked diligently to publish a newsletter that is reader-friendly and provides the kind of information we hope our membership finds useful."

Karl Dhana, MD, CMD, the editor of *Progress Report*, had this to add, "As editor, it is very gratifying to be recognized, but it is a team effort, and I would be remiss if I did not thank the rest of the board for their continued support of *Progress Report*."

### **About the APEX Awards**

The APEX Awards for Publication Excellence is an annual competition for writers, editors, publication staffs, and business and nonprofit communicators. It is sponsored by Communications Concepts Inc., publishers of business communication reports for professional communicators.

With more than 3,700 entries, competition was exceptionally intense. Grand Awards were presented to honor outstanding work in 11 major categories, while Awards of Excellence recognized exceptional entries in 127 subcategories.

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**The Florida Medical Directors Association** is the official state chapter of the American Medical Directors Association and a Specialty Society of the Florida Medical Association. It is based in West Palm Beach, Fla.

It represents nearly 300 medical directors, attending physicians, physician assistants, and advanced registered nurse practitioners in Florida's postacute care continuum, which includes subacute care, hospice, skilled nursing, and assisted living facilities, as well as in continuing-care retirement communities. The mission of FMDA is to promote the highest-quality care in the postacute care continuum by providing leadership, professional education, and advocacy.