

FOR IMMEDIATE RELEASE

**AMENDOLA COMMUNICATIONS' CEO SELECTED AS EXPERT PANELIST AT
X2HN NATIONAL CONFERENCE FOR LEADING WOMEN HEALTHCARE
EXECUTIVES**

SCOTTSDALE, Ariz. – Feb. 10, 2009 – Jodi Amendola, CEO of Amendola Communications, a nationally recognized award winning healthcare and technology public relations firm, was selected to serve on a panel at the second annual X2 Healthcare Network (X2HN) Xscape 2009, on February 13th in Las Vegas. Amendola will serve on a panel presentation entitled, "Walking on Glass: Starting Your Own Business." Amendola and other successful women healthcare business leaders will share their challenges, triumphs, resources and tips for becoming successful.

According to Gale Wilson-Steele, Chairman of the X2HN Board of Directors, "Jodi is a savvy business guru and a great resource for X2HN members. She has been actively involved in the organization since its founding. Last year she contributed insights and advice on marketing in healthcare. This year, we look forward to hearing her secrets to growing her successful business. In less than five years, she has propelled her company to one of the top healthcare PR firms in the country, boasts a robust national client base and has created a team of dedicated experts that work behind the scenes to fuel the success of companies across the U.S."

Amendola Communications, a national full-service marketing communications firm serving healthcare and technology. Amendola Communications has been named a top five information technology "Best of the Best" small public relations (PR) agency by *PR Source Code*, for the past two years. In 2006, 2007 and 2008 Amendola Communications was ranked as one of the top PR firms in the Valley by the *Phoenix Business Journal*.

Jodi Amendola is a seasoned public relations and marketing communications expert with nearly two decades of experience in counseling, implementing and overseeing strategic

marketing and public relations programs for a diversified healthcare, pharmaceutical technology client base. She has led campaigns for industry giants as well as start-up companies, including Cisco, Intel, TriZetto, MEDSEEK, McKesson Specialty, AdvancePCS, Mphasis Healthcare Solutions, QuadraMed, RelayHealth, CliniComp, Int'l, and MedTrackAlert, among others.

Photo of Jodi Amendola Available [Here](#).

About X2HN

X2HN, a not-for-profit exclusive executive women's health network, representing more than 50 companies from all facets of healthcare, that share ideas, competencies and resources to improve healthcare leadership, policy and delivery, as well as to encourage professional and personal growth. Health 2.0 conference co-founder, Indu Subaiya, M.D. will be the featured keynote speaker at the upcoming 2009 X2HN Xscape annual meeting. For more information on the event or to join X2HN, visit www.x2hn.org.

About Amendola Communications

Based in Scottsdale, Ariz., Amendola Communications is a full-service national public relations and marketing firm specializing in healthcare, healthcare IT, high tech, and financial services. The agency was named "Best of the Best" small public relations (PR) agency by *PR Source Code* in 2007 and 2008 and was ranked as one of the top PR firms in 2006 and 2007 by the *Phoenix Business Journal*. The agency provides personalized service, national and local media and business contacts and customized, scalable business-to-business programs to match client needs. With an in-depth understanding and expertise in the industries it serves, Amendola Communications provides experienced senior-level support to generate ongoing results. Service offerings include strategic counsel, comprehensive public relations programs, marketing, branding and positioning, as well as advertising, design and interactive marketing campaigns. For more information, contact Jodi Amendola at 480-664-8412 ext. 11 or jamendola@ACmarketingPR.com or visit www.ACmarketingPR.com.

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