

# Innovative Consulting Group 'ICG' Introduces a Revitalized Brand

EVANSVILLE, Ind. – Feb. 9 (SEND2PRESS NEWSWIRE) – Innovative Consulting Group, LLC (ICG) introduces a revitalized brand to represent significant milestones for the company in 2007. ICG will be celebrating its 5th anniversary in the spring and the company will reach the goal of 50 employees.



**Send2Press® Newswire**

Colleen O'Brien, VP Business Development at ICG, recently announced the addition of McKesson Practice Director, Michelle Hager to the organization. Michelle's background in strategic planning, project management, managing customer relationships & expectations, application implementation and product knowledge of STAR and Horizon clinicals will ensure her success as the ICG McKesson Practice Director. ICG also announced that Brenda Ward recently accepted the position of the Siemens Practice Director. Brenda brings her Invision application experience with 10 years as a consultant and 17 years as an Invision customer.

The revitalized brand reflects the company's growth and stability in the healthcare industry while establishing a stronger connection with customers and strengthening its overall position in the marketplace. The new logo symbolizes the transformation of Innovative Consulting Group becoming more

commonly known as ICG. The tag line "Healthcare IT Services" is a simple expression that clearly identifies the type of consulting ICG offers. The improved brand unifies the look and feel of ICG's image across the board. The brand transition is supported by a redesigned website and marketing materials.

ICG was founded in 2002, by CEO, Wayne Kinney. ICG provides healthcare IT consulting services primarily in the following major areas: Siemens Medical Systems and applications, McKesson systems and software applications, Cerner systems and software applications, data center consolidation, system integration and general project management services.

Additional information about ICG is available at [www.InnovativeCG.com](http://www.InnovativeCG.com).

Invision(R) is a registered trademark of Siemens.Horizon(R) and STAR(R) are registered trademarks of McKesson.

Innovative Consulting Group and ICG are registered trademarks of Innovative Consulting Group, LLC.

Text provided by the news source.

News issued by: Innovative Consulting Group

# # #

Original Story ID: (2500) :: 2007-02-0209-002

Original Keywords: Innovative Consulting Group, Wayne Kinney, Colleen O'Brien, ICG provides healthcare IT consulting services primarily in the following major areas: Siemens Medical Systems and applications, McKesson systems and software applications, Cerner systems and software applications, data center consolidation, system integration and general project management services Innovative Consulting Group