

# Eastside Medical Center Joins Business RadioX

*Eastside Medical Center Joins Business RadioX as Newest Corporate Partner*

DULUTH, GEORGIA, UNITED STATES, February 11, 2019 /EINPresswire.com/ -- Local health system Eastside Medical Center has been named as an official and category-exclusive marketing partner with the Business RadioX studio located in Gwinnett County, GA. Eastside Medical Center is now the presenting sponsor of the studio's longest-running and most popular show "Gwinnett Business Radio" which airs live every Thursday at 10:00 AM ET and is also available 24/7 on the Business RadioX website.

Launched in 2012 and hosted by Mike Sammond and Steven Julian, "Gwinnett Business Radio" interviews local business leaders every week. As the presenting sponsor, Eastside Medical Center will receive extensive on-air and digital media exposure during the program and on the studio's website and social media platforms. In addition, one episode each month will be dedicated to covering topics specific to healthcare with guests that will include Eastside Medical Center leadership, physicians and hospital partners.



The partnership also includes Business RadioX providing media coverage of Eastside Medical Center ribbon cuttings and other special events with the taping of on-site interviews that can air on the weekly show. There are also opportunities throughout the year for the show to broadcast live from the hospital's main campus in Snellville.

"This is just another strong example of how Eastside Medical Center continues to serve and support the local business community," said Mike Sammond, the Operator and CEO of the Business RadioX studio in Gwinnett. "This partnership allows us to fulfill our mission of giving a voice to the local business community and sharing so many positive stories about our area which includes the inspiring work occurring every day at Eastside Medical Center."

"Eastside is proud to partner with Business RadioX to raise awareness on important healthcare issues that impact the lives of the Gwinnett County community and beyond," said Trent Lind, Chief Executive Officer at Eastside Medical Center. "Collaborating with Business RadioX gives us a strongly developed platform to bring in top specialists and experts to discuss common healthcare conditions, and the newest cutting-edge medical procedures and technology. Our goal through this partnership is to educate and connect the communities we serve with the highest quality healthcare when they need it most."

About Eastside Medical Center:

Eastside Medical Center has been a healthcare leader for more than 39 years, providing quality

care to patients in Gwinnett and surrounding counties. Eastside is a 310-bed, multi-campus system of care offering comprehensive medical and surgical programs including cardiovascular, neurosciences, oncology, orthopedics, robotic surgery, rehabilitation, maternity with neonatal intensive care, behavioral health, bariatric, urgent care, and 24-hour emergency care at two locations. Their medical staff of 500 board-certified physicians, 1,200 employees and 400 volunteers is committed to providing the community a healthcare system of excellence. For more information, visit [www.Eastside Medical.com](http://www.Eastside Medical.com).

#### About Business RadioX:

The nation's fastest-growing online B2B radio network, Business RadioX allows businesses to "Get the Word Out" about the great work they're doing for their market, their community, and their profession. Interviewing local business leaders every day in their studios across the country, Business RadioX offers a "pro-business" slant and a long-form interview format where guests don't have to worry about being ambushed or talking in "sound bites". Business RadioX hosts are business professionals interviewing their peers, drilling down on the critical issues, and delivering practical information to an engaged audience. For more information, visit [www.BusinessRadioX.com](http://www.BusinessRadioX.com).

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