



15th of February 2008

Romanian Pneumology Association and Lowe PR *deciphered* the asthma problem in Romania

Lowe PR organized an event for the launch of The Actualized Guide for Asthma Management (GAMA), the first instrument on the Romanian medical market, specialized in dealing with asthma. The guide was published by the Romanian Pneumology Association and is addressed equally to people that suffer from asthma, medical staff, institutions and other informational and prevention centers.

In an formal environment, creatively arranged by Lowe PR team, the most important institutions authorized to deal with asthma presented the audience a new and useful instrument from which they can benefit in order to defeat asthma.

The press had the opportunity to talk to a number of authorities from the public health sector: Mr. Eugen Nicolaescu, Minister of Health, Prof. Dr. Florin Dumitru Mihălțan, President of the Romanian Pneumology Association, Prof. Vlad Tica, vice-president of the Medical College in Romania and Mrs. Liliana Lucacs, General Director at the National Health Insurance House.

“The role of the PR specialist in finding the common interest between the people that are communicating is essential; it is a continuous challenge to try to find new approaches for types of events that have become classic. If in the common language the expression “to reinvent the wheel” has a pejorative meaning, I think in PR we try to find a new spoke each time, if not a different version of the wheel” said Hortensia Nastase, Deputy Managing Director at Lowe PR.

After the guide’s presentation the guests were dared to play a crossword puzzle, through which they could check their knowledge on the issue of asthma. The best informed participants were awarded with Scrabble games.



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“We were pleasantly surprised by the large number of participants and most importantly by the great interest shown by the journalists concerning the theme of the conference. Asthma is no doubt an acute problem to which we confront and so we were glad to discover that specialized journalists feel the same way. It is wonderful to see that things are moving towards the right direction, and moreover, that you are a part of the movement”, added Raluca Mihaila, PR Manager at Lowe PR.

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About Lowe Public Relations

Lowe Public Relations covers the whole spectrum of **Specialized Global Practices** (Corporate Communications, Corporate Social Responsibility, Healthcare, Internal Communications, Marketing & Brand Strategic Communications, Public Affairs, Technology), insuring in the same time the full range of **Specialized Services** (Media Relations, Financial Communications, Media Training, Research, Issue & Crisis Management).

Lowe Public Relations' client portfolio includes Orange, Electrolux, Unilever, GlaxoSmithKline, TNT Romania, Johnson&Johnson, Pernod Ricard, HBO, Eli Lilly, Eximbank, IPID (Institute for Projects on Innovation and Development), Platinum Group, Abbott Romania, Lowe & Partners, Initiative Romania, Brand Connection, Tecton Investments.

The Lowe Public Relations team is made up of 12 professionals, among which Hortensia Nastase (Deputy Managing Director), Monica Botez (PR Manager) and Raluca Mihăilă (PR Manager).