



Promoting best practice in healthcare

## PRESS RELEASE

### New appointments at MGP

**Thursday, 24<sup>th</sup> December, 2009.** MGP has strengthened its team with three new appointments.

Rob Davey joins the sales team as a Business Development Executive responsible for promoting the leading best-practice publications *Guidelines* and *Guidelines in Practice*, and the *eGuidelines.co.uk* website. He brings pharmaceutical industry knowledge and sales experience from working for Innovex UK on its dedicated Servier and syndicated Paragon teams.

Matthew Eisenstadt joins MGP as a Sales and Marketing Executive within the marketing and events team. He brings event management experience to support the team in the successful delivery of educational *Guidelines* workshops for healthcare professionals.

Guy Foord-Kelcey has been promoted to Technical Director. In this role Guy is responsible for the development of MGP's digital offerings including *eGuidelines.co.uk* and the new online CPD portfolio.

MGP promotes best practice and informs primary care clinical decision makers, payers, and influencers through high-quality clinical publications and innovative educational projects.

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