



At McMurry, we're more than a custom publisher, we're your marketing partner for proven return on investment. A higher level of thinking, consultation, strategy and results are all yours

ABOUT MCMURRY

Interestingly enough, McMurry started as an internal marketing department of a healthcare system—Baptist Hospitals and Health Systems.

Back before there was McMurry Inc., there was Preston McMurry Jr. whose employer needed to attract paying patients, increase market share and promote profitable service lines. To accomplish this task, Preston created the first celebrity-covered custom health magazine, Vigor, which was later syndicated to other healthcare organizations. Now 23 years later, the magazine remains the most prestigious custom health magazine in the country.

Since its inception in 1985, the company has produced and distributed more than 150 million custom health magazines, using multiple languages and varied writing styles to support each client's unique goals and philosophies.

McMurry CustomPlus™

VALUES AND MISSION

There's no better place to begin the discussion of establishing a relationship than with values.

At McMurry, our values are guideposts for decision making and the cornerstones of our culture. The values that first created a culture of candor and trust are now used to protect and sustain it.

Trust has replaced rules. Cooperation has displaced competition. And fairness has removed politics. Ask our clients, and they'll tell you that their needs precede ours. Above all, McMurry is a place where egos have no room, and the only agenda is shared success.

Eight Values. Eight avenues to success — both yours and ours:

- Do the Right Thing
- Help One Another
- Deliver Raving Service
- Produce Quality Always
- Exceed Expectations
- Embrace Change
- Accept Social Responsibility
- Earn a Reasonable Profit

There's certainly a common thread that runs through both our values and our mission. Little explanation is needed for our mission. It speaks for itself. It speaks for a purpose:

“Our mission is doing business for profit. First yours. Then ours. We do this by creating marketing communications appreciated by audiences everywhere and by providing selfless service always.”

McMurry
CustomPlus™

MCMURRY CHARITIES

Our values aren't mere rhetoric. The fact is we live behind them day in and day out. The value that resides closest to our hearts is one that has a ripple effect in our community — Accepting Social Responsibility.

NP: We take great pride as individuals and as a company in knowing that we've helped hundreds, if not thousands of lives. Through McMurry profits, our staff's 100 percent voluntary participation and by helping raise funds through the community, we have generated more than \$16 million in donations. All of which goes to many deserving organizations, including Theresa's Fund, which combats child abuse and domestic violence in the State of Arizona and New York.