

## **Leader in Cross-cultural Communications Opens Life-and-professional Experience for Hire.**

*Experienced communicator Albert Halac launched bi-lingual, intercultural facilitation services bridging the American continents through mutual understanding.*

July 22, 2011 (FPRC) -- Reston, VA.- A leader in cross-cultural communications and acculturation, Albert Halac launched InterCultural Facilitation Consultancy (ICF), a north-south bridge to understanding across the Americas.

During his career of more than 40 years as a professional communicator, Albert helped physicians, nurses and patients communicate with each other; drug laboratories communicate with physicians; children get educated and vaccinated; outreach underserved populations; alleviate the pain of the elderly; and publicize health and quality of life messages and programs.

'...because

...Quality of Life is a state of physical, mental, and social well-being—not merely the absence of disease or infirmity.

...Quality of life encompasses basic economic factors as well as social, environmental, and educational ones.

...The aspiration to improve the quality of life is universal across cultures.'

The core of IFC's services is supported by a transparent aptitude to lead groups to their objectives; and a firm, yet flexible ability to capture the meaning of words-thoughts and transform them into comprehensible structured visuals.

As a co-founder of HME Communications--a Virginia-based social marketing firm--Albert developed and implemented marketing and health and quality-of-life communication programs for private corporations, federal and state agencies, and non-profit organizations serving both, the general and the Hispanic-American populations. Earlier, as Senior Director for the Center for Creative Marketing at Pracon/Excerpta Medica, he created, developed, and implemented health promotion programs used in marketing pharmaceuticals to physicians and pharmacists.

'Dear Al, the Cannes meeting was magnificent! Your creative attention and management 'paid off' for us. The clients were awestruck! Your continued extra effort is greatly appreciated, and Pracon benefits each time you move! Thank you.'

Don Roden

Pracon/Excerpta Medica

' Your staff was very helpful and very kind and I am particularly grateful for all the effort expended by Albert Halac and Carol and Steve. I spent a lot of time working with them and feel like we're old friends.'

Harvey J. Alter, M.D.

Chief, Immunology Section, Clinical Center

National Institutes of Health

InterCultural Facilitation focuses in encouraging interaction between people and organizations of the

Americas facilitating communications and understanding across English and Spanish languages and cultures.

**Contact Information**

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