

Healthcare Marketing Report

26th Annual Healthcare Advertising Awards

Winners by Agency

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
3 Advertising	Silver	Magazine Ad/Series	Center for Prenatal Development	
3 Advertising	Silver	Other	Heart Hospital of New Mexico	Bottom of Our Hearts
3 Advertising	Merit	Newspaper Ad/Series	Heart Hospital of New Mexico	HeartScan
485inc	Silver	Health Promotion Program	Charlotte Radiology	Spread the Word: 1 in 8 Women
485inc	Merit	Magazine Ad/Series	Charlotte Radiology	Beautiful In Nature, Not On You
7053 Productions	Merit	Television Ad/Series	Community General Hospital	Da Vinci Robot
AB + C	Gold	Professional Recruitment Adv.	Geisinger Health System	Prof Recruitment Coffee Table Book
AB + C	Merit	Special Event	Geisinger Health System	Regal Holiday Event
ABS Graphics	Merit	Other	Holy Family Medical Center	Long-Term Acute Care
ABZ Design Group	Gold	Calendar	Buddy Kemp Caring House	
ABZ Design Group	Gold	Poster	Forsyth Medical Center	Sara Lee Women's Ctr Incontinence
ABZ Design Group	Gold	Imprinted Materials	Presbyterian Hemby Children's Hospital	ER Department T-Shirt
ABZ Design Group	Gold	Brochure	Presbyterian Hospital	Women's Ctr-Baby Manual for Dads
ABZ Design Group	Silver	Physician Referral Program	Gill Orthopaedic Clinic	
ABZ Design Group	Silver	Physician Referral Program	Presbyterian Healthcare	Let's Talk Doctor to Doctor
ABZ Design Group	Silver	Outdoor Transit/Billboard	Presbyterian Hemby Children's Hospital	
ABZ Design Group	Silver	Outdoor Transit/Billboard	PrimeCare Urgent Care	
ABZ Design Group	Bronze	Magazine Ad/Single	Presbyterian Hemby Children's Hospital	Hemby Heroes Dr. Bryant
ABZ Design Group	Merit	Physician Referral Program	Dilworth Pediatrics	Physician Referral Sheet
ABZ Design Group	Merit	Newspaper Ad/Single	Forsyth Medical Center	Free Heart Health Seminars
ABZ Design Group	Merit	Employee Com. Program	Forsyth Medical Center	Circle of Excellence
ABZ Design Group	Merit	Magazine Ad/Single	Forsyth Medical Center/Thomasville Med Ctr	Get the Facts-Quality
ABZ Design Group	Merit	Newspaper Ad/Single	Novant Urgent Care	We've Got You Covered
ABZ Design Group	Merit	Physician Referral Program	Presbyterian Pediatric Neurology	
ABZ Design Group	Merit	Poster	Presbyterian Urgent Care	
Ackerman & McQueen	Merit	New Media	Integris Health	Inside Integris
Ackerman & McQueen	Merit	Special Video Production	Integris Health	Courage Award
Adcetera	Merit	Patient Handbook	The Methodist Hospital System	Partners in Care
Addison-Clark	Bronze	Calendar	Abrazo Health Care	TMC Calendar
Addison-Clark	Merit	Newspaper Ad/Single	Abrazo Health Care	Orthopedic Services
Adworks	Gold	Radio Advertising/Series	IntegraMed	Take Charge/New Program
Agency 128	Merit	Outdoor Transit/Billboard	St. Cloud Orthopedics	Caution Rolled Ankles Below
Agency Creative, Inc.	Merit	Total Adv Campaign W/Out TV	Carondelet Health Network	Women's Care
Aloysius Butler & Clark	Gold	Direct Mail Advertising	International Technidyne Corporation	Tenderfoot
Aloysius Butler & Clark	Gold	Web Site/Home Page	St. Joseph Hospital	
Aloysius Butler & Clark	Silver	Other	Geisinger Health System	Coffe Table Book
Aloysius Butler & Clark	Bronze	Magazine Ad/Series	Hunterdon Healthcare System	Circle of Care
Aloysius Butler & Clark	Merit	Total Adv Campaign W/Out TV	Abington Memorial Hospital	What If...
Aloysius Butler & Clark	Merit	Brochure	St. Joseph Hospital	Breast Care Center
Aloysius Butler & Clark	Merit	Web Site/Home Page	The Swier Clinic	
Aloysius Butler & Clark	Merit	Magazine Ad/Single	W.L. Gore	BIO-A Ad
Ammo Advertising	Bronze	Brochure	Christus Santa Rosa Healthcare	Chat
Ammo Advertising	Bronze	Patient Handbook	Christus Santa Rosa Healthcare	Guide to Patient Services
Ammo Advertising	Merit	Health Promotion Program	Christus Santa Rosa Healthcare	Diabetes Forum
Anara, Inc.	Bronze	Publication/In House	Grand View Hospital	Corporate Compliance Program
andCulture	Merit	Web Site/Home Page	Kessler Institute for Rehabilitation	Defining Medical Rehabilitation
Antithesis Advertising	Gold	Total Advertising Campaign	University of Rochester Medical Center	Medicine of the Highest Order
Applebox Studios	Merit	Total Advertising Campaign	Excela Health	Orthopedics and Sports Medicine
Arizona Republic Custom Pub.	Silver	Newspaper Ad/Insert	Abrazo Health Care	Adventorial
Artcraft Health Education	Silver	Patient Handbook	Enablex-Novartis and P&G	Understanding Overactive Bladder
Artcraft Health Education	Silver	Poster	Promius Pharma	Explore Your Skin.com
Artcraft Health Education	Merit	Poster	Merck	Managing Your Migrane
Avrea Foster	Gold	Magazine Ad/Single	Medical City Hospital	You Can Pick Your Children's Hosp.
Avrea Foster	Bronze	Physician Referral Program	Medical City Hospital	Esophageal
Avrea Foster	Bronze	Web Site/Home Page	Medical City Hospital	Med City Children's Websites
Avrea Foster	Bronze	Total Adv Campaign W/Out TV	Medical City Hospital	Med City Children's Focused
Avrea Foster	Merit	New Media	Medical City Hospital	Kids Flash Tour Guide
Balcom Agency	Bronze	Logo/Letterhead Design	Texas Health Resources	Texas Health Logo Design
Balcom Agency	Merit	Publication/In House	Texas Health Resources	Texas Health Nurse Magazine
Balcom Agency	Merit	Direct Mail	Texas Health Resources	New Movers Packet
Baldwin & Obenauf, Inc.	Merit	Web Site/Home Page	Zeus Scientific, Inc.	www.zeusscientific.com

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Bates Design Inc	Gold	Calendar	Laurens County Health Care System	Beautiful Community Benefits
bbg Marketing	Bronze	Publication/External	Silverton Hospital Network	Healthview
Bendtsen & Company	Gold	Television Ad/Series	Children's Hospital & Medical Center	The Most Important/Experts
Bendtsen & Company	Bronze	Magazine Ad/Series	Children's Hospital & Medical Center	Our Stories
Bendtsen & Company	Bronze	Radio Advertising/Series	Children's Hospital & Medical Center	Parenting U
Bendtsen & Company	Bronze	Special Event	Children's Hospital & Medical Center	Circle of Giving
Bendtsen & Company	Merit	Television Ad/Single	Children's Hospital & Medical Center	The Most Important
Bendtsen & Company	Merit	Special Video Production	Children's Hospital & Medical Center	Lindsay's Story
Benham Advertising	Silver	Health Promotion Program	St. Mary Medical Center	Senior Select Color
Bennett Group	Gold	Radio Advertising/Single	Home & Hospice Care of Rhode Island	Hospice Radio
Bennett Group	Gold	Total Adv Campaign W/Out TV	Southwestern Vermont Healthcare	Breast Imaging Campaign
Bennett Group	Bronze	New Media	Winchester Hospital	MRI Eblast
Bennett Group	Merit	Newspaper Ad/Series	Home & Hospice Care of Rhode Island	Hospice Print Ads
Bennett Group	Merit	Poster	Southwestern Vermont Healthcare	Hair Solon
Bennett Group	Merit	Imprinted Materials	Southwestern Vermont Healthcare	Counter Mat
Bennett Group	Merit	Professional Recruitment Adv	Southwestern Vermont Healthcare	Left Brain
Bennett Group	Merit	Radio Advertising/Single	The Cardiovascular Specialists	Cardio Radio
Bennett Innovations	Merit	Special Video Production	Cornea Research Foundation of America	Amazing Grace
Bergman Group	Bronze	Other	Beaumont Foundation	Campaign for Beaumont Hospitals
Bernard Hodes Group	Merit	Logo/Letterhead Design	Ministry Health Care	
BFW Advertising + Interactive	Merit	Newspaper Ad/Single	Boca Raton Community Hospital	LHI 2nd Anniversary Ad
Blanchard Schaefer Adv & PR	Gold	Newspaper Ad/Insert	JPS Health Network	JPS Pride
Blanchard Schaefer Adv & PR	Bronze	Newspaper Ad/Series	Emcare Inpatient Services	Changing the Horizon of Healthcare
Blanchard Schaefer Adv & PR	Bronze	Calendar	JPS Health Network	JPS Calendar
Blanchard Schaefer Adv & PR	Merit	Newspaper Ad/Insert	JPS Health Network	JPS Stories
Blanchard Schaefer Adv & PR	Merit	Newspaper Ad/Insert	JPS Health Network	Experience Matters
Blanchard Schaefer Adv & PR	Merit	Brochure	JPS Health Network	Practices
BMW&W	Gold	Annual Report	MedStar Health	Working Together
BOHAN Advertising Marketing	Gold	Magazine Ad/Series	Ochsner Health System	Everywhere You Need Us
BOHAN Advertising Marketing	Gold	Radio Advertising/Single	Ochsner Health System	Manly Men
BOHAN Advertising Marketing	Merit	Television Ad/Single	Ochsner Health System	Aging
Bohan Ideas	Gold	Health Promotion Program	Ochsner Health System	Everywhere You Need Us
Booz Allen Hamilton	Silver	Special Video Production	Military Health System	Center for the Intrepid
Borshoff	Gold	Magazine Ad/Series	Wishard Health Services	Wishard Five Factors
Borshoff	Bronze	Annual Report	St. Francis Hospital & Health Centers	Community Benefit Report
Borshoff	Bronze	Total Public Relation Program	St. Francis Hospital & Health Centers	Mooreville Grand Opening
Borshoff	Bronze	Television Ad/Single	Wishard Health Services	Wishard Five Factors
Borshoff	Merit	Other	St. Francis Hospital & Health Centers	Doctor's Day Card
Borshoff	Merit	Special Event	St. Francis Hospital & Health Centers	Spirit of Women Event
Bouchard Communications Grp	Merit	Magazine Ad/Series	UC Davis Health System	A Gift for Advancing Medicine
Bouvier Kelly	Silver	Magazine Ad/Single	Moses Cone Health System	Somewhere Else-Cellist
Bouvier Kelly	Silver	Radio Advertising/Series	Moses Cone Health System	Somewhere Else
Brogan & Partners Marketing	Gold	Television Ad/Single	Michigan Department of Community Health	Mom's Voice
Brogan & Partners Marketing	Gold	Other	St. John Health	The Healing Power of Music
Brogan & Partners Marketing	Silver	Professional Recruitment Adv	St. John Health	Nurse Recruitment
Brogan & Partners Marketing	Silver	Radio Advertising/Single	St. John Health	Cancer Opera
Brogan & Partners Marketing	Merit	Television Ad/Single	Start With Your Heart	Game Show-Signs
Brown Parker + Demarinis	Bronze	Brochure	Shands Jacksonville	You + Shands Jacksonville
Brown Parker + Demarinis	Merit	Physician Referral Program	Shands Jacksonville	Radiology-Collaboration=Expertise
Burgess Advertising & Marketing	Silver	Radio Advertising/Single	Mercy Hospital	Mercy XPress Care
Burgess Advertising & Marketing	Merit	Special Video Production	Mercy Hospital	Mercy Eating Disorders
Butler/Till	Bronze	New Media	Excellus BlueCross BlueShield	Medicare Web Banner Ads
BVK	Gold	Outdoor Transit/Billboard	Prairie Heart Institute of Illinois	Cardiologists
BVK	Gold	Total Advertising Campaign	Prairie Heart Institute of Illinois	PHI Heart Campaign
BVK	Gold	Television Ad/Series	St. John's Hospital	Prairie Heart
BVK	Gold	Television Ad/Single	Avera Health	A Tribute to Kids
BVK	Silver	Radio Advertising/Single	Little Company of Mary Hospital	Patients-Bariatric
BVK	Silver	Television Ad/Single	Prairie Heart Institute of Illinois	Corn
BVK	Silver	Television Ad/Series	Southeast Missouri Hospital	Calling
BVK	Silver	Total Advertising Campaign	St. John's Hospital	Prairie Heart Campaign
BVK	Bronze	Radio Advertising/Series	Memorial Health System	What's My Risk?
BVK	Bronze	Magazine Ad/Series	Mount Carmel	OSU Sports Programs
BVK	Bronze	Television Ad/Series	Prairie Heart Institute of Illinois	PHI TV Series
BVK	Bronze	Newspaper Ad/Series	St. John's Hospital	Cardiac Print
BVK	Merit	Radio Advertising/Single	Akron General	Power Walker
BVK	Merit	Total Adv. Campaign W/Out TV	Akron General	Sports Med-Everyone's An Athlete
BVK	Merit	Newspaper Ad/Single	Baystate Health	Mammography
BVK	Merit	Brochure	Little Company of Mary Hospital	Women's Services
BVK	Merit	Magazine Ad/Single	Memorial Health System	What's My Risk?
BVK	Merit	Total Advertising Campaign	Memorial Health System	What's My Risk
BVK	Merit	Newspaper Ad/Single	Oklahoma University Medicine	Mannequin

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BVK	Merit	Television Ad/Single	Oklahoma University Medicine	Radically Different
BVK	Merit	Direct Mail Advertising	Southeast Missouri Hospital	HealthLine Launch
BVK	Merit	Other	Southeast Missouri Hospital	Wellness Connection Environment
BVK	Merit	Health Promotion Program	Southeast Missouri Hospital	Prostate Cancer Risk Assessment
BVK	Merit	Radio Advertising/Single	St. John's Hospital	
c.2K Medical	Bronze	Special Video Production	Childrens Hospital Los Angeles	Imagine: A Celebration of CHLA
c.2K Medical	Merit	Television Ad/Series	Childrens Hospital Los Angeles	Hands, Transport, Princess
Cabin Communications	Merit	Other	Hahnemann University Hospital	10-Year Project
Cabin Communications	Merit	Direct Mail Advertising	St. Christopher's Hospital for Children	
Callahan Creek	Silver	Total Adv. Campaign W/Out TV	Children's Mercy Hospitals and Clinics	My Child. My Story
Carpenter, Sullivan, Sossaman	Merit	Outdoor Transit/Billboard	Methodist Le Bonheur Healthcare	Methodist South Hospital OB
Carrot	Merit	Newsletter	OptumHealth	Healthy Mind, Healthy Body
Cassels Caywood Love	Bronze	Direct Mail Advertising	Mission Hospital	Rehab's Sports Medicine
Cassels Caywood Love	Merit	Newspaper Ad/Series	Mission Hospital	da Vinci Awareness Campaign
Cassels Caywood Love	Merit	Magazine Ad/Single	Mission Hospital	Weight Management
Cassels Caywood Love	Merit	Poster	Mission Hospital	Sunset Stampede Wanted
Cassels Caywood Love	Merit	Brochure	Mission Hospital	Aviator
Cayenne Creative	Bronze	Total Advertising Campaign	UAB Health System	UAB My Story Campaign
CHR Communications	Gold	Physician Referral Program	Children's Hospital of Michigan	Specialty Centers Guide
CHR Communications	Silver	Patient Handbook	Huron Valley - Sinai Hospital	OB Patient Guide
CHR Communications	Silver	Imprinted Materials	University of Michigan Health System	Michigan Difference Promotion/Gift
Christine Cardellino Com. Serv	Merit	Other	St. Mary Medical Center	A Reflection of Our Community
Citrus	Gold	Television Ad/Single	St. Patrick Hospital & Health Sciences Center	Women's Care Center
Citrus	Silver	Special Video Production	St. Patrick Hospital & Health Sciences Center	Emergency Department Expansion
CKR Interactive, Inc.	Merit	Professional Recruitment Adv.	Banner Health	Here, If Your Kids Are Horsing Around
Clarity Coverdale Fury	Gold	Total Adv. Campaign W/Out TV	Park Nicollett	Personal Stories
Clarity Coverdale Fury	Silver	New Media	Park Nicollett	Faith's Story
Clarity Coverdale Fury	Bronze	Radio Advertising/Series	Park Nicollett	Personal Stories-Eating Disorder Inst.
ClearRiver Adv. & Marketing	Bronze	Radio Advertising/Series	MidMichigan Health	The Training Room
ClearRiver Adv. & Marketing	Merit	Health Promotion Program	MidMichigan Health	Living Life Well Series
cmfigroup	Silver	Brochure	OSF HealthPlans	How Puffer the Fish Got His Name
Coffey Communications	Merit	Newsletter	Kennewick General Hospital	Healthbeat
Coffey Communications, Inc.	Gold	Annual Report	Lawrence & Memorial Hospital	LM Reports
Coffey Communications, Inc.	Silver	Publication/External	Rush University Medical Center	Discover Rush
Coffey Communications, Inc.	Silver	Web Site/Home Page	St. Agnes Hospital	www.stagnes.org
Coffey Communications, Inc.	Merit	Newsletter	Bright Health Physicians of PIH	Bright Health Digest
Coffey Communications, Inc.	Merit	Publication/External	CHRISTUS Hospital, St. Elizabeth & St. Mary	House Call
Coffey Communications, Inc.	Merit	Publication/External	MultiCare Health System	Healthy Living
Coffey Communications, Inc.	Merit	Publication/External	Watson Clinic	Health Scene
Conrad, Phillips, VuTech	Gold	Newspaper Ad/Single	Nationwide Children's Hospital	Sports Medicine
Conrad, Phillips, VuTech	Gold	Patient Handbook	Nationwide Children's Hospital	Welcome Kit/Family Resource Guide
Conrad, Phillips, VuTech	Silver	Annual Report	Nationwide Children's Hospital	Foundation Annual
Conrad, Phillips, VuTech	Bronze	Outdoor Transit/Billboard	Nationwide Children's Hospital	Construction Fence
Conrad, Phillips, VuTech	Bronze	Other	Nationwide Children's Hospital	Once Upon a Night
Conrad, Phillips, VuTech	Merit	Direct Mail Advertising	Nationwide Children's Hospital	Urgent Care
Contrast Creative, Inc.	Merit	Television Ad/Series	Alamance Regional Medical Center	Inspiring Care
Core Creative, Inc.	Gold	Newspaper Ad/Series	Children's Hospital	This is My Children's
Corporate 3 Design	Merit	Annual Report	Nebraska Methodist Health System	The Right Thing To Do
CPM Marketing Group	Gold	Direct Mail Advertising	Providence Regional Medical Center Everett	Convenient Women's Care
CPM Marketing Group	Merit	Newsletter	Baylor Health Care System	A Woman's Touch
Craig Jackson & Partners	Gold	Direct Mail Advertising	MCG Health	Sleep Center
Craig Jackson & Partners	Gold	Other	MCG Health	Cultural Ads
Craig Jackson & Partners	Gold	Radio Advertising/Series	MCG Health	Sleep Center
Craig Jackson & Partners	Silver	Newspaper Ad/Single	MCG Health	Children's Medical Center
Craig Jackson & Partners	Bronze	Newspaper Ad/Series	MCG Health	Cancer Campaign
Craig Jackson & Partners	Merit	Television Ad/Single	WakeMed Health & Hospitals	WakeMed Life
Cranium Studio	Gold	Professional Recruitment Adv.	Regional West Health Services	Physicians Recruitment
Cranium Studio	Silver	Total Public Relation Program	Regional West Health Services	The Future Color of Health Care
Creatis	Merit	Brochure	UnitedHealthcare	State of Florida Enrollment
Creative Alliance	Gold	Poster	Cedar Park Regional Medical Center	Change Your Life
Creative Alliance	Gold	Newspaper Ad/Single	Northwest Health System	Magic
Creative Alliance	Gold	Newspaper Ad/Series	Southside Regional Medical Center	Our Promise
Creative Alliance	Silver	Total Adv. Campaign W/Out TV	Jewish Hospital & St. Mary's Healthcare	Hard to Talk About
Creative Alliance	Merit	Other	Porter Memorial Hospital	Fans
Creative Alliance	Merit	Newspaper Ad/Series	Trinity Medical Center	Our Life's Work
Daake	Gold	Special Event	The Nebraska Medical Center	Polo for Patients
Daake	Silver	Outdoor Transit/Billboard	The Nebraska Medical Center	U.S. News
Daake	Silver	Total Adv. Campaign W/Out TV	The Nebraska Medical Center	Image(Reputation & Quality)
Daake	Bronze	Publication/External	The Nebraska Medical Center	One Thousand One
Daake	Merit	Publication/External	Children's Hospital & Medical Center	Visions
Daake	Merit	Annual Report	Children's Hospital & Medical Center	Amazing

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Davidson and Belluso	Silver	Brochure	City of Phoenix	Phoenix Biomedical Campus
Davidson and Belluso	Merit	Outdoor Transit/Billboard	Sun Health	Helping You Enjoy Life
Davis Design	Bronze	Total Adv.g Campaign W/Out TV	Centura Health	Digital Mammography Campaign
Decker	Merit	Newspaper Ad/Series	ConnectiCare	Medicare Campaign
Decker	Merit	Television Ad/Single	ConnectiCare	Medicare Campaign
Decker	Merit	Television Ad/Series	ConnectiCare	Medicare Campaign
Della Femina & Gianettino	Silver	Poster	Overlook Hospital	Look of a Leader
Della Femina & Gianettino	Bronze	Magazine Ad/Single	Atlantic Health	Carol G. Simon Breast Centers
Della Femina & Gianettino	Bronze	Newspaper Ad/Single	Centrastate Medical Center	Heart In Sand Excellence
Della Femina & Gianettino	Merit	Total Adv. Campaign W/Out TV	Applewood Estates	People Intro
Della Femina & Gianettino	Merit	Total Adv. Campaign W/Out TV	Morristown Memorial Hospital	Gagnon Cardiovascular Institute
Della Femina Rothschild Jeary & Partners	Gold	Newspaper Ad/Series	Hackensack University Medical Center	NJ Hospital
Della Femina Rothschild Jeary & Partners	Merit	Television Ad/Single	Hackensack University Medical Center	Grand Dad
Demi & Cooper Advertising	Bronze	Direct Mail Advertising	Sherman Health	Ended Up Here
Demi & Cooper Advertising	Merit	Outdoor Transit/Billboard	Sherman Health	Cardiac We've Done 12,000
Design Central, Inc.	Silver	Direct Mail Advertising	Children's National Medical Center	Welcome to the New Inpatient Tower
DeVito/Verdi	Silver	Radio Advertising/Single	Massachusetts General Hospital	College Football Player
DeVito/Verdi	Bronze	Magazine Ad/Single	Massachusetts General Hospital	Mother
DIA, Inc.	Gold	Imprinted Materials	Chesapeake Regional Medical Center	Bra Ha Ha Shirt
DIA, Inc.	Merit	Employee Communication Prog	Chesapeake Regional Medical Center	No Ifs, Ands or Butts
DIA, Inc.	Merit	Professional Recruitment Adv.	Chesapeake Regional Medical Center	Open House
DIA, Inc.	Merit	Special Event	Chesapeake Regional Medical Center	The Bra Ha Ha
Diane Stelken Associates	Merit	Brochure	Ottawa Regional Hospital + Healthcare Ctrs	The Seeds of Advancement
DMW Worldwide LLC	Gold	Imprinted Materials	Univera Healthcare	Visor
DMW Worldwide, LLC	Gold	Television Ad/Single	Independence Blue Cross	Everywhere You Turn DRTV
DNA	Gold	Magazine Ad/Single	MultiCare Health System	MultiCare-Print Ad
Donovan Design	Silver	Total Adv. Campaign W/Out TV	Resurrection Medical Center	Cardiac Campaign
Donovan Design	Bronze	Direct Mail Advertising	Holy Family Medical Center	Outpatient Medical Imaging
Donovan Design	Bronze	Total Public Relation Program	Our Lady of the Resurrection Medical Center	Recognized Nationally, Caring Locally
Donovan Design	Bronze	Other	Resurrection Medical Center	RMC Elevator Wraps
Donovan Design	Merit	Newspaper Ad/Single	Holy Family Medical Center	Medical Imaging
Donovan Design	Merit	Total Adv. Campaign W/Out TV	Resurrection Health Care	Healthy Answers
Donovan Design	Merit	Direct Mail Advertising	West Suburban Medical Center	Summer Safety
Dowden Custom Media	Gold	Publication/External	St. Vincent Indianapolis Hospital	Healthy Spirit
Dowden Custom Media	Silver	Publication/External	The Christ Hospital	Women's Health Today
Dowden Custom Media	Bronze	Physician Referral Program	Peyton Manning Children's Hosp. at St.Vincent	Pediatric Perspectives
Dowden Custom Media	Merit	Publication/External	Laredo Medical Center	Laredo Medical Update
Dowden Custom Media	Merit	Patient Handbook	Orlando Health	Healthy Living
Dowden Custom Media	Merit	Calendar	VA MidSouth Healthcare Network	Veteran's Health Watch
Downstream Media	Merit	Radio Advertising/Single	Brigham and Women's Hospital	Everything Possible
Driven Communications	Silver	Magazine Ad/Series	Huron Valley Sinai-Charach Cancer Center	Answers
Dunn & Co.	Gold	Special Video Production	GE Healthcare	The Evolution of Contrast Media
e10	Silver	New Media	UnitedHealthcare	CDHP Federal Enrollment
e10	Merit	Special Video Production	UnitedHealthcare	Federal Enrollment
Eastman Strategies	Gold	Newspaper Ad/Series	Highline Medical Center	OB/GYN Series
Eastman Strategies	Silver	Special Event	Highline Medical Center	Live Healthy. Stay Young
Echo Design Group	Gold	Web Site/Home Page	Belleza Skin Care Institute	
Echo Design Group	Silver	Magazine Ad/Single	DuPage Medical Group	Caring for Naperville
Echo Design Group	Merit	Direct Mail Advertising	Belleza Skin Care Institute	Holiday Wish List
Echo Design Group	Merit	Special Event	DuPage Medical Group	Women's Health Fair
Echo Design Group	Merit	Newsletter	DuPage Medical Group	Skin Deep Dermatology
Element 79	Merit	Magazine Ad/Single	Central DuPage Hospital	Yoga
Element 79	Merit	Television Ad/Single	Central DuPage Hospital	Invisible
Enlace Communications, Inc.	Bronze	Magazine Ad/Series	White Memorial Medical Center	Can You Say That About Your Doctor
Erbach Communications Group	Bronze	Television Ad/Series	Hoboken University Medical Center	Parenting Expectations/Second Baby
Eric Mover and Associates	Silver	Total Adv. Campaign W/Out TV	Cayuga Medical Center at Ithaca	The Center is You Branding Campaign
Eric Mover and Associates	Merit	Newsletter	Cayuga Medical Center at Ithaca	Health Visions
esd & associates	Bronze	Professional Recruitment Adv.	University Health System	The Only Thing Missing is ... You!
esd & associates	Merit	Employee Communication Prog	University Health System	I am UHS
esd & associates	Merit	Poster	University Health System	Thanks to You San Antonio
esd & associates	Merit	Other	University Health System	History Wall Display
Esparza Advertising	Gold	Outdoor Transit/Billboard	New Mexico Aids Services	Bus Ceiling
Esparza Advertising	Silver	Radio Advertising/Single	Heart Hospital of Austin	72-Inch
Esparza Advertising	Silver	Newspaper Ad/Series	New Mexico Aids Service	Fine Print
Esparza Advertising	Bronze	Newspaper Ad/Series	Blue Cross and Blue Shield of New Mexico	Direct Response Print Ads
Esparza Advertising	Bronze	Professional Recruitment Adv.	Memorial Medical Center	Nursetopia
Esparza Advertising	Merit	Television Ad/Single	New Mexico Aids Services	Footprints
Esparza Advertising	Merit	Special Event	New Mexico Aids Services	Aids Walk
Fahlgren Advertising	Bronze	Total Advertising Campaign	Riverside Methodist Hospital	Innovation

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Fahlgren Advertising	Merit	Television Ad/Series	Riverside Methodist Hospital	Innovation
Factory/R&R Partners	Bronze	Television Ad/Single	Intermountain Healthcare	Heads on Desks
Factory/R&R Partners	Merit	Newspaper Ad/Single	Intermountain Healthcare	Robert Harrington
Fastforward Com., Inc.	Gold	Special Video Production	Maria Fareri Children's Hospital	Giving Makes Greatness Possible
Fastforward Com., Inc.	Merit	Outdoor Transit/Billboard	St. Mary's Healthcare System for Children	St. Mary's Banner Campaign
Fastforward Com., Inc.	Merit	Radio Advertising/Single	St. Mary's Healthcare System for Children	NY Jets' Mangini/St. Mary's Kids
FCEdge	Gold	Poster	Biomet 3i	Global Symp 20 Years of Innovations
FCEdge	Silver	Special Event	Biomet 3i	Global Symposium Final Program
Ferebee Lane and Company	Merit	Magazine Ad/Series	Greenville Hospital System University Medical Cent	Let's Go
FiftyX	Gold	Imprinted Materials	Community Hospital of San Bernardino	Babies First Pad Blocks
FiftyX	Silver	Other	California HealthFirst Physicians	AHH-AHHH-CHOOO!
FiftyX	Silver	Brochure	Community Hospital of San Bernardino	Babies First Admissions
Fisher Mears Associates	Merit	Newspaper Ad/Single	Crystal Run Healthcare	Wrinkle-Free
Fitting Group	Bronze	Newspaper Ad/Single	Butler Health System	100 Best Cardiovascular
Fitting Group	Merit	Total Advertising Campaign	Aestique	Branding Campaign
Fitting Group	Merit	Outdoor Transit/Billboard	Butler Health System	Tobacco Free
Fitting Group	Merit	Television Ad/Single	Butler Health System	The Wait
FKQ Marketing & Advertising	Merit	Direct Mail Advertising	Tampa General Hospital	Pediatrics ER Self-Mailer
FKQ Marketing & Advertising	Merit	Outdoor Transit/Billboard	Tampa General Hospital	Bus Wraps
FLEK, Inc.	Merit	Poster	Northeastern Vermont Regional Hospital	Hospital Week Poster
Flutter	Silver	Newsletter	Northwestern Memorial Hospital	NMPG Health News
Focal Cast Media, LLC	Merit	Special Video Production	Elliot Health System	Pediatric Emergency Fundraiser
G Design	Merit	Newspaper Ad/Single	Saint Francis Hospital-Memphis	Wide Open Spaces
G Design	Merit	Employee Communication Prog	Saint Francis Hospital-Memphis	
G Design	Merit	Patient Handbook	Saint Francis Hospital-Memphis	Inpatient Physicians Hospitalists
G Squared	Merit	Brochure	Tampa General Hospital	Keeping Your Baby Safe
Gard Communications	Bronze	Brochure	Regence	Transforming the Health Care System
Garrand	Gold	Magazine Ad/Single	Maine Medical Center	FBC-Bottom of Ninth
Garrand	Bronze	Poster	Maine Medical Center	FBC Poster
GCG Advertising	Bronze	Outdoor Transit/Billboard	Univ. of North Texas Health Science Center	Called to Teach
Gemini, Inc.	Merit	Direct Mail	Sciele Pharma, Inc.	Fosteum Campaign
General Learning Communications	Gold	Publication/External	United Health Services	Stay Healthy
Genome Communications	Merit	New Media	Food and Drug Administration	Response @ fda-answers
Glass McClure Advertising	Gold	Radio Advertising/Series	Sutter Health Sacramento Sierra Region	Heart & Vascular
Glass McClure Advertising	Gold	Total Adv. Campaign W/Out TV	Sutter Health Sacramento Sierra Region	Patients Stories
Glass McClure Advertising	Merit	Magazine Ad/Single	Sutter Health Sacramento Sierra Region	Bariatrics Ctr/Skinner, Healthier You
Glass McClure Advertising	Merit	Outdoor Transit/Billboard	Sutter Health Sacramento Sierra Region	OB/Breathe, Push, Push, Push
GLC Custom Publishing	Silver	Publication/External	DeKalb Medical	Pushing Beyond
GLC Custom Publishing	Silver	Publication/External	University of Michigan-Cancer Center	Thrive
GLC Custom Publishing	Merit	Publication/External	Celebration Health	Best in Care
GLC Custom Publishing	Merit	Publication/External	Inova Health System	Inova Magazine
GLC Custom Publishing	Merit	Publication/External	The James Cancer Hospital	Frontiers
GLC Custom Publishing	Merit	Physician Referral Program	UCONN Health Center	Consults
Golden Proportions Marketing	Bronze	Brochure	The Eye Center of Central Pennsylvania	Practice Brochure
Graphics & Design	Silver	Employee Communication Prog	Conway Regional Health System	New Mission Communication
Graphics & Design	Merit	Magazine Ad/Single	Conway Regional Health System	Personal Training Studio Opening
Green Light Creative	Silver	Employee Communication Prog	Provena Senior Services	Strategic Plan
Green Light Creative	Merit	Total Public Relation Program	Provena Senior Services	Ways of Giving Program
Grigg Graphics	Bronze	Calendar	Karmanos Cancer Institute	Karamanos Hope
Group Fifty-Five Marketing	Merit	Web Site/Home Page	Somanetics Corporation	
H.T. Klatzky & Associates	Silver	Total Advertising Campaign	SMDC	Just One Thing Campaign
Haese + Wood	Bronze	Patient Handbook	Institute for Healthcare Advancement	When Your Child Gets Sick
Hafenbrack Marketing	Gold	Special Event	Kettering Health Network	Heart to Heart Campaign
Hafenbrack Marketing	Merit	Newspaper Ad/Single	Kettering Health Network	Weight Loss Surgery
Hafenbrack Marketing	Merit	Total Adv. Campaign W/Out TV	Kettering Health Network	Emergency Campaign
Hart Associates	Gold	Direct Mail Advertising	Paramount Health Care	Paramont/HMS Direct Mail
Hart Associates	Bronze	Newspaper Ad/Series	ProMedica Health System	Oncology Campaign
Hart Associates	Bronze	Radio Advertising/Single	ProMedica Health System	Stars
Hart Associates	Merit	Total Advertising Campaign	ProMedica Health System	Hospice Campaign
Hatling Flint	Gold	Brochure	CentraCare Health Foundation	Capital Campaign Brochure/Inserts
Hatteras Press	Silver	Annual Report	Princeton HealthCare System Foundation	
HBG, Inc.	Silver	Total Advertising Campaign	St. Vincent Children's Healthcare	Integrated Campaign
Holmes & Company Advertising	Silver	Annual Report	Bozeman Deaconess Health Group	
Holmes & Company Advertising	Silver	Imprinted Materials	Pomona Valley Hospital Medical Center	Associate Recognition Program
Holmes & Company Advertising	Bronze	Annual Report	Pomona Valley Hospital Medical Center	
Holmes & Company Advertising	Merit	Magazine Ad/Single	Bozeman Deaconess Health Group	Top to Bottom
HPM Consultants	Merit	Direct Mail Advertising	Huron Hospital	Take a Peek
Huffman & Rejebian, Inc.	Silver	Magazine Ad/Single	Mississippi Health Partners	Challenging Times
Huffman & Rejebian, Inc.	Merit	Newspaper Ad/Single	Mississippi Health Partners	Challenging Times
Hungry Ad Guys	Bronze	Radio Advertising/Single	Quest Diagnostics	Accomodate Your Schedule
Hungry Ad Guys	Bronze	Radio Advertising/Series	Quest Diagnostics	Accomodate Your Schedule

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Hungry Ad Guys	Merit	Magazine Ad/Single	Quest Diagnostics	Who Better?
Hungry Ad Guys	Merit	New Media	Quest Diagnostics	Accomodate Banner/Golf
IconNicholson	Silver	Web Site/Home Page	Massachusetts General Hospital	Redesign: massgeneral.org
Ideology Design + Advertising	Gold	Health Promotion Program	Clark Memorial Hospital	Men's Health Fair Campaign
Ideology Design + Advertising	Bronze	Total Adv. Campaign W/Out TV	Clark Memorial Hospital	Family Birth Place Campaign
IE Design & Communications	Gold	Publication/External	Keck School of Medicine at USC	Keck Medicine Magazine
IE Design & Communications	Gold	Annual Report	Los Angeles Biomedical Research Institute	LA BioMed Vision Book
Ignite Design and Advertising	Gold	Total Public Relation Program	San Antonio Community Hospital	Safe Surrender
Ignite Design and Advertising	Silver	Magazine Ad/Single	San Antonio Community Hospital	STEMI Ad for Inland Empire
Ignite Design and Advertising	Merit	Total Adv. Campaign W/Out TV	San Antonio Community Hospital	Integrated Clinical Information Sys
Image Marketing, Inc.	Merit	Calendar	Calvert Memorial Hospital	90 Years and Going Strong
Imagination Orchard	Silver	New Media	Athens Regional Medical Center	Scrubs Game
Incite Chicago	Gold	Employee Communication Prog	Delnor Hospital	Employee Wellness Benefits Program
Incite Chicago	Bronze	Publication/In House	Delnor Hospital	Update-Physician Newsletter
Initio Advertising	Gold	Television Ad/Series	UCare	UCare
Initio Advertising	Silver	Newspaper Ad/Series	UCare	
Initio Advertising	Silver	Magazine Ad/Series	UCare	Diversity
Initio Advertising	Silver	Radio Advertising/Series	UCare	UCare
Initio Advertising	Bronze	Outdoor Transit/Billboard	UCare	Discover More, Stress Less!
Initio Advertising	Merit	Annual Report	UCare	Report to the Community
Initio Advertising	Merit	Total Advertising Campaign	UCare	Today's Goal
Insight Creative Group	Gold	Logo/Letterhead Design	St. Anthony Hospital	Saints Heart & Vascular Institute
Insight Creative Group	Bronze	Outdoor Transit/Billboard	St. Anthony Hospital	Actions Speak Louder
Insight Creative Group	Merit	Logo/Letterhead Design	Doctors MRI	
Insight Creative Group	Merit	Television Ad/Single	St. Anthony Hospital	Know Your Name
Insight Creative Group	Merit	Total Advertising Campaign	St. Anthony Hospital	
Interval	Gold	Logo/Letterhead Design	Allegiance Health	Brand Identity
Interval	Gold	Total Advertising Campaign	St. Joseph's Hospital	Image Campaign
Interval	Merit	Annual Report	Allegiance Health	Report to the Community
Jack Smith Creative Services	Merit	Total Advertising Campaign	University of Missouri Health Care	Rufus, Guess Who's Home?
Jenn Baldwin Design	Bronze	Brochure	Lahey Clinic Medical Center	Advancing Medicine
Jennings	Gold	Radio Advertising/Series	University Health Systems of Eastern Carolina	Bariatrics/Robotics/GYN/Gamma
Jennings	Silver	Magazine Ad/Series	University Health Systems of Eastern Carolina	ECHI Mirrors
Jennings	Bronze	Newspaper Ad/Series	University Health Systems of Eastern Carolina	East Carolina Heart Institute
Jennings	Merit	Health Promotion Program	Tufts Medical Center	Speak Up. Wash Up.
Jennings	Merit	Television Ad/Single	University Health Systems of Eastern Carolina	East Carolina Heart Institute-Team
Jennings	Merit	Total Advertising Campaign	University Health Systems of Eastern Carolina	East Carolina Heart Institute
Johnson Gray Advertising, Inc.	Gold	Newspaper Ad/Single	Mission Hospital	Diamond
Johnson Gray Advertising, Inc.	Silver	Magazine Ad/Series	Mission Hospital	Mission Accomplished
Johnson Gray Advertising, Inc.	Merit	Total Adv. Campaign W/Out TV	Mission Hospital	Mission Accomplished
julsdesign, inc.	Silver	Poster	Iowa Health Physicians	Hygiene Poster
julsdesign, inc.	Silver	Imprinted Materials	Iowa Hospital Association	Ragbrai Jersey
julsdesign, inc.	Bronze	Poster	The Iowa Clinic	Audiology Poster
julsdesign, inc.	Merit	Imprinted Materials	The Iowa Clinic	Day At The Fair T-Shirt
julsdesign, inc.	Merit	Special Event	The Iowa Clinic	Casablanca Party
JWT Inside	Silver	Employee Communication Prog	Catholic Healthcare West	Live Your Life on Purpose
Kara Welter & Associates	Merit	Publication/In House	Providence Medical Center	Vision
Keenan-Nagle Advertising, Inc.	Gold	Newspaper Ad/Single	Valley Preferred	Winning Business Health Solutions
Keenan-Nagle Advertising, Inc.	Gold	Radio Advertising/Single	Valley Preferred	Poetry in Motion
Keenan-Nagle Advertising, Inc.	Silver	Outdoor Transit/Billboard	Valley Preferred	Winning Business Health Solutions
Keenan-Nagle Advertising, Inc.	Bronze	Magazine Ad/Single	Valley Preferred	Healthier Lifestyles
Keenan-Nagle Advertising, Inc.	Merit	Annual Report	Valley Preferred	Why It Works
Keenan-Nagle Advertising, Inc.	Merit	Total Adv. Campaign W/Out TV	Valley Preferred	Winning Business Health Solutions
Ken Schmidt Productions	Merit	Special Video Production	American Society for Clinical Labatory Science	A Life Saved
Kevin/Ross Public Relations	Silver	Publication/In House	Huntington Hospital	Huntington Reporter
Kevin/Ross Public Relations	Merit	Special Event	SCAN Health Plan	Senior Sensitivity Training
KGB Texas	Merit	Newspaper Ad/Single	Christus Santa Rosa Healthcare	Rehabilitation Services
KI Lipton	Bronze	Newspaper Ad/Single	AtlantiCare	Davinci Was Here
Knox Marketing	Bronze	Total Advertising Campaign	MedCentral Health System	MedCentral Best in Ohio
Knox Marketing, Inc.	Gold	Brochure	Summa Health System	Body Sculpting
Knox Marketing, Inc.	Gold	Other	Summa Health System	Cancer Binder
Knox Marketing, Inc.	Silver	Annual Report	Summa Health System	
Knox Marketing, Inc.	Bronze	Total Adv. Campaign W/Out TV	Summa Health System	Summa Cancer Campaign
Knox Marketing, Inc.	Merit	Annual Report	Akron Children's Hospital	
Kreps Design	Bronze	Health Promotion Program	Borgess Health	Heart Sense/Stroke Sense Program
Kreps Design	Merit	Physician Referral Program	Borgess Heart Institute	Cardiac Care Phy Referral Guide
Kuhn & Wittenborn	Silver	Newspaper Ad/Single	Liberty Hospital	Emergency Services
Kuhn & Wittenborn	Bronze	Radio Advertising/Single	Liberty Hospital	Emergency Services
Latitude	Gold	Television Ad/Series	Memorial Hermann Healthcare System	Breakthroughs
Laughlin Constable	Merit	Magazine Ad/Series	University of Illinois Medical Center	First, Best and Most

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Lawrence & Schiller	Gold	Television Ad/Single	Sanford Health	Lean on Me
Lawrence Productions	Gold	Television Ad/Series	Borgess Health	Innovative Medicine, Inspired Care
LeMay Partners	Merit	Outdoor Transit/Billboard	Northwestern Memorial Hospital	Everything Matters
LeMay Partners	Merit	Radio Advertising/Series	Northwestern Memorial Hospital	Cardiovascular Campaign
LeMay Partners	Merit	Total Adv. Campaign W/Out TV	Northwestern Memorial Hospital	Everything Matters
Lewis Communications	Silver	Brochure	Monroe Carell Jr. Children's Hospital	Capital Case Statement
Lewis Communications	Silver	Newspaper Ad/Single	Stony Brook University Medical Center	Clair and Maggie/Twins
Lewis Communications	Silver	Television Ad/Series	University of Virginia Health System	Beyond Medicine
Lewis Communications	Bronze	Total Advertising Campaign	Stony Brook University Medical Center	Best Ideas in Medicine
Lewis Communications	Bronze	Magazine Ad/Series	University of Virginia Health System	Back Page Advertising
Lewis Communications	Merit	Web Site/Home Page	Stony Brook University Medical Center	Best Ideas in Medicine
Lewis Communications	Merit	New Media	Stony Brook University Medical Center	Best Ideas in Medicine
Lewis Communications	Merit	Magazine Ad/Single	University of Texas Southwestern Medical Ctr	Best Doctors in the World
Lewis Communications	Merit	Web Site/Home Page	University of Virginia Health System	UVA Jobs Beyond Medicine
Lewis Communications	Merit	Radio Advertising/Series	University of Virginia Health System	Beyond Medicine
Lindsay, Stone & Briggs	Gold	Television Ad/Series	Marshfield Clinic	Brand TV Series
LionShare Marketing, Inc.	Silver	Direct Mail Advertising	Renown Health	New Mover Program
LMI Advertising	Silver	Patient Handbook	The Reading Hospital and Medical Center	Patient and Caregiver Rsource Guide
LMI Advertising	Merit	Newsletter	The Reading Hospital and Medical Center	Nursing Impact: Achieving Excellence
Lorel Marketing Group	Gold	Newspaper Ad/Series	Holy Redeemer Health System	We Have Heart
Lorel Marketing Group	Gold	Magazine Ad/Single	Montefiore Medical Center	CHAM "Super"
Lovell Communications, Inc.	Gold	Total Public Relation Program	Balfour Beatty Construction	
Lovell Communications, Inc.	Silver	Patient Handbook	LifeCare Hospitals	Patient Information Guide-Shreveport
Lovell Communications, Inc.	Silver	Total Public Relation Program	PharmMD	
Lovell Communications, Inc.	Silver	Total Public Relation Program	TeamHealth	
Lovell Communications, Inc.	Merit	Special Video Production	Alive Hospice	
Lovell Communications, Inc.	Merit	Other	Health Connect Partners	Pharmacy Conference Programs
Lovell Communications, Inc.	Merit	Brochure	LifeCare Hospitals	Tri-fold Brochure & Inserts
Lovell Communications, Inc.	Merit	Web Site/Home Page	LifeCare Hospitals	
Lovell Communications, Inc.	Merit	Web Site/Home Page	Metropolitan Nashville Hospital Authority	
Lovell Communications, Inc.	Merit	Brochure	Symbion Healthcare	
Lovell Communications, Inc.	Merit	Web Site/Home Page	Symbion Healthcare	
M Creative	Silver	Direct Mail Advertising	Randolph Hospital	Postcard Series
M Creative	Merit	Total Advertising Campaign	Randolph Hospital	Technology You Can Trust
Mackenzie Design Studio	Merit	Other	Palm Drive Hospital Healthcare Foundation	Capital Campaign Presentation Folder
Magnani Continuum Marketing	Bronze	Physician Referral Program	St. Joseph Mercy Oakland	Michigan Medical Report
Magnani Continuum Marketing	Bronze	Web Site/Home Page	St. Joseph Mercy Oakland	Michigan Medical Report
Magnani Continuum Marketing	Merit	Calendar	Hurley Medical Center	Hurley Foundation Calendar
Mangan Holcomb Partners	Silver	Radio Advertising/Series	Baxter Regional Medical Center	Remarkable
Mangan Holcomb Partners	Silver	Television Ad/Series	Our Lady of the Lake Children's Hospital	Make Believe
Mangan Holcomb Partners	Bronze	Employee Communication Prog	Baxter Regional Medical Center	Remarkable
Mangan Holcomb Partners	Bronze	Total Advertising Campaign	Our Lady of the Lake Children's Hospital	Make Believe
Mangan Holcomb Partners	Bronze	Television Ad/Series	Sparks Health System	New Walls
Mangan Holcomb Partners	Merit	Total Adv. Campaign W/Out TV	Baxter Regional Medical Center	Remarkable
Mangan Holcomb Partners	Merit	Outdoor Transit/Billboard	Le Bonheur Children's Medical Center	Dr. Waller Car Wrap
Mangan Holcomb Partners	Merit	Other	Le Bonheur Children's Medical Center	We're Building For
Mangan Holcomb Partners	Merit	Newspaper Ad/Series	Our Lady of the Lake Children's Hospital	Make Believe
Mangan Holcomb Partners	Merit	Total Advertising Campaign	Our Lady of the Lake Medical Center	We Believe
Mangan Holcomb Partners	Merit	Total Advertising Campaign	Sparks Health System	New Walls
Mangan Holcomb Partners	Merit	Television Ad/Series	St. Vincent Health System	What It's Like
Mangos	Gold	Special Event	Olympus America, Inc.	DDW Trade Show Sculptures/Graphics
Mangos	Gold	Brochure	Siemens Audiologische Technik	Life Launch
Mangos	Gold	Magazine Ad/Single	Siemens Healthcare USA	IQ-SPECT
Mangos	Silver	Total Adv. Campaign W/Out TV	Siemens Healthcare USA	IQ-SPECT Launch Campaign
Mangos	Bronze	Other	Olympus America, Inc.	Endo Consulting Package
Mangos	Bronze	Magazine Ad/Series	Siemens Audiologische Technik	Vibe Launch Ad Series
Marcel Media	Merit	New Media	NorthShore University HealthSystem	Live Interactive Chats
Maricich Brand Communications	Silver	Newsletter	UCI Medical Center	Opening Doors to Advanced Medicine
Maricich Brand Communications	Bronze	Newsletter	MemorialCare Medical Centers	MemorialCare
Maricich Brand Communications	Merit	Direct Mail Advertising	UCI Medical Center	UCI Health
Maring Weissman	Silver	Total Advertising Campaign	Central Baptist Hospital	Cardiology Campaign
Maring Weissman	Merit	Newspaper Ad/Series	SSM Health Care-St. Louis	Maternity Ads
Marion, Montgomery, Inc.	Gold	Newsletter	US Family Health Plan	Well Informed
Marion, Montgomery, Inc.	Silver	Logo/Letterhead Design	Community Health Choice, Inc.	Graphic Standards Guide
Marion, Montgomery, Inc.	Silver	Television Ad/Series	Military OneSource	Kids Know
Marketing Dynamics	Silver	Direct Mail Advertising	MapleCrest & Northwoods	The Best Care, Right Here
McCann-Erickson	Merit	Special Video Production	Karmanos Cancer Institute	Hear Cancer. Think Karmanos
McDaniels Healthcare Marketing	Merit	Web Site/Home Page	St. Joseph's Hospital Highland	www.stjosephshighland.org
McMurry, Inc.	Gold	Magazine Ad/Series	CVS Caremark	Proactive Pharmacy Care
McMurry, Inc.	Merit	Brochure	CVS Caremark	Proactive Pharmacy Care Positioning

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
McMurry, Inc.	Merit	Total Adv. Campaign W/Out TV	CVS Caremark	Proactive Pharmacy Care
ME&V	Merit	Newspaper Ad/Series	Central Kansas Medical Center	Saturday Clinic
ME&V	Merit	Annual Report	St. Luke's Foundation	
Med Art	Silver	Annual Report	Memorial Medical Center Foundation	
Media Logic	Merit	Brochure	MVP Healthcare	MVP Sales Brochure
Media Logic	Merit	Television Ad/Series	MVP Healthcare	MVP Employer
Media Logic	Merit	New Media	MVP Healthcare	MVP Interactive Ads
Media Logic	Merit	Total Advertising Campaign	MVP Healthcare	Fall Open Enrollment
Media Logic	Merit	Newspaper Ad/Single	Orange Regional Medical Center	Spine Ad
Media Logic	Merit	Radio Advertising/Single	Orange Regional Medical Center	Sleep Lab
Medical Development Specialists	Silver	Physician Referral Program	San Antonio Community Hospital	Physicians Today Series
Medical Development Specialists	Merit	Magazine Ad/Series	San Antonio Community Hospital	Sierra San Antonio Urgent Care
Medical Development Specialists	Merit	Publication/In House	San Antonio Community Hospital	The Fountain
Medical Development Specialists	Merit	Employee Communication Prog	San Antonio Community Hospital	The Fountain
Medici Global	Bronze	Logo/Letterhead Design		PRAM
Medici Global	Bronze	Total Adv. Campaign W/Out TV		Depression Study
Mercury Advertising	Gold	Special Event	Great Falls Clinic	What Women Want Expo
Mercury Advertising	Silver	Newspaper Ad/Series	Great Falls Clinic	Helena Physicians' Clinic Saturday
Mercury Advertising	Bronze	Outdoor Transit/Billboard	Great Falls Clinic	Helena Physicians' Clinic Saturday
Mercury Advertising	Merit	Direct Mail Advertising	Great Falls Clinic	Helena Physicians' Clinic Saturday
Mercury Advertising	Merit	Radio Advertising/Single	Great Falls Clinic	Helena Physicians' Clinic Saturday
Mindspace	Silver	Total Public Relation Program	Catholic Healthcare West	Emergency Room Campaign
MindWorx Marketing	Gold	Newspaper Ad/Insert	St. Elizabeth Hospital	Report to Community
MindWorx Marketing	Merit	Special Event	St. Elizabeth Hospital	Service Awards Banquet
Mintz & Hoke Comm. Group	Merit	Television Ad/Single	University of Connecticut Health Center	Get Back
Miranda Creative	Merit	Annual Report	The William W. Backus Hospital	Annual Report to Our Community
Miranda Creative	Merit	Annual Report	United Community & Family Services	
Mock Creations, LLC	Merit	Publication/External	Altoona Regional Health System	Healthy Living
Moran Design Corporation	Silver	Logo/Letterhead Design	Saint Margaret Mercy Healthcare Centers	110th Anniversary
Moran Design Corporation	Silver	Calendar	Sister of St. Francis Health Services	Social Accountability Calendar
Moran Design Corporation	Merit	Publication/In House	Sister of St. Francis Health Services	Regional Rounds
Morse & Company Advertising	Merit	Newspaper Ad/Single	Methodist Hospital	
Moveo Integrated Branding	Gold	Professional Recruitment Adv.	Saint Joseph Hospital	Physician Recruitment
Moveo Integrated Branding	Gold	Physician Referral Program	Westlake Hospital	First Rate Care
Moveo Integrated Branding	Silver	Direct Mail Advertising	Saint Joseph Hospital	The Weight Is Over
Moveo Integrated Branding	Merit	Total Adv. Campaign W/Out TV	Saint Joseph Hospital	Seton Family Health Center
NDG Communications.com	Merit	Web Site/Home Page	Civista Medical Center	civista.org
Neathawk Dubuque + Packett	Gold	Newspaper Ad/Series	Eastern Idaho Regional Medical Center	EIRMC Trauma
Neathawk Dubuque + Packett	Gold	Radio Advertising/Single	Eastern Idaho Regional Medical Center	EIRMC Trauma
Neathawk Dubuque + Packett	Gold	Radio Advertising/Single	Georgetown University Hospital	Reality
Neathawk Dubuque + Packett	Gold	Radio Advertising/Single	Hutcheson Medical Center	New
Neathawk Dubuque + Packett	Gold	Magazine Ad/Single	New Hanover Regional Medical Center	Pirate
Neathawk Dubuque + Packett	Gold	Television Ad/Single	Rex Healthcare	Rex-Cancer "Man"
Neathawk Dubuque + Packett	Gold	Poster	Shore Health System	Stroke Forum
Neathawk Dubuque + Packett	Gold	Physician Referral Program	Shore Health System	Cardiac Calcium Scoring Physician
Neathawk Dubuque + Packett	Gold	Magazine Ad/Series	VCU Medical Center	
Neathawk Dubuque + Packett	Gold	Total Advertising Campaign	VCU Medical Center	VCU Brand Campaign
Neathawk Dubuque + Packett	Silver	Newspaper Ad/Single	Georgetown University Hospital	Prostate-Football
Neathawk Dubuque + Packett	Silver	Web Site/Home Page	Hamilton Medical Center	
Neathawk Dubuque + Packett	Silver	Special Video Production	Hamilton Medical Center	Archive Video
Neathawk Dubuque + Packett	Silver	Newsletter	Hutcheson Medical Center	Occupational Wellness
Neathawk Dubuque + Packett	Silver	Radio Advertising/Series	Rex Healthcare	Rex-Cancer
Neathawk Dubuque + Packett	Silver	Newspaper Ad/Single	Shore Health System	Foundation Ad
Neathawk Dubuque + Packett	Silver	Magazine Ad/Single	Washington Hospital Center	Opera Singer
Neathawk Dubuque + Packett	Bronze	Magazine Ad/Single	Hamilton Medical Center	
Neathawk Dubuque + Packett	Bronze	Other	Hamilton Medical Center	Heritage Gallery
Neathawk Dubuque + Packett	Bronze	Poster	Shore Health System	Breast Health Susan G. Komen
Neathawk Dubuque + Packett	Bronze	Poster	Washington Hospital Center	Fishing Show
Neathawk Dubuque + Packett	Merit	Television Ad/Single	Carilion Clinic	Heart Alert
Neathawk Dubuque + Packett	Merit	Newspaper Ad/Series	Georgetown University Hospital	Prostate Sports
Neathawk Dubuque + Packett	Merit	Magazine Ad/Single	Hutcheson Medical Center	Dr. Carter
Neathawk Dubuque + Packett	Merit	Logo/Letterhead Design	Hutcheson Medical Center	
Neathawk Dubuque + Packett	Merit	Magazine Ad/Single	Loma Linda University Children's Hospital	
Neathawk Dubuque + Packett	Merit	Direct Mail Advertising	Princeton Healthcare System	Newcomer
Neathawk Dubuque + Packett	Merit	Newspaper Ad/Series	Shore Health System	Prostate Ads
Neathawk Dubuque + Packett	Merit	Magazine Ad/Single	Shore Health System	QAC Pocket Directory
Neathawk Dubuque + Packett	Merit	Outdoor Transit/Billboard	Shore Health System	There's Another of Picture You Need
Neathawk Dubuque + Packett	Merit	Brochure	Shore Health System	Foundation Brochure
Neathawk Dubuque + Packett	Merit	Poster	VCU Medical Center	Evelyn
Neathawk Dubuque + Packett	Merit	Radio Advertising/Single	Washington Hospital Center	Heart Sounds
Neiman Group	Bronze	Total Adv. Campaign W/Out TV	Pennsylvania Hospital	Still Changing Health Care
Northlich	Gold	Direct Mail Advertising	Schneck Medical Center	Gastroenterology Physician Referral

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Northlich	Gold	Special Event	The Ohio State University Medical Center	James Live Strong Summit Event
Northlich	Silver	Television Ad/Series	Good Samaritan Hospital	Good Sam. Great Medicine
Northlich	Silver	Television Ad/Single	The Ohio State University Medical Center	Gee and the Future
Northlich	Merit	Newspaper Ad/Single	The Ohio State University Medical Center	OSUMC The James Neuro-Oncology
Northlich	Merit	Imprinted Materials	The Ohio State University Medical Center	Patient Link Ambulatory
Northlich	Merit	Radio Advertising/Single	The Ohio State University Medical Center	Ross Heart Attack Response
Northlich	Merit	Radio Advertising/Single	The Ohio State University Medical Center	Ross Heart Hospital-Robotic
O'Brien Advertising	Bronze	Outdoor Transit/Billboard	Banner Health	Living Proof-Cardiology
O'Brien Advertising	Merit	Outdoor Transit/Billboard	Baltimore Washington Medical Center	Taking Flight
O'Brien Advertising	Merit	Brochure	Baltimore Washington Medical Center	Taking Flight
O'Brien Advertising	Merit	New Media	Baltimore Washington Medical Center	Taking Flight
O'Brien Advertising	Merit	Television Ad/Single	Banner Health	Living Proof-Cardiology
O'Brien Advertising	Merit	Total Advertising Campaign	Banner Health	Living Proof-Cardiology
O'Brien Advertising	Merit	Newspaper Ad/Series	McKee Medical Center	Living Proof
O'Brien Advertising	Merit	Outdoor Transit/Billboard	McKee Medical Center	Living Proof
O'Brien Advertising	Merit	Total Advertising Campaign	North Colorado Medical Center	Living Proof
O'Brien et al. Advertising	Silver	Web Site/Home Page	Lake Taylor Transitional Care Hospital	I Can
O'Brien et al. Advertising	Bronze	Total Adv. Campaign W/Out TV	Lake Taylor Transitional Care Hospital	I Can
O'Brien et al. Advertising	Merit	Magazine Ad/Series	Lake Taylor Transitional Care Hospital	I Can
O'Brien et al. Advertising	Merit	Radio Advertising/Single	Lake Taylor Transitional Care Hospital	I Can
Obstructed View Studios	Silver	Radio Advertising/Single	Hackley Life Counseling	Excuses, Excuses
Obstructed View Studios	Merit	Radio Advertising/Single	Hackley Hospital	Robiske Family Reunion
Obstructed View Studios	Merit	Radio Advertising/Single	Mercy Health Partners	Our Vision
Ologie	Gold	Web Site/Home Page	Cleveland Clinic meetthebuildings.com	
Ologie	Silver	Newspaper Ad/Series	Cleveland Clinic	Killer/Glickman
Ologie	Bronze	Employee Communication Prog	Ohio Health	Ohio Healthy Employee Initiative
Ologie	Merit	Other	Cleveland Clinic	Gala Book
Ologie	Merit	Special Video Production	Ohio Health	Ohio Healthy Video
On Message	Merit	New Media	3M Unitek	3M (iBraces) Online Campaign
On Message	Merit	Publication/External	Amerisource Bergen Specialty Group	Oncologistics Magazine
Orange Label Art + Advertising	Bronze	Radio Advertising/Series	O'Connor Hospital	O'Connor Radio Series
Osborn & DeLong	Merit	Newsletter	American Orthopaedic Society for Sports Med	Sports Medicine
Osborn & DeLong	Merit	Newsletter	Palos Community Hospital	Perspective
Osburn Public Relations	Gold	Publication/In House	Providence Medical Center	Vision Employee
Osburn Public Relations	Merit	Direct Mail Advertising	Associated Audiologists Inc	Animal Ears
P.S. Media	Merit	Professional Recruitment Adv.	Kennewick General Hospital	Physician Recruitment Video
P.S. Media, Inc.	Merit	Imprinted Materials	Kennewick General Hospital	Urgent Care/Walkin Care Magnet
Palio	Silver	Logo/Letterhead Design	Selva	
Palio	Bronze	Television Ad/Series	Saratoga Hospital	People You Trust. Care You Deserve
Palio	Bronze	Total Advertising Campaign	Saratoga Hospital	People You Trust. Care You Deserve
Palio	Merit	Magazine Ad/Single	Stiefel	Answer Irritation with Hydration
Partners + Napier	Silver	Special Video Production	Univera Healthcare	Answers to Your Medicare Questions
Partners + Napier	Merit	Newspaper Ad/Insert	Excellus BlueCross BlueShield	\$0 Premium
Partners + Napier	Merit	Television Ad/Single	Excellus BlueCross BlueShield	Excellus BCBS Medicare
Partners + Napier	Merit	Newspaper Ad/Single	Univera Healthcare	Medicare Questions
Partners + Napiers	Gold	Outdoor Transit/Billboard	Excellus BlueCross BlueShield	Healthy Blue
Partners + Napiers	Gold	Special Video Production	Excellus BlueCross BlueShield	Active Univera Testimonials
Partners Creative	Gold	Newspaper Ad/Series	Advanced Imaging of Montana	AI Early Screening
Partners Creative	Gold	Total Adv. Campaign W/Out TV	Advanced Imaging of Montana	AI Early Screening Campaign
Partners Creative	Silver	Radio Advertising/Series	Advanced Imaging of Montana	Breast Cancer/Virtual Colonoscopy
Partners Creative	Merit	Newspaper Ad/Single	Community Medical Center	In My Life-Bike
Partners Creative	Merit	Television Ad/Series	Community Medical Center	Caden's Life/Leia's Life
Pharma International Inc	Silver	Web Site/Home Page	Sera Care Life Sciences	
Pharma International Inc	Merit	Patient Handbook	EMD Serono Inc	Easy Pod Patient Quick Guide
Phinney Bischoff Design House	Bronze	Other	Swedish Hospital	Orthopedic Institute Brochure
Phinney Bischoff Design House	Merit	Other	Adaptis	Adaptis Marketing Collateral
Pictures In A Row	Bronze	Television Ad/Series	University of Michigan Health System	UMHS
Pivot Design, Inc.	Bronze	Poster	Children's Memorial Hospital	Heroes for Life Campaign
Pivot Design, Inc.	Merit	Web Site/Home Page	Children's Memorial Hospital	Heroes for Life Campaign
Prairie Dog/TCG	Gold	Total Advertising Campaign	Capital Region Medical Center	Positioning Campaign
Prairie Dog/TCG	Silver	Television Ad/Single	Unity Health System	Joint Replacement
Prairie Dog/TCG	Bronze	Magazine Ad/Single	Texas Institute for Surgery	Print Positioning
Prairie Dog/TCG	Bronze	Radio Advertising/Single	Unity Health System	Chemical Dependency
Prairie Dog/TCG	Merit	Total Adv. Campaign W/Out TV	Elmhurst Memorial Healthcare	Center For Health
Prairie Dog/TCG	Merit	Logo/Letterhead Design	Los Alamitos Medical Center	Logo Development/Stationary
Premier	Gold	Calendar	Centra	Aspire to Service Excellence
Preston Kelly	Gold	Outdoor Transit/Billboard	HealthPartners	A New Way to Look at Healthcare
Preston Kelly	Gold	New Media	HealthPartners	A New Way to Look at Healthcare
Preston Kelly	Gold	Total Adv. Campaign W/Out TV	HealthPartners	A New Way to Look at Healthcare
Preston Kelly	Silver	Radio Advertising/Single	HealthPartners	Bad Tooth
Preston Kelly	Bronze	Radio Advertising/Series	HealthPartners	Hard Questions

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Preston Kelly	Merit	Magazine Ad/Series	HealthPartners	Healthy Should Be Simple
Preston Kelly	Merit	Other	HealthPartners	Mascots
Price Group	Gold	Newspaper Ad/Series	Covenant Health System	Nurse
Price Group	Merit	Newspaper Ad/Single	Covenant Health System	Covenant Awards Ad
Price Group	Merit	Television Ad/Series	Covenant Health System	Mom/Nurse/Doc
Princeton Partners Health	Gold	Health Promotion Program	Capital Health System	Red Carpet Prostate Screening
Princeton Partners Health	Merit	Radio Advertising/Single	Capital Health System	Rolling Out the Red Carpet
Princeton Partners Health	Merit	Total Advertising Campaign	Capital Health System	Red Carpet Prostate Screening
Priority	Silver	Publication/External	Alamance Regional Medical Center	Well Now
Priority	Silver	Newsletter	All Children's Hospital	KidSavers
Priority	Silver	New Media	The Methodist Hospital	Leading Care for Women
Priority	Bronze	Annual Report	North Shore-LIU Health System	Feinstein Institute for Med Research
Priority	Merit	New Media	Alamance Regional Medical Center	Well Now
Priority	Merit	Publication/External	Holland Hospital	Healthy Life
Priority	Merit	New Media	St. Mary Medical Center	Living Well (e-mail publication)
Prodigal Media	Merit	Magazine Ad/Single	Trumbull Memorial Hospital	Levell III
Professional Video	Bronze	Special Video Production	Iowa Health System	I.O.W.A. Promo Video
Publicis	Gold	Outdoor Transit/Billboard	St. Vincent	Sports Performance Center
Publicis	Gold	Television Ad/Single	St. Vincent	How Do You Thank
Publicom, Inc.	Silver	Newspaper Ad/Series	Bay Regional Medical Center	Neuroscience
Publicom, Inc.	Silver	Logo/Letterhead Design	Mount Clemens Regional Medical Center	Get The Picture
Publicom, Inc.	Bronze	Newspaper Ad/Insert	Doctors Medical Center	Da Vinci
Push	Gold	Total Adv. Campaign W/Out TV	Arnold Palmer Hospital for Children	We're Here
R and J Group	Silver	Total Public Relation Program	Good Samaritan Hospital	Shhh...Mother Baby Quite Time
R and J Group	Merit	Poster	St. Clares Hospital	30 Minutes Door-To-Doc
R. Kalstein Media Services	Silver	Employee Communication Prog	Albert Einstein Healthcare Network	Flu Man
R+J Public Relations	Silver	New Media	Somerset Medical Center	Sleep for Life
Ray Braun Design	Merit	Logo/Letterhead Design	Harborview Medical Center	EthnoMed
RD&F Advertising, Inc.	Gold	Magazine Ad/Single	Centennial Medical Center	Nurses Dig Me
RD&F Advertising, Inc.	Gold	Other	Centennial Medical Center	OB Packet
RD&F Advertising, Inc.	Merit	Direct Mail Advertising	Centennial Medical Center	Maybe Baby
RD&F Advertising, Inc.	Merit	Brochure	Centennial Medical Center	Brochure Series
RD&F Advertising, Inc.	Merit	Radio Advertising/Single	Methodist Health System	Sports Mom
RDW Group	Merit	Direct Mail Advertising	Blue Cross Blue Shield of Rhode Island	Healthy Moves
RDW Group, Inc.	Merit	Total Advertising Campaign	Blue Cross & Blue Shield of Rhode Island	I'm So Much More
Red Square Agency	Silver	Total Advertising Campaign	Terrebone General Medical Center	
Red Square Agency	Bronze	Magazine Ad/Single	Brookwood Medical Center	Doc-In-The-Box
Red Square Agency	Bronze	Outdoor Transit/Billboard	Brookwood Medical Center	Doc-In-The-Box
Red Square Agency	Merit	Newspaper Ad/Series	Terrebone General Medical Center	
RedChoux	Merit	Magazine Ad/Series	Onslow Memorial Hospital	Emergency Services/Surgical Pavilion
Redding Advertising, Inc.	Gold	Poster	Moses Cone Health System	Oncology Nursing
Redding Advertising, Inc.	Silver	Newspaper Ad/Single	Moses Cone Health System	Thanksgiving Thank You
Redding Advertising, Inc.	Bronze	Total Public Relation Program	Moses Cone Health System	Partnership Project
Redding Advertising, Inc.	Merit	Newsletter	Moses Cone Health System	Kardia
Reese and Associates	Bronze	Special Video Production	St. Bernardine Medical Center	Think Sepsis First
Renner Design	Merit	Publication/External	Borgess Health	Inspire
Rick Johnson & Co.	Merit	Radio Advertising/Series	University of New Mexico Health Sciences Ctr	
Rick Wells, Ltd	Merit	Professional Recruitment Adv.	Swedish American Health System	Recruitment Campaign
Riggs	Silver	Newspaper Ad/Series	Cape Fear Valley Health System	Heart Campaign
Right Angle	Gold	Logo/Letterhead Design	Anesthesiology & Pain Consultants Inc	Headache Solutions
Right Angle	Bronze	Professional Recruitment Adv.	AHEC's for a Healthier Louisiana	Greater New Orleans Campaign
Right Angle	Merit	Physician Referral Program	Anesthesiology & Pain Consultants Inc	With Ease
Right Angle	Merit	Logo/Letterhead Design	Northwestern Louisiana Cancer Center	
Right Angle	Merit	Newspaper Ad/Series	Plastic Surgery Associates	Physicians First and Foremost
Ritta & Associates	Merit	Magazine Ad/Series	Englewood Hospital & Medical Center	Emergency Center
Russell Herder	Silver	Health Promotion Program	Hennepin County Medical Center	Save This Brain
Russell Herder	Bronze	Television Ad/Series	Hendricks Regional Health	I Don't Wanna Go
Sally Johns Design	Silver	Professional Recruitment Adv	UNC Hospitals	Nurse Recruitment
Sally Johns Design	Bronze	Calendar	NC Child Care Health and Safety Resource Ctr	Health and Safety
Salvato, Coe & Gabor	Merit	Publication/External	Nationwide Children's Hospital	Pediatric Directions
SBC Advertising	Merit	Total Advertising Campaign	Dayton Heart & Vascular Hospital	Cardiology/Awareness/Prevention
SBC Advertising	Merit	Total Advertising Campaign	Good Samaritan Hospital	Orthopedics/Joint Replacement Ctr
SBC Advertising	Merit	Newspaper Ad/Single	Premier Health Partners	Doctor's Day Thank You
SCORR Marketing	Bronze	Web Site/Home Page	ACR Image Metrix	ACR Image Metrix Web Site
SCORR Marketing	Merit	Newspaper Ad/Series	BASi	I Need BASi
SCORR Marketing	Merit	Other	BASi	I Need BASi
SCORR Marketing	Merit	Newspaper Ad/Single	Xcelience, LLC	At Last
Scout Branding Co.	Bronze	Television Ad/Series	Baptist Health System	Heart Aware Campaign
Second City Communications	Merit	Special Video Production	Northwestern Memorial Hospital	Clean Hands
SGW Integrated Marketing Com.	Merit	Special Video Production	Saint Peter's University Hospital	The Children's Hospital
Sheehy + Associates	Merit	Newspaper Ad/Single	Memorial Hospital and Health Care Center	Sleep Lab

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
SHM Publishing, Inc.	Bronze	Newsletter		Living Healthy
Shuler Graphic Design	Gold	Publication/In House	Laurens County Health Care System	At Your Request Menu
Silverman Group	Bronze	Television Ad/Single	Lahey Clinic	North Shore "H" Hospital Ad
SKAR Advertising	Merit	Outdoor Transit/Billboard	East Texas Medical Center	One With East Texas-Lake
SNS Marketing	Gold	Outdoor Transit/Billboard	Maryland General Hospital	Ouch
SNS Marketing	Silver	Television Ad/Single	Hanover Hospital	Orthopedics
SNS Marketing	Silver	Television Ad/Series	HealthPlus of Michigan	We've Got the Plus
SNS Marketing	Bronze	Special Video Production	HealthPlus of Michigan	Behind the Scenes
SPM Marketing & Com.	Gold	Special Video Production	Memorial University Medical Center	Imperial Sugar Disaster
SPM Marketing & Com.	Gold	Radio Advertising/Single	Meridian Health	1800Doctors
SPM Marketing & Com.	Gold	New Media	Rochester General Hospital	ThinkRGH
SPM Marketing & Com.	Gold	New Media	Sumner Regional Medical Center	It's Happening Here
SPM Marketing & Com.	Gold	Outdoor Transit/Billboard	University of California-San Diego Medical Ctr	I Am
SPM Marketing & Com.	Silver	Total Advertising Campaign	Brown & Toland Physicians	People Power
SPM Marketing & Com.	Silver	Radio Advertising/Series	Rush University Medical Center	Rush Stories
SPM Marketing & Com.	Silver	Web Site/Home Page	Sumner Regional Medical Center	It's Happening Here
SPM Marketing & Com.	Silver	Special Video Production	University of Iowa Hospitals & Clinics	One Vision. One Future
SPM Marketing & Com.	Bronze	New Media	Rush University Medical Center	Rush Stories
SPM Marketing & Com.	Bronze	Total Advertising Campaign	Sumner Regional Medical Center	It's Happening Here
SPM Marketing & Com.	Merit	Newspaper Ad/Series	Centegra Health System	Centegra Brand Print
SPM Marketing & Com.	Merit	Newspaper Ad/Series	Meridian Health	Rhymes With Line
SPM Marketing & Com.	Merit	Total Advertising Campaign	Rochester General Hospital	ThinkRGH
SPM Marketing & Com.	Merit	Television Ad/Series	Rush University Medical Center	Rush Stories
SPM Marketing & Com.	Merit	Brochure	University of Iowa Hospitals & Clinics	Family Care
Springboard Brand & Creative	Gold	Employee Communication Prog	Lehigh Valley Health Network	Brand Book and Video
Springboard Brand & Creative	Gold	Special Video Production	Lehigh Valley Health Network	A Journey of Passion
Springboard Brand & Creative	Bronze	New Media		Hospital Branding Blog
Springboard Brand & Creative	Merit	Logo/Letterhead Design	Lehigh Valley Health Network	LVHN
Springboard Brand & Creative	Merit	Radio Advertising/Series	Lehigh Valley Health Network	MIMS
Springboard Brand & Creative	Merit	Magazine Ad/Series	Owensboro Medical Health System	We See the Big Picture
St. Claire Group	Bronze	Television Ad/Single	St. Vincent Heart Center of Indiana	Door to Balloon
St. Claire Group	Merit	Television Ad/Single	Adena Health System	Cardiac Miller
St. Claire Group	Merit	Television Ad/Series	Saint Joseph Regional Medical Center	One Ortho Series
StayWell Custom Com.	Gold	Publication/External	Baltimore Washington Medical Center	HealthLine
StayWell Custom Com.	Gold	Web Site/Home Page	CareFirst BlueCross BlueShield	My Care First
StayWell Custom Com.	Gold	Newsletter	Henry Ford Health System	Live Well
StayWell Custom Com.	Gold	Newsletter	Saint Thomas Health Services	ReaLife
StayWell Custom Com.	Gold	Newsletter	Sutter Health Partners	Live Well for Life
StayWell Custom Com.	Silver	Newsletter	Blue Cross of Northeast Pennsylvania	BlueHealth Solutions
StayWell Custom Com.	Silver	Newsletter	Summit Medical Group	Healthy Connections
StayWell Custom Com.	Bronze	Newsletter	Heart Center of Greater Waterbury	The Beat Goes On
StayWell Custom Com.	Bronze	Publication/External	Meridian	HealthViews
StayWell Custom Com.	Bronze	Newsletter	Meridian	HealthViews
StayWell Custom Com.	Merit	Newsletter	Baptist Health Systems	Health Source
StayWell Custom Com.	Merit	Publication/External	CareFirst BlueCross BlueShield	Vitality
StayWell Custom Com.	Merit	Newsletter	Children's Memorial Hermann	Healthy Highlights
StayWell Custom Com.	Merit	Newsletter	Franklin Square Hospital Center	Discover
StayWell Custom Com.	Merit	Publication/External	Good Samaritan	Good Health
StayWell Custom Com.	Merit	Newsletter	Granville Health System	Partners in Health
StayWell Custom Com.	Merit	Newsletter	Green Ribbon Health	Reflections
StayWell Custom Com.	Merit	Newsletter	Houston Northwest Medical Center	About Your Health
StayWell Custom Com.	Merit	Newsletter	Moses Cone Health System	Health & You
StayWell Custom Com.	Merit	Newsletter	North Shore Long Island Jewish	Focus on Neuroscience
StayWell Custom Com.	Merit	Newsletter	Southcoast Hospital Group	Your Health Matters
StayWell Custom Com.	Merit	Newsletter	The Wartburg Adult Care Community	Caring Times
StayWell Custom Com.	Merit	Publication/External	United Health Care	My Horizons
StayWell Custom Com.	Merit	Newsletter	Women's & Infants Hospital of Rhode Island	Healthy Regards
StayWell Custom Com.	Merit	Web Site/Home Page		BlueCross BlueShield of Florida
StayWell Custom Com.	Gold	Publication/External	St. Francis Hospital	Good Health Today
StayWell Custom Com.	Merit	Newsletter	Evercare	Evercare Notes
StayWell Custom Com.	Merit	Publication/External	Harbor Hospital	Waterfront
StayWell Custom Com.	Merit	Newsletter	Main Line Health	Women's Health Source
Stern Advertising	Silver	Outdoor Transit/Billboard	Southwest General Health Center	5 Star Rated Orthopedic Services
Stern Advertising	Silver	Other	Southwest General Health Center	Just In Case You Actually ...
Stern Advertising	Merit	Radio Advertising/Series	Southwest General Health Center	It's A Fact
Storandt, Pann, Margolis	Silver	Television Ad/Series	Meridian Health	Taking Care of New Jersey
Swanson Russell	Gold	Radio Advertising/Series	Blue Cross and Blue Shield of Nebraska	BCBSNE Husker Radio
Swanson Russell	Gold	Newspaper Ad/Insert	BryanLGH Medical Center	Institute for Women's & Children's
Swanson Russell	Gold	Poster	BryanLGH Medical Center	Institute for Women's & Children's
Swanson Russell	Gold	Logo/Letterhead Design	BryanLGH Medical Center	Institute for Women's & Children's

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
Swanson Russell	Gold	Physician Referral Program	Creighton University Medical Center	Findyourphysician.com
Swanson Russell	Gold	Web Site/Home Page	Creighton University Medical Center	Findyourphysician.com
Swanson Russell	Gold	Logo/Letterhead Design	Great Plains Regional Medical Center	Medication Reconciliation Campaign
Swanson Russell	Gold	Television Ad/Series	Great Plains Regional Medical Center	Testimonial Campaign TV
Swanson Russell	Gold	Radio Advertising/Series	Great Plains Regional Medical Center	Testimonial Campaign Radio
Swanson Russell	Gold	Other	The Doctors of USC	The Doctors of USC Stadium Signage
Swanson Russell	Gold	Total Advertising Campaign	The Doctors of USC	The Doctors of USC Campaign
Swanson Russell	Silver	Newspaper Ad/Series	BryanLGH Medical Center	Cardio Heart Balloon
Swanson Russell	Silver	Special Video Production	The Doctors of USC	The Doctors of USC Website Videos
Swanson Russell	Silver	New Media	Wolfe Eye Clinic	LASIK Eye Chart Digital Ad
Swanson Russell	Bronze	Special Video Production	Great Plains Regional Medical Center	Physician Recruitment Video
Swanson Russell	Bronze	Health Promotion Program	Great Plains Regional Medical Center	Medication Reconciliation Campaign
Swanson Russell	Bronze	Newspaper Ad/Single	USC Norris Cancer Hospital	Lung Cancer Print Ad
Swanson Russell	Merit	Television Ad/Series	Blue Cross and Blue Shield of Nebraska	BCBSNE Brand Camp Card TV Spots
Swanson Russell	Merit	Special Video Production	Blue Cross and Blue Shield of Nebraska	BCBSNE Brand Camp TV-Qwest Center
Swanson Russell	Merit	Total Advertising Campaign	BryanLGH Heart Institute	Hospital Within a Hospital
Swanson Russell	Merit	Direct Mail Advertising	BryanLGH Medical Center	Institute for Women's & Children's
Swanson Russell	Merit	Total Public Relation Program	Great Plains Regional Medical Center	Medication Reconciliation Campaign
Swanson Russell	Merit	Total Advertising Campaign	Great Plains Regional Medical Center	Testimonial Campaign
Swanson Russell	Merit	Television Ad/Series	Mercy Iowa City	No B Team-Cardiac/Perfect Results
Swanson Russell	Merit	Special Video Production	Mercy Iowa City	There is No B Team-Cardiac Webisode
Switch	Merit	Special Event	Ascension Health	Leadership Convocation
Tamara Broadhead Design	Silver	Poster	Kennewick General Hospital	
TCG Advertising & Design	Silver	Publication/In House	Holy Spirit Health System	Physician Bulletins
TCG Advertising & Design	Silver	Radio Advertising/Series	Holy Spirit Health System	Branding Radio Campaign
TCG Advertising & Design	Bronze	Professional Recruitment Adv.	Holy Spirit Health System	Recruitment Campaign
TCG Advertising & Design	Merit	Newsletter	Holy Spirit Health System	For Your Life
TCG Advertising & Design	Merit	Television Ad/Series	Holy Spirit Health System	Branding TV Campaign
Ten Adams	Gold	Television Ad/Series	The Christ Hospital	Thank You TV
Ten Adams	Silver	Logo/Letterhead Design	BroMenn Regional Medical Center	Be Well
Ten Adams	Bronze	New Media	The Christ Hospital	Caring Above All Animated Banner Ads
Ten Adams	Bronze	Logo/Letterhead Design	Witham Health Services	Baby Photo Contest
Ten Adams	Merit	Physician Referral Program	St. Mary's Health System	4-Doc Physician Referral
Ten Adams	Merit	Newspaper Ad/Single	The Christ Hospital	Thank You for Caring
Ten Adams	Merit	Direct Mail Advertising	The Christ Hospital	Are You Ready to Downsize?
Ten Adams	Merit	Television Ad/Single	Witham Health Services	Think Again
The Adams Group	Bronze	Poster	Kershaw County Medical Center	MET Team Display Board
The Adams Group	Bronze	Outdoor Transit/Billboard	Lake Norman Regional Medical Center	ED
The Adams Group	Merit	New Media	Southern Regional Health System	Heart and Vascular Web Banners
The Adsmith	Merit	Direct Mail Advertising	Athens Regional Medical Center	Recent Engagements
The Adsmith	Merit	Annual Report	Athens Regional Medical Center	Cardiac Vascular Center
The Balcom Agency	Merit	Web Site/Home Page	Norman Regional Health System	www.normanregional.com
The Curtis Group	Gold	Physician Referral Program	Beaumont Hospital, Royal Oak	60 Is the New 40
The Curtis Group	Gold	Physician Referral Program	Beaumont Hospital, Royal Oak	We Invent It
The Curtis Group	Bronze	Television Ad/Single	Beaumont Children's Hospital	Choosing A Children's Hospital
The Curtis Group	Bronze	Physician Referral Program	Beaumont Hospitals	We Invent It, Surgical Learning Center
The Curtis Group	Merit	Radio Advertising/Single	Beaumont Research Institute	Doctors are Researchers
The David Group	Merit	Newspaper Ad/Single	Akron Children's Hospital	Not Just Another Day
The Glenn Group	Merit	Annual Report	Renown Health	Report to the Community
The Marathon Group	Gold	Special Event	Clara Maass Medical Center	Lifeline Challenge
The Marathon Group	Bronze	Logo/Letterhead Design	Clara Maass Medical Center	CMMC Foundation
The Marathon Group	Merit	Poster	Clara Maass Medical Center	Shiny Armor
The Marathon Group	Merit	Radio Advertising/Single	Community Medical Center	Senses
The Marathon Group	Merit	Magazine Ad/Single	Saint Barnabas Health Care System	Seton Hall
The Marathon Group	Merit	Radio Advertising/Single	Saint Barnabas Health Care System	Pirates
The Marathon Group	Merit	Newspaper Ad/Series	Saint Barnabas Medical Center	Private Rooms/Pampered/NICU
The Marcus Group, Inc.	Bronze	Direct Mail Advertising	Liberty Health	CT Scanner
The Marketing Consortium	Gold	Brochure	The Foot and Ankle Institute	Foot and Ankle Institute
The Marketing Consortium	Silver	Newspaper Ad/Single	Union Pediatrics	Simon Says
The Meridian Group	Merit	Radio Advertising/Series	Bon Secours Richmond Health System	OB Baby Translator
The Network 360	Merit	Television Ad/Single	Care Source	Augie & Mary
The Porter Agency	Merit	Annual Report	Catawba Valley Medical Center	Report to the Community
The Porter Agency	Merit	Calendar	Catawba Valley Medical Center	40 Years of Caring Calendar
The Roberts Group, Inc.	Gold	Newspaper Ad/Single	Food Pantry of Waukesha County	Happy Ordinary Day Ad
The Roberts Group, Inc.	Gold	Special Video Production	Saint Francis Medical Center	Physician Recruitment DVD
The Roberts Group, Inc.	Bronze	Annual Report	Saint Francis Medical Center	
The Roberts Group, Inc.	Merit	Newspaper Ad/Single	Saint Francis Medical Center	Father's Day Ad
The Roberts Group, Inc.	Merit	Web Site/Home Page	Saint Francis Medical Center	Physician Recruitment Web Page
three	Gold	Magazine Ad/Series	Children's Healthcare of Atlanta	Advocacy 2008
three	Gold	Radio Advertising/Single	Children's Healthcare of Atlanta	2 Ways
three	Merit	Outdoor Transit/Billboard	Children's Healthcare of Atlanta	Growing Cities

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
three	Merit	Television Ad/Single	Children's Healthcare of Atlanta	Growing
three	Merit	Magazine Ad/Series	MedAssets	Brand Campaign (Spine, Lung, Brain)
Time Warner Cable	Silver	Television Ad/Single	Healthcare Association of New York State	Help Your Hospital
Todd Allen Design	Gold	Television Ad/Single	Goshen Health System	Encircles
Todd Allen Design	Gold	Total Advertising Campaign	Goshen Health System	Bariatrics Truths
Transmedia	Gold	Poster	Memorial Hospital at Gulfport	Nurses Day Poster
Transmedia	Merit	Outdoor Transit/Billboard	Memorial Hospital at Gulfport	Sports Injuries Happen
Travers Collins & Co	Gold	Newspaper Ad/Single	Catholic Health System	Cardiac Spread Ad
Triad Advertising	Silver	Professional Recruitment Adv.	New England Sinai Hospital	Sinai Nurse Recruitment
Triad Advertising	Bronze	Newsletter	Five Star Quality Care	Wrap-Up Newsletter
Triad Advertising	Bronze	Professional Recruitment Adv.	New England Sinai Hospital	Physical Therapy "Team"
Triad Advertising	Merit	Professional Recruitment Adv.	Cape Cod Healthcare	Healthcare Job Fair
Triad Advertising	Merit	Other	Five Star Quality Care	Cookbook
Triad Advertising	Merit	Newsletter	New England Sinai Hospital	Annual Message
Triad Group, Inc.	Gold	Newspaper Ad/Insert	Monarch HealthCare	Feeling Better
Triad Group, Inc.	Gold	Patient Handbook	St. Joseph Hospital Affiliated Physicians	Member Handbook
Triad Group, Inc.	Silver	Newspaper Ad/Insert	Care1st Health Plan	Benefit Highlights
Triad Group, Inc.	Merit	Newspaper Ad/Single	Care1st Health Plan	Economy
Triad Group, Inc.	Merit	Outdoor Transit/Billboard	Monarch HealthCare	The Perfect Fit
True North Custom Publishing	Gold	Publication/External	Texas Health Resources	Texas Health
True North Custom Publishing	Silver	Physician Referral Program	University of Utah Clinical Neurosciences Ctr	Gray Matters
True North Custom Publishing	Merit	Calendar	Progress West Healthcare	Better Living
True North Custom Publishing	Merit	Publication/External	Tift Regional Medical Center	On Health
Two Dogs Design	Merit	Direct Mail Advertising	Brooklyn HealthWorks	Brooklyn HealthWorks Brochure Mailer
Virgen Advertising	Bronze	Television Ad/Single	Senior Dimensions	Senior Reporter
Virgen Advertising	Bronze	Total Advertising Campaign	Senior Dimensions	Senior Reporter Campaign
Virgen Advertising Corporation	Bronze	Television Ad/Series	Health Plan of Nevada	Leave It To The Experts
Vladimir Jones	Merit	Total Advertising Campaign	Penrose-St. Francis Health Services	"H" Campaign
Wax Custom Communications	Gold	Physician Referral Program	AvMed Health Plans	AvMed Gives FL Doctors/Tools to Care
Wax Custom Communications	Gold	Patient Handbook	AvMed Health Plans	AvMed Individual Health Info Kit
Wax Custom Communications	Gold	Newsletter	Baylor Health Care System	Baylor Innovations
Wax Custom Communications	Gold	Newsletter	Cleveland Clinic Florida	HealthLines
Wax Custom Communications	Gold	Publication/External	Humana, Inc.	HAO
Wax Custom Communications	Silver	Publication/In House	Care Plus Health Plans, Inc.	Provider Connection
Wax Custom Communications	Silver	Newsletter	Healthy San Francisco	Heart Beat
Wax Custom Communications	Silver	Publication/External	Hill Physicians Medical Group	Hill Health
Wax Custom Communications	Bronze	Publication/External	AvMed Health Plans	AvMed Magazine
Wax Custom Communications	Bronze	Employee Communication Prog	AvMed Health Plans	Agent Advisor
Wax Custom Communications	Bronze	Newsletter	Capital Blue Cross	Simply Well
Wax Custom Communications	Bronze	Other	Humana, Inc.	HAO Special Edition
Wax Custom Communications	Bronze	Patient Handbook	Mount Sinai Medical Center	Patient Resource Guide
Wax Custom Communications	Bronze	Publication/In House	San Fran Health Plan	Informed
Wax Custom Communications	Merit	Publication/External	Baylor Health Care System	Baylor Innovations
Wax Custom Communications	Merit	Publication/External	BlueCross BlueShield of Delaware	Delaware Blue
Wax Custom Communications	Merit	Calendar	Humana, Inc.	Live It UP!
Wax Custom Communications	Merit	Web Site/Home Page	Humana, Inc.	www.humanaactiveoutlook.com
Wax Custom Communications	Merit	Physician Referral Program	Mount Sinai Medical Center	Blue Magazine
Wax Custom Communications	Merit	Publication/External	Wellmark Blue Cross and Blue Shield	Blue Magazine
White Space Healthcare Marketing	Gold	Magazine Ad/Series	El Camino Hospital	Serious Care
White Space Healthcare Marketing	Merit	Radio Advertising/Series	El Camino Hospital	Serious Care
Whydesignworks	Bronze	Newspaper Ad/Single	Insulet Corporation	OmniPod HCP
Whydesignworks	Merit	Magazine Ad/Series	Insulet Corporation	OmniPod Consumer Marketing
Whydesignworks	Merit	Direct Mail Advertising	Insulet Corporation	OmniPod Pediatric
Whydesignworks	Merit	Poster	Insulet Corporation	OmniPod Consumer Marketing
Whydesignworks	Merit	Brochure	Insulet Corporation	OmniPod Consumer Marketing
Willis Design	Bronze	Brochure	San Joaquin Community Hospital	Maternity Care Center
Wilson & Gould Marketing & PR	Silver	Outdoor Transit/Billboard	Portsmouth Regional Hospital	Excellence in Surgery. Here at Home
Words & Pictures, Inc.	Gold	Publication/External	Children's Memorial Hospital	Heroes Donor Magazine
Words & Pictures, Inc.	Silver	Direct Mail Advertising	Ingalls Health System	Building A Healthier Community
Worldways Social Marketing	Gold	Health Promotion Program	Nemours Health and Prevention Services	Campaign to Make Delaware's Kids
Worldways Social Marketing	Merit	Health Promotion Program	Nemours Health & Prevention Services	Mighty Timoneers Health & Wellness
Writing The Range	Gold	Employee Communication Prog	The Nebraska Medical Center	Patient First Training Program
Writing The Range	Gold	Radio Advertising/Series	The Nebraska Medical Center	Image-Series
Writing The Range	Bronze	Television Ad/Single	The Nebraska Medical Center	Reputation
Writing The Range	Bronze	Special Video Production	The Nebraska Medical Center	Patient First
Writing The Range	Bronze	Radio Advertising/Single	The Nebraska Medical Center	Image-Heart Failure
Writing The Range	Merit	Television Ad/Series	The Nebraska Medical Center	Image (Reputation & Quality)
ZAMBOO	Gold	Total Adv. Campaign W/Out TV	UC Irvine Healthcare	A New Hospital A New Era
ZAMBOO	Silver	Professional Recruitment Adv.	Enloe Medical Center	Growing Together
ZAMBOO	Silver	Brochure	UC Irvine Healthcare	A New Hospital A New Era
ZAMBOO	Merit	Newspaper Ad/Series	Enloe Medical Center	Healing & Hope
ZAMBOO	Merit	Magazine Ad/Single	MemorialCare	Quality Defined

AGENCY	AWARD	CATEGORY	INSTITUTION	ENTRY TITLE
ZAMBOO	Merit	Brochure	Miller Children's Hospital	Keeping Our Heroes Safe
ZAMBOO	Merit	Logo/Letterhead Design	UC Irvine Healthcare	Expedition QUEST
ZAMBOO	Merit	Other	UC Irvine Healthcare	A New Hospital A New Era
Zander Guinn Millan	Gold	Newspaper Ad/Single	Carolinas Medical Center	It's Who We Are-Women's Services
Zander Guinn Millan	Gold	Other	Levine Children's Hospital	Brand Guide
Zander Guinn Millan	Silver	Magazine Ad/Series	Carolinas Medical Center	Sports Marketing
Zander Guinn Millan	Silver	Magazine Ad/Single	Carolinas Medical Center-NorthEast	Breast Health "Family"
Zander Guinn Millan	Merit	Total Adv. Campaign W/Out TV	CMC-Union	All About U
Zander Guinn Millan	Merit	Other	Healthy@Home	Discharge Folder/Service Line Brochure
Zander Guinn Millan	Merit	Newspaper Ad/Series	Stanly Regional Medical Center	Stanly Image Campaign
Zebra Graphics	Merit	Health Promotion Program	Western Baptist Hospital	Quit Now
Zizzo Group Advertising + PR	Merit	Health Promotion Program	Park Nicollet Health Services	Stayhealthymn.com