

Announcing the Winners

26th Annual Healthcare Advertising Awards

We received over 3,600 entries in the the Twenty-Sixth Annual Healthcare Advertising Awards. The following is a listing of the Healthcare Advertising Awards winners. Please review the listing and check for any errors in the spelling of names or entry titles. Please fax our office at 770-457-4606 with any corrections. Awards certificates will be distributed in June. Thank you to everyone who participated in this years competition. Congratulations to all the winners.

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Newspaper Advertising/Single Ad				
Group 1: Hospital under 299 beds				
Gold	Kingman Regional Medical Center	AZ	Spine Doctor	
Silver	Liberty Hospital	MO	Emergency Services	Kuhn & Wittenborn
Bronze	Centrastate Medical Center	NJ	Heart In Sand Excellence	Della Femina & Gianettino
Merit	Community Medical Center	MT	In My Life-Bike	Partners Creative
Merit	Saint Francis Medical Center	MO	Father's Day Ad	The Roberts Group, Inc.
Merit	The Ohio State University Medical Center	OH	OSUMC The James Neuro-Oncology Ad	Northlich
Merit	Memorial Hospital and Health Care Center	IN	Sleep Lab	Sheehy + Associates
Group 2: Hospital 300-599 beds				
Gold	Mission Hospital	CA	Diamond	Johnson Gray Advertising, Inc.
Silver	Stony Brook University Medical Center	NY	Clair and Maggie/Twins	Lewis Communications
Bronze	AtlantiCare	NJ	Davinci Was Here	KI Lipton
Merit	Kettering Health Network	OH	Weight Loss Surgery	Hafenbrack Marketing
Merit	Orange Regional Medical Center	NY	Spine Ad	Media Logic
Merit	The Christ Hospital	OH	Thank You for Caring	Ten Adams
Merit	Boca Raton Community Hospital	FL	LHI 2nd Anniversary Ad	BFW Advertising + Interactive
Group 3: Hospital Over 600 beds				
Gold	Carolinas Medical Center	NC	It's Who We Are-Women's Services	Zander Guinn Millan
Silver	Georgetown University Hospital	DC	Prostate-Football	Neathawk Dubuque + Packett
Bronze	Erlanger Health System	TN	Pediatric House Calls	
Merit	Forsyth Medical Center	NC	Free Heart Health Seminars	ABZ Design Group
Merit	Oklahoma University Medicine	OK	Mannequin	BVK
Merit	Methodist Hospital	IN		Morse & Company Advertising
Merit	Saint Francis Hospital-Memphis	TN	Wide Open Spaces	G Design
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Nationwide Children's Hospital	OH	Sports Medicine	Conrad, Phillips, VuTech
Silver	MCG Health	GA	Children's Medical Center	Craig Jackson & Partners
Bronze	USC Norris Cancer Hospital	CA	Lung Cancer Print Ad	Swanson Russell
Merit	Akron Children's Hospital	OH	Not Just Another Day	The David Group
Merit	Arkansas Children's Hospital	AR	Fortune 100 Best Companies to Work For	
Merit	Holy Family Medical Center	IL	Medical Imaging	Donovan Design
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Food Pantry of Waukesha County	WI	Happy Ordinary Day Ad	The Roberts Group, Inc.
Silver	Union Pediatrics	NC	Simon Says	The Marketing Consortium
Bronze	Insulet Corporation	MA	OmniPod HCP	Whydesignworks
Merit	Novant Urgent Care	NC	We've Got You Covered	ABZ Design Group
Merit	Xcelience, LLC	FL	At Last	SCORR Marketing
Merit	Crystal Run Healthcare	NY	Wrinkle-Free	Fisher Mears Associates
Merit	Healthcare Association of New York State	NY	The Answer To Our Nursing Shortage	
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Northwest Health System	AR	Magic	Creative Alliance
Silver	Shore Health System	MD	Foundation Ad	Neathawk Dubuque + Packett
Bronze	Butler Health System	PA	100 Best Cardiovascular	Fitting Group
Merit	Premier Health Partners	OH	Doctor's Day Thank You	SBC Advertising
Merit	Citizens Memorial Healthcare	MO	Pink Bag Luncheon	
Merit	Baystate Health	MA	Mammography	BVK
Merit	Christus Santa Rosa Healthcare	TX	Rehabilitation Services	KGB Texas
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Catholic Health System	NY	Cardiac Spread Ad	Travers Collins & Co
Silver	Moses Cone Health System	NC	Thanksgiving Thank You	Redding Advertising, Inc.
Bronze	Multicare Health Systems	WA	Baseball	
Merit	Covenant Health System	TX	Covenant Awards Ad	Price Group
Merit	Intermountain Healthcare	UT	Robert Harrington	Factory/R&R Partners

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Abrazo Health Care	AZ	Orthopedic Services	Addison-Clark
Merit	Multicare Health Systems	WA	Cardiac 8L Open House	
Group 8: HMOs/PPOs/Health Insurance				
Gold	Valley Preferred	PA	Winning Business Health Solutions	Keenan-Nagle Advertising, Inc.
Silver	Healthfirst	NY	Teddy Bear	
Bronze	Independence Blue Cross	PA	Martin Luther King, Jr. Tribute	
Merit	Mississippi Health Partners	MS	Challenging Times	Huffman & Rejebian, Inc.
Merit	Blue Cross Blue Shield of Delaware	DE	Do You Have a Plan? Football	
Merit	Care1st Health Plan	CA	Economy	Triad Group, Inc.
Merit	Univera Healthcare	NY	Medicare Questions	Partners + Napier

Newspaper Advertising/Series

Group 1: Hospital under 299 beds

Gold	Southside Regional Medical Center	VA	Our Promise	Creative Alliance
Silver	Lafayette General Medical Center	LA	da Vinci Ad Campaign	
Bronze	Community Hosp of the Monterey Peninsula	CA	Cancer "Survivor"	
Merit	Stanly Regional Medical Center	NC	Stanly Image Campaign	Zander Guinn Millan
Merit	McKee Medical Center	AZ	Living Proof	O'Brien Advertising
Merit	Terrebone General Medical Center	LA		Red Square Agency

Group 2: Hospital 300-599 beds

Gold	Eastern Idaho Regional Medical Center	ID	EIRMC Trauma	Neathawk Dubuque + Packett
Silver	Bay Regional Medical Center	MI	Neuroscience	Publicom, Inc.
Bronze	MCG Health	GA	Cancer Campaign	Craig Jackson & Partners
Merit	Trinity Medical Center	AL	Our Life's Work	Creative Alliance
Merit	Enloe Medical Center	CA	Healing & Hope	ZAMBOO
Merit	The Hospital of Central Connecticut	CT	Sleep Center	

Group 3: Hospital Over 600 beds

Gold	Hackensack University Medical Center	NJ	NJ Hospital	Della Femina Rothschild Jeary & Partners
Silver	Cleveland Clinic	OH	Killer/Glickman	Ologie
Bronze	St. John's Hospital	IL	Cardiac Print	BVK
Merit	Saint Barnabas Medical Center	NJ	Private Rooms/Pampered/NICU	The Marathon Group
Merit	Georgetown University Hospital	DC	Prostate Sports	Neathawk Dubuque + Packett
Merit	Mission Hospital	NC	da Vinci Awareness Campaign	Cassels Caywood Love

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Children's Hospital	WI	This is My Children's	Core Creative, Inc.
Silver	BryanLGH Medical Center	NE	Cardio Heart Balloon	Swanson Russell
Bronze	University Health Systems of Eastern Carolina	NC	East Carolina Heart Institute	Jennings
Merit	Blank Children's Hospital	IA	Maddy, LeOndre, Emily	
Merit	Heart Hospital of New Mexico	NM	HeartScan	3 Advertising
Merit	Our Lady of the Lake Children's Hospital	LA	Make Believe	Mangan Holcomb Partners

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Advanced Imaging of Montana	MT	AI Early Screening	Partners Creative
Silver	New Mexico Aids Service	NM	Fine Print	Esparza Advertising
Bronze	Emcare Inpatient Services	TX	Changing the Horizon of Healthcare	Blanchard Schaefer Advertising & PR
Merit	Home & Hospice Care of Rhode Island	RI	Hospice Print Ads	Bennett Group
Merit	BASi	IN	I Need BASi	SCORR Marketing
Merit	Plastic Surgery Associates	LA	Physicians First and Foremost	Right Angle

Group 6: Healthcare System (Under \$500 million revenue)

Gold	Holy Redeemer Health System	PA	We Have Heart	Lorel Marketing Group
Silver	Great Falls Clinic	MT	Helena Physicians' Clinic Saturday	Mercury Advertising
Bronze	University Health Care System	GA	DaVinci Robotics	
Merit	Shore Health System	MD	Prostate Ads	Neathawk Dubuque + Packett
Merit	Meridian Health	NJ	Rhymes With Line	SPM Marketing & Communications
Merit	Central Kansas Medical Center	KS	Saturday Clinic	ME&V

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Covenant Health System	TX	Nurse	Price Group
Silver	Cape Fear Valley Health System	NC	Heart Campaign	Riggs
Bronze	ProMedica Health System	OH	Oncology Campaign	Hart Associates
Merit	SSM Health Care-St. Louis	MO	Maternity Ads	Maring Weissman
Merit	Centegra Health System	IL	Centegra Brand Print	SPM Marketing & Communications
Merit	Southcoast Health System	MA	da Vinci "Miracle"	

Group 8: HMOs/PPOs/Health Insurance

Gold	Excellus BlueCross BlueShield	NY	Healthy Blue	
Silver	UCare	MN		Initio Advertising

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Bronze	Blue Cross and Blue Shield of New Mexico	NM	Direct Response Print Ads	Esparza Advertising
Merit	ConnectiCare	CT	Medicare Campaign	Decker

Newspaper Advertising/Insert

Group 1: Hospital under 299 beds

Gold	St. Elizabeth Hospital	LA	Report to Community	MindWorx Marketing
Silver	Abrazo Health Care	AZ	Advertorial	Arizona Republic Custom Publishing
Bronze	Ottumwa Regional Health Center	IA	House Calls	

Group 2: Hospital 300-599 beds

Gold	JPS Health Network	TX	JPS Pride	Blanchard Schaefer Advertising & PR
Silver	Bloomington Hospital	IN	Advancing Health	
Bronze	Doctors Medical Center	CA	Da Vinci	Publicom, Inc.
Merit	JPS Health Network	TX	JPS Stories	Blanchard Schaefer Advertising & PR
Merit	JPS Health Network	TX	Experience Matters	Blanchard Schaefer Advertising & PR

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	BryanLGH Medical Center	NE	Institute for Women's & Children's	Swanson Russell
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Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Monarch HealthCare	CA	Feeling Better	Triad Group, Inc.
Silver	Kelsey-Seybold Clinic	TX	Healthy Living	

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Lee Memorial Health System	FL	Healthy News	
Silver	Memorial Healthcare System	FL	JDCH Publication - Brian	
Bronze	Memorial Healthcare System	FL	Publication - Tish	

Group 8: HMOs/PPOs/Health Insurance

Gold	Excellus BlueCross BlueShield	NY	Active Univera Wrap	
Silver	Care1st Health Plan	CA	Benefit Highlights	Triad Group, Inc.
Bronze	Excellus BlueCross BlueShield	NY	Healthy Blue Wrap	
Merit	Excellus BlueCross BlueShield	NY	\$0 Premium	Partners + Napier

Magazine Advertising/Single Ad

Group 1: Hospital under 299 beds

Gold	Centennial Medical Center	TX	Nurses Dig Me	RD&F Advertising, Inc.
Silver	San Antonio Community Hospital	CA	STEMI Ad for Inland Empire	Ignite Design and Advertising
Bronze	San Joaquin Community Hospital	CA	Bakersfield First	
Merit	Hutcheson Medical Center	GA	Dr. Carter	Neathawk Dubuque + Packett
Merit	Bozeman Deaconess Health Group	MT	Top to Bottom	Holmes & Company Advertising
Merit	Conway Regional Health System	AR	Personal Training Studio Opening	Graphics & Design

Group 2: Hospital 300-599 beds

Gold	Maine Medical Center	ME	FBC-Bottom of Ninth	Garrand
Silver	Carolinas Medical Center-NorthEast	NC	Breast Health "Family"	Zander Guinn Millan
Bronze	Brookwood Medical Center	AL	Doc-In-The-Box	Red Square Agency
Merit	University of Texas Southwestern Medical Ctr	TX	Best Doctors in the World	Lewis Communications
Merit	Central DuPage Hospital	IL	Yoga	Element 79
Merit	Trumbull Memorial Hospital	OH	Levell III	Prodigal Media

Group 3: Hospital Over 600 beds

Gold	Medical City Hospital	TX	But You Can Pick Your Children's Hospital	Avrea Foster
Silver	Washington Hospital Center	DC	Opera Singer	Neathawk Dubuque + Packett
Bronze	Massachusetts General Hospital	MA	Mother	DeVito/Verdi
Merit	Mission Hospital	NC	Weight Management	Cassels Caywood Love
Merit	Memorial Health System	IN	What's My Risk?	BVK
Merit	Forsyth Medical Center/Thomasville Med Ctr	NC	Get the Facts-Quality	ABZ Design Group

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Montefiore Medical Center	NY	CHAM "Super"	Lorel Marketing Group
Silver	Bascom Palmer Eye Institute	FL	We Focus on One Thing-Your Vision	
Bronze	Presbyterian Hemby Children's Hospital	NC	Hemby Heroes Dr. Bryant	ABZ Design Group
Merit	Sutter Health Sacramento Sierra Region	CA	Bariatrics Center/Skinier, Healthier You	Glass McClure Advertising
Merit	Loma Linda University Children's Hospital	CA		Neathawk Dubuque + Packett
Merit	Blank Children's Hospital	IA	In a League of Their Own	

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Siemens Healthcare USA	IL	IQ-SPECT	Mangos
Silver	DuPage Medical Group	IL	Caring for Naperville	Echo Design Group
Bronze	Texas Institute for Surgery	TX	Print Positioning	Prairie Dog/TCG

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Stiefel	GA	Answer Irritation with Hydration	Palio
Merit	Quest Diagnostics	NJ	Who Better?	Hungry Ad Guys
Merit	W.L. Gore	AZ	BIO-A Ad	Aloysius Butler & Clark
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	New Hanover Regional Medical Center	NC	Pirate	Neathawk Dubuque + Packett
Silver	University Health Care System	GA	Prostate Screenings	
Bronze	Hamilton Medical Center	GA		Neathawk Dubuque + Packett
Merit	Shore Health System	MD	QAC Pocket Directory	Neathawk Dubuque + Packett
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	MultiCare Health System	WA	MultiCare-Print Ad	DNA
Silver	Moses Cone Health System	NC	Somewhere Else-Cellist	Bouvier Kelly
Bronze	Atlantic Health	NJ	Carol G. Simon Breast Centers	Della Femina & Gianettino
Merit	Legacy Health System	OR	Children's Heart	
Merit	MemorialCare	CA	Quality Defined	ZAMBOO
Merit	Saint Barnabas Health Care System	NJ	Seton Hall	The Marathon Group
Group 8: HMOs/PPOs/Health Insurance				
Gold	Independence Blue Cross	PA	Blue Saver	
Silver	Mississippi Health Partners	MS	Challenging Times	Huffman & Rejebian, Inc.
Bronze	Valley Preferred	PA	Healthier Lifestyles	Keenan-Nagle Advertising, Inc.
Magazine Advertising/Series				
Group 1: Hospital under 299 beds				
Gold	Salinas Valley Memorial Healthcare System	CA	Get Back To What You Enjoy	
Silver	Huron Valley Sinai-Charach Cancer Center	MI	Answers	Driven Communications
Bronze	Hunterdon Healthcare System	NJ	Circle of Care	Aloysius Butler & Clark
Merit	San Antonio Community Hospital	CA	Sierra San Antonio Urgent Care	Medical Development Specialists
Merit	Onslow Memorial Hospital	NC	New Emergency Services/Surgical Pavilion	Creative Squeeze
Group 2: Hospital 300-599 beds				
Gold	El Camino Hospital	CA	Serious Care	White Space Healthcare Marketing
Silver	Mission Hospital	CA	Mission Accomplished	Johnson Gray Advertising, Inc.
Bronze	White Memorial Medical Center	CA	Can You Say That About Your Doctor	Enlace Communications, Inc.
Merit	Owensboro Medical Health System	KY	We See the Big Picture	Springboard Brand & Creative Strategy, Ltd
Merit	University of Illinois Medical Center	IL	First, Best and Most	Laughlin Constable
Merit	Englewood Hospital & Medical Center	NJ	Emergency Center	Ritta & Associates
Group 3: Hospital Over 600 beds				
Gold	VCU Medical Center	VA		Neathawk Dubuque + Packett
Silver	Carolinas Medical Center	NC	Sports Marketing	Zander Guinn Millan
Bronze	University of Virginia Health System	VA	Back Page Advertising	Lewis Communications
Merit	Thomas Jefferson University Hospitals	PA	Nursing	
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Children's Healthcare of Atlanta	GA	Advocacy 2008	three
Silver	University Health Systems of Eastern Carolina	NC	ECHI Mirrors	Jennings
Bronze	Children's Hospital & Medical Center	NE	Our Stories	Bendtsen & Company
Merit	Lake Taylor Transitional Care Hospital	VA	I Can	O'Brien et al. Advertising
Merit	Blank Children's Hospital	IA	Maddy, LeOndre, Emily	
Merit	Children's Memorial Hospital	IL	Print Ad Series	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	CVS Caremark	IL	Proactive Pharmacy Care	McMurry, Inc.
Silver	Center for Prenatal Development	NM		3 Advertising
Bronze	Siemens Audiologische Technik		Vibe Launch Ad Series	Mangos
Merit	MedAssets		Brand Campaign (Spine, Lung, Brain)	three
Merit	Charlotte Radiology	NC	Beautiful In Nature, Not On You	485inc
Merit	Insulet Corporation	MA	OmniPod Consumer Marketing	Whydesignworks
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Wishard Health Services	IN	Wishard Five Factors	Borshoff
Silver	Salinas Valley Memorial Healthcare System	CA	SVMHS Feedroom Ads	
Bronze	University Health Care System	GA	NRC 10 Years	
Merit	HealthPartners	MN	Healthy Should Be Simple	Preston Kelly
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Ochsner Health System	LA	Everywhere You Need Us	BOHAN Advertising Marketing
Silver	Duke Medicine	NC	Duke Bariatric Surgery	
Bronze	Mount Carmel	OH	OSU Sports Programs	BVK
Merit	Greenville Hosp Sys University Medical Cent	SC	Let's Go	Ferebee Lane and Company

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	UC Davis Health System	CA	A Gift for Advancing Medicine	Bouchard Communications Group
Merit	Penn State Hershey Milton S Hershey Med Ctr PA	PA	Silhouette Series	

Group 8: HMOs/PPOs/Health Insurance

Gold	Kaiser Permanente	CA	Total Health and Productivity-Tennis	Initio Advertising
Silver	UCare	MN	Diversity	
Bronze	Healthfirst	NY	Medicare	

Publication/In-House

Group 1: Hospital under 299 beds

Gold	Laurens County Health Care System	SC	At Your Request Menu	Shuler Graphic Design
Silver	Tanner Health System	GA	The Mobius	Incite Chicago Kara Welter & Associates Medical Development Specialists
Bronze	Delnor Hospital	IL	Update-Physician Newsletter	
Merit	Providence Medical Center	KS	Vision	
Merit	San Antonio Community Hospital	CA	The Fountain	
Merit	Rutland Regional Medical Center	VT	Informed Newsletter	

Group 2: Hospital 300-599 beds

Gold	Providence Medical Center	KS	Vision Employee	Osburn Public Relations
Silver	Huntington Hospital	CA	Huntington Reporter	Kevin/Ross Public Relations
Bronze	Grand View Hospital	PA	Corporate Compliance Program	Anara, Inc.
Merit	Lexington Medical Center	SC	Stethoscope	
Merit	Winthrop-University Hospital	NY	Pacemaker	
Merit	The Hospital of Central Connecticut	CT	Central Line	

Group 3: Hospital Over 600 beds

Gold	Montefiore Medical Center	NY	Heartline
Silver	University of Virginia Health System	VA	Beyond Medicine
Bronze	Yale-New Haven Hospital	CT	Nursing Update

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Le Bonheur Children's Med Ctr Foundation	TN	Le Bonheur Magazine
Silver	Arkansas Children's Hospital	AR	Vital Signs
Bronze	Nationwide Children's Hospital	OH	Translator
Merit	Children's Hospital & Medical Center	NE	The Hero
Merit	Children's Memorial Hospital	IL	Impressions

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Massachusetts Dental Society	MA	Journal of the Massachusetts Dental Society
Silver	Healthcare Association of New York State	NY	Board Room Basics
Bronze	Kelsey-Seybold Clinic	TX	Kaleidoscope
Merit	Summit Medical Group	NJ	The Group Observer

Group 6: Healthcare System (Under \$500 million revenue)

Gold	Texas Health Resources	TX	The Promise Press	TCG Advertising & Design
Silver	Holy Spirit Health System	PA	Physician Bulletins	
Bronze	Virtua Health	NJ	The Virtua Voice	
Merit	Sister of St. Francis Health Services	IN	Regional Rounds	Moran Design Corporation
Merit	Citizens Memorial Healthcare	MO	Success Piece by Piece	
Merit	Citizens Memorial Healthcare	MO	Rapid Pulse	

Group 7: Healthcare System (Over \$500 million revenue)

Gold	LifeBridge Health	MD	LifeBridge Health 1998-2008	Balcom Agency
Silver	Sutter Health	CA	Inside Sutter Health	
Bronze	Temple University Health System	PA	Capsule	
Merit	Texas Health Resources	TX	Texas Health Nurse Magazine	
Merit	Florida Hospital	FL	Times Special Centennial	
Merit	Ochsner Health System	LA	Ochsner Physician Notes	

Group 8: HMOs/PPOs/Health Insurance

Gold	Independence Blue Cross	PA	Independence Ink	Wax Custom Communications Wax Custom Communications
Silver	Care Plus Health Plans, Inc.		Provider Connection	
Bronze	San Fran Health Plan	CA	Informed	

Publication/External

Group 1: Hospital under 299 beds

Gold	Baltimore Washington Medical Center	MD	HealthLine	StayWell Custom Communications
Silver	Alamance Regional Medical Center	NC	Well Now	Priority
Bronze	Silverton Hospital Network	OR	Healthview	bbg Marketing
Merit	Celebration Health	FL	Best in Care	GLC Custom Publishing
Merit	Holland Hospital	MI	Healthy Life	Priority

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Harbor Hospital		Waterfront	StayWell Custom Communications
Merit	Tift Regional Medical Center	GA	On Health	True North Custom Publishing
Group 2: Hospital 300-599 beds				
Gold	St. Francis Hospital		Good Health Today	StayWell Custom Communications
Silver	The Christ Hospital		Women's Health Today	Dowden Custom Media
Bronze	Saint Peter's University Hospital	NJ	Middlesex Health and Life	
Merit	Gwinnett Medical Center	GA	Vim + Vigor	
Merit	Laredo Medical Center		Laredo Medical Update	Dowden Custom Media
Merit	Good Samaritan		Good Health	StayWell Custom Communications
Merit	Baylor Health Care System	TX	Baylor Innovations	Wax Custom Communications
Group 3: Hospital Over 600 beds				
Gold	St. Vincent Indianapolis Hospital	IN	Healthy Spirit	Dowden Custom Media
Silver	Rush University Medical Center	IL	Discover Rush	Coffey Communications, Inc.
Bronze	The Nebraska Medical Center	NE	One Thousand One	Daake
Merit	Erlanger Health System	TN	Erlanger Magazine	
Merit	Yale-New Haven Hospital	CT	Caring For Our Community	
Merit	Renown Health	NV	Renown Journey	
Merit	CHRISTUS Hospital, St. Elizabeth & St. Mary	TX	House Call	Coffey Communications, Inc.
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Children's Memorial Hospital	IL	Heroes Donor Magazine	Words & Pictures, Inc.
Silver	University of Michigan-Cancer Center	MI	Thrive	GLC Custom Publishing
Bronze	Arkansas Children's Hospital	AR	Parenting in Arkansas	
Merit	The James Cancer Hospital	OH	Frontiers	GLC Custom Publishing
Merit	Nationwide Children's Hospital	OH	Pediatric Directions	Salvato, Coe & Gabor
Merit	Children's Hospital & Medical Center	NE	Visions	Daake
Merit	Bascom Palmer Eye Institute	FL	Images	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Keck School of Medicine at USC	CA	Keck Medicine Magazine	IE Design & Communications
Silver	Hill Physicians Medical Group		Hill Health	Wax Custom Communications
Bronze	UMDNJ-Robert Wood Johnson Med School	NJ	Robert Wood Johnson Medicine	
Merit	Amerisource Bergen Specialty Group		Oncologistics Magazine	On Message
Merit	Univ. of North Texas Health Science Center	TX	North Texas Health + Science Quarterly	
Merit	Watson Clinic	FL	Health Scene	Coffey Communications, Inc.
Merit	Christian Health Care Center	NJ	Center Life	
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	United Health Services	NY	Stay Healthy	General Learning Communications
Silver	Citizens Memorial Healthcare	MO	Vitality	
Bronze	Meridian		HealthViews	StayWell Custom Communications
Merit	NorthBay Healthcare	CA	Wellspring Staying Young	
Merit	Altoona Regional Health System	PA	Healthy Living	Mock Creations, LLC
Merit	Borgess Health	MI	Inspire	Renner Design
Merit	MultiCare Health System	WA	Healthy Living	Coffey Communications, Inc.
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Texas Health Resources	TX	Texas Health	True North Custom Publishing
Silver	DeKalb Medical	GA	Pushing Beyond	GLC Custom Publishing
Bronze	Duke Medicine	NC	Duke Medicine HealthLine	
Merit	Inova Health System	VA	Inova Magazine	GLC Custom Publishing
Merit	Penn State Hershey Milton S Hershey Med Ctr	PA	Penn State Medicine	
Merit	Norton Healthcare	KY	Get Healthy Magazine	
Merit	The Methodist Hospital System	TX	Leading Medicine	
Group 8: HMOs/PPOs/Health Insurance				
Gold	Humana, Inc.		HAO	Wax Custom Communications
Silver	Blue Cross & Blue Shield of Rhode Island	RI	Choices	
Bronze	AvMed Health Plans	FL	AvMed Magazine	Wax Custom Communications
Merit	CareFirst BlueCross BlueShield	MD	Vitality	StayWell Custom Communications
Merit	United Health Care		My Horizons	StayWell Custom Communications
Merit	BlueCross BlueShield of Delaware	DE	Delaware Blue	Wax Custom Communications
Merit	Wellmark Blue Cross and Blue Shield	SD	Blue Magazine	Wax Custom Communications

Employee Communication Program

Group 1: Hospital under 299 beds

Gold	Delnor Hospital	IL	Employee Wellness Benefits Program	Incite Chicago
Silver	Conway Regional Health System	AR	New Mission Communication	Graphics & Design
Bronze	Baxter Regional Medical Center	AR	Remarkable	Mangan Holcomb Partners
Merit	Baylor Regional Medical Center at Grapevine	TX	Employee Communications Boards	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Provena Saint Joseph Hospital	IL	Hospital Week	
Merit	San Antonio Community Hospital	CA	The Fountain	Medical Development Specialists
Group 2: Hospital 300-599 beds				
Gold	Bloomington Hospital	IN	We Are Bloomington Hospital	
Silver	Lexington Medical Center	SC	LMC Enrollment Guide	
Bronze	Holy Cross Hospital	MD	Genesis Communications Campaign	
Merit	Southwest Washington Medical Center	WA	Employee Opinion Survey-Mission Possible	
Merit	Chesapeake Regional Medical Center	VA	No Ifs, Ands or Butts	DIA, Inc.
Group 3: Hospital Over 600 beds				
Gold	The Nebraska Medical Center	NE	Patient First Training Program	Writing The Range
Silver	Albert Einstein Healthcare Network	PA	Flu Man	R. Kalstein Media Services
Bronze	Northwestern Memorial Hospital	IL	Clean Hands Campaign	
Merit	Saint Francis Hospital-Memphis	TN		G Design
Merit	Forsyth Medical Center	NC	Circle of Excellence	ABZ Design Group
Merit	BayCare Health System Hospitals	FL	BayCare Benefits	
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Arkansas Children's Hospital	AR	Employee Communication Program-Wayfinding	
Silver	Bascom Palmer Eye Institute	FL	Insight	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	The Corvallis Clinic Foundation	OR	Values in Practice	
Silver	Provena Senior Services	IL	Strategic Plan	Green Light Creative
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Meridian Health	NJ	Benefits Open Enrollment	
Silver	Catholic Healthcare West		Live Your Life on Purpose	JWT Inside
Bronze	United Health Services	NY	Employee Handbook	
Merit	Meridian Health	NJ	Smoke-Free Initiative	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Lehigh Valley Health Network	PA	Brand Book and Video	Springboard Brand & Creative Strategy, Ltd
Silver	Southcoast Health System	MA	Breathe Better	
Bronze	Ohio Health	OH	Ohio Healthy Employee Initiative	Ologie
Merit	MedStar Health	MD	Talent Manager Communication Toolkit	
Merit	Catholic Health System	NY	Benefit Enrollment Packet	
Merit	University Health System	TX	I am UHS	esd & associates
Group 8: HMOs/PPOs/Health Insurance				
Gold	Blue Cross and Blue Shield of Louisiana	LA	Customer Service Week	
Silver	American Specialty Health	CA	ASH Wellness Programs	
Bronze	AvMed Health Plans	FL	Agent Advisor	Wax Custom Communications
Direct Mail				
Group 1: Hospital under 299 beds				
Gold	Schneck Medical Center	IN	Gastroenterology Physician Referral	Northlich
Silver	Randolph Hospital	NC	Postcard Series	M Creative
Bronze	Sherman Health	IL	Ended Up Here	Demi & Cooper Advertising
Merit	Centennial Medical Center	TX	Maybe Baby	RD&F Advertising, Inc.
Merit	Huron Hospital	OH	Take a Peek	HPM Consultants
Merit	West Suburban Medical Center	IL	Summer Safety	Donovan Design
Merit	Southeast Missouri Hospital	MO	HealthLine Launch	bvk
Group 2: Hospital 300-599 beds				
Gold	MCG Health	GA	Sleep Center	Craig Jackson & Partners
Silver	Saint Joseph Hospital	IL	The Weight Is Over	Moveo Integrated Branding
Bronze	Lexington Medical Center	SC	64 Slices	
Merit	Athens Regional Medical Center	GA	Recent Engagements	The Adsmith
Merit	UCI Medical Center	CA	UCI Health	Maricich Brand Communications
Merit	The Christ Hospital	OH	Are You Ready to Downsize?	Ten Adams
Merit	Princeton Healthcare System	NJ	Newcomer	Neathawk Dubuque + Packett
Group 3: Hospital Over 600 beds				
Gold	Erlanger Health System	TN	Bariatric "Negi Face"	
Silver	Renown Health	NV	New Mover Program	LionShare Marketing, Inc.
Bronze	Mission Hospital	NC	Rehab's Sports Medicine	Cassels Caywood Love
Merit	Erlanger Health System	TN	Tune of Your Life	
Merit	Tampa General Hospital	FL	Pediatrics ER Self-Mailer	FKQ Marketing & Advertising
Merit	UK Healthcare	KY	Digestive Health Program	
Merit	Montefiore Medical Center	NY	Social Medicine Residency	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Franciscan Sisters of Chicago Service Corp	IL	Girl Talk	
Silver	Children's National Medical Center	DC	Welcome to the New Inpatient Tower	Design Central, Inc.
Bronze	Holy Family Medical Center	IL	Outpatient Medical Imaging	Donovan Design
Merit	Franciscan Sisters of Chicago Service Corp	IL	Villa de Majore Salud en Mailer	
Merit	St. Christopher's Hospital for Children	PA		Cabin Communications
Merit	BryanLGH Medical Center	NE	Institute for Women's & Children's	Swanson Russell
Merit	Nationwide Children's Hospital	OH	Urgent Care	Conrad, Phillips, VuTech

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	International Technidyne Corporation	NJ	Tenderfoot	Aloysius Butler & Clark
Silver	MapleCrest & Northwoods		The Best Care, Right Here	Marketing Dynamics
Bronze	Benefitfocus	SC	Take The Wheel & Drive	
Merit	Belleza Skin Care Institute	IL	Holiday Wish List	Echo Design Group
Merit	Associated Audiologists Inc	KS	Animal Ears	Osburn Public Relations
Merit	Insulet Corporation	MA	OmniPod Pediatric	Whydesignworks
Merit	Sciele Pharma, Inc.	GA	Fosteum Campaign	Gemini Healthcare, Inc.

Group 6: Healthcare System (Under \$500 million revenue)

Gold	Providence Regional Medical Center Everett	WA	Convenient Women's Care	CPM Marketing Group
Silver	Ingalls Health System	IL	Building A Healthier Community	Words & Pictures, Inc.
Bronze	Liberty Health	NJ	CT Scanner	The Marcus Group, Inc.
Merit	Great Falls Clinic	MT	Helena Physicians' Clinic Saturday	Mercury Advertising
Merit	Citizens Memorial Healthcare	MO	Burgundy Ball	
Merit	Princeton HealthCare System	NJ	Welcome to the Neighborhood	

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Norton Healthcare	KY	Society for Pediatric Pathology	
Silver	Geisinger Health System	PA	LASIK Freedom From Glasses or Contacts	
Bronze	Cape Fear Valley Health System	NC	Patch Adams	
Merit	Temple University Health System	PA	Temple Lung Center	
Merit	Penn State Hershey Milton S Hershey Med Ctr	PA	Gamma Knife	
Merit	Florida Hospital	FL	Expect Wonders	
Merit	Texas Health Resources	TX	New Movers Packet	Balcom Agency

Group 8: HMOs/POs/Health Insurance

Gold	Paramount Health Care	OH	Paramont/HMS Direct Mail	Hart Associates
Silver	Health Care Service Corporation	IL	NPI Electronic Claims Submission PC	
Bronze	Wellmark Blue Cross and Blue Shield	IA	Head Coach Program Activation	
Merit	UnitedHealthcare	MN	Cervical Cancer	
Merit	Blue Cross Blue Shield of Rhode Island	RI	Healthy Moves	RDW Group
Merit	Brooklyn HealthWorks	NY	Brooklyn HealthWorks Brochure Mailer	Two Dogs Design

Outdoor/Transit/Billboard

Group 1: Hospital under 299 beds

Gold	Maryland General Hospital	MD	Ouch	SNS Marketing
Silver	Portsmouth Regional Hospital	NH	Excellence in Surgery. Here at Home	Wilson & Gould Marketing & PR
Bronze	Lake Norman Regional Medical Center	NC	ED	The Adams Group
Merit	Baltimore Washington Medical Center	MD	Taking Flight	O'Brien Advertising
Merit	Sherman Health	IL	Cardiac We've Done 12,000	Demi & Cooper Advertising
Merit	McKee Medical Center	AZ	Living Proof	O'Brien Advertising

Group 2: Hospital 300-599 beds

Gold	University of California-San Diego Medical Ctr	CA	I Am	SPM Marketing & Communications
Silver	Southwest General Health Center	OH	5 Star Rated Orthopedic Services	Stern Advertising
Bronze	Brookwood Medical Center	AL	Doc-In-The-Box	Red Square Agency
Merit	Memorial Hospital at Gulfport	MS	Sports Injuries Happen	Transmedia
Merit	Ball Memorial Hospital	IN	Thinner	
Merit	Sutter Health Sacramento Sierra Region	CA	OB/Breathe, Push, Push, Push	Glass McClure Advertising

Group 3: Hospital Over 600 beds

Gold	St. Vincent	IN	Sports Performance Center	Publicis
Silver	The Nebraska Medical Center	NE	U.S. News	Daake
Bronze	St. Anthony Hospital	OK	Actions Speak Louder	Insight Creative Group
Merit	Northwestern Memorial Hospital	IL	Everything Matters	LeMay Partners
Merit	Sun Health	AZ	Helping You Enjoy Life	Davidson and Belluso
Merit	Tampa General Hospital	FL	Bus Wraps	FKQ Marketing & Advertising

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Prairie Heart Institute of Illinois	IL	Cardiologists	BVK
Silver	Presbyterian Hemby Children's Hospital	NC		ABZ Design Group

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Bronze	Nationwide Children's Hospital	OH	Construction Fence	Conrad, Phillips, VuTech three
Merit	Children's Healthcare of Atlanta	GA	Growing Cities	Fastforward Communications, Inc.
Merit	St. Mary's Healthcare System for Children	NY	St. Mary's Banner Campaign	Mangan Holcomb Partners
Merit	Le Bonheur Children's Medical Center	TN	Dr. Waller Car Wrap	

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	New Mexico Aids Services	NM	Bus Ceiling	Esparza Advertising
Silver	PrimeCare Urgent Care	NC		ABZ Design Group
Bronze	Univ. of North Texas Health Science Center	TX	Called to Teach	GCG Advertising
Merit	Kelsey-Seybold Clinic	TX	Your Kids Doctors for Life	
Merit	Monarch HealthCare	CA	The Perfect Fit	Triad Group, Inc.
Merit	St. Cloud Orthopedics	MN	Caution Rolled Ankles Below	Agency 128

Group 6: Healthcare System (Under \$500 million revenue)

Gold	HealthPartners	MN	A New Way to Look at Healthcare	Preston Kelly
Silver	Citizens Memorial Healthcare	MO	Carrie J. Babb Cancer Center Open House	
Bronze	Great Falls Clinic	MT	Helena Physicians' Clinic Saturday	Mercury Advertising
Merit	Butler Health System	PA	Tobacco Free	Fitting Group
Merit	Shore Health System	MD	There's Another of Picture You Need	Neathawk Dubuque + Packett

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Florida Hospital Altamonte	FL	Altamonte 60 Minutes ER	
Silver	Iowa Health System	IA	Consolidated Services Trailer Wrap	
Bronze	Banner Health	AZ	Living Proof-Cardiology	O'Brien Advertising
Merit	Loyola University Health System	IL	Loyola-Branded Minivan	
Merit	East Texas Medical Center	TX	One With East Texas-Lake	SKAR Advertising
Merit	Methodist Le Bonheur Healthcare	TN	Methodist South Hospital OB	Carpenter, Sullivan, Sossaman

Group 8: HMOs/PPOs/Health Insurance

Gold	Excellus BlueCross BlueShield	NY	Healthy Blue	Partners + Napiers
Silver	Valley Preferred	PA	Winning Business Health Solutions	Keenan-Nagle Advertising, Inc.
Bronze	UCare	MN	Discover More, Stress Less!	Initio Advertising
Merit	Capital District Physicians' Health Plan, Inc.	NY	Stewart Airport Transit Sign	
Merit	Healthfirst	NY	CHP Expansion	

Newsletter

Group 1: Hospital under 299 beds

Gold	Cleveland Clinic Florida	FL	HealthLines	Wax Custom Communications
Silver	Hutcheson Medical Center	GA	Occupational Wellness	Neathawk Dubuque + Packett
Bronze			Living Healthy	SHM Publishing, Inc.
Merit	Kennewick General Hospital	WA	Healthbeat	Coffey Communications
Merit	Cayuga Medical Center at Ithaca	NY	Health Visions	Eric Mover and Associates
Merit	Amery Regional Medical Center	WI	Health Happenings	
Merit	Granville Health System		Partners in Health	StayWell Custom Communications

Group 2: Hospital 300-599 beds

Gold	Saint Thomas Health Services		ReaLife	StayWell Custom Communications
Silver	UCI Medical Center	CA	Opening Doors to Advanced Medicine	Maricich Brand Communications
Bronze	Spirit Health Group	FL	Extend Your Reach	
Merit	Moses Cone Health System		Health & You	StayWell Custom Communications
Merit	Franklin Square Hospital Center		Discover	StayWell Custom Communications
Merit	Palos Community Hospital	IL	Perspective	Osborn & DeLong
Merit	MetroHealth Medical Center	OH	Giving	

Group 3: Hospital Over 600 beds

Gold	Baylor Health Care System	TX	Baylor Innovations	Wax Custom Communications
Silver	Northwestern Memorial Hospital	IL	NMPG Health News	Flutter
Bronze	Montefiore Medical Center	NY	Keeping You Healthy	
Merit	Women's & Infants Hosp of Rhode Island	RI	Healthy Regards	StayWell Custom Communications
Merit	The Reading Hospital and Medical Center	PA	Nursing Impact: Achieving Excellence	LMI Advertising
Merit	Main Line Health		Women's Health Source	StayWell Custom Communications
Merit	Baptist Health Systems		Health Source	StayWell Custom Communications

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Nationwide Children's Hospital	OH	Surgical Scene	
Silver	All Children's Hospital	FL	KidSavers	Priority
Bronze	Heart Center of Greater Waterbury		The Beat Goes On	StayWell Custom Communications
Merit	Children's Memorial Hermann		Healthy Highlights	StayWell Custom Communications
Merit	New England Sinai Hospital	MA	Annual Message	Triad Advertising
Merit	Franciscan Sisters of Chicago Service Corp	IL	Victory Lakes	
Merit	Le Bonheur Children's Medical Center	TN	Pediatric Notes	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Sutter Health Partners		Live Well for Life	StayWell Custom Communications
Silver	Healthy San Francisco	CA	Heart Beat	Wax Custom Communications
Bronze	Five Star Quality Care	MA	Wrap-Up Newsletter	Triad Advertising
Merit	DuPage Medical Center	IL	Skin Deep Dermatology	Echo Design Group
Merit	American Orthopaedic Society/Sports Med	IL	Sports Medicine	Osborn & DeLong
Merit	The Wartburg Adult Care Community		Caring Times	StayWell Custom Communications
Merit	Bright Health Physicians of PIH	CA	Bright Health Digest	Coffey Communications, Inc.
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Penn Medicine	PA	Penn Health for Women	
Silver	Summit Medical Group		Healthy Connections	StayWell Custom Communications
Bronze	Meridian		HealthViews	StayWell Custom Communications
Merit	North Shore Long Island Jewish		Focus on Neuroscience	StayWell Custom Communications
Merit	Houston Northwest Medical Center		About Your Health	StayWell Custom Communications
Merit	Holy Spirit Health System	PA	For Your Life	TCG Advertising & Design
Merit	Southcoast Hospital Group		Your Health Matters	StayWell Custom Communications
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Henry Ford Health System	MI	Live Well	StayWell Custom Communications
Silver	LifeBridge Health	MD	The Bridge	
Bronze	MemorialCare Medical Centers	CA	MemorialCare	Maricich Brand Communications
Merit	Baylor Health Care System	TX	A Woman's Touch	CPM Marketing Group
Merit	Norton Healthcare	KY	Norton News	
Merit	Legacy Health System	OR	Emanuel Matters Community Newsletter	
Merit	Moses Cone Health System	NC	Kardia	Redding Advertising, Inc.
Group 8: HMOs/PPOs/Health Insurance				
Gold	US Family Health Plan	TX	Well Informed	Marion, Montgomery, Inc.
Silver	Blue Cross of Northeast Pennsylvania	PA	BlueHealth Solutions	StayWell Custom Communications
Bronze	Capital Blue Cross		Simply Well	Wax Custom Communications
Merit	OptumHealth	MN	Healthy Mind, Healthy Body	Carrot
Merit	American Specialty Health	CA	Healthroads	
Merit	Green Ribbon Health		Reflections	StayWell Custom Communications
Merit	Evercare		Evercare Notes	StayWell Custom Communications

Annual Report

Group 1: Hospital under 299 beds

Gold	Lawrence & Memorial Hospital	CT	LM Reports	Coffey Communications, Inc.
Silver	Bozeman Deaconess Health Group	MT		Holmes & Company Advertising
Bronze	Saint Francis Medical Center	MO		The Roberts Group, Inc.
Merit	Catawba Valley Medical Center	NC	Report to the Community	The Porter Agency
Merit	The William W. Backus Hospital	CT	Impact: Annual Report to Our Community	Miranda Creative
Merit	Evangelical Community Hospital	PA	The Evangelical Experience	

Group 2: Hospital 300-599 beds

Gold	California Pacific Medical Center	CA	Going Beyond	
Silver	Princeton HealthCare System Foundation	NJ		Hatteras Press
Bronze	Pomona Valley Hospital Medical Center	CA		Holmes & Company Advertising
Merit	Athens Regional Medical Center	GA	Cardiac Vascular Center	The Adsmith
Merit	The Christ Hospital	OH	Heart and Vascular Annual Report	
Merit	Allegiance Health	MI	Report to the Community	Interval

Group 3: Hospital Over 600 beds

Gold	Thomas Jefferson University Hospitals	PA	Nursing	
Silver	Memorial Medical Center Foundation			Med Art
Bronze	Hackensack University Medical Center	NJ	A Collection of Caring	
Merit	Yale-New Haven Hospital	CT	In The Hands of Others	
Merit	Renown Health	NV	Report to the Community	The Glenn Group
Merit	Our Lady of the Lake Regional Medical Ctr	LA	Nursing Annual Report	

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Kennedy Krieger Institute	MD	Unlocking Potential-Your Gift is The Key	
Silver	Nationwide Children's Hospital	OH	Foundation Annual	Conrad, Phillips, VuTech
Bronze	Arkansas Children's Hospital	AR		
Merit	Children's Hospital & Medical Center	NE	Amazing	Daake
Merit	Children's Memorial Hospital	IL		
Merit	Akron Children's Hospital	OH		Knox Marketing, Inc.

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Los Angeles Biomedical Research Institute	CA	LA BioMed Vision Book	IE Design & Communications
Silver	UMDNJ-Robert Wood Johnson Medical Sch	NJ		

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Bronze	North Shore-LIU Health System	NY	Feinstein Institute for Medical Research	Priority
Merit	St. Luke's Foundation	IA		ME&V
Merit	United Community & Family Services	CT		Miranda Creative
Merit	LA Best Babies Network	CA	Reflections	
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	HealthPartners	MN	Report to the Community	
Silver	Summa Health System	OH		Knox Marketing, Inc.
Bronze	St. Francis Hospital & Health Centers	IN	Community Benefit Report	Borshoff
Merit	United Health Services	NY	Oncology	
Merit	Nebraska Methodist Health System	NE	The Right Thing To Do	Corporate 3 Design
Merit	University Health Care System	GA	Community Benefit Report	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	MedStar Health	MD	Working Together	BMW&W
Silver	Duke Medicine	NC	Duke Heart Center	
Bronze	Multicare Health Systems	WA	Foundation Annual Report	
Merit	Norton Healthcare	KY	Report to Our Community	
Merit	Florida Hospital	FL	Cardiovascular Annual Report	
Merit	Marshfield Clinic	WI	Live Well-System Review	
Group 8: HMOs/PPOs/Health Insurance				
Gold	Blue Cross and Blue Shield of Louisiana	LA		
Silver	UPMC Insurance Services Division	PA	Voices That Transform Health Care	
Bronze	Capital District Physicians' Health Plan, Inc.	NY	Partnership. Promise. Performance	
Merit	The Wellmark Foundation	IA		
Merit	Valley Preferred	PA	Why It Works	Keenan-Nagle Advertising, Inc.
Merit	UCare	MN	Report to the Community	Initio Advertising
Poster				
Group 1: Hospital under 299 beds				
Gold	Cedar Park Regional Medical Center	TX	Change Your Life	Creative Alliance
Silver	Kennewick General Hospital	WA		Tamara Broadhead Design
Bronze	Kershaw County Medical Center	SC	MET Team Display Board	The Adams Group
Merit	Northeastern Vermont Regional Hospital	VT	Hospital Week Poster	FLEK, Inc.
Merit	Tanner Health System	GA	Heart Center Heart Guide	
Merit	Southwestern Vermont Healthcare	VT	Hair Solon	Bennett Group
Group 2: Hospital 300-599 beds				
Gold	Memorial Hospital at Gulfport	MS	Nurses Day Poster	Transmedia
Silver	Overlook Hospital	NJ	Look of a Leader	Della Femina & Gianettino
Bronze	Maine Medical Center	ME	FBC Poster	Garrand
Merit	Clara Maass Medical Center	NJ	Shiny Armor	The Marathon Group
Merit	St. Clares Hospital	NJ	30 Minutes Door-To-Doc	R and J Group
Merit	Gwinnett Medical Center	GA	Pulse Survey	
Group 3: Hospital Over 600 beds				
Gold	Forsyth Medical Center	NC	Sara Lee Women's Center Incontinence	ABZ Design Group
Silver	Erlanger Health System	TN	Volunteer	
Bronze	Washington Hospital Center	DC	Fishing Show	Neathawk Dubuque + Packett
Merit	VCU Medical Center	VA	Evelyn	Neathawk Dubuque + Packett
Merit	Montefiore Medical Center	NY	Sarcoma Poster	
Merit	Mission Hospital	NC	Sunset Stampede Wanted	Cassels Caywood Love
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	BryanLGH Medical Center	NE	Institute for Women's & Children's	Swanson Russell
Silver	Nationwide Children's Hospital	OH	Parents Magazine	
Bronze	Children's Memorial Hospital	IL	Heroes for Life Campaign	Pivot Design, Inc.
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Biomet 3i	FL	Global Symposium 20 Years of Innovations	FCEdge
Silver	Promius Pharma		Explore Your Skin.com	Artcraft Health Education
Bronze	The Iowa Clinic	IA	Audiology Poster	julsdesign, inc.
Merit	Insulet Corporation	MA	Omnipod Consumer Marketing	Whydesignworks
Merit	Merck		Managing Your Migrane	Artcraft Health Education
Merit	Presbyterian Urgent Care	NC		ABZ Design Group
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Shore Health System	MD	Stroke Forum	Neathawk Dubuque + Packett
Silver	Iowa Health Physicians	IA	Hygiene Poster	julsdesign, inc.
Bronze	Shore Health System	MD	Breast Health Susan G. Komen	Neathawk Dubuque + Packett
Merit	Virtua Health	NJ	The Virtua Experience Poster Campaign	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 7: Healthcare System (Over \$500 million revenue)

Gold	Moses Cone Health System	NC	Oncology Nursing	Redding Advertising, Inc.
Silver	Legacy Health System	OR	Pride Matters	
Bronze	Florida Hospital East Orlando	FL	Women's Health	
Merit	University Health System	TX	Thanks to You San Antonio	esd & associates
Merit	Emory Healthcare	GA	Reproductive Center Fertility Seminars	
Merit	Cape Fear Valley Health System	NC	SBARR	

Group 8: HMOs/PPOs/Health Insurance

Gold	American Specialty Health	CA	New Year's Resolution	
Silver	UnitedHealthcare	MN	State of New Mexico	
Bronze	Healthfirst	NY	Meter	
Merit	Healthfirst	NY	Why Gamble?	

Physician Referral Program

Group 1: Hospital under 299 beds

Gold	Westlake Hospital	IL	First Rate Care	Moveo Integrated Branding
Silver	San Antonio Community Hospital	CA	Physicians Today Series	Medical Development Specialists
Bronze	Tanner Health System	GA	New Physician Postcard	

Group 2: Hospital 300-599 beds

Gold	Creighton University Medical Center	NE	Findyourphysician.com	Swanson Russell
Silver	Atlantic Health - Overlook Hospital	NJ	Directory of Physicians	
Bronze	St. Joseph Mercy Oakland	MI	Michigan Medical Report	Magnani Continuum Marketing
Merit	Borgess Heart Institute	MI	Cardiac Care Physician Referral Guide	Kreps Design
Merit	UCONN Health Center	CT	Consults	GLC Custom Publishing

Group 3: Hospital Over 600 beds

Gold	Beaumont Hospital, Royal Oak	MI	60 Is the New 40	The Curtis Group
Silver	Shands Jacksonville	FL	Sleep Center	
Bronze	Medical City Hospital	TX	Esophageal	Avrea Foster
Merit	Mount Sinai Medical Center			Wax Custom Communications
Merit	Shands Jacksonville	FL	Radiology-Collaboration=Expertise	Brown Parker+Demarinis

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Children's Hospital of Michigan	MI	Specialty Centers Guide	CHR Communications
Silver	Bascom Palmer Eye Institute	FL	Physician Referral Guide	
Bronze	Peyton Manning Children's Hosp/St.Vincent	IN	Pediatric Perspectives	Dowden Custom Media

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Beaumont Hospital, Royal Oak	MI	We Invent It	The Curtis Group
Silver	Gill Orthopaedic Clinic	NC		ABZ Design Group
Bronze	Beaumont Hospitals	MI	We Invent It, Surgical Learning Center	The Curtis Group
Merit	Presbyterian Pediatric Neurology	NC		ABZ Design Group
Merit	Anesthesiology & Pain Consultants Inc	LA	With Ease	Right Angle
Merit	Dilworth Pediatrics	NC	Physician Referral Sheet	ABZ Design Group

Group 6: Healthcare System (Under \$500 million revenue)

Gold	Shore Health System	MD	Cardiac Calcium Scoring Physician Postcard	Neathawk Dubuque + Packett
Silver	University of Utah Clinical Neurosciences Ctr	UT	Gray Matters	True North Custom Publishing

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Emory Healthcare	GA	Emory Vision	
Silver	Presbyterian Healthcare	NC	Let's Talk Doctor to Doctor	ABZ Design Group
Bronze	Temple University Health System	PA	Physician Announcement	
Merit	St. Mary's Health System	IN	4-Doc Physician Referral	Ten Adams
Merit	Emory Healthcare	GA	The Emory Clinic Physician Directory	

Group 8: HMOs/PPOs/Health Insurance

Gold	AvMed Health Plans	FL	AvMed Gives Florida Doctors-Tools to Care	Wax Custom Communications
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Brochure

Group 1: Hospital under 299 beds

Gold	Mease Dunedin Hospital	FL		
Silver	Community Hospital of San Bernardino	CA	Babies First Admissions	FiftyX
Bronze	San Joaquin Community Hospital	CA	Maternity Care Center	Willis Design
Merit	Ottawa Regional Hospital + Healthcare Ctrs	IL	The Seeds of Advancement	Diane Stelken Associates
Merit	Baltimore Washington Medical Center	MD	Taking Flight	O'Brien Advertising
Merit	Memorial Hospital	PA	Kids In The Kitchen	
Merit	Centennial Medical Center	TX	Brochure Series	RD&F Advertising, Inc.

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 2: Hospital 300-599 beds				
Gold	CentraCare Health Foundation	MN	Capital Campaign Brochure/Inserts	Hatling Flint
Silver	UC Irvine Healthcare	CA	A New Hospital A New Era	ZAMBOO
Bronze	Lahey Clinic Medical Center	MA	Advancing Medicine	Jenn Baldwin Design
Merit	University of Iowa Hospitals & Clinics	IA	Family Care	SPM Marketing & Communications
Merit	JPS Health Network	TX	Practices	Blanchard Schaefer Advertising & PR
Merit	Lexington Medical Center	SC	Your Special Delivery Booklet	
Merit	Little Company of Mary Hospital	IL	Women's Services	BVK
Group 3: Hospital Over 600 beds				
Gold	Presbyterian Hospital	NC	Women's Center New Baby Manual for Dads	ABZ Design Group
Silver	Brigham and Women's Hospital	MA	Opening New Doors	
Bronze	Shands Jacksonville	FL	You + Shands Jacksonville	Brown Parker + Demarinis
Merit	Tampa General Hospital	FL	Keeping Your Baby Safe	G Squared
Merit	Mission Hospital	NC	Aviator	Cassels Caywood Love
Merit	Montefiore Medical Center	NY	UBA Employment	
Merit	Morton Plant Mease Hospitals	FL	Foundation Memberships	
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	The Foot and Ankle Institute	NC	Foot and Ankle Institute	The Marketing Consortium
Silver	Monroe Carell Jr. Children's Hospital	TN	Capital Case Statement	Lewis Communications
Bronze	Franciscan Sisters of Chicago Service Corp	IL	Holy Cross Village	
Merit	Le Bonheur Children's Medical Center	TN	Capabilities Piece	
Merit	LifeCare Hospitals		Tri-fold Brochure & Inserts	Lovell Communications, Inc.
Merit	St. Joseph Hospital	NH	Breast Care Center	Aloysius Butler & Clark
Merit	Miller Children's Hospital	CA	Keeping Our Heroes Safe	ZAMBOO
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Siemens Audiologische Technik		Life Launch	Mangos
Silver	City of Phoenix	AZ	Phoenix Biomedical Campus	Davidson and Belluso
Bronze	The Eye Center of Central Pennsylvania	PA	Practice Brochure	Golden Proportions Marketing
Merit	Insulet Corporation	MA	Omnipod Consumer Marketing	Whydesignworks
Merit	CVS Caremark	IL	Proactive Pharmacy Care Positioning	McMurry, Inc.
Merit	Massachusetts Dental Society	MA	Oral Health/Overall Health	
Merit	DaVita, Inc.	CA	Partnering with Physicians	
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Summa Health System	OH	Body Sculpting	Knox Marketing, Inc.
Silver	Penn Medicine	PA	Penn Home Care & Hospice Services	
Bronze	Christus Santa Rosa Healthcare	TX	Chat	Ammo Advertising
Merit	Symbion Healthcare			Lovell Communications, Inc.
Merit	Shore Health System	MD	Foundation Brochure	Neathawk Dubuque + Packett
Merit	Provena Central Illinois Region	IL	Heart Scan	
Merit	Genesis Health System	IA	Genesis At Home-Hope, Life, Compassion	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Florida Hospital	FL	Colorectal Cancer Info Guide	
Silver	Iowa Health System	IA	Legislative Agenda	
Bronze	Cape Fear Valley Health System	NC	Speakers Bureau	
Merit	Ochsner Health System	LA	Passport to Health	
Merit	Carolinas HealthCare System	NC	Uncompromising Excellence. Commitment	
Merit	Emory Healthcare	GA	Emory Executive Health	
Merit	Temple University Health System	PA	Digestive Disease Center	
Group 8: HMOs/PPOs/Health Insurance				
Gold	Independence Blue Cross	PA	Health Lifestyles Program	
Silver	OSF HealthPlans	IL	How Puffer the Fish Got His Name	cmfigroup
Bronze	Regence		Transforming the Health Care System	Gard Communications
Merit	MVP Healthcare	NY	MVP Sales Brochure	Media Logic
Merit	Health Plan of Nevada	NV	Steps to Good Nutrition for Toddlers	
Merit	Blue Cross and Blue Shield of Louisiana	LA	LPHI Steps to Better Health	
Merit	UnitedHealthcare	MN	State of Florida Enrollment	Creatis
Logo/Letterhead Design				
Group 1: Hospital under 299 beds				
Gold	Great Plains Regional Medical Center	NE	Medication Reconciliation Campaign	Swanson Russell
Silver	BroMenn Regional Medical Center	IL	Be Well	Ten Adams
Bronze	Witham Health Services	IN	Baby Photo Contest	Ten Adams
Merit	Holland Hospital	MI	Lakeshore Health Partners	
Merit	Hutcheson Medical Center	GA		Neathawk Dubuque + Packett
Merit	Los Alamitos Medical Center	CA	Logo Development/Stationary	Prairie Dog/TCG

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 2: Hospital 300-599 beds				
Gold	Allegiance Health	MI	Brand Identity	Interval
Silver	Mount Clemens Regional Medical Center	MI	Get The Picture	Publicom, Inc.
Bronze	Clara Maass Medical Center	NJ	CMMC Foundation	The Marathon Group
Merit	Lexington Medical Center	SC	Sunset Cafe	
Merit	Harborview Medical Center	WA	EthnoMed	Ray Braun Design
Merit	UC Irvine Healthcare	CA	Expedition QUEST	ZAMBOO
Group 3: Hospital Over 600 beds				
Gold	St. Anthony Hospital	OK	Saints Heart & Vascular Institute	Insight Creative Group
Silver	Saint Margaret Mercy Healthcare Centers	IN	110th Anniversary	Moran Design Corporation
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	BryanLGH Medical Center	NE	Institute for Women's & Children's	Swanson Russell
Silver	Nationwide Children's Hospital	OH	Give Me Five	
Bronze	Nationwide Children's Hospital	OH	Get Growing	
Merit	Franciscan Sisters of Chicago Service Corp	IL	Mercy Circle	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Anesthesiology & Pain Consultants Inc	LA	Headache Solutions	Right Angle
Silver	Selva	NY		Palio
Bronze			PRAM	Medici Global
Merit	Summit Medical Group	NJ	Branding	
Merit	Northwestern Louisiana Cancer Center	LA		Right Angle
Merit	Doctors MRI			Insight Creative Group
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Legacy Health System	OR	Pride Matters	
Silver	Cape Fear Valley Health System	NC	Asthma All-Stars	
Bronze	Texas Health Resources	TX	Texas Health Logo Design	Balcom Agency
Merit	Lehigh Valley Health Network	PA	LVHN	Springboard Brand & Creative Strategy, Ltd
Merit	University Health System	TX	University Transplant Center	
Merit	Ministry Health Care	WI		Bernard Hodes Group
Group 8: HMOs/PPOs/Health Insurance				
Gold	Blue Cross and Blue Shield of Louisiana	LA	2 Step 4 Kids	
Silver	Community Health Choice, Inc.	TX	Graphic Standards Guide	Marion, Montgomery, Inc.
Bronze	San Francisco Health Plan	CA		
Calendar				
Group 1: Hospital under 299 beds				
Gold	Laurens County Health Care System	SC	Beautiful Community Benefits	Bates Design Inc
Silver	Rutland Regional Medical Center	VT	Woman to Woman Survivor Group	
Bronze	Tanner Health System	GA	Behavioral Health	
Merit	Catawba Valley Medical Center	NC	40 Years of Caring Calendar	The Porter Agency
Merit	Feather River Hospital	CA		
Merit	Calvert Memorial Hospital	MD	90 Years and Going Strong	Image Marketing, Inc.
Group 2: Hospital 300-599 beds				
Gold	Borgess Health	MI	Health Calendar	
Silver	St. Anthony's Hospital	FL		
Bronze	JPS Health Network	TX	JPS Calendar	Blanchard Schaefer Advertising & PR
Merit	Lexington Medical Center	SC	LMC Employee Calendar	
Merit	Ball Memorial Hospital	IN	Cancer Center Calendar	
Merit	Hurley Medical Center	MI	Hurley Foundation Calendar	Magnani Continuum Marketing
Group 3: Hospital Over 600 beds				
Gold	Morton Plant Mease Hospitals	FL		
Silver	St. Joseph's Hospital	FL		
Bronze	Our Lady of the Lake Regional Medical Ctr	LA	Children's Hospital Calendar	
Merit	Brigham and Women's Hospital	MA	Calendar of Health Programs	
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Nationwide Children's Hospital	OH	Foundation Calendar	
Silver	Arkansas Children's Hospital	AR	Milestones & Miracles	
Bronze	Karmanos Cancer Institute	MI	Karamanos Hope	Grigg Graphics
Merit	Le Bonheur Children's Medical Center	TN	Le Bonheur Calendar	
Merit	Cook Children's Health Care System	TX		
Merit	Mary Free Bed Rehabilitation Hospital	MI		
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Buddy Kemp Caring House	NC		ABZ Design Group

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Centra	VA	Aspire to Service Excellence	Premier
Silver	Sister of St. Francis Health Services	IN	Social Accountability Calendar	Moran Design Corporation
Bronze	NC Child Care Health & Safety Resource Ctr	NC	Health and Safety	Sally Johns Design
Merit	University Health Care System	GA	Portraits of Life	
Merit	Lake Hospital System	OH	Partners in Community Service	
Merit	Progress West Healthcare	MO	Better Living	True North Custom Publishing
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	LifeBridge Health	MD	braVo!	
Silver	Northeast Georgia Medical Center	GA	No Two Are The Same Baby Calendar	
Bronze	Abrazo Health Care	AZ	TMC Calendar	Addison-Clark
Merit	Geisinger Health System	PA	System Calendar	
Merit	VA MidSouth Healthcare Network		Veteran's Health Watch	Dowden Custom Media
Merit	The Ohio State University Medical Center	OH	Health	
Group 8: HMOs/PPOs/Health Insurance				
Gold	CareFirst BlueCross BlueShield	MD		
Silver	Health New England	MA	Healthy Cooking	
Bronze	Wellmark Blue Cross and Blue Shield	SD	A Healthier You	
Merit	Fallon Community Health Plan	MA	Healthy Communities Calendar	
Merit	Humana, Inc.		Live It UP!	Wax Custom Communications
Merit	UnitedHealthcare	GA	Healthy Habits Calendar	
Patient Handbook				
Group 1: Hospital under 299 beds				
Gold	Tanner Health System	GA	Cardiac Binder	
Silver	Huron Valley - Sinai Hospital	MI	OB Patient Guide	CHR Communications
Bronze	Good Samaritan Hospital	NE	Guest Information Guide	
Group 2: Hospital 300-599 beds				
Gold	Sinai Hospital	MD	Herman - Walter Samuelson Children's Hospital	
Silver	California Pacific Medical Center	CA	Patient Guide to Spinal Stenosis Care	
Group 3: Hospital Over 600 beds				
Gold	UK Healthcare	KY	Emergency Patient Handbook	
Silver	The Reading Hospital and Medical Center	PA	Patient and Caregiver Rsource Guide	LMI Advertising
Bronze	Mount Sinai Medical Center		Patient Resource Guide	Wax Custom Communications
Merit	Renown Health	NV	Total Hip/Knee Replacement Guide	
Merit	Saint Francis Hospital-Memphis	TN	Inpatient Physicians Hospitalists	G Design
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Nationwide Children's Hospital	OH	Welcome Kit/Family Resource Guide	Conrad, Phillips, VuTech
Silver	LifeCare Hospitals		Patient Information Guide-Shreveport	Lovell Communications, Inc.
Bronze	Mary Free Bed Rehabilitation Hospital	MI		
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	St. Joseph Hospital Affiliated Physicians	CA	Affiliated Physicians New Member Handbook	Triad Group, Inc.
Silver	Enablex-Novartis and P&G		Understanding Overactive Bladder	Artcraft Health Education
Bronze	Institute for Healthcare Advancement		What To Do When Your Child Gets Sick	Haese + Wood
Merit	EMD Serono Inc	MA	Easy Pod Patient Quick Guide	Pharma International Inc
Merit	Summit Medical Group	NJ	Patient Guide to Staying Well	
Merit	Arkansas Foundation for Medical Care	AR	Diabetes "Get in the Zone"	
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Princeton HealthCare System	NJ	The Maternal-Child Health Program	
Silver	Virtua Health	NJ	Virtua Musculoskeletal Institute	
Bronze	Christus Santa Rosa Healthcare	TX	Guide to Patient Services	Ammo Advertising
Merit	Virtua Health	NJ	Total Joint Replacement	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Lee Memorial Health System	FL	All Star Total Joint Center Patient Guides	
Silver	Emory Healthcare	GA	Rehabilitation Medicine	
Bronze	Penn State Hershey Milton S Hershey Med Ctr	PA	Stroke Patient and Family Guide	
Merit	Florida Hospital	FL	Flagler Physician Directory	
Merit	Orlando Health	FL	Healthy Living	Dowden Custom Media
Merit	The Methodist Hospital System	TX	Partners in Care	Adcetera
Group 8: HMOs/PPOs/Health Insurance				
Gold	AvMed Health Plans	FL	AvMed Individual Health Information Kit	Wax Custom Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Other				
Group 1: Hospital under 299 beds				
Gold	Centennial Medical Center	TX	OB Packet	RD&F Advertising, Inc.
Silver	Memorial Hospital	PA	Recipe for Success	
Bronze	Washington County Hospital	MD	Working Together to Heal Chronic Wounds	
Merit	Palm Drive Hospital Healthcare Foundation	CA	Capital Campaign Presentation Folder	Mackenzie Design Studio
Merit	Tanner Health System	GA	Heart Center Heart Guide	
Merit	Southeast Missouri Hospital	MO	Wellness Connection Environment Campaign	bvk
Merit	Evergreen Healthcare	WA	Strategic Plan	
Group 2: Hospital 300-599 beds				
Gold	MCG Health	GA	Cultural Ads	Craig Jackson & Partners
Silver	Southwest General Health Center	OH	Just In Case You Actually ...	Stern Advertising
Bronze	Resurrection Medical Center	IL	RMC Elevator Wraps	Donovan Design
Merit	Hahnemann University Hospital	PA	10-Year Project	Cabin Communications
Merit	UC Irvine Healthcare	CA	A New Hospital A New Era	ZAMBOO
Merit	St. Mary Medical Center	PA	A Reflection of Our Community	Christine Cardellino Communications Services
Merit	Porter Memorial Hospital	IN	Fans	Creative Alliance
Group 3: Hospital Over 600 beds				
Gold	University of Virginia Health System	VA	Making Of	
Silver	Geisinger Health System	PA	Coffe Table Book	Aloysius Butler & Clark
Bronze	Swedish Hospital	WA	Orthopedic Institute Brochure	Phinney Bischoff Design House
Merit	Carolinas Medical Center	NC	Airport Hanging Banners	
Merit	Cleveland Clinic	OH	Gala Book	Ologie
Merit	Beth Israel Deaconess Medical Center	MA	My Story Campaign	
Merit	UK Healthcare	KY	Transplant Center Folder	
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Levine Children's Hospital	NC	Brand Guide	Zander Guinn Millan
Silver	Heart Hospital of New Mexico	NM	Bottom of Our Hearts	3 Advertising
Bronze	Nationwide Children's Hospital	OH	Once Upon a Night	Conrad, Phillips, VuTech
Merit	John Stoddard Cancer Center	IA	Cancer Journal	
Merit	Le Bonheur Children's Medical Center	TN	We're Building For	Mangan Holcomb Partners
Merit	Cook Children's Health Care System	TX	Neurosciences Booth	
Merit	Holy Family Medical Center	IL	Long-Term Acute Care	ABS Graphics
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	The Doctors of USC	CA	The Doctors of USC Stadium Signage	Swanson Russell
Silver	California HealthFirst Physicians	CA	AHH-AHHH-CHOOO!	FiftyX
Bronze	Olympus America, Inc.	PA	Endo Consulting Package	Mangos
Merit	Health Connect Partners		Pharmacy Conference Programs	Lovell Communications, Inc.
Merit	Healthy@Home	NC	Discharge Folder and Service Line Brochure	Zander Guinn Millan
Merit	Five Star Quality Care	MA	Cookbook	Triad Advertising
Merit	BASi	IN	I Need BASi	SCORR Marketing
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Summa Health System	OH	Cancer Binder	Knox Marketing, Inc.
Silver	Princeton HealthCare System	NJ	The Maternal-Child Health Program	
Bronze	Hamilton Medical Center	GA	Heritage Gallery	Neathawk Dubuque + Packett
Merit	St. Francis Hospital & Health Centers	IN	Doctor's Day Card	Borshoff
Merit	HealthPartners	MN	Mascots	Preston Kelly
Merit	Mercy Health System	PA	Philadelphia Region-Health Passport	
Merit	Adaptis	WA	Adaptis Marketing Collateral	Phinney Bischoff Design House
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Norton Healthcare	KY	"Just For Kids" Campaign	
Silver	St. John Health	MI	The Healing Power of Music	Brogan & Partners Convergence Marketing
Bronze	Beaumont Foundation	MI	The Campaign for Beaumont Hospitals	Bergman Group
Merit	Iowa Health-Des Moines	IA	Ambulance Design	
Merit	Marshfield Clinic	WI	Applied Sciences Folder	
Merit	Emory Healthcare	GA	Goes Green	
Merit	University Health System	TX	History Wall Display	esd & associates
Group 8: HMOs/PPOs/Health Insurance				
Gold	Kaiser Permanente	CA	Broker Portfolio	
Silver	UnitedHealthcare	MN	Mammogram Reminder	
Bronze	Humana, Inc.		HAO Special Edition	Wax Custom Communications
Merit	Network Health	MA	Brockton Rox	
Merit	Wellmark Blue Cross and Blue Shield	IA	Wheel of Coverage	
Merit	Blue Cross and Blue Shield of Louisiana	LA	Diversity Book Covers	
Merit	CareFirst BlueCross BlueShield	MD	Health eCooking Recipe Cards	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Imprinted Materials

Group 1: Hospital under 299 beds

Gold	Community Hospital of San Bernardino	CA	Babies First Pad Blocks	FiftyX
Silver	Tanner Health System	GA	Heart Center Heart-shaped T-shirt	
Bronze	Logan Memorial Hospital	KY	Family Healthfest T-Shirt	
Merit	Southwestern Vermont Healthcare	VT	Counter Mat	Bennett Group
Merit	The Ohio State University Medical Center	OH	Patient Link Ambulatory	Northlich
Merit	Kennewick General Hospital	WA	Urgent Care/Walkin Care Magnet	P.S. Media, Inc.

Group 2: Hospital 300-599 beds

Gold	Chesapeake Regional Medical Center	VA	Bra Ha Ha Shirt	DIA, Inc.
Silver	Pomona Valley Hospital Medical Center	CA	Associate Recognition Program	Holmes & Company Advertising
Bronze	Gwinnett Medical Center	GA	Sleep Lab Opener	
Merit	St. Anthony's Hospital	FL	Race for a Cure T-Shirt	
Merit	Ball Memorial Hospital	IN	It's A Match "T-Shirt"	
Merit	Lexington Medical Center	SC	LMC Mouse Pad	

Group 3: Hospital Over 600 beds

Gold	Northwestern Memorial Hospital	IL	March of Dimes T-shirt	
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Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Presbyterian Hemby Children's Hospital	NC	ER Department T-Shirt	ABZ Design Group
Silver	Arkansas Children's Hospital	AR	South Wing Commemorative Gift	

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Summit Medical Group	NJ	T-Shirt	
Silver	Iowa Hospital Association	IA	Ragbrai Jersey	julsdesign, inc.
Bronze	Arkansas Foundation for Medical Care	AR	Komen Race T-Shirt	
Merit	The Iowa Clinic	IA	Day At The Fair T-Shirt	julsdesign, inc.

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Penn State Hershey Milton S Hershey Med Ctr	PA	Give Hope, Have Faith, Fight Hard	
Silver	University of Michigan Health System	MI	Michigan Difference Promotion/Gift	CHR Communications
Bronze	Iowa Health-Des Moines	IA	RAGBRAI Team Jersey	
Merit	Norton Healthcare	KY	NICU – 3N Nursery Reunion T-Shirt	

Group 8: HMOs/PPOs/Health Insurance

Gold	Univera Healthcare	NY	Visor	DMW Worldwide LLC
Silver	Network Health	MA	Corporate Folder	

Professional Recruitment

Group 1: Hospital under 299 beds

Gold	Regional West Health Services	NE	Physicians Recruitment	Cranium Studio
Silver	Tanner Health System	GA	Physician Recruiting	
Bronze	Memorial Medical Center	NM	Nursetopia	Esparza Advertising
Merit	Kennewick General Hospital	WA	Physician Recruitment Video	P.S. Media
Merit	Southwestern Vermont Healthcare	VT	Left Brain	Bennett Group
Merit	Hays Medical Center	KS	Freedom to Drive Your Own Success	

Group 2: Hospital 300-599 beds

Gold	Saint Joseph Hospital	IL	Physician Recruitment	Moveo Integrated Branding
Silver	Enloe Medical Center	CA	Growing Together	ZAMBOO
Bronze	Lexington Medical Center	SC	Life Savers	
Merit	Swedish American Health System	IL	Recruitment Campaign	Rick Wells, Ltd
Merit	Chesapeake Regional Medical Center	VA	Open House	DIA, Inc.
Merit	Southwest Washington Medical Center	WA	Southwest Rehab Services Team	

Group 3: Hospital Over 600 beds

Gold	UK Healthcare	KY	Nurse Recruitment Packet	
Silver	UNC Hospitals	NC	Nurse Recruitment	Sally Johns Design
Bronze	Montefiore Medical Center	NY	Staffing & Recruitment Welcome Packet	

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Arkansas Children's Hospital	AR	Nurse Recruitment Campaign	
Silver	New England Sinai Hospital	MA	Sinai Nurse Recruitment	Triad Advertising
Bronze	New England Sinai Hospital	MA	Physical Therapy "Team"	Triad Advertising

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Kadlec Medical Associates	WA	KMA Recruitment DVD	
Silver	DaVita, Inc.	CA	Redwoods Leadership Development Program	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Bronze Merit	AHEC's for a Healthier Louisiana DaVita, Inc.	LA CA	Greater New Orleans Campaign DaVita Recruiting Campaign	Right Angle
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Citizens Memorial Healthcare	MO	Orthopedic Recruiting Flyer	
Silver	Unity Health System	NY	Nurse Recruitment Campaign	
Bronze	Holy Spirit Health System	PA	Recruitment Campaign	TCG Advertising & Design
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Geisinger Health System	PA	Professional Recruitment Coffee Table Book	AB+C
Silver	St. John Health	MI	Nurse Recruitment	Brogan & Partners Convergence Marketing
Bronze	University Health System	TX	The Only Thing Missing is ... You!	esd & associates
Merit	Banner Health	AZ	Here, If Your Kids Are Horsing Around	CKR Interactive, Inc.
Merit	Cape Cod Healthcare	MA	Healthcare Job Fair	Triad Advertising
Merit	Southcoast Health System	MA	Recruitment	
Web Site/Home Page				
Group 1: Hospital under 299 beds				
Gold	Lafayette General Medical Center	LA		Bizzuka
Silver	Sumner Regional Medical Center	TN	It's Happening Here	SPM Marketing & Communications
Bronze	Tanner Health System	GA	Physician Recruiting	
Merit	Saint Francis Medical Center	MO	Physician Recruitment Web Page	The Roberts Group, Inc.
Merit	St. Joseph's Hospital Highland	IL	www.stjosephshighland.org	McDaniels Healthcare Marketing
Merit	Civista Medical Center	MD	civista.org	NDG Communications.com
Group 2: Hospital 300-599 beds				
Gold	Creighton University Medical Center	NE	Findyourphysician.com	Swanson Russell
Silver	St. Agnes Hospital	MD	www.stagnes.org	Coffey Communications, Inc.
Bronze	St. Joseph Mercy Oakland	MI	Michigan Medical Report	Magnani Continuum Marketing
Merit	Stony Brook University Medical Center	NY	Best Ideas in Medicine	Lewis Communications
Merit	Athens Regional Medical Center	GA	www.armc.org	
Merit	Somerset Medical Center	NJ	Sports Performance	
Group 3: Hospital Over 600 beds				
Gold	Cleveland Clinic	OH	Cleveland Clinic meetthebuildings.com	Ologie
Silver	Massachusetts General Hospital	MA	Website Redesign: massgeneral.org	IconNicholson
Bronze	Medical City Hospital	TX	Med City Children's Websites	Avrea Foster
Merit	Brigham and Women's Hospital	MA	www.brighamandwomens.org	
Merit	Northwestern Memorial Hospital	IL	www.nmpg.org	
Merit	University of Virginia Health System	VA	UVA Jobs Beyond Medicine	Lewis Communications
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	St. Joseph Hospital	NH		Aloysius Butler & Clark
Silver	Lake Taylor Transitional Care Hospital	VA	I Can	O'Brien et al. Advertising
Bronze	Carolinas HealthCare System	NC	Levine Children's Hospital Website	
Merit	LifeCare Hospitals			Lovell Communications, Inc.
Merit	Children's Memorial Hospital	IL	Heroes for Life Campaign	Pivot Design, Inc.
Merit	Kessler Institute for Rehabilitation	NJ	Defining Medical Rehabilitation	andCulture
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Belleza Skin Care Institute	IL		Echo Design Group
Silver	Sera Care Life Sciences	MA		Pharma International Inc
Bronze	ACR Image Metrix	PA	ACR Image Metrix Web Site	SCORR Marketing
Merit	Zeus Scientific, Inc.	NJ	www.zeusscientific.com	Baldwin & Obenauf, Inc.
Merit	Somanetics Corporation	MI		Group Fifty-Five Marketing
Merit	The Swier Clinic	DE		Aloysius Butler & Clark
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Carolinas HealthCare System	NC		Neathawk Dubuque + Packett
Silver	Hamilton Medical Center	GA		
Bronze	Penn Medicine	PA	Pennhealth.com	
Merit	Norman Regional Health System	OK	www.normanregional.com	The Balcom Agency
Merit	Metropolitan Nashville Hospital Authority	TN		Lovell Communications, Inc.
Merit	Symbion Healthcare			Lovell Communications, Inc.
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Temple University Health System	PA		
Silver	Duke Medicine	NC	DukeHealth.org	
Bronze	Virginia Commonwealth University	VA	Department of Radiology	
Merit	Scripps Health	CA	Scripps.org	
Merit	Norton Healthcare	KY	NortonHealthcare.com	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Penn State Hershey Milton S Hershey Med Ctr PA		Health Library Website	
Group 8: HMOs/PPOs/Health Insurance				
Gold	CareFirst BlueCross BlueShield	MD	My Care First	StayWell Custom Communications
Silver	American Specialty Health	CA	Healthyroads	
Bronze	Independence Blue Cross	PA	Third Party Administration	
Merit	Wellmark Blue Cross and Blue Shield	IA	Health Coach Program	
Merit	BlueCross BlueShield of Florida	FL		StayWell Custom Communications
Merit	Humana, Inc.		www.humanaactiveoutlook.com	Wax Custom Communications
Television Advertising/Single Spot				
Group 1: Hospital under 299 beds				
Gold	St. Patrick Hospital & Health Sciences Center	MT	Women's Care Center	Citrus
Silver	Hanover Hospital		Orthopedics	SNS Marketing
Bronze	St. Vincent Heart Center of Indiana	IN	Door to Balloon	St. Claire Group
Merit	Adena Health System	OH	Cardiac Miller	St. Claire Group
Merit	Witham Health Services	IN	Think Again	Ten Adams
Merit	University of Connecticut Health Center	CT	Get Back	Mintz & Hoke Communications Group
Group 2: Hospital 300-599 beds				
Gold	Rex Healthcare	NC	Rex-Cancer "Man"	Neathawk Dubuque + Packett
Silver	Lexington Medical Center	SC	Christmas	
Bronze	Lahey Clinic	MA	North Shore "H" Hospital Ad	Silverman Group
Merit	Carilion Clinic	VA	Heart Alert	Neathawk Dubuque + Packett
Merit	Central DuPage Hospital	IL	Invisible	Element 79
Merit	Roper St. Francis Healthcare	SC	Amazing	
Group 3: Hospital Over 600 beds				
Gold	St. Vincent	IN	How Do You Thank	Publicis
Silver	Our Lady of the Lake Regional Medical Ctr	LA	Children's Hospital Make Believe	
Bronze	The Nebraska Medical Center	NE	Reputation	Writing The Range
Merit	Hackensack University Medical Center	NJ	Grand Dad	Della Femina Rothschild Jeary & Partners
Merit	Oklahoma University Medicine	OK	Radically Different	BVK
Merit	St. Anthony Hospital	OK	Know Your Name	Insight Creative Group
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Sanford Health	SD	Lean on Me	Lawrence & Schiller
Silver	Prairie Heart Institute of Illinois	IL	Corn	BVK
Bronze	Beaumont Children's Hospital	MI	Choosing A Children's Hospital	The Curtis Group
Merit	Children's Healthcare of Atlanta	GA	Growing	three
Merit	Children's Hospital & Medical Center	NE	The Most Important	Bendtsen & Company
Merit	University Health Systems of Eastern Carolina	NC	East Carolina Heart Institute-Team	Jennings
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Michigan Department of Community Health	MI	Mom's Voice	Brogan & Partners Convergence Marketing
Silver	Healthcare Association of New York State	NY	Help Your Hospital	Time Warner Cable
Bronze	ClearChoice Dental Implant Centers	CO	Jingle-Full	
Merit	Start With Your Heart	NC	Game Show-Signs	Brogan & Partners Convergence Marketing
Merit	Iowa Health Home Care	IA	Hospice	
Merit	New Mexico Aids Services	NM	Footprints	Esparza Advertising
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Goshen Health System	IN	Encircles	Todd Allen Design
Silver	Unity Health System	NY	Joint Replacement	Prairie Dog/TCG
Bronze	Wishard Health Services	IN	Wishard Five Factors	Borshoff
Merit	Butler Health System	PA	The Wait	Fitting Group
Merit	Virtua Health	NJ	Virtua Health Flyers Commercial	
Merit	Citizens Memorial Healthcare	MO	Surgical Services	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Avera Health	SD	A Tribute to Kids	BVK
Silver	The Ohio State University Medical Center	OH	Gee and the Future	Northlich
Bronze	Intermountain Healthcare	UT	Heads on Desks	Factory/R&R Partners
Merit	Ochsner Health System	LA	Aging	BOHAN Advertising Marketing
Merit	WakeMed Health & Hospitals	NC	WakeMed Life	Craig Jackson & Partners
Merit	Banner Health	AZ	Living Proof-Cardiology	O'Brien Advertising

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 8: HMOs/PPOs/Health Insurance

Gold	Independence Blue Cross		Everywhere You Turn DRTV	DMW Worldwide, LLC
Silver	Peoples Health	LA	Myrtis Butzman on People's Health	
Bronze	Senior Dimensions	NV	Senior Reporter	Virgen Advertising
Merit	Care Source		Augie & Mary	The Network 360
Merit	ConnectiCare	CT	Medicare Campaign	Decker
Merit	Excellus BlueCross BlueShield	NY	Excellus BCBS Medicare	Partners + Napier

Television Advertising/Series

Group 1: Hospital under 299 beds

Gold	Great Plains Regional Medical Center	NE	Testimonial Campaign TV	Swanson Russell
Silver	Southeast Missouri Hospital	MO	Calling	bvk
Bronze	Hendricks Regional Health	IN	I Don't Wanna Go	Russell Herder
Merit	Lafayette General Medical Center	LA	Pavilion for Women and Children	
Merit	Community Medical Center	MT	Caden's Life/Leia's Life	Partners Creative
Merit	Mercy Iowa City	IA	There is No B Team-Cardiac/Perfect Results	Swanson Russell

Group 2: Hospital 300-599 beds

Gold	The Christ Hospital	OH	Thank You TV	Ten Adams
Silver	Good Samaritan Hospital	OH	Good Sam. Great Medicine	Northlich
Bronze	Hoboken University Medical Center	NJ	Parenting Expectations/Second Baby	Erbach Communications Group
Merit	UW Health	WI	UW Health Image Advertising	
Merit	Saint Joseph Regional Medical Center	IN	One Ortho Series	St. Claire Group
Merit	Community General Hospital	NY	Da Vinci Robot	7053 Productions

Group 3: Hospital Over 600 beds

Gold	St. John's Hospital	IL	Prairie Heart	BVK
Silver	University of Virginia Health System	VA	Beyond Medicine	Lewis Communications
Bronze	University of Michigan Health System	MI	UMHS	Pictures In A Row
Merit	Riverside Methodist Hospital	OH	Innovation	Fahlgren Advertising
Merit	The Nebraska Medical Center	NE	Image (Reputation & Quality)	Writing The Range
Merit	Rush University Medical Center	IL	Rush Stories	SPM Marketing & Communications

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Children's Hospital & Medical Center	NE	The Most Important/Experts	Bendtsen & Company
Silver	Our Lady of the Lake Children's Hospital	LA	Make Believe	Mangan Holcomb Partners
Bronze	Prairie Heart Institute of Illinois	IL	PHII TV Series	BVK
Merit	Childrens Hospital Los Angeles	CA	Hands, Transport, Princess	c.2K Medical
Merit	Alamance Regional Medical Center	NC	Inspiring Care	Contrast Creative, Inc.
Merit	MetroHealth	OH	Hearing Loss	

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Marshfield Clinic	WI	Brand TV Series	Lindsay, Stone & Briggs
Silver	Military OneSource	VA	Kids Know	Marion, Montgomery, Inc.
Bronze	Saratoga Hospital	NY	People You Trust. Care You Deserve	Palo

Group 6: Healthcare System (Under \$500 million revenue)

Gold	Borgess Health	MI	Innovative Medicine, Inspired Care	Lawrence Productions
Silver	Virtua Health	NJ	Orthopaedic Spots	
Bronze	Sparks Health System	AR	New Walls	Mangan Holcomb Partners
Merit	Holy Spirit Health System	PA	Branding TV Campaign	TCG Advertising & Design
Merit	Genesis Health System	IA	The People Who Love You	

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Memorial Hermann Healthcare System	TX	Breakthroughs	Latitude
Silver	Meridian Health	NJ	Taking Care of New Jersey	Storandt, Pann, Margolis
Bronze	Baptist Health System	AL	Heart Aware Campaign	Scout Branding Co.
Merit	Covenant Health System	TX	Mom/Nurse/Doc	Price Group
Merit	Temple University Health System	PA	Temple Lung Center	
Merit	St. Vincent Health System	AR	What It's Like	Mangan Holcomb Partners

Group 8: HMOs/PPOs/Health Insurance

Gold	UCare	MN	UCare	Initio Advertising
Silver	HealthPlus of Michigan	MI	We've Got the Plus	SNS Marketing
Bronze	Health Plan of Nevada	NV	Leave It To The Experts	Virgen Advertising Corporation
Merit	MVP Healthcare	NY	MVP Employer	Media Logic
Merit	Blue Cross and Blue Shield of Nebraska	NE	BCBSNE Brand Campaign Card TV Spots	Swanson Russell
Merit	ConnectiCare	CT	Medicare Campaign	Decker

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
New Media				
Group 1: Hospital under 299 beds				
Gold	Sumner Regional Medical Center	TN	It's Happening Here	SPM Marketing & Communications
Silver	Lafayette General Medical Center	LA	Pavilion Reception Invite	
Bronze	Winchester Hospital	MA	MRI Eblast	Bennett Group
Merit	St. Mary Medical Center	CA	Living Well (e-mail publication)	Priority
Merit	Alamance Regional Medical Center	NC	Well Now	Priority
Merit	Baltimore Washington Medical Center	MD	Taking Flight	O'Brien Advertising
Group 2: Hospital 300-599 beds				
Gold	Rochester General Hospital	NY	ThinkRGH	SPM Marketing & Communications
Silver	Athens Regional Medical Center	GA	Scrubs Game	Imagination Orchard
Bronze	The Christ Hospital	OH	Caring Above All Animated Banner Ads	Ten Adams
Merit	Stony Brook University Medical Center	NY	Best Ideas in Medicine	Lewis Communications
Merit	Southern Regional Health System	GA	Heart and Vascular Web Banners	The Adams Group
Merit	Gwinnett Medical Center	GA	GMC Web 2.0	
Group 3: Hospital Over 600 beds				
Gold	Montefiore Medical Center	NY	Marketing Initiatives CD-Rom	
Silver	The Methodist Hospital	TX	Leading Care for Women	Priority
Bronze	Rush University Medical Center	IL	Rush Stories	SPM Marketing & Communications
Merit	Integris Health	OK	Inside Integris	Ackerman & McQueen
Merit	Brigham and Women's Hospital	MA	Shapiro Flash Drive and Directory	
Merit	Medical City Hospital	TX	Kids Flash Tour Guide	Avrea Foster
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Arkansas Children's Hospital	AR	Seasons of Hope	
Silver	Somerset Medical Center	NJ	Sleep for Life	R+J Public Relations
Bronze	Le Bonheur Children's Medical Center	TN	Ana Ives Blog	
Merit	Arkansas Children's Hospital	AR	MRSA Flash Information Module	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Healthcare Association of New York State	NY	Help Your Hospital	
Silver	Wolfe Eye Clinic	IA	LASIK Eye Chart Digital Ad	Swanson Russell
Bronze			Hospital Branding Blog	Springboard Brand & Creative Strategy, Ltd
Merit	Quest Diagnostics	NJ	Accomodate Banner/Golf	Hungry Ad Guys
Merit	3M Unitek		3M (iBraces) Online Campaign	On Message
Merit	Food and Drug Administration		Response @ fda-answers	Genome Communications
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	HealthPartners	MN	A New Way to Look at Healthcare	Preston Kelly
Silver	Citizens Memorial Healthcare	MO	Looping Digital Information Board	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Cape Fear Valley Health System	NC	Heart Campaign Web Banners	
Silver	Park Nicollett	MN	Faith's Story	Clarity Coverdale Fury
Bronze	Duke Medicine	NC	Duke Medicine YouTube Channel	
Merit	Atlantic Health	NJ	My Atlantic Health News	
Merit	NorthShore University HealthSystem	IL	Live Interactive Chats	Marcel Media
Group 8: HMOs/PPOs/Health Insurance				
Gold	Independence Blue Cross	PA	Holiday Greeting Card	
Silver	UnitedHealthcare	MN	CDHP Federal Enrollment	e10
Bronze	Excellus BlueCross BlueShield	NY	Medicare Web Banner Ads	Butler/Till
Merit	MVP Healthcare	NY	MVP Interactive Ads	Media Logic
Merit	Blue Cross and Blue Shield of Louisiana	LA	Leader Board Group Leader e-Newsletter	
Merit	American Specialty Health	CA	Year in Review Flash Presentation	
Special Video Production				
Group 1: Hospital under 299 beds				
Gold	Saint Francis Medical Center	MO	Physician Recruitment DVD	The Roberts Group, Inc.
Silver	St. Patrick Hospital & Health Sciences Center	MT	Emergency Department Expansion	Citrus
Bronze	Great Plains Regional Medical Center	NE	Physician Recruitment Video	Swanson Russell
Merit	Elliot Health System	NH	Pediatric Emergency Fundraiser	Focal Cast Media, LLC
Merit	Mercy Hospital	ME	Mercy Eating Disorders	Burgess Advertising & Marketing
Merit	Mercy Iowa City	IA	There is No B Team-Cardiac Webisode	Swanson Russell

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 2: Hospital 300-599 beds				
Gold	Memorial University Medical Center	GA	Imperial Sugar Disaster	SPM Marketing & Communications
Silver	University of Iowa Hospitals & Clinics	IA	One Vision. One Future	SPM Marketing & Communications
Bronze	St. Bernardine Medical Center	CA	Think Sepsis First	Reese and Associates
Merit	Gwinnett Medical Center	GA	Medical Matters	
Merit	Saint Peter's University Hospital	NJ	The Children's Hospital	SGW Integrated Marketing Communications
Merit	Darmouth-Hitchcock Medical Center	NH	Helping to Build Families	
Group 3: Hospital Over 600 beds				
Gold	Thomas Jefferson University Hospitals	PA	Magnet Nursing	
Silver	Montefiore Medical Center	NY	Women's Health	
Bronze	The Nebraska Medical Center	NE	Patient First	Writing The Range
Merit	Baptist Health	AR	All Our Best	
Merit	Northwestern Memorial Hospital	IL	Cleand Hands	Second City Communications
Merit	Integrus Health	OK	Courage Award	Ackerman & McQueen
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Maria Fareri Children's Hospital	NY	Giving Makes Greatness Possible	Fastforward Communications, Inc.
Silver	Nationwide Children's Hospital	OH	MRI Adventure	
Bronze	Childrens Hospital Los Angeles	CA	Imagine: A Celebration of CHLA	c.2K Medical
Merit	Children's Memorial Hospital	IL	When Seconds Count	
Merit	Children's Hospital & Medical Center	NE	Lindsay's Story	Bendtsen & Company
Merit	Karmanos Cancer Institute	MI	Hear Cancer. Think Karmanos	McCann-Erickson
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	GE Healthcare	NJ	The Evolution of Contrast Media	Dunn & Co.
Silver	The Doctors of USC	CA	The Doctors of USC Website Videos	Swanson Russell
Bronze	Allergan		Welcome to Allergan Your Future is Here	
Merit	Alive Hospice	TN		Lovell Communications, Inc.
Merit	American Soc for Clinical Labatory Science	MD	A Life Saved	Ken Schmidt Productions
Merit	Cornea Research Foundation of America	IN	Amazing Grace	Bennett Innovations
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Penn Medicine	PA	Perelman Center	
Silver	Hamilton Medical Center	GA	Archive Video	Neathawk Dubuque + Packett
Bronze	Virtua Health	NJ	Virtua Paramedics	
Merit	Citizens Memorial Healthcare	MO	A Journey of Hope	
Merit	Virtua Health	NJ	The Virtua Experience Video	
Merit	Citizens Memorial Healthcare	MO	Back Safety	
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Lehigh Valley Health Network	PA	A Journey of Passion	Springboard Brand & Creative Strategy, Ltd.
Silver	Military Health System	VA	Center for the Intrepid	Booz Allen Hamilton
Bronze	Iowa Health System	IA	I.O.W.A. Promo Video	Professional Video
Merit	Ohio Health	OH	Ohio Healthy Video	Ologie
Merit	Southcoast Health System	MA	Annual Meeting Video	
Merit	The Ohio State University Medical Center	OH	Welcome to the Team	
Group 8: HMOs/PPOs/Health Insurance				
Gold	Excellus BlueCross BlueShield	NY	Active Univera Testimonials	Partners + Napiers
Silver	Univera Healthcare	NY	Answers to Your Medicare Questions	Partners + Napier
Bronze	HealthPlus of Michigan	MI	Behind the Scenes	SNS Marketing
Merit	UnitedHealthcare	MN	Federal Enrollment	e10
Merit	Wellmark Blue Cross and Blue Shield	IA	Whole Health Dimensions	
Merit	Blue Cross and Blue Shield of Nebraska	NE	BCSNE Brand Campaign TV-Qwest Center	Swanson Russell
Radio Advertising/Single Spot				
Group 1: Hospital under 299 beds				
Gold	Hutcheson Medical Center	GA	New	Neathawk Dubuque + Packett
Silver	Mercy Hospital	ME	Mercy XPress Care	Burgess Advertising & Marketing
Bronze	Liberty Hospital	MO	Emergency Services	Kuhn & Wittenborn
Merit	The Ohio State University Medical Center	OH	Ross Heart Attack Response	Northlich
Merit	Holland Hospital	MI	Women's Midlife	
Merit	Hackley Hospital	MI	Robiske Family Reunion	Obstructed View Studios
Group 2: Hospital 300-599 beds				
Gold	Eastern Idaho Regional Medical Center	ID	EIRMC Trauma	Neathawk Dubuque + Packett
Silver	Little Company of Mary Hospital	IL	Patients-Bariatric	BVK
Bronze	The Hospital of Central Connecticut	CT	Say Ahh	

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Merit	Community Medical Center	NJ	Senses	The Marathon Group
Merit	Methodist Health System	TX	Sports Mom	RD&F Advertising, Inc.
Merit	Orange Regional Medical Center	NY	Sleep Lab	Media Logic
Group 3: Hospital Over 600 beds				
Gold	Georgetown University Hospital	DC	Reality	Neathawk Dubuque + Packett
Silver	Massachusetts General Hospital	MA	College Football Player	DeVito/Verdi
Bronze	The Nebraska Medical Center	NE	Image-Heart Failure	Writing The Range
Merit	Washington Hospital Center	DC	Heart Sounds	Neathawk Dubuque + Packett
Merit	St. John's Hospital	IL		BVK
Merit	Brigham and Women's Hospital	MA	Everything Possible	Downstream Media
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Children's Healthcare of Atlanta	GA	2 Ways	three
Silver	Heart Hospital of Austin	TX	72-Inch	Esparza Advertising
Bronze	Arkansas Children's Hospital	AR	Don't Get Sidelined by the Flu	
Merit	St. Mary's Healthcare System for Children	NY	NY Jets' Mangini/St. Mary's Kids	Fastforward Communications, Inc.
Merit	Lake Taylor Transitional Care Hospital	VA	I Can	O'Brien et al. Advertising
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Home & Hospice Care of Rhode Island	RI	Hospice Radio	Bennett Group
Silver	Hackley Life Counseling	MI	Excuses, Excuses	Obstructed View Studios
Bronze	Quest Diagnostics	NJ	Accomodate Your Schedule	Hungry Ad Guys
Merit	Beaumont Research Institute	MI	Doctors are Researchers	The Curtis Group
Merit	The Cardiovascular Specialists	MA	Cardio Radio	Bennett Group
Merit	Premier Community Health	OH	My Sister's Keeper	
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Meridian Health	NJ	1800Doctors	SPM Marketing & Communications
Silver	HealthPartners	MN	Bad Tooth	Preston Kelly
Bronze	Unity Health System	NY	Chemical Dependency	Prairie Dog/TCG
Merit	Capital Health System	NJ	Rolling Out the Red Carpet	Princeton Partners Health
Merit	Akron General	OH	Power Walker	BVK
Merit	Great Falls Clinic	MT	Helena Physicians' Clinic Saturday	Mercury Advertising
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Ochsner Health System	LA	Manly Men	BOHAN Advertising Marketing
Silver	St. John Health	MI	Cancer Opera	Brogan & Partners Convergence Marketing
Bronze	ProMedica Health System	OH	Stars	Hart Associates
Merit	Saint Barnabas Health Care System	NJ	Pirates	The Marathon Group
Merit	The Ohio State University Medical Center	OH	Ross Heart Hospital-Robotic	Northlich
Merit	Mercy Health Partners		Our Vision	Obstructed View Studios
Group 8: HMOs/PPOs/Health Insurance				
Gold	Valley Preferred	PA	Poetry in Motion	Keenan-Nagle Advertising, Inc.
Radio Advertising/Series				
Group 1: Hospital under 299 beds				
Gold	Great Plains Regional Medical Center	NE	Testimonial Campaign Radio	Swanson Russell
Silver	Baxter Regional Medical Center	AR	Remarkable	Mangan Holcomb Partners
Bronze	MidMichigan Health	MI	The Training Room	ClearRiver Advertising & Marketing
Group 2: Hospital 300-599 beds				
Gold	MCG Health	GA	Sleep Center	Craig Jackson & Partners
Silver	Rex Healthcare	NC	Rex-Cancer	Neathawk Dubuque + Packett
Bronze	O'Connor Hospital	CA	O'Connor Radio Series	Orange Label Art + Advertising
Merit	University of New Mexico Health Sciences Ctr	NM		Rick Johnson & Co.
Merit	Southwest General Health Center	OH	It's A Fact	Stern Advertising
Merit	El Camino Hospital	CA	Serious Care	White Space Healthcare Marketing
Group 3: Hospital Over 600 beds				
Gold	The Nebraska Medical Center	NE	Image-Series	Writing The Range
Silver	Rush University Medical Center	IL	Rush Stories	SPM Marketing & Communications
Bronze	Memorial Health System	IN	What's My Risk?	BVK
Merit	Northwestern Memorial Hospital	IL	Cardiovascular Campaign	LeMay Partners
Merit	University of Virginia Health System	VA	Beyond Medicine	Lewis Communications

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Sutter Health Sacramento Sierra Region	CA	Heart & Vascular	Glass McClure Advertising
Silver	Children's Memorial Hospital	IL	Radio Ad Series	
Bronze	Children's Hospital & Medical Center	NE	Parenting U	Bendtsen & Company
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	IntegraMed	NY	Take Charge/New Program	Adworks
Silver	Advanced Imaging of Montana	MT	Breast Cancer/Virtual Colonoscopy	Partners Creative
Bronze	Quest Diagnostics	NJ	Accomodate Your Schedule	Hungry Ad Guys
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	United Health Services	NY	Amazing Technology	
Silver	Holy Spirit Health System	PA	Branding Radio Campaign	TCG Advertising & Design
Bronze	HealthPartners	MN	Hard Questions	Preston Kelly
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	University Health Systems of Eastern Carolina	NC	Bariatrics/Robotics/GYN/Gamma Knife	Jennings
Silver	Moses Cone Health System	NC	Somewhere Else	Bouvier Kelly
Bronze	Park Nicollet	MN	Personal Stories-Eating Disorder Institute	Clarity Coverdale Fury
Merit	Temple University Health System	PA	Temple Lung Center	
Merit	Lehigh Valley Health Network	PA	MIMS	Springboard Brand & Creative Strategy, Ltd
Merit	Bon Secours Richmond Health System	VA	OB Baby Translator	The Meridian Group
Group 8: HMOs/PPOs/Health Insurance				
Gold	Blue Cross and Blue Shield of Nebraska	NE	BCBSNE Husker Radio	Swanson Russell
Silver	UCare	MN	UCare	Initio Advertising
Special Event				
Group 1: Hospital under 299 beds				
Gold	The Ohio State University Medical Center	OH	The James Live Strong Summit Event	Northlich
Silver	Highline Medical Center	WA	Live Healthy. Stay Young	Eastman Strategies
Bronze	Conway Regional Health System	AR	Dazzle Daze	
Merit	St. Elizabeth Hospital	LA	Service Awards Banquet	MindWorx Marketing
Merit	Mid State Medical Center	CT	The Pink Partini Fashion Show	
Merit	St. Mary's Hospital	MD	We're Smoke Free-Because We Care	
Group 2: Hospital 300-599 beds				
Gold	Clara Maass Medical Center	NJ	Lifeline Challenge	The Marathon Group
Silver	Ball Memorial Hospital	IN	South Tour	
Bronze	Spirit Health Group	FL	Day of Dance	
Merit	Chesapeake Regional Medical Center	VA	The Bra Ha Ha	DIA, Inc.
Merit	St. Anthony's Hospital	FL	Night in the Tropics	
Merit	Gwinnett Medical Center	GA	GMC Imaging Center-Hamilton Mill Opening	
Group 3: Hospital Over 600 beds				
Gold	The Nebraska Medical Center	NE	Polo for Patients	Daake
Silver	Montefiore Medical Center	NY	Denton Cooley Invitation	
Bronze	St. Joseph's Hospital	FL	Holiday Reception	
Merit	Tallahassee Memorial Hospital	FL	When There Are No Words	
Merit	Shands Jacksonville	FL	A Night for Heroes	
Merit	St. Joseph's Hospital	FL	Heart and Soul Gala	
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Nationwide Children's Hospital	OH	Ground Breaking	
Silver	Le Bonheur Children's Medical Center	TN	Groundbreaking for the New LeBonheur	
Bronze	Children's Hospital & Medical Center	NE	Circle of Giving	Bendtsen & Company
Merit	Children's Hospital & Medical Center	NE	Upper Midwest Regional Pediatric Conference	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Olympus America, Inc.	PA	DDW Trade Show Sculptures & Graphics	Mangos
Silver	Biomet 3i	FL	Global Symposium Final Program	FCEdge
Bronze	Kelsey-Seybold Clinic	TX	Surgery Center at Spring Grand Opening	
Merit	DuPage Medical Group	IL	Women's Health Fair	Echo Design Group
Merit	The Iowa Clinic	IA	Casablanca Party	julsdesign, inc.
Merit	New Mexico Aids Services	NM	Aids Walk	Esparza Advertising

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Great Falls Clinic	MT	What Women Want Expo	Mercury Advertising
Silver	Citizens Memorial Healthcare	MO	Burgundy Ball	
Bronze	Scripps Health Foundation	CA	17th Annual Spinoff	
Merit	Ascension Health	MO	Leadership Convocation	Switch
Merit	Princeton HealthCare System	NJ	Happenings Home Run Hitter	
Merit	St. Francis Hospital & Health Centers	IN	Spirit of Women Event-Stacey Halprin	Borshoff
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Kettering Health Network	OH	Heart to Heart Campaign	Hafenbrack Marketing
Silver	Penn State Hershey Milton S Hershey Med Ctr	PA	Community Health Open House	
Bronze	Florida Hospital	FL	Ken Griffey Golf Invite	
Merit	Iowa Health-Des Moines	IA	Super-Giving Heros	
Merit	Geisinger Health System	PA	Regal Holiday Event	AB+C
Merit	Centegra Health System	IL	Centegra Heart Strong Women Event	
Group 8: HMOs/PPOs/Health Insurance				
Gold	American Specialty Health	CA	Silver & Fit Social Events	
Silver	Network Health	MA	Healthy Halloween with Jarvis Green	
Bronze	Healthfirst	NY	Cast a Vote for Your Health	
Merit	SCAN Health Plan	CA	Senior Sensitivity Training	Kevin/Ross Public Relations
Merit	American Specialty Health	CA	Corporate Awards Banquet	
Merit	Healthfirst	NY	Winter Wonderland	
Health Promotion Program				
Group 1: Hospital under 299 beds				
Gold	Clark Memorial Hospital	IN	Men's Health Fair Campaign	Ideology Design + Advertising
Silver	St. Mary Medical Center	CA	Senior Select Color	Benham Advertising
Bronze	Great Plains Regional Medical Center	NE	Medication Reconciliation Campaign	Swanson Russell
Merit	Southeast Missouri Hospital	MO	Prostate Cancer Risk Assessment Program	bvk
Merit	Mid State Medical Center	CT	Geriatric Outreach	
Merit	Olympic Medical Center	WA	Smoke Free OMC Campaign	
Group 2: Hospital 300-599 beds				
Gold	Spirit Health Group	FL	Spirit Girls Night Out	
Silver	Hennepin County Medical Center	MN	Save This Brain	Russell Herder
Bronze	Borgess Health	MI	Heart Sense/Stroke Sense Program	Kreps Design
Merit	Lexington Medical Center	SC	Better Choices	
Merit	Western Baptist Hospital	KY	Quit Now	Zebra Graphics
Merit	Gwinnett Medical Center	GA	HEWS Flu Mist/Shot	
Group 3: Hospital Over 600 beds				
Gold	Northwestern Memorial Hospital	IL	Selfless Choices Saves Four Lives	
Silver	UK Healthcare	KY	Tobacco-Free Campaign	
Bronze	Montefiore Medical Center	NY	Heart Month	
Merit	Tufts Medical Center	MA	Speak Up. Wash Up.	Jennings
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Nationwide Children's Hospital	OH	Give Me Five	
Silver	Cook Children's Health Care System	TX	Water Safety Book	
Bronze	Arkansas Children's Hospital	AR	Don't Get Sidelined by the Flu	
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Nemours Health and Prevention Services	DE	The Campaign to Make Delaware's Kids	Worldways Social Marketing
Silver	Charlotte Radiology	NC	Spread the Word: 1 in 8 Women	485inc
Bronze	Premier Community Health	OH	Test For Life	
Merit	Nemours Health & Prevention Services	DE	Mighty Timoneers Health & Wellness	Worldways Social Marketing
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Capital Health System	NJ	Red Carpet Prostate Screening	Princeton Partners Health
Silver	Citizens Memorial Healthcare	MO	And Babies Too!	
Bronze	Exempla Healthcare	CO		
Merit	Baptist Health Care	FL	Breast Health Promotion	
Merit	United Health Services	NY	United Against Cancer	
Merit	Christus Santa Rosa Healthcare	TX	Diabetes Forum	Ammo Advertising

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
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Group 7: Healthcare System (Over \$500 million revenue)

Gold	Ochsner Health System	LA	Everywhere You Need Us	Bohan Ideas
Silver	Iowa Health-Des Moines	IA	Healthy Rewards	
Bronze	Meridian Health	NJ	Doctor Bernard & the Pawsitive Action Team	
Merit	MidMichigan Health	MI	Living Life Well Series	ClearRiver Advertising & Marketing
Merit	Park Nicollet Health Services	MN	Stayhealthymn.com	Zizzo Group Advertising + PR
Merit	Emory Healthcare	GA	Choose Better Health Employee Flu Vaccination	

Group 8: HMOs/PPOs/Health Insurance

Gold	American Specialty Health	CA	How to Builde a Fit Company	
Silver	Blue Cross and Blue Shield of Louisiana	LA	2 Step 4 Kids Website	
Bronze	Blue Cross Blue Shield of Rhode Island	RI	Diabetes Planner	
Merit	Blue Cross and Blue Shield of Texas	TX	FEP Pre-Open Season Campaign	
Merit	UnitedHealthcare	MN	Diabetes Enhanced	
Merit	Independence Blue Cross	PA	Students Fight MRSA	

Total Public Relations Program

Group 1: Hospital under 299 beds

Gold	San Antonio Community Hospital	CA	Safe Surrender	Ignite Design and Advertising
Silver	Regional West Health Services	NE	The Future Color of Health Care	Cranium Studio
Bronze	Our Lady of the Resurrection Medical Center	IL	Recognized Nationally, Caring Locally	Donovan Design
Merit	Great Plains Regional Medical Center	NE	Medication Reconciliation Campaign	Swanson Russell

Group 2: Hospital 300-599 beds

Gold	Gwinnett Medical Center	GA	Center for Sleep Disorders Opening	
Silver	Good Samaritan Hospital	NY	Shhh...Mother Baby Quite Time	R and J Group
Bronze	Ball Memorial Hospital	IN	CHS-Clarian Integration	
Merit	Lexington Medical Center	SC	My 9-1-1	

Group 3: Hospital Over 600 beds

Gold	Renown Health	NV	The Lili Claire Foundation Opening	
Silver	Renown Health	NV	TomoThearapy	
Bronze	Renown Health	NV	Healing Arts Performances	
Merit	Renown Health	NV	daVinci	

Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)

Gold	Nationwide Children's Hospital	OH	Full Potential Community Report	
Silver	Arkansas Children's Hospital	AR	Injury Prevention Center Launch	
Bronze	Arkansas Children's Hospital	AR	National Children's Study Campaign	

Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)

Gold	Balfour Beatty Construction	TN		Lovell Communications, Inc.
Silver	PharmMD	TN		Lovell Communications, Inc.
Bronze	Kelsey-Seybold Clinic	TX	The Vintage Grand Opening	
Merit	Provena Senior Services	IL	Ways of Giving Program	Green Light Creative

Group 6: Healthcare System (Under \$500 million revenue)

Gold	Citizens Memorial Healthcare	MO	All American Spirit	
Silver	TeamHealth	TN		Lovell Communications, Inc.
Bronze	St. Francis Hospital & Health Centers	IN	Mooresville Grand Opening	Borshoff
Merit	Citizens Memorial Healthcare	MO	Burgundy Ball	

Group 7: Healthcare System (Over \$500 million revenue)

Gold	Southcoast Health System	MA	Open Heart Services	
Silver	Catholic Healthcare West	AZ	Emergency Room Campaign	Mindspace
Bronze	Moses Cone Health System	NC	Partnership Project	Redding Advertising, Inc.
Merit	Southcoast Health System	MA	St. Luke's Shuttle	

Total Advertising Campaign (without Television)

Group 1: Hospital under 299 beds

Gold	Southwestern Vermont Healthcare	VT	Breast Imaging Campaign	Bennett Group
Silver	Cayuga Medical Center at Ithaca	NY	The Center is You Branding Campaign	Eric Mover and Associates
Bronze	Clark Memorial Hospital	IN	Family Birth Place Campaign	Ideology Design + Advertising
Merit	San Antonio Community Hospital	CA	Integrated Clinical Information System	Ignite Design and Advertising
Merit	Baxter Regional Medical Center	AR	Remarkable	Mangan Holcomb Partners
Merit	CMC-Union	NC	All About U	Zander Guinn Millan

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 2: Hospital 300-599 beds				
Gold	UC Irvine Healthcare	CA	A New Hospital A New Era	ZAMBOO
Silver	Resurrection Medical Center	IL	Cardiac Campaign	Donovan Design
Bronze	Pennsylvania Hospital	PA	Still Changing Health Care	Neiman Group
Merit	Mission Hospital	CA	Mission Accomplished	Johnson Gray Advertising, Inc.
Merit	Abington Memorial Hospital	PA	What If...	Aloysius Butler & Clark
Merit	Saint Joseph Hospital	IL	Seton Family Health Center	Moveo Integrated Branding
Group 3: Hospital Over 600 beds				
Gold	Sutter Health Sacramento Sierra Region	CA	Patients Stories	Glass McClure Advertising
Silver	The Nebraska Medical Center	NE	Image(Reputation & Quality)	Daake
Bronze	Medical City Hospital	TX	Med City Children's Focused Campaign	Avrea Foster
Merit	Northwestern Memorial Hospital	IL	Everything Matters	LeMay Partners
Merit	Thomas Jefferson University Hospital	PA	Tackling Breast Cancer	
Merit	Morristown Memorial Hospital	NJ	Gagnon Cardiovascular Institute	Della Femina & Gianettino
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Arnold Palmer Hospital for Children	FL	We're Here	Push
Silver	Children's Mercy Hospitals and Clinics	MO	My Child. My Story	Callahan Creek
Bronze	Lake Taylor Transitional Care Hospital	VA	I Can	O'Brien et al. Advertising
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	Advanced Imaging of Montana	MT	AI Early Screening Campaign	Partners Creative
Silver	Siemens Healthcare USA	IL	IQ-SPECT Launch Campaign	Mangos
Bronze			Depression Study	Medici Global
Merit	Applewood Estates	NJ	People Intro	Della Femina & Gianettino
Merit	Northwest Radiology Network, P.C.	IN	No Matter How You Slice It	
Merit	CVS Caremark	IL	Proactive Pharmacy Care	McMurry, Inc.
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	HealthPartners	MN	A New Way to Look at Healthcare	Preston Kelly
Silver	Mercy Health System	PA	Mercy Starts with Me	
Bronze	Summa Health System	OH	Summa Cancer Campaign	Knox Marketing, Inc.
Merit	Akron General	OH	Sports Medicine-Everyone's An Athlete	BVK
Merit	Carondelet Health Network	AZ	Women's Care	Agency Creative, Inc.
Merit	Elmhurst Memorial Healthcare	IL	Center For Health	Prairie Dog/TCG
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	Park Nicollet	MN	Personal Stories Campaign	Clarity Coverdale Fury
Silver	Jewish Hospital & St. Mary's Healthcare	KY	Hard to Talk About	Creative Alliance
Bronze	Centura Health	CA	Digital Mammography Campaign	Davis Design
Merit	Kettering Health Network	OH	Emergency Campaign	Hafenbrack Marketing
Merit	Resurrection Health Care	IL	Healthy Answers	Donovan Design
Merit	Loyola University Health System	IL	Center for Heart & Vascular Medicine	
Group 8: HMOs/PPOs/Health Insurance				
Gold	Independence Blue Cross	PA	CHIP Ad Campaign	
Silver	Blue Cross Blue Shield of Delaware	DE	BluePrints for Health Do You Have a Plan?	
Bronze	Healthfirst	NY	CHP Expansion	
Merit	Blue Cross and Blue Shield of Texas	TX	Wellness is Timeless-ERS	
Merit	Valley Preferred	PA	Winning Business Health Solutions	Keenan-Nagle Advertising, Inc.
Merit	UnitedHealthcare	MN	Health Assessment \$500 Campaign	
Total Advertising Campaign (with Television)				
Group 1: Hospital under 299 beds				
Gold	Capital Region Medical Center	MO	Positioning Campaign	Prairie Dog/TCG
Silver	Terrebone General Medical Center	LA		Red Square Agency
Bronze	Sumner Regional Medical Center	TN	It's Happening Here	SPM Marketing & Communications
Merit	Penrose-St. Francis Health Services	CO	"H" Campaign	Vladimir Jones
Merit	Randolph Hospital	NC	Technology You Can Trust	M Creative
Merit	Great Plains Regional Medical Center	NE	Testimonial Campaign	Swanson Russell

AWARD	INSTITUTION	STATE	ENTRY TITLE	AGENCY
Group 2: Hospital 300-599 beds				
Gold	St. Joseph's Hospital	MN	Image Campaign	Interval
Silver	Central Baptist Hospital	KY	Cardiology Campaign	Maring Weissman
Bronze	Stony Brook University Medical Center	NY	Best Ideas in Medicine	Lewis Communications
Merit	North Colorado Medical Center	AZ	Living Proof	O'Brien Advertising
Merit	Good Samaritan Hospital	OH	Orthopedics/The Joint Replacement Center	SBC Advertising
Merit	Rochester General Hospital	NY	ThinkRGH	SPM Marketing & Communications
Group 3: Hospital Over 600 beds				
Gold	VCU Medical Center	VA	VCU Brand Campaign	Neathawk Dubuque + Packett
Silver	St. John's Hospital	IL	Prairie Heart Campaign	BVK
Bronze	Riverside Methodist Hospital	OH	Innovation	Fahlgren Advertising
Merit	Memorial Health System	IN	What's My Risk	BVK
Merit	St. Anthony Hospital	OK		Insight Creative Group
Merit	Our Lady of the Lake Medical Center	LA	We Believe	Mangan Holcomb Partners
Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)				
Gold	Prairie Heart Institute of Illinois	IL	PHH Heart Campaign	BVK
Silver	St. Vincent Children's Healthcare	MT	Integrated Campaign	HBG, Inc.
Bronze	Our Lady of the Lake Children's Hospital	LA	Make Believe	Mangan Holcomb Partners
Merit	BryanLGH Heart Institute	NE	Hospital Within a Hospital	Swanson Russell
Merit	Dayton Heart & Vascular Hospital	OH	Cardiology/Awareness and Prevention	SBC Advertising
Merit	University Health Systems of Eastern Carolina	NC	East Carolina Heart Institute	Jennings
Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)				
Gold	The Doctors of USC	CA	The Doctors of USC Campaign	Swanson Russell
Silver	Brown & Toland Physicians	CA	People Power	SPM Marketing & Communications
Bronze	Saratoga Hospital	NY	People You Trust. Care You Deserve	Palio
Merit	Aestique		Branding Campaign	Fitting Group
Group 6: Healthcare System (Under \$500 million revenue)				
Gold	Goshen Health System	IN	Bariatrics Truths	Todd Allen Design
Silver	United Health Services	NY	Saying Thanks	
Bronze	MedCentral Health System	OH	MedCentral Best in Ohio	Knox Marketing
Merit	Capital Health System	NJ	Red Carpet Prostate Screening	Princeton Partners Health
Merit	Sparks Health System	AR	New Walls	Mangan Holcomb Partners
Merit	Excela Health	PA	Orthopedics and Sports Medicine	Applebox Studios
Group 7: Healthcare System (Over \$500 million revenue)				
Gold	University of Rochester Medical Center	NY	Medicine of the Highest Order	Antithesis Advertising
Silver	SMDC	MN	Just One Thing Campaign	H.T. Klatzky & Associates
Bronze	UAB Health System	AL	UAB My Story Campaign	Cayenne Creative
Merit	ProMedica Health System	OH	Hospice Campaign	Hart Associates
Merit	Banner Health	AZ	Living Proof-Cardiology	O'Brien Advertising
Merit	University of Missouri Health Care	MO	Rufus, Guess Who's Home?	Jack Smith Creative Services
Group 8: HMOs/PPOs/Health Insurance				
Gold	Blue Cross and Blue Shield of Louisiana	LA	Look Who's Doing the 2 Campaign	
Silver	Excellus BlueCross BlueShield	NY	Active Univera	
Bronze	Senior Dimensions	NV	Senior Reporter Campaign	Virgen Advertising
Merit	MVP Healthcare	NY	Fall Open Enrollment	Media Logic
Merit	UCare	MN	Today's Goal	Initio Advertising
Merit	Blue Cross & Blue Shield of Rhode Island	RI	I'm So Much More	RDW Group, Inc.