

Healthcare Marketing Report

26th Annual Healthcare Advertising Awards

Winners by Institution

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
3M Unitek	Merit	New Media	On Message	3M (iBraces) Online Campaign
Abington Memorial Hospital	Merit	Total Adv. Campaign W/Out TV	Aloysius Butler & Clark	What If...
Abrazo Health Care	Silver	Newspaper Ad/Insert	Arizona Republic Custom Publishing	Advertorial
Abrazo Health Care	Bronze	Calendar	Addison-Clark	TMC Calendar
Abrazo Health Care	Merit	Newspaper Ad/Single	Addison-Clark	Orthopedic Services
ACR Image Matrix	Bronze	Web Site/Home Page	SCORR Marketing	ACR Image Matrix Web Site
Adaptis	Merit	Other	Phinney Bischoff Design House	Adaptis Marketing Collateral
Adena Health System	Merit	Television Ad/Single	St. Claire Group	Cardiac Miller
Advanced Imaging of Montana	Gold	Newspaper Ad/Series	Partners Creative	AI Early Screening
Advanced Imaging of Montana	Gold	Total Adv. Campaign W/Out TV	Partners Creative	AI Early Screening Campaign
Advanced Imaging of Montana	Silver	Radio Advertising/Series	Partners Creative	Breast Cancer/Virtual Colonoscopy
Aestique	Merit	Total Advertising Campaign	Fitting Group	Branding Campaign
AHEC's for a Healthier Louisiana	Bronze	Professional Recruitment Adv.	Right Angle	Greater New Orleans Campaign
Akron Children's Hospital	Merit	Newspaper Ad/Single	The David Group	Not Just Another Day
Akron Children's Hospital	Merit	Annual Report	Knox Marketing, Inc.	
Akron General	Merit	Radio Advertising/Single	BVK	Power Walker
Akron General	Merit	Total Adv. Campaign W/Out TV	BVK	Sports Med-Everyone's An Athlete
Alamance Regional Medical Center	Silver	Publication/External	Priority	Well Now
Alamance Regional Medical Center	Merit	Television Ad/Series	Contrast Creative, Inc.	Inspiring Care
Alamance Regional Medical Center	Merit	New Media	Priority	Well Now
Albert Einstein Healthcare Network	Silver	Employee Communication Prog.	R. Kalstein Media Services	Flu Man
Alive Hospice	Merit	Special Video Production	Lovell Communications, Inc.	
All Children's Hospital	Silver	Newsletter	Priority	KidSavers
Allegiance Health	Gold	Logo/Letterhead Design	Interval	Brand Identity
Allegiance Health	Merit	Annual Report	Interval	Report to the Community
Allergan	Bronze	Special Video Production		Welcome-Your Future is Here
Altoona Regional Health System	Merit	Publication/External	Mock Creations, LLC	Healthy Living
American Ortho Society/Sports Med	Merit	Newsletter	Osborn & DeLong	Sports Medicine
American Society-Clinical Lab Sci	Merit	Special Video Production	Ken Schmidt Productions	A Life Saved
American Specialty Health	Gold	Poster		New Year's Resolution
American Specialty Health	Gold	Special Event		Silver & Fit Social Events
American Specialty Health	Gold	Health Promotion Program		How to Build a Fit Company
American Specialty Health	Silver	Employee Communication Prog.		ASH Wellness Programs
American Specialty Health	Silver	Web Site/Home Page		Healthroads
American Specialty Health	Merit	Newsletter		Healthroads
American Specialty Health	Merit	New Media		Year in Review Flash Presentation
American Specialty Health	Merit	Special Event		Corporate Awards Banquet
Amerisource Bergen Specialty Group	Merit	Publication/External	On Message	Oncologistics Magazine
Amery Regional Medical Center	Merit	Newsletter		Health Happenings
Anesthesiology & Pain Consult Inc	Merit	Physician Referral Program	Right Angle	With Ease
Anesthesiology & Pain Consult Inc	Gold	Logo/Letterhead Design	Right Angle	Headache Solutions
Applewood Estates	Merit	Total Adv. Campaign W/Out TV	Della Femina & Gianettino	People Intro
Arkansas Children's Hospital	Gold	Employee Communication Prog.		Wayfinding
Arkansas Children's Hospital	Gold	Professional Recruitment Adv.		Nurse Recruitment Campaign
Arkansas Children's Hospital	Gold	New Media		Seasons of Hope
Arkansas Children's Hospital	Silver	Publication/In House		Vital Signs
Arkansas Children's Hospital	Silver	Calendar		Milestones & Miracles
Arkansas Children's Hospital	Silver	Imprinted Materials		South Wing Groundbreaking Gift
Arkansas Children's Hospital	Silver	Total Public Relation Program		Injury Prevention Center Launch
Arkansas Children's Hospital	Bronze	Publication/External		Parenting in Arkansas
Arkansas Children's Hospital	Bronze	Annual Report		
Arkansas Children's Hospital	Bronze	Radio Advertising/Single		Don't Get Sidelined by the Flu
Arkansas Children's Hospital	Bronze	Health Promotion Program		Don't Get Sidelined by the Flu
Arkansas Children's Hospital	Bronze	Total Public Relation Program		National Children's Study Campaign
Arkansas Children's Hospital	Merit	Newspaper Ad/Single		Fortune 100 Best Comp to Work For
Arkansas Children's Hospital	Merit	New Media		MRSA Flash Information Module
Arkansas Foundation for Med Care	Bronze	Imprinted Materials		Komen Race T-Shirt
Arkansas Foundation for Med Care	Merit	Patient Handbook		Diabetes "Get in the Zone"
Arnold Palmer Hospital for Children	Gold	Total Adv. Campaign W/Out TV	Push	We're Here
Ascension Health	Merit	Special Event	Switch	Leadership Convocation
Associated Audiologists Inc	Merit	Direct Mail Advertising	Osburn Public Relations	Animal Ears
Athens Regional Medical Center	Silver	New Media	Imagination Orchard	Scrubs Game

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Athens Regional Medical Center	Merit	Direct Mail Advertising	The Adsmith	Recent Engagements
Athens Regional Medical Center	Merit	Annual Report	The Adsmith	Cardiac Vascular Center www.armc.org
Athens Regional Medical Center	Merit	Web Site/Home Page		
Atlantic Health	Bronze	Magazine Ad/Single	Della Femina & Gianettino	Carol G. Simon Breast Centers
Atlantic Health	Merit	New Media		My Atlantic Health News
Atlantic Health - Overlook Hospital	Silver	Physician Referral Program		Directory of Physicians
AtlantiCare	Bronze	Newspaper Ad/Single	KI Lipton	Davinci Was Here
Avera Health	Gold	Television Ad/Single	BVK	A Tribute to Kids
AvMed Health Plans	Gold	Physician Referral Program	Wax Custom Communications	AvMed Gives Florida Doctors Tools
AvMed Health Plans	Gold	Patient Handbook	Wax Custom Communications	AvMed Individual Health
AvMed Health Plans	Bronze	Publication/External	Wax Custom Communications	AvMed Magazine
AvMed Health Plans	Bronze	Employee Communication Prog.	Wax Custom Communications	Agent Advisor
Balfour Beatty Construction	Gold	Total Public Relation Program	Lovell Communications, Inc.	
Ball Memorial Hospital	Silver	Special Event		South Tour
Ball Memorial Hospital	Bronze	Total Public Relation Program		CHS-Clarian Integration
Ball Memorial Hospital	Merit	Outdoor Transit/Billboard		Thinner
Ball Memorial Hospital	Merit	Calendar		Cancer Center Calendar
Ball Memorial Hospital	Merit	Imprinted Materials		It's A Match "T-Shirt"
Baltimore Washington Medical Center	Gold	Publication/External	StayWell Custom Communications	HealthLine
Baltimore Washington Medical Center	Merit	Outdoor Transit/Billboard	O'Brien Advertising	Taking Flight
Baltimore Washington Medical Center	Merit	Brochure	O'Brien Advertising	Taking Flight
Baltimore Washington Medical Center	Merit	New Media	O'Brien Advertising	Taking Flight
Banner Health	Bronze	Outdoor Transit/Billboard	O'Brien Advertising	Living Proof-Cardiology
Banner Health	Merit	Professional Recruitment Adv.	CKR Interactive, Inc.	If Your Kids Are Horsing Around
Banner Health	Merit	Television Ad/Single	O'Brien Advertising	Living Proof-Cardiology
Banner Health	Merit	Total Advertising Campaign	O'Brien Advertising	Living Proof-Cardiology
Baptist Health	Merit	Special Video Production		All Our Best
Baptist Health Care	Merit	Health Promotion Program		Breast Health Promotion
Baptist Health System	Bronze	Television Ad/Series	Scout Branding Co.	Heart Aware Campaign
Baptist Health Systems	Merit	Newsletter	StayWell Custom Communications	Health Source
Bascom Palmer Eye Institute	Silver	Magazine Ad/Single		Focus on One Thing-Your Vision
Bascom Palmer Eye Institute	Silver	Employee Communication Prog.		Insight
Bascom Palmer Eye Institute	Silver	Physician Referral Program		Physician Referral Guide
Bascom Palmer Eye Institute	Merit	Publication/External		Images
BASi	Merit	Newspaper Ad/Series	SCORR Marketing	I Need BASi
BASi	Merit	Other	SCORR Marketing	I Need BASi
Baxter Regional Medical Center	Silver	Radio Advertising/Series	Mangan Holcomb Partners	Remarkable
Baxter Regional Medical Center	Bronze	Employee Communication Prog.	Mangan Holcomb Partners	Remarkable
Baxter Regional Medical Center	Merit	Total Adv. Campaign W/Out TV	Mangan Holcomb Partners	Remarkable
Bay Regional Medical Center	Silver	Newspaper Ad/Series	Publicom, Inc.	Neuroscience
BayCare Health System Hospitals	Merit	Employee Communication Prog.		BayCare Benefits
Baylor Health Care System	Merit	Newsletter	CPM Marketing Group	A Woman's Touch
Baylor Health Care System	Gold	Newsletter	Wax Custom Communications	Baylor Innovations
Baylor Health Care System	Merit	Publication/External	Wax Custom Communications	Baylor Innovations
Baylor Regional Med Ctr at Grapevine	Merit	Employee Communication Prog.		Employee Communications Boards
Baystate Health	Merit	Newspaper Ad/Single	BVK	Mammography
Beaumont Children's Hospital	Bronze	Television Ad/Single	The Curtis Group	Choosing A Children's Hospital
Beaumont Foundation	Bronze	Other	Bergman Group	Campaign for Beaumont Hospitals
Beaumont Hospital, Royal Oak	Gold	Physician Referral Program	The Curtis Group	60 Is the New 40
Beaumont Hospital, Royal Oak	Gold	Physician Referral Program	The Curtis Group	We Invent It
Beaumont Hospitals	Bronze	Physician Referral Program	The Curtis Group	We Invent It, Surgical Learning Ctr
Beaumont Research Institute	Merit	Radio Advertising/Single	The Curtis Group	Doctors are Researchers
Belleza Skin Care Institute	Gold	Web Site/Home Page	Echo Design Group	
Belleza Skin Care Institute	Merit	Direct Mail Advertising	Echo Design Group	Holiday Wish List
Benefitfocus	Bronze	Direct Mail Advertising		Take The Wheel & Drive
Beth Israel Deaconess Medical Ctr	Merit	Other		My Story Campaign
Biomet 3i	Gold	Poster	FCEdge	Global Symp 20 Yrs of Innovations
Biomet 3i	Silver	Special Event	FCEdge	Global Symposium Final Program
Blank Children's Hospital	Merit	Newspaper Ad/Series		Maddy, LeOndre, Emily
Blank Children's Hospital	Merit	Magazine Ad/Single		In a League of Their Own
Blank Children's Hospital	Merit	Magazine Ad/Series		Maddy, LeOndre, Emily
Bloomington Hospital	Gold	Employee Communication Prog.		We Are Bloomington Hospital
Bloomington Hospital	Silver	Newspaper Ad/Insert		Advancing Health
Blue Cross & Blue Shield-RI	Silver	Publication/External		Choices
Blue Cross & Blue Shield-RI	Merit	Total Advertising Campaign	RDW Group, Inc.	I'm So Much More
Blue Cross and Blue Shield Louisiana	Gold	Employee Communication Prog.		Customer Service Week
Blue Cross and Blue Shield Louisiana	Gold	Annual Report		
Blue Cross and Blue Shield Louisiana	Gold	Logo/Letterhead Design		2 Step 4 Kids
Blue Cross and Blue Shield Louisiana	Gold	Total Advertising Campaign		Look Who's Doing the 2 Campaign
Blue Cross and Blue Shield Louisiana	Silver	Health Promotion Program		2 Step 4 Kids Website
Blue Cross and Blue Shield Louisiana	Merit	Brochure		LPHI Steps to Better Health

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Blue Cross and Blue Shield Louisiana	Merit	Other		Diversity Book Covers
Blue Cross and Blue Shield Louisiana	Merit	New Media		Leader Bd Grp Leader e-Newsletter
Blue Cross and Blue Shield of NB	Gold	Radio Advertising/Series	Swanson Russell	BCBSNE Husker Radio
Blue Cross and Blue Shield of NB	Merit	Television Ad/Series	Swanson Russell	BCBSNE Bd Camp Card TV Spots
Blue Cross and Blue Shield of NB	Merit	Special Video Production	Swanson Russell	BCBSNE Brand Camp TV-Qwest Ctr
Blue Cross and Blue Shield of NM	Bronze	Newspaper Ad/Series	Esparza Advertising	Direct Response Print Ads
Blue Cross and Blue Shield of Texas	Merit	Health Promotion Program		FEP Pre-Open Season Campaign
Blue Cross and Blue Shield of Texas	Merit	Total Adv. Campaign W/Out TV		Wellness is Timeless-ERS
Blue Cross Blue Shield of Delaware	Silver	Total Adv. Campaign W/Out TV		Do You Have a Plan?
Blue Cross Blue Shield of Delaware	Merit	Newspaper Ad/Single		Do You Have a Plan? Football
Blue Cross Blue Shield of RI	Bronze	Health Promotion Program		Diabetes Planner
Blue Cross Blue Shield of RI	Merit	Direct Mail Advertising	RDW Group	Healthy Moves
Blue Cross of Northeast Pennsylvania	Silver	Newsletter	StayWell Custom Communications	BlueHealth Solutions
BlueCross BlueShield of Delaware	Merit	Publication/External	Wax Custom Communications	Delaware Blue
Boca Raton Community Hospital	Merit	Newspaper Ad/Single	BFW Advertising + Interactive	LHI 2nd Anniversary Ad
Bon Secours Richmond Health Sys	Merit	Radio Advertising/Series	The Meridian Group	OB Baby Translator
Borgess Health	Gold	Calendar		Health Calendar
Borgess Health	Gold	Television Ad/Series	Lawrence Productions	Innovative Medicine, Inspired Care
Borgess Health	Bronze	Health Promotion Program	Kreps Design	Heart Sense/Stroke Sense Program
Borgess Health	Merit	Publication/External	Renner Design	Inspire
Borgess Heart Institute	Merit	Physician Referral Program	Kreps Design	Cardiac Care Physician Referral
Bozeman Deaconess Health Group	Silver	Annual Report	Holmes & Company Advertising	
Bozeman Deaconess Health Group	Merit	Magazine Ad/Single	Holmes & Company Advertising	Top to Bottom
Brigham and Women's Hospital	Silver	Brochure		Opening New Doors
Brigham and Women's Hospital	Merit	Calendar		Calendar of Health Programs
Brigham and Women's Hospital	Merit	Web Site/Home Page		www.brighamandwomens.org
Brigham and Women's Hospital	Merit	New Media		Shapiro Flash Drive and Directory
Brigham and Women's Hospital	Merit	Radio Advertising/Single	Downstream Media	Everything Possible
Bright Health Physicians of PIH	Merit	Newsletter	Coffey Communications, Inc.	Bright Health Digest
BroMenn Regional Medical Center	Silver	Logo/Letterhead Design	Ten Adams	Be Well
Brooklyn HealthWorks	Merit	Direct Mail Advertising	Two Dogs Design	Brooklyn HealthWorks Brochure
Brookwood Medical Center	Bronze	Magazine Ad/Single	Red Square Agency	Doc-In-The-Box
Brookwood Medical Center	Bronze	Outdoor Transit/Billboard	Red Square Agency	Doc-In-The-Box
Brown & Toland Physicians	Silver	Total Advertising Campaign	SPM Marketing & Communications	People Power
BryanLGH Heart Institute	Merit	Total Advertising Campaign	Swanson Russell	Hospital Within a Hospital
BryanLGH Medical Center	Gold	Newspaper Ad/Insert	Swanson Russell	Institute for Women's & Children's
BryanLGH Medical Center	Gold	Poster	Swanson Russell	Institute for Women's & Children's
BryanLGH Medical Center	Gold	Logo/Letterhead Design	Swanson Russell	Institute for Women's & Children's
BryanLGH Medical Center	Silver	Newspaper Ad/Series	Swanson Russell	Cardio Heart Balloon
BryanLGH Medical Center	Merit	Direct Mail Advertising	Swanson Russell	Institute for Women's & Children's
Buddy Kemp Caring House	Gold	Calendar	ABZ Design Group	
Butler Health System	Bronze	Newspaper Ad/Single	Fitting Group	100 Best Cardiovascular
Butler Health System	Merit	Outdoor Transit/Billboard	Fitting Group	Tobacco Free
Butler Health System	Merit	Television Ad/Single	Fitting Group	The Wait
California HealthFirst Physicians	Silver	Other	FiftyX	AHH-AHHH-CHOO!
California Pacific Medical Center	Gold	Annual Report		Going Beyond
California Pacific Medical Center	Silver	Patient Handbook		Patient Guide/Spinal Stenosis Care
Calvert Memorial Hospital	Merit	Calendar	Image Marketing, Inc.	90 Years and Going Strong
Cape Cod Healthcare	Merit	Professional Recruitment Adv.	Triad Advertising	Healthcare Job Fair
Cape Fear Valley Health System	Gold	New Media		Heart Campaign Web Banners
Cape Fear Valley Health System	Silver	Newspaper Ad/Series	Riggs	Heart Campaign
Cape Fear Valley Health System	Silver	Logo/Letterhead Design		Asthma All-Stars
Cape Fear Valley Health System	Bronze	Direct Mail Advertising		Patch Adams
Cape Fear Valley Health System	Bronze	Brochure		Speakers Bureau
Cape Fear Valley Health System	Merit	Poster		SBARR
Capital Blue Cross	Bronze	Newsletter	Wax Custom Communications	Simply Well
Capital DistPhysicians' Health Plan	Bronze	Annual Report		Partnership. Promise. Performance
Capital Dist Physicians' Health Plan	Merit	Outdoor Transit/Billboard		Stewart Airport Transit Sign
Capital Health System	Gold	Health Promotion Program	Princeton Partners Health	Red Carpet Prostate Screening
Capital Health System	Merit	Radio Advertising/Single	Princeton Partners Health	Rolling Out the Red Carpet
Capital Health System	Merit	Total Advertising Campaign	Princeton Partners Health	Red Carpet Prostate Screening
Capital Region Medical Center	Gold	Total Advertising Campaign	Prairie Dog/TCG	Positioning Campaign
Care Plus Health Plans, Inc.	Silver	Publication/In House	Wax Custom Communications	Provider Connection
Care Source	Merit	Television Ad/Single	The Network 360	Augie & Mary
Care 1st Health Plan	Silver	Newspaper Ad/Insert	Triad Group, Inc.	Benefit Highlights
Care 1st Health Plan	Merit	Newspaper Ad/Single	Triad Group, Inc.	Economy
CareFirst BlueCross BlueShield	Gold	Calendar		
CareFirst BlueCross BlueShield	Gold	Web Site/Home Page	StayWell Custom Communications	My Care First
CareFirst BlueCross BlueShield	Merit	Publication/External	StayWell Custom Communications	Vitality
CareFirst BlueCross BlueShield	Merit	Other		Health eCooking Recipe Cards
Carilion Clinic	Merit	Television Ad/Single	Neathawk Dubuque + Packett	Heart Alert

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Carolinas HealthCare System	Gold	Web Site/Home Page		
Carolinas HealthCare System	Bronze	Web Site/Home Page		Levine Children's Hospital Website
Carolinas HealthCare System	Merit	Brochure		Uncompromising Excellence.
Carolinas Medical Center	Gold	Newspaper Ad/Single	Zander Guinn Millan	It's Who We Are-Women's Services
Carolinas Medical Center	Silver	Magazine Ad/Series	Zander Guinn Millan	Sports Marketing
Carolinas Medical Center	Merit	Other		Airport Hanging Banners
Carolinas Medical Center-NorthEast	Silver	Magazine Ad/Single	Zander Guinn Millan	Breast Health "Family"
Carondelet Health Network	Merit	Total Adv. Campaign W/Out TV	Agency Creative, Inc.	Women's Care Catawba Valley
Medical Center	Merit	Annual Report	The Porter Agency	Report to the Community
Catawba Valley Medical Center	Merit	Calendar	The Porter Agency	40 Years of Caring Calendar
Catholic Health System	Gold	Newspaper Ad/Single	Travers Collins & Co	Cardiac Spread Ad
Catholic Health System	Merit	Employee Communication Prog.		Benefit Enrollment Packet
Catholic Healthcare West	Silver	Employee Communication Prog.	JWT Inside	Live Your Life on Purpose
Catholic Healthcare West	Silver	Total Public Relation Program	Mindspace	Emergency Room Campaign
Cayuga Medical Center at Ithaca	Silver	Total Adv. Campaign W/Out TV	Eric Mover and Associates	The Center is You Branding Camp
Cayuga Medical Center at Ithaca	Merit	Newsletter	Eric Mover and Associates	Health Visions
Cedar Park Regional Medical Center	Gold	Poster	Creative Alliance	Change Your Life
Celebration Health	Merit	Publication/External	GLC Custom Publishing	Best in Care
Centegra Health System	Merit	Newspaper Ad/Series	SPM Marketing & Communications	Centegra Brand Print
Centegra Health System	Merit	Special Event		Centegra Heart Strong Women Event
Centennial Medical Center	Gold	Magazine Ad/Single	RD&F Advertising, Inc.	Nurses Dig Me
Centennial Medical Center	Gold	Other	RD&F Advertising, Inc.	OB Packet
Centennial Medical Center	Merit	Direct Mail Advertising	RD&F Advertising, Inc.	Maybe Baby
Centennial Medical Center	Merit	Brochure	RD&F Advertising, Inc.	Brochure Series
Center for Prenatal Development	Silver	Magazine Ad/Series	3 Advertising	
Centra	Gold	Calendar	Premier	Aspire to Service Excellence
CentraCare Health Foundation	Gold	Brochure	Hatling Flint	Capital Campaign Brochure/Inserts
Central Baptist Hospital	Silver	Total Advertising Campaign	Maring Weissman	Cardiology Campaign
Central DuPage Hospital	Merit	Magazine Ad/Single	Element 79	Yoga
Central DuPage Hospital	Merit	Television Ad/Single	Element 79	Invisible
Central Kansas Medical Center	Merit	Newspaper Ad/Series	ME&V	Saturday Clinic
Centrastate Medical Center	Bronze	Newspaper Ad/Single	Della Femina & Gianettino	Heart In Sand Excellence
Centura Health	Bronze	Total Adv. Campaign W/Out TV	Davis Design	Digital Mammography Campaign
Charlotte Radiology	Silver	Health Promotion Program	485inc	Spread the Word: 1 in 8 Women
Charlotte Radiology	Merit	Magazine Ad/Series	485inc	Beautiful In Nature, Not On You
Chesapeake Regional Medical Center	Gold	Imprinted Materials	DIA, Inc.	Bra Ha Ha Shirt
Chesapeake Regional Medical Center	Merit	Employee Communication Prog.	DIA, Inc.	No Ifs, Ands or Butts
Chesapeake Regional Medical Center	Merit	Professional Recruitment Adv.	DIA, Inc.	Open House
Chesapeake Regional Medical Center	Merit	Special Event	DIA, Inc.	The Bra Ha Ha
Children's Healthcare of Atlanta	Gold	Magazine Ad/Series	three	Advocacy 2008
Children's Healthcare of Atlanta	Gold	Radio Advertising/Single	three	2 Ways
Children's Healthcare of Atlanta	Merit	Outdoor Transit/Billboard	three	Growing Cities
Children's Healthcare of Atlanta	Merit	Television Ad/Single	three	Growing
Children's Hospital	Gold	Newspaper Ad/Series	Core Creative, Inc.	This is My Children's
Children's Hospital & Medical Center	Gold	Television Ad/Series	Bendtsen & Company	The Most Important/Experts
Children's Hospital & Medical Center	Bronze	Magazine Ad/Series	Bendtsen & Company	Our Stories
Children's Hospital & Medical Center	Bronze	Radio Advertising/Series	Bendtsen & Company	Parenting U
Children's Hospital & Medical Center	Bronze	Special Event	Bendtsen & Company	Circle of Giving
Children's Hospital & Medical Center	Merit	Publication/In House		The Hero
Children's Hospital & Medical Center	Merit	Publication/External	Daake	Visions
Children's Hospital & Medical Center	Merit	Annual Report	Daake	Amazing
Children's Hospital & Medical Center	Merit	Television Ad/Single	Bendtsen & Company	The Most Important
Children's Hospital & Medical Center	Merit	Special Video Production	Bendtsen & Company	Lindsay's Story
Children's Hospital & Medical Center	Merit	Special Event		Midwest Regional Pedatric Conf.
Childrens Hospital Los Angeles	Bronze	Special Video Production	c.2K Medical	Imagine: A Celebration of CHLA
Childrens Hospital Los Angeles	Merit	Television Ad/Series	c.2K Medical	Hands, Transport, Princess
Children's Hospital of Michigan	Gold	Physician Referral Program	CHR Communications	Specialty Centers Guide
Children's Memorial Hermann	Merit	Newsletter	StayWell Custom Communications	Healthy Highlights
Children's Memorial Hospital	Gold	Publication/External	Words & Pictures, Inc.	Heroes Donor Magazine
Children's Memorial Hospital	Silver	Radio Advertising/Series		Radio Ad Series
Children's Memorial Hospital	Bronze	Poster	Pivot Design, Inc.	Heroes for Life Campaign
Children's Memorial Hospital	Merit	Magazine Ad/Series		Print Ad Series
Children's Memorial Hospital	Merit	Publication/In House		Impressions
Children's Memorial Hospital	Merit	Annual Report		
Children's Memorial Hospital	Merit	Web Site/Home Page	Pivot Design, Inc.	Heroes for Life Campaign
Children's Memorial Hospital	Merit	Special Video Production		When Seconds Count
Children's Mercy Hospitals-Clinics	Silver	Total Adv. Campaign W/Out TV	Callahan Creek	My Child. My Story
Children's National Medical Center	Silver	Direct Mail Advertising	Design Central, Inc.	Welcome New Inpatient Tower
Christian Health Care Center	Merit	Publication/External		Center Life
CHRISTUS Hospital, St. Elizabeth	Merit	Publication/External	Coffey Communications, Inc.	House Call
Christus Santa Rosa Healthcare	Bronze	Brochure	Ammo Advertising	Chat

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Christus Santa Rosa Healthcare	Bronze	Patient Handbook	Ammo Advertising	Guide to Patient Services
Christus Santa Rosa Healthcare	Merit	Newspaper Ad/Single	KGB Texas	Rehabilitation Services
Christus Santa Rosa Healthcare	Merit	Health Promotion Program	Ammo Advertising	Diabetes Forum
Citizens Memorial Healthcare	Gold	Professional Recruitment Adv.		Orthopedic Recruiting Flyer
Citizens Memorial Healthcare	Gold	Total Public Relation Program		All American Spirit
Citizens Memorial Healthcare	Silver	Publication/External		Vitality
Citizens Memorial Healthcare	Silver	Outdoor Transit/Billboard		Carrie J. Babb Cancer Ctr Open House
Citizens Memorial Healthcare	Silver	New Media		Looping Digital Information Board
Citizens Memorial Healthcare	Silver	Special Event		Burgundy Ball
Citizens Memorial Healthcare	Silver	Health Promotion Program		And Babies Too!
Citizens Memorial Healthcare	Merit	Newspaper Ad/Single		Pink Bag Luncheon
Citizens Memorial Healthcare	Merit	Publication/In House		Success Piece by Piece
Citizens Memorial Healthcare	Merit	Publication/In House		Rapid Pulse
Citizens Memorial Healthcare	Merit	Direct Mail Advertising		Burgundy Ball
Citizens Memorial Healthcare	Merit	Television Ad/Single		Surgical Services
Citizens Memorial Healthcare	Merit	Special Video Production		A Journey of Hope
Citizens Memorial Healthcare	Merit	Special Video Production		Back Safety
Citizens Memorial Healthcare	Merit	Total Public Relation Program		Burgundy Ball
City of Phoenix	Silver	Brochure	Davidson and Belluso	Phoenix Biomedical Campus
Civista Medical Center	Merit	Web Site/Home Page	NDG Communications.com	civista.org
Clara Maass Medical Center	Gold	Special Event	The Marathon Group	Lifeline Challenge
Clara Maass Medical Center	Bronze	Logo/Letterhead Design	The Marathon Group	CMC Foundation
Clara Maass Medical Center	Merit	Poster	The Marathon Group	Shiny Armor
Clark Memorial Hospital	Gold	Health Promotion Program	Idealogy Design + Advertising	Men's Health Fair Campaign
Clark Memorial Hospital	Bronze	Total Adv. Campaign W/Out TV	Idealogy Design + Advertising	Family Birth Place Campaign
ClearChoice Dental Implant Centers	Bronze	Television Ad/Single		Jingle-Full
Cleveland Clinic	Gold	Web Site/Home Page	Ologie	meetthebuildings.com
Cleveland Clinic	Silver	Newspaper Ad/Series	Ologie	Killer/Glickman
Cleveland Clinic	Merit	Other	Ologie	Gala Book
Cleveland Clinic Florida	Gold	Newsletter	Wax Custom Communications	HealthLines
CMC-Union	Merit	Total Adv. Campaign W/Out TV	Zander Guinn Millan	All About U
Community General Hospital	Merit	Television Ad/Series	7053 Productions	Da Vinci Robot
Community Health Choice, Inc.	Silver	Logo/Letterhead Design	Marion, Montgomery, Inc.	Graphic Standards Guide
Community Hosp of San Bernardino	Gold	Imprinted Materials	FiftyX	Babies First Pad Blocks
Community Hosp of San Bernardino	Silver	Brochure	FiftyX	Babies First Admissions
Community Hospital of the Monterey	Merit	Newspaper Ad/Series		Cancer "Survivor"
Community Medical Center	Merit	Newspaper Ad/Single	Partners Creative	In My Life-Bike
Community Medical Center	Merit	Television Ad/Series	Partners Creative	Caden's Life/Leia's Life
Community Medical Center	Merit	Radio Advertising/Single	The Marathon Group	Senses
ConnectiCare	Merit	Newspaper Ad/Series	Decker	Medicare Campaign
ConnectiCare	Merit	Television Ad/Single	Decker	Medicare Campaign
ConnectiCare	Merit	Television Ad/Series	Decker	Medicare Campaign
Conway Regional Health System	Silver	Employee Communication Prog.	Graphics & Design	New Mission Communication
Conway Regional Health System	Bronze	Special Event		Dazzle Daze
Conway Regional Health System	Merit	Magazine Ad/Single	Graphics & Design	Personal Training Studio Opening
Cook Children's Health Care System	Silver	Health Promotion Program		Water Safety Book
Cook Children's Health Care System	Merit	Calendar		
Cook Children's Health Care System	Merit	Other		Neuroscience Booth
Cornea Research Foundation of Am	Merit	Special Video Production	Bennett Innovations	Amazing Grace
Covenant Health System	Gold	Newspaper Ad/Series	Price Group	Nurse
Covenant Health System	Merit	Newspaper Ad/Single	Price Group	Covenant Awards Ad
Covenant Health System	Merit	Television Ad/Series	Price Group	Mom/Nurse/Doc
Creighton University Medical Center	Gold	Physician Referral Program	Swanson Russell	Findyourphysician.com
Creighton University Medical Center	Gold	Web Site/Home Page	Swanson Russell	Findyourphysician.com
Crystal Run Healthcare	Merit	Newspaper Ad/Single	Fisher Mears Associates	Wrinkle-Free
CVS Caremark	Gold	Magazine Ad/Series	McMurry, Inc.	Proactive Pharmacy Care
CVS Caremark	Merit	Brochure	McMurry, Inc.	Proactive Pharmacy Care Positioning
CVS Caremark	Merit	Total Adv. Campaign W/Out TV	McMurry, Inc.	Proactive Pharmacy Care
Darmouth-Hitchcock Medical Center	Merit	Special Video Production		Helping to Build Families
DaVita, Inc.	Silver	Professional Recruitment Adv.		Redwoods Leadership Dev Prog
DaVita, Inc.	Merit	Brochure		Partnering with Physicians
DaVita, Inc.	Merit	Professional Recruitment Adv.		DaVita Recruiting Campaign
Dayton Heart & Vascular Hospital	Merit	Total Advertising Campaign	SBC Advertising	Cardiology/Awareness and Prevention
DeKalb Medical	Silver	Publication/External	GLC Custom Publishing	Pushing Beyond
Delnor Hospital	Gold	Employee Communication Prog.	Incite Chicago	Employee Wellness Benefits Program
Delnor Hospital	Bronze	Publication/In House	Incite Chicago	Update-Physician Newsletter
Dilworth Pediatrics	Merit	Physician Referral Program	ABZ Design Group	Physician Referral Sheet
Doctors Medical Center	Bronze	Newspaper Ad/Insert	Publicom, Inc.	Da Vinci
Doctors MRI	Merit	Logo/Letterhead Design	Insight Creative Group	
Duke Medicine	Silver	Magazine Ad/Series		Duke Bariatric Surgery
Duke Medicine	Silver	Annual Report		Duke Heart Center

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Duke Medicine	Silver	Web Site/Home Page		DukeHealth.org
Duke Medicine	Bronze	Publication/External		Duke Medicine HealthLine
Duke Medicine	Bronze	New Media		Duke Medicine YouTube Channel
DuPage Medical Group	Silver	Magazine Ad/Single	Echo Design Group	Caring for Naperville
DuPage Medical Group	Merit	Special Event	Echo Design Group	Women's Health Fair
DuPage Medical Group	Merit	Newsletter	Echo Design Group	Skin Deep Dermatology
East Texas Medical Center	Merit	Outdoor Transit/Billboard	SKAR Advertising	One With East Texas-Lake
Eastern Idaho Regional Medical Ctr	Gold	Newspaper Ad/Series	Neathawk Dubuque + Packett	EIRMC Trauma
Eastern Idaho Regional Medical Ctr	Gold	Radio Advertising/Single	Neathawk Dubuque + Packett	EIRMC Trauma
El Camino Hospital	Gold	Magazine Ad/Series	White Space Healthcare Marketing	Serious Care
El Camino Hospital	Merit	Radio Advertising/Series	White Space Healthcare Marketing	Serious Care
Elliot Health System	Merit	Special Video Production	Focal Cast Media, LLC	Pediatric Emergency Fundraiser
Elmhurst Memorial Healthcare	Merit	Total Adv. Campaign W/Out TV	Prairie Dog/TCG	Center For Health
Emcare Inpatient Services	Bronze	Newspaper Ad/Series	Blanchard Schaefer Advertising & PR	Changing the Horizon of Healthcare
EMD Serono Inc	Merit	Patient Handbook	Pharma International Inc	Easy Pod Patient Quick Guide
Emory Healthcare	Gold	Physician Referral Program		Emory Vision
Emory Healthcare	Silver	Patient Handbook		Rehabilitation Medicine
Emory Healthcare	Merit	Poster		Reproductive Ctr Fertility Seminars
Emory Healthcare	Merit	Physician Referral Program		The Emory Clinic Physician Directory
Emory Healthcare	Merit	Brochure		Emory Executive Health
Emory Healthcare	Merit	Other		Goes Green
Emory Healthcare	Merit	Health Promotion Program		Better Health Emp Flu Vaccination
Enablex-Novartis and P&G	Silver	Patient Handbook	Artcraft Health Education	Understanding Overactive Bladder
Englewood Hospital & Medical Ctr	Merit	Magazine Ad/Series	Ritta & Associates	Emergency Center
Enloe Medical Center	Silver	Professional Recruitment Adv.	ZAMBOO	Growing Together
Enloe Medical Center	Merit	Newspaper Ad/Series	ZAMBOO	Healing & Hope
Erlanger Health System	Gold	Direct Mail Advertising		Bariatric "Negi Face"
Erlanger Health System	Silver	Poster		Volunteer
Erlanger Health System	Bronze	Newspaper Ad/Single		Pediatric House Calls
Erlanger Health System	Merit	Publication/External		Erlanger Magazine
Erlanger Health System	Merit	Direct Mail Advertising		Tune of Your Life
Evangelical Community Hospital	Merit	Annual Report		The Evangelical Experience
Evercare	Merit	Newsletter	StayWell Custom Communications	Evercare Notes
Evergreen Healthcare	Merit	Other		Strategic Plan
Excela Health	Merit	Total Advertising Campaign	Applebox Studios	Orthopedics and Sports Medicine
Excellus BlueCross BlueShield	Gold	Newspaper Ad/Series		Healthy Blue
Excellus BlueCross BlueShield	Gold	Newspaper Ad/Insert		Active Univera Wrap
Excellus BlueCross BlueShield	Gold	Outdoor Transit/Billboard	Partners + Napiers	Healthy Blue
Excellus BlueCross BlueShield	Gold	Special Video Production	Partners + Napiers	Active Univera Testimonials
Excellus BlueCross BlueShield	Silver	Total Advertising Campaign		Active Univera
Excellus BlueCross BlueShield	Bronze	Newspaper Ad/Insert		Healthy Blue Wrap
Excellus BlueCross BlueShield	Bronze	New Media	Butler/Till	Medicare Web Banner Ads
Excellus BlueCross BlueShield	Merit	Newspaper Ad/Insert	Partners + Napier	\$0 Premium
Excellus BlueCross BlueShield	Merit	Television Ad/Single	Partners + Napier	Excellus BCBS Medicare
Exempla Healthcare	Bronze	Health Promotion Program		
Fallon Community Health Plan	Merit	Calendar		Healthy Communities Calendar
Feather River Hospital	Merit	Calendar		
Five Star Quality Care	Bronze	Newsletter	Triad Advertising	Wrap-Up Newsletter
Five Star Quality Care	Merit	Other	Triad Advertising	Cookbook
Florida Hospital	Gold	Brochure		Colorectal Cancer Info Guide
Florida Hospital	Bronze	Special Event		Ken Griffey Golf Invite
Florida Hospital	Merit	Publication/In House		Times Special Centennial
Florida Hospital	Merit	Direct Mail Advertising		Expect Wonders
Florida Hospital	Merit	Annual Report		Cardiovascular Annual Report
Florida Hospital	Merit	Patient Handbook		Flagler Physician Directory
Florida Hospital Altamonte	Gold	Outdoor Transit/Billboard		Altamonte 60 Minutes ER
Florida Hospital East Orlando	Bronze	Poster		Women's Health
Food and Drug Administration	Merit	New Media	Genome Communications	Response @ fda-answers
Food Pantry of Waukesha County	Gold	Newspaper Ad/Single	The Roberts Group, Inc.	Happy Ordinary Day Ad
Forsyth Medical Center	Gold	Poster	ABZ Design Group	Sara Lee Women's Center
Forsyth Medical Center	Merit	Newspaper Ad/Single	ABZ Design Group	Free Heart Health Seminars
Forsyth Medical Center	Merit	Employee Communication Program	ABZ Design Group	Circle of Excellence
Forsyth Medical Center	Merit	Magazine Ad/Single	ABZ Design Group	Get the Facts-Quality
Franciscan Sisters of Chicago	Gold	Direct Mail Advertising		Girl Talk
Franciscan Sisters of Chicago	Bronze	Brochure		Holy Cross Village
Franciscan Sisters of Chicago	Merit	Direct Mail Advertising		Villa de Majore Salud en Mailer
Franciscan Sisters of Chicago	Merit	Newsletter		Victory Lakes
Franciscan Sisters of Chicago	Merit	Logo/Letterhead Design		Mercy Circle
Franklin Square Hospital Center	Merit	Newsletter	StayWell Custom Communications	Discover
GE Healthcare	Gold	Special Video Production	Dunn & Co.	The Evolution of Contrast Media

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Geisinger Health System	Gold	Professional Recruitment Adv.	AB+C	Prof Recruitment Coffee Table Book
Geisinger Health System	Silver	Direct Mail Advertising		LASIK Freedom From Glasses
Geisinger Health System	Silver	Other	Aloysius Butler & Clark	Coffe Table Book
Geisinger Health System	Merit	Calendar		System Calendar
Geisinger Health System	Merit	Special Event	AB+C	Regal Holiday Event
Genesis Health System	Merit	Brochure		Genesis At Home-Hope, Life, Comp
Genesis Health System	Merit	Television Ad/Series		The People Who Love You
Georgetown University Hospital	Gold	Radio Advertising/Single	Neathawk Dubuque + Packett	Reality
Georgetown University Hospital	Silver	Newspaper Ad/Single	Neathawk Dubuque + Packett	Prostate-Football
Georgetown University Hospital	Merit	Newspaper Ad/Series	Neathawk Dubuque + Packett	Prostate Sports
Gill Orthopaedic Clinic	Silver	Physician Referral Program	ABZ Design Group	
Good Samaritan	Merit	Publication/External	StayWell Custom Communications	Good Health
Good Samaritan Hospital	Silver	Television Ad/Series	Northlich	Good Sam. Great Medicine
Good Samaritan Hospital	Silver	Total Public Relation Program	R and J Group	Shhh...Mother Baby Quite Time
Good Samaritan Hospital	Bronze	Patient Handbook		Guest Information Guide
Good Samaritan Hospital	Merit	Total Advertising Campaign	SBC Advertising	Orthopedics/The Joint Repl Ctr
Goshen Health System	Gold	Television Ad/Single	Todd Allen Design	Encircles
Goshen Health System	Gold	Total Advertising Campaign	Todd Allen Design	Bariatrics Truths
Grand View Hospital	Bronze	Publication/In House	Anara, Inc.	Corporate Compliance Program
Granville Health System	Merit	Newsletter	StayWell Custom Communications	Partners in Health
Great Falls Clinic	Gold	Special Event	Mercury Advertising	What Women Want Expo
Great Falls Clinic	Silver	Newspaper Ad/Series	Mercury Advertising	Helena Physicians' Clinic Saturday
Great Falls Clinic	Bronze	Outdoor Transit/Billboard	Mercury Advertising	Helena Physicians' Clinic Saturday
Great Falls Clinic	Merit	Direct Mail Advertising	Mercury Advertising	Helena Physicians' Clinic Saturday
Great Falls Clinic	Merit	Radio Advertising/Single	Mercury Advertising	Helena Physicians' Clinic Saturday
Great Plains Regional Medical Center	Gold	Logo/Letterhead Design	Swanson Russell	Medication Reconciliation Campaign
Great Plains Regional Medical Center	Gold	Television Ad/Series	Swanson Russell	Testimonial Campaign TV
Great Plains Regional Medical Center	Gold	Radio Advertising/Series	Swanson Russell	Testimonial Campaign Radio
Great Plains Regional Medical Center	Bronze	Special Video Production	Swanson Russell	Physician Recruitment Video
Great Plains Regional Medical Center	Bronze	Health Promotion Program	Swanson Russell	Medication Reconciliation Campaign
Great Plains Regional Medical Center	Merit	Total Public Relation Program	Swanson Russell	Medication Reconciliation Campaign
Great Plains Regional Medical Center	Merit	Total Advertising Campaign	Swanson Russell	Testimonial Campaign
Green Ribbon Health	Merit	Newsletter	StayWell Custom Communications	Reflections
Greenville Hospital Sys Univ Med Ctr	Merit	Magazine Ad/Series	Ferebee Lane and Company	Let's Go
Gwinnett Medical Center	Gold	Total Public Relation Program		Center for Sleep Disorders Opening
Gwinnett Medical Center	Bronze	Imprinted Materials		Sleep Lab Opener
Gwinnett Medical Center	Merit	Publication/External		Vim + Vigor
Gwinnett Medical Center	Merit	Poster		Pulse Survey
Gwinnett Medical Center	Merit	New Media		GMC Web 2.0
Gwinnett Medical Center	Merit	Special Video Production		Medical Matters
Gwinnett Medical Center	Merit	Special Event		GMC Imaging Center
Gwinnett Medical Center	Merit	Health Promotion Program		HEWS Flu Mist/Shot
Hackensack University Medical Ctr	Gold	Newspaper Ad/Series	Della Femina Rothschild Jeary & Ptrs	NJ Hospital
Hackensack University Medical Ctr	Bronze	Annual Report		A Collection of Caring
Hackensack University Medical Ctr	Merit	Television Ad/Single	Della Femina Rothschild Jeary & Ptrs	Grand Dad
Hackley Hospital	Merit	Radio Advertising/Single	Obstructed View Studios	Robiske Family Reunion
Hackley Life Counseling	Silver	Radio Advertising/Single	Obstructed View Studios	Excuses, Excuses
Hahnemann University Hospital	Merit	Other	Cabin Communications	10-Year Project
Hamilton Medical Center	Silver	Web Site/Home Page	Neathawk Dubuque + Packett	
Hamilton Medical Center	Silver	Special Video Production	Neathawk Dubuque + Packett	Archive Video
Hamilton Medical Center	Bronze	Magazine Ad/Single	Neathawk Dubuque + Packett	
Hamilton Medical Center	Bronze	Other	Neathawk Dubuque + Packett	Heritage Gallery
Hanover Hospital	Silver	Television Ad/Single	SNS Marketing	Orthopedics
Harbor Hospital	Merit	Publication/External	StayWell Custom Communications	Waterfront
Harborview Medical Center	Merit	Logo/Letterhead Design	Ray Braun Design	EthnoMed
Hays Medical Center	Merit	Professional Recruitment Adv.		Freedom to Drive Your Own Success
Health Care Service Corporation	Silver	Direct Mail Advertising		NPI Electronic Claims Submission PC
Health Connect Partners	Merit	Other	Lovell Communications, Inc.	Pharmacy Conference Programs
Health New England	Silver	Calendar		Healthy Cooking
Health Plan of Nevada	Bronze	Television Ad/Series	Virgen Advertising Corporation	Leave It To The Experts
Health Plan of Nevada	Merit	Brochure		Steps to Good Nutrition for Toddlers
Healthcare Association of NY State	Gold	New Media		Help Your Hospital
Healthcare Association of NY State	Silver	Publication/In House		Board Room Basics
Healthcare Association of NY State	Silver	Television Ad/Single	Time Warner Cable	Help Your Hospital
Healthcare Association of NY State	Merit	Newspaper Ad/Single		The Answer To Our Nursing Shortage
Healthfirst	Silver	Newspaper Ad/Single		Teddy Bear
Healthfirst	Bronze	Magazine Ad/Series		Medicare
Healthfirst	Bronze	Poster		Meter
Healthfirst	Bronze	Special Event		Cast a Vote for Your Health
Healthfirst	Bronze	Total Adv. Campaign W/Out TV		CHP Expansion
Healthfirst	Merit	Outdoor Transit/Billboard		CHP Expansion

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Healthfirst	Merit	Poster		Why Gamble?
Healthfirst	Merit	Special Event		Winter Wonderland
HealthPartners	Gold	Outdoor Transit/Billboard	Preston Kelly	A New Way to Look at Healthcare
HealthPartners	Gold	Annual Report		Report to the Community
HealthPartners	Gold	New Media	Preston Kelly	A New Way to Look at Healthcare
HealthPartners	Gold	Total Adv. Campaign W/Out TV	Preston Kelly	A New Way to Look at Healthcare
HealthPartners	Silver	Radio Advertising/Single	Preston Kelly	Bad Tooth
HealthPartners	Bronze	Radio Advertising/Series	Preston Kelly	Hard Questions
HealthPartners	Merit	Magazine Ad/Series	Preston Kelly	Healthy Should Be Simple
HealthPartners	Merit	Other	Preston Kelly	Mascots
HealthPlus of Michigan	Silver	Television Ad/Series	SNS Marketing	We've Got the Plus
HealthPlus of Michigan	Bronze	Special Video Production	SNS Marketing	Behind the Scenes
Healthy San Francisco	Silver	Newsletter	Wax Custom Communications	Heart Beat
Healthy@Home	Merit	Other	Zander Guinn Millan	Discharge Folder/Service Line Br
Heart Center of Greater Waterbury	Bronze	Newsletter	StayWell Custom Communications	The Beat Goes On
Heart Hospital of Austin	Silver	Radio Advertising/Single	Esparza Advertising	72-Inch
Heart Hospital of New Mexico	Silver	Other	3 Advertising	Bottom of Our Hearts
Heart Hospital of New Mexico	Merit	Newspaper Ad/Series	3 Advertising	HeartScan
Hendricks Regional Health	Bronze	Television Ad/Series	Russell Herder	I Don't Wanna Go
Hennepin County Medical Center	Silver	Health Promotion Program	Russell Herder	Save This Brain
Henry Ford Health System	Gold	Newsletter	StayWell Custom Communications	Live Well
Highline Medical Center	Gold	Newspaper Ad/Series	Eastman Strategies	OB/GYN Series
Highline Medical Center	Silver	Special Event	Eastman Strategies	Live Healthy. Stay Young
Hill Physicians Medical Group	Silver	Publication/External	Wax Custom Communications	Hill Health
Hoboken University Medical Center	Bronze	Television Ad/Series	Erbach Communications Group	Parenting Expectations/Second Baby
Holland Hospital	Merit	Publication/External	Priority	Healthy Life
Holland Hospital	Merit	Logo/Letterhead Design		Lakeshore Health Partners
Holland Hospital	Merit	Radio Advertising/Single		Women's Midlife
Holy Cross Hospital	Bronze	Employee Communication Prog.		Genesis Communications Campaign
Holy Family Medical Center	Bronze	Direct Mail Advertising	Donovan Design	Outpatient Medical Imaging
Holy Family Medical Center	Merit	Newspaper Ad/Single	Donovan Design	Medical Imaging
Holy Family Medical Center	Merit	Other	ABS Graphics	Long-Term Acute Care
Holy Redeemer Health System	Gold	Newspaper Ad/Series	Loel Marketing Group	We Have Heart
Holy Spirit Health System	Silver	Publication/In House	TCG Advertising & Design	Physician Bulletins
Holy Spirit Health System	Silver	Radio Advertising/Series	TCG Advertising & Design	Branding Radio Campaign
Holy Spirit Health System	Bronze	Professional Recruitment Adv.	TCG Advertising & Design	Recruitment Campaign
Holy Spirit Health System	Merit	Newsletter	TCG Advertising & Design	For Your Life
Holy Spirit Health System	Merit	Television Ad/Series	TCG Advertising & Design	Branding TV Campaign
Home & Hospice Care of RI	Gold	Radio Advertising/Single	Bennett Group	Hospice Radio
Home & Hospice Care of RI	Merit	Newspaper Ad/Series	Bennett Group	Hospice Print Ads
Houston Northwest Medical Center	Merit	Newsletter	StayWell Custom Communications	About Your Health
Humana, Inc.	Gold	Publication/External	Wax Custom Communications	HAO
Humana, Inc.	Bronze	Other	Wax Custom Communications	HAO Special Edition
Humana, Inc.	Merit	Calendar	Wax Custom Communications	Live It UP!
Humana, Inc.	Merit	Web Site/Home Page	Wax Custom Communications	www.humanaactiveoutlook.com
Hunterdon Healthcare System	Bronze	Magazine Ad/Series	Aloysius Butler & Clark	Circle of Care
Huntington Hospital	Silver	Publication/In House	Kevin/Ross Public Relations	Huntington Reporter
Hurley Medical Center	Merit	Calendar	Magnani Continuum Marketing	Hurley Foundation Calendar
Huron Hospital	Merit	Direct Mail Advertising	HPM Consultants	Take a Peek
Huron Valley - Sinai Hospital	Silver	Patient Handbook	CHR Communications	OB Patient Guide
Huron Valley Sinai-Charach	Silver	Magazine Ad/Series	Driven Communications	Answers
Hutcheson Medical Center	Gold	Radio Advertising/Single	Neathawk Dubuque + Packett	New
Hutcheson Medical Center	Silver	Newsletter	Neathawk Dubuque + Packett	Occupational Wellness
Hutcheson Medical Center	Merit	Magazine Ad/Single	Neathawk Dubuque + Packett	Dr. Carter
Hutcheson Medical Center	Merit	Logo/Letterhead Design	Neathawk Dubuque + Packett	
Independence Blue Cross	Gold	Magazine Ad/Single		Blue Saver
Independence Blue Cross	Gold	Publication/In House		Independence Ink
Independence Blue Cross	Gold	Brochure		Health Lifestyles Program
Independence Blue Cross	Gold	Television Ad/Single	DMW Worldwide, LLC	Everywhere You Turn DRTV
Independence Blue Cross	Gold	New Media		Holiday Greeting Card
Independence Blue Cross	Gold	Total Adv. Campaign W/Out TV		CHIP Ad Campaign
Independence Blue Cross	Bronze	Newspaper Ad/Single		Martin Luther King, Jr. Tribute
Independence Blue Cross	Bronze	Web Site/Home Page		Third Party Administration
Independence Blue Cross	Merit	Health Promotion Program		Students Fight MRSA
Ingalls Health System	Silver	Direct Mail Advertising	Words & Pictures, Inc.	Building A Healthier Community
Inova Health System	Merit	Publication/External	GLC Custom Publishing	Inova Magazine
Institute for Healthcare Advancement	Bronze	Patient Handbook	Haese + Wood	When Your Child Gets Sick
Insulet Corporation	Bronze	Newspaper Ad/Single	Whydesignworks	OmniPod HCP
Insulet Corporation	Merit	Magazine Ad/Series	Whydesignworks	OmniPod Consumer Marketing
Insulet Corporation	Merit	Direct Mail Advertising	Whydesignworks	OmniPod Pediatric
Insulet Corporation	Merit	Poster	Whydesignworks	OmniPod Consumer Marketing

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Insulet Corporation	Merit	Brochure	Whydesignworks	OmniPod Consumer Marketing
IntegraMed	Gold	Radio Advertising/Series	Adworks	Take Charge/New Program
Integrus Health	Merit	New Media	Ackerman & McQueen	Inside Integrus
Integrus Health	Merit	Special Video Production	Ackerman & McQueen	Courage Award
Intermountain Healthcare	Bronze	Television Ad/Single	Factory/R&R Partners	Heads on Desks
Intermountain Healthcare	Merit	Newspaper Ad/Single	Factory/R&R Partners	Robert Harrington
International Technidyne Corporation	Gold	Direct Mail Advertising	Aloysius Butler & Clark	Tenderfoot
Iowa Health Home Care	Merit	Television Ad/Single		Hospice
Iowa Health Physicians	Silver	Poster	julsdesign, inc.	Hygiene Poster
Iowa Health System	Silver	Outdoor Transit/Billboard		Consolidated Services Trailer Wrap
Iowa Health System	Silver	Brochure		Legislative Agenda
Iowa Health System	Bronze	Special Video Production	Professional Video	I.O.W.A. Promo Video
Iowa Health-Des Moines	Silver	Health Promotion Program		Healthy Rewards
Iowa Health-Des Moines	Bronze	Imprinted Materials		RAGBRAI Team Jersey
Iowa Health-Des Moines	Merit	Other		Ambulance Design
Iowa Health-Des Moines	Merit	Special Event		Super-Giving Heros
Iowa Hospital Association	Silver	Imprinted Materials	julsdesign, inc.	Ragbrai Jersey
Jewish Hosp & St. Mary's Healthcare	Silver	Total Adv. Campaign W/Out TV	Creative Alliance	Hard to Talk About
John Stoddard Cancer Center	Merit	Other		Cancer Journal
JPS Health Network	Gold	Newspaper Ad/Insert	Blanchard Schaefer Advertising & PR	JPS Pride
JPS Health Network	Bronze	Calendar	Blanchard Schaefer Advertising & PR	JPS Calendar
JPS Health Network	Merit	Newspaper Ad/Insert	Blanchard Schaefer Advertising & PR	JPS Stories
JPS Health Network	Merit	Newspaper Ad/Insert	Blanchard Schaefer Advertising & PR	Experience Matters
JPS Health Network	Merit	Brochure	Blanchard Schaefer Advertising & PR	Practices
Kadlec Medical Associates	Gold	Professional Recruitment Adv.	KMA Recruitment DVD	
Kaiser Permanente	Gold	Magazine Ad/Series		Total Health and Productivity-Tennis
Kaiser Permanente	Gold	Other		Broker Portfolio
Karmanos Cancer Institute	Bronze	Calendar	Grigg Graphics	Karamanos Hope
Karmanos Cancer Institute	Merit	Special Video Production	McCann-Erickson	Hear Cancer. Think Karmanos
Keck School of Medicine at USC	Gold	Publication/External	IE Design & Communications	Keck Medicine Magazine
Kelsey-Seybold Clinic	Silver	Newspaper Ad/Insert		Healthy Living
Kelsey-Seybold Clinic	Bronze	Publication/In House		Kaleidoscope
Kelsey-Seybold Clinic	Bronze	Special Event		Surgery Ctr at Spring Grand Opening
Kelsey-Seybold Clinic	Bronze	Total Public Relation Program		The Vintage Grand Opening
Kelsey-Seybold Clinic	Merit	Outdoor Transit/Billboard		Your Kids Doctors for Life
Kennedy Krieger Institute	Gold	Annual Report		Unlocking Potential-Gift is The Key
Kennewick General Hospital	Silver	Poster	Tamara Broadhead Design	
Kennewick General Hospital	Merit	Newsletter	Coffey Communications	Healthbeat
Kennewick General Hospital	Merit	Imprinted Materials	P.S. Media, Inc.	Urgent Care/Walkin Care Magnet
Kennewick General Hospital	Merit	Professional Recruitment Adv.	P.S. Media	Physician Recruitment Video
Kershaw County Medical Center	Bronze	Poster	The Adams Group	MET Team Display Board
Kessler Institute for Rehabilitation	Merit	Web Site/Home Page	andCulture	Defining Medical Rehabilitation
Kettering Health Network	Gold	Special Event	Hafenbrack Marketing	Heart to Heart Campaign
Kettering Health Network	Merit	Newspaper Ad/Single	Hafenbrack Marketing	Weight Loss Surgery
Kettering Health Network	Merit	Total Adv. Campaign W/Out TV	Hafenbrack Marketing	Emergency Campaign
Kingman Regional Medical Center	Gold	Newspaper Ad/Single		Spine Doctor
LA Best Babies Network	Merit	Annual Report		Reflections
Lafayette General Medical Center	Gold	Web Site/Home Page	Bizzuka	
Lafayette General Medical Center	Silver	New Media		Pavilion Reception Invite
Lafayette General Medical Center	Silver	Newspaper Ad/Series		da Vinci Ad Campaign
Lafayette General Medical Center	Merit	Television Ad/Series		Pavilion for Women and Children
Lahey Clinic	Bronze	Television Ad/Single	Silverman Group	North Shore "H" Hospital Ad
Lahey Clinic Medical Center	Bronze	Brochure	Jenn Baldwin Design	Advancing Medicine
Lake Hospital System	Merit	Calendar		Partners in Community Service
Lake Norman Regional Medical Ctr	Bronze	Outdoor Transit/Billboard	The Adams Group	ED
Lake Taylor Transitional Care Hospital	Silver	Web Site/Home Page	O'Brien et al. Advertising	I Can
Lake Taylor Transitional Care Hospital	Bronze	Total Adv. Campaign W/Out TV	O'Brien et al. Advertising	I Can
Lake Taylor Transitional Care Hospital	Merit	Magazine Ad/Series	O'Brien et al. Advertising	I Can
Lake Taylor Transitional Care Hospital	Merit	Radio Advertising/Single	O'Brien et al. Advertising	I Can
Laredo Medical Center	Merit	Publication/External	Dowden Custom Media	Laredo Medical Update
Laurens County Health Care System	Gold	Publication/In House	Shuler Graphic Design	At Your Request Menu
Laurens County Health Care System	Gold	Calendar	Bates Design Inc	Beautiful Community Benefits
Lawrence & Memorial Hospital	Gold	Annual Report	Coffey Communications, Inc.	LM Reports
Le Bonheur Children's Medical Ctr	Silver	Special Event		Groundbreaking
Le Bonheur Children's Medical Ctr	Bronze	New Media		Ana Ives Blog
Le Bonheur Children's Medical Ctr	Merit	Outdoor Transit/Billboard	Mangan Holcomb Partners	Dr. Waller Car Wrap
Le Bonheur Children's Medical Ctr	Merit	Newsletter		Pediatric Notes
Le Bonheur Children's Medical Ctr	Merit	Brochure		Capabilities Piece
Le Bonheur Children's Medical Ctr	Merit	Calendar		Le Bonheur Calendar
Le Bonheur Children's Medical Ctr	Merit	Other	Mangan Holcomb Partners	We're Building For
Le Bonheur Children's Med Ctr Fd	Gold	Publication/In House		Le Bonheur Magazine

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Lee Memorial Health System	Gold	Newspaper Ad/Insert		Healthy News
Lee Memorial Health System	Gold	Patient Handbook		All Star Total Joint Ctr Patient Guides
Legacy Health System	Gold	Logo/Letterhead Design		Pride Matters
Legacy Health System	Silver	Poster		Pride Matters
Legacy Health System	Merit	Magazine Ad/Single		Children's Heart
Legacy Health System	Merit	Newsletter		Emanuel Matters Community NSL
Lehigh Valley Health Network	Gold	Employee Communication Prog.	Springboard Brand/Creative Strategy, Ltd	Brand Book and Video
Lehigh Valley Health Network	Gold	Special Video Production	Springboard Brand/Creative Strategy, Ltd	A Journey of Passion
Lehigh Valley Health Network	Merit	Logo/Letterhead Design	Springboard Brand/Creative Strategy, Ltd	LVHN
Lehigh Valley Health Network	Merit	Radio Advertising/Series	Springboard Brand/Creative Strategy, Ltd	MIMS
Levine Children's Hospital	Gold	Other	Zander Guinn Millan	Brand Guide
Lexington Medical Center	Silver	Employee Communication Prog.		LMC Enrollment Guide
Lexington Medical Center	Silver	Television Ad/Single		Christmas
Lexington Medical Center	Bronze	Direct Mail Advertising		64 Slices
Lexington Medical Center	Bronze	Professional Recruitment Adv.	Life Savers	
Lexington Medical Center	Merit	Publication/In House		Stethoscope
Lexington Medical Center	Merit	Brochure		Your Special Delivery Booklet
Lexington Medical Center	Merit	Logo/Letterhead Design		Sunset Cafe
Lexington Medical Center	Merit	Calendar		LMC Employee Calendar
Lexington Medical Center	Merit	Imprinted Materials		LMC Mouse Pad
Lexington Medical Center	Merit	Health Promotion Program		Better Choices
Lexington Medical Center	Merit	Total Public Relation Program		My 9-1-1
Liberty Health	Bronze	Direct Mail Advertising	The Marcus Group, Inc.	CT Scanner
Liberty Hospital	Silver	Newspaper Ad/Single	Kuhn & Wittenborn	Emergency Services
Liberty Hospital	Bronze	Radio Advertising/Single	Kuhn & Wittenborn	Emergency Services
LifeBridge Health	Gold	Publication/In House		LifeBridge Health 1998-2008
LifeBridge Health	Gold	Calendar		braVo!
LifeBridge Health	Silver	Newsletter		The Bridge
LifeCare Hospitals	Silver	Patient Handbook	Lovell Communications, Inc.	Patient Info Guide-Shreveport
LifeCare Hospitals	Merit	Brochure	Lovell Communications, Inc.	Tri-fold Brochure & Inserts
LifeCare Hospitals	Merit	Web Site/Home Page	Lovell Communications, Inc.	
Little Company of Mary Hospital	Silver	Radio Advertising/Single	BVK	Patients-Bariatric
Little Company of Mary Hospital	Merit	Brochure	BVK	Women's Services
Logan Memorial Hospital	Bronze	Imprinted Materials		Family Healthfest T-Shirt
Loma Linda Univ Children's Hospital	Merit	Magazine Ad/Single	Neathawk Dubuque + Packett	
Los Alamitos Medical Center	Merit	Logo/Letterhead Design	Prairie Dog/TCG	Logo Development/Stationary
Los Angeles Biomedical Res Institute	Gold	Annual Report	IE Design & Communications	LA BioMed Vision Book
Loyola University Health System	Merit	Outdoor Transit/Billboard		Loyola-Branded Minivan
Loyola University Health System	Merit	Total Adv. Campaign W/Out TV		Heart & Vascular Med at Park Ridge
Main Line Health	Merit	Newsletter	StayWell Custom Communications	Women's Health Source
Maine Medical Center	Gold	Magazine Ad/Single	Garrard	FBC-Bottom of Ninth
Maine Medical Center	Bronze	Poster	Garrard	FBC Poster
MapleCrest & Northwoods	Silver	Direct Mail Advertising	Marketing Dynamics	The Best Care, Right Here
Maria Fareri Children's Hospital	Gold	Special Video Production	Fastforward Communications, Inc.	Giving Makes Greatness Possible
Marshfield Clinic	Gold	Television Ad/Series	Lindsay, Stone & Briggs	Brand TV Series
Marshfield Clinic	Merit	Annual Report		Live Well-System Review
Marshfield Clinic	Merit	Other		Applied Sciences Folder
Mary Free Bed Rehabilitation Hospital	Bronze	Patient Handbook		
Mary Free Bed Rehabilitation Hospital	Merit	Calendar		
Maryland General Hospital	Gold	Outdoor Transit/Billboard	SNS Marketing	Ouch
Massachusetts Dental Society	Gold	Publication/In House		Journal-Massachusetts Dental Soc
Massachusetts Dental Society	Merit	Brochure		Oral Health/Overall Health
Massachusetts General Hospital	Silver	Web Site/Home Page	IconNicholson	Redesign: massgeneral.org
Massachusetts General Hospital	Silver	Radio Advertising/Single	DeVito/Verdi	College Football Player
Massachusetts General Hospital	Bronze	Magazine Ad/Single	DeVito/Verdi	Mother
MCG Health	Gold	Direct Mail Advertising	Craig Jackson & Partners	Sleep Center
MCG Health	Gold	Other	Craig Jackson & Partners	Cultural Ads
MCG Health	Gold	Radio Advertising/Series	Craig Jackson & Partners	Sleep Center
MCG Health	Silver	Newspaper Ad/Single	Craig Jackson & Partners	Children's Medical Center
MCG Health	Bronze	Newspaper Ad/Series	Craig Jackson & Partners	Cancer Campaign
McKee Medical Center	Merit	Newspaper Ad/Series	O'Brien Advertising	Living Proof
McKee Medical Center	Merit	Outdoor Transit/Billboard	O'Brien Advertising	Living Proof
Mease Dunedin Hospital	Gold	Brochure		
MedAssets	Merit	Magazine Ad/Series	three	Brand Camp (Spine, Lung, Brain)
MedCentral Health System	Bronze	Total Advertising Campaign	Knox Marketing	MedCentral Best in Ohio
Medical City Hospital	Gold	Magazine Ad/Single	Avrea Foster	You Can Pick Your Children's Hosp
Medical City Hospital	Bronze	Physician Referral Program	Avrea Foster	Esophageal
Medical City Hospital	Bronze	Web Site/Home Page	Avrea Foster	Med City Children's Websites
Medical City Hospital	Bronze	Total Adv. Campaign W/Out TV	Avrea Foster	Med City Children's Focused
Medical City Hospital	Merit	New Media	Avrea Foster	Kids Flash Tour Guide
MedStar Health	Gold	Annual Report	BMW&W	Working Together

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
MedStar Health	Merit	Employee Communication Prog.		Talent Manager Com. Toolkit
Memorial Health System	Bronze	Radio Advertising/Series	BVK	What's My Risk?
Memorial Health System	Merit	Magazine Ad/Single	BVK	What's My Risk?
Memorial Health System	Merit	Total Advertising Campaign	BVK	What's My Risk
Memorial Healthcare System	Silver	Newspaper Ad/Insert		JDCH Publication - Brian
Memorial Healthcare System	Bronze	Newspaper Ad/Insert		Publication - Tish
Memorial Hermann Healthcare Sys	Gold	Television Ad/Series	Latitude	Breakthroughs
Memorial Hospital	Silver	Other		Recipe for Success
Memorial Hospital	Merit	Brochure		Kids In The Kitchen
Memorial Hospital and Health Care	Merit	Newspaper Ad/Single	Sheehy + Associates	Sleep Lab
Memorial Hospital at Gulfport	Gold	Poster	Transmedia	Nurses Day Poster
Memorial Hospital at Gulfport	Merit	Outdoor Transit/Billboard	Transmedia	Sports Injuries Happen
Memorial Medical Center	Bronze	Professional Recruitment Adv.	Esparza Advertising	Nursetopia
Memorial Medical Center Foundation	Silver	Annual Report	Med Art	
Memorial University Medical Center	Gold	Special Video Production	SPM Marketing & Communications	Imperial Sugar Disaster
MemorialCare	Merit	Magazine Ad/Single	ZAMBOO	Quality Defined
MemorialCare Medical Centers	Bronze	Newsletter	Maricich Brand Communications	MemorialCare
Merck	Merit	Poster	Artcraft Health Education	Managing Your Migrane
Mercy Health Partners	Merit	Radio Advertising/Single	Obstructed View Studios	Our Vision
Mercy Health System	Silver	Total Adv. Campaign W/Out TV		Mercy Starts with Me
Mercy Health System	Merit	Other		Philadelphia Region-Health Passport
Mercy Hospital	Silver	Radio Advertising/Single	Burgess Advertising & Marketing	Mercy XPress Care
Mercy Hospital	Merit	Special Video Production	Burgess Advertising & Marketing	Mercy Eating Disorders
Mercy Iowa City	Merit	Television Ad/Series	Swanson Russell	No B Team-Cardiac/Perfect Results
Mercy Iowa City	Merit	Special Video Production	Swanson Russell	No B Team-Cardiac Webisode
Meridian	Bronze	Publication/External	StayWell Custom Communications	HealthViews
Meridian	Bronze	Newsletter	StayWell Custom Communications	HealthViews
Meridian Health	Gold	Employee Communication Prog.		Benefits Open Enrollment
Meridian Health	Gold	Radio Advertising/Single	SPM Marketing & Communications	1800Doctors
Meridian Health	Silver	Television Ad/Series	Storandt, Pann, Margolis	Taking Care of New Jersey
Meridian Health	Bronze	Health Promotion Program		Doctor Bernard & the Pawsitive
Meridian Health	Merit	Newspaper Ad/Series	SPM Marketing & Communications	Rhymes With Line
Meridian Health	Merit	Employee Communication Prog.		Smoke-Free Initiative
Methodist Health System	Merit	Radio Advertising/Single	RD&F Advertising, Inc.	Sports Mom
Methodist Hospital	Merit	Newspaper Ad/Single	Morse & Company Advertising	
Methodist Le Bonheur Healthcare	Merit	Outdoor Transit/Billboard	Carpenter, Sullivan, Sossaman	Methodist South Hospital OB
MetroHealth	Merit	Television Ad/Series		Hearing Loss
MetroHealth Medical Center	Merit	Newsletter		Giving
Metropolitan Nashville Hosp Authority	Merit	Web Site/Home Page	Lovell Communications, Inc.	
Michigan Dept of Community Health	Gold	Television Ad/Single	Brogan & Prtnrs Convergence Marketing	Mom's Voice
Mid State Medical Center	Merit	Special Event		The Pink Partini Fashion Show
Mid State Medical Center	Merit	Health Promotion Program		Geriatric Outreach
MidMichigan Health	Bronze	Radio Advertising/Series	ClearRiver Advertising & Marketing	The Training Room
MidMichigan Health	Merit	Health Promotion Program	ClearRiver Advertising & Marketing	Living Life Well Series
Military Health System	Silver	Special Video Production	Booz Allen Hamilton	Center for the Intrepid
Military OneSource	Silver	Television Ad/Series	Marion, Montgomery, Inc.	Kids Know
Miller Children's Hospital	Merit	Brochure	ZAMBOO	Keeping Our Heroes Safe
Ministry Health Care	Merit	Logo/Letterhead Design	Bernard Hodes Group	
Mission Hospital	Gold	Newspaper Ad/Single	Johnson Gray Advertising, Inc.	Diamond
Mission Hospital	Silver	Magazine Ad/Series	Johnson Gray Advertising, Inc.	Mission Accomplished
Mission Hospital	Bronze	Direct Mail Advertising	Cassels Caywood Love	Rehab's Sports Medicine
Mission Hospital	Merit	Newspaper Ad/Series	Cassels Caywood Love	da Vinci Awareness Campaign
Mission Hospital	Merit	Magazine Ad/Single	Cassels Caywood Love	Weight Management
Mission Hospital	Merit	Poster	Cassels Caywood Love	Sunset Stampede Wanted
Mission Hospital	Merit	Brochure	Cassels Caywood Love	Aviator
Mission Hospital	Merit	Total Adv. Campaign W/Out TV	Johnson Gray Advertising, Inc.	Mission Accomplished
Mississippi Health Partners	Silver	Magazine Ad/Single	Huffman & Rejebian, Inc.	Challenging Times
Mississippi Health Partners	Merit	Newspaper Ad/Single	Huffman & Rejebian, Inc.	Challenging Times
Monarch HealthCare	Gold	Newspaper Ad/Insert	Triad Group, Inc.	Feeling Better
Monarch HealthCare	Merit	Outdoor Transit/Billboard	Triad Group, Inc.	The Perfect Fit
Monroe Carell Jr. Children's Hospital	Silver	Brochure	Lewis Communications	Capital Case Statement
Montefiore Medical Center	Gold	Magazine Ad/Single	Lorel Marketing Group	CHAM "Super"
Montefiore Medical Center	Gold	Publication/In House		Heartline
Montefiore Medical Center	Gold	New Media		Marketing Initiatives CD-Rom
Montefiore Medical Center	Silver	Special Video Production		Women's Health
Montefiore Medical Center	Silver	Special Event		Denton Cooley Invitation
Montefiore Medical Center	Bronze	Newsletter		Keeping You Healthy
Montefiore Medical Center	Bronze	Professional Recruitment Adv.		Staffing & Recruit Welcome Packet
Montefiore Medical Center	Bronze	Health Promotion Program		Heart Month
Montefiore Medical Center	Merit	Direct Mail Advertising		Social Medicine Residency
Montefiore Medical Center	Merit	Poster		Sarcoma Poster

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Montefiore Medical Center	Merit	Brochure		UBA Employment
Morristown Memorial Hospital	Merit	Total Adv. Campaign W/Out TV	Della Femina & Gianettino	Gagnon Cardiovascular Institute
Morton Plant Mease Hospitals	Gold	Calendar		
Morton Plant Mease Hospitals	Merit	Brochure		Foundation Memberships
Moses Cone Health System	Gold	Poster	Redding Advertising, Inc.	Oncology Nursing
Moses Cone Health System	Silver	Newspaper Ad/Single	Redding Advertising, Inc.	Thanksgiving Thank You
Moses Cone Health System	Silver	Magazine Ad/Single	Bouvier Kelly	Somewhere Else-Cellist
Moses Cone Health System	Silver	Radio Advertising/Series	Bouvier Kelly	Somewhere Else
Moses Cone Health System	Bronze	Total Public Relation Program	Redding Advertising, Inc.	Partnership Project
Moses Cone Health System	Merit	Newsletter	StayWell Custom Communications	Health & You
Moses Cone Health System	Merit	Newsletter	Redding Advertising, Inc.	Kardia
Mount Carmel	Bronze	Magazine Ad/Series	BVK	OSU Sports Programs
Mount Clemens Regional Med Ctr	Silver	Logo/Letterhead Design	Publicom, Inc.	Get The Picture
Mount Sinai Medical Center	Bronze	Patient Handbook	Wax Custom Communications	Patient Resource Guide
Mount Sinai Medical Center	Merit	Physician Referral Program	Wax Custom Communications	
MultiCare Health System	Gold	Magazine Ad/Single	DNA	MultiCare-Print Ad
MultiCare Health System	Merit	Publication/External	Coffey Communications, Inc.	Healthy Living
Multicare Health Systems	Bronze	Newspaper Ad/Single		Baseball
Multicare Health Systems	Bronze	Annual Report		Foundation Annual Report
Multicare Health Systems	Merit	Newspaper Ad/Single		Cardiac 8L Open House
MVP Healthcare	Merit	Brochure	Media Logic	MVP Sales Brochure
MVP Healthcare	Merit	Television Ad/Series	Media Logic	MVP Employer
MVP Healthcare	Merit	New Media	Media Logic	MVP Interactive Ads
MVP Healthcare	Merit	Total Advertising Campaign	Media Logic	Fall Open Enrollment
Nationwide Children's Hospital	Gold	Newspaper Ad/Single	Conrad, Phillips, VuTech	Sports Medicine
Nationwide Children's Hospital	Gold	Newsletter		Surgical Scene
Nationwide Children's Hospital	Gold	Calendar		Foundation Calendar
Nationwide Children's Hospital	Gold	Patient Handbook	Conrad, Phillips, VuTech	Welcome Kit/Family Resource Guide
Nationwide Children's Hospital	Gold	Special Event		Ground Breaking
Nationwide Children's Hospital	Gold	Health Promotion Program		Give Me Five
Nationwide Children's Hospital	Gold	Total Public Relation Program		Full Potential Community Report
Nationwide Children's Hospital	Silver	Annual Report	Conrad, Phillips, VuTech	Foundation Annual
Nationwide Children's Hospital	Silver	Poster		Parents Magazine
Nationwide Children's Hospital	Silver	Logo/Letterhead Design		Give Me Five
Nationwide Children's Hospital	Silver	Special Video Production		MRI Adventure
Nationwide Children's Hospital	Bronze	Publication/In House		Translator
Nationwide Children's Hospital	Bronze	Outdoor Transit/Billboard	Conrad, Phillips, VuTech	Construction Fence
Nationwide Children's Hospital	Bronze	Logo/Letterhead Design		Get Growing
Nationwide Children's Hospital	Bronze	Other	Conrad, Phillips, VuTech	Once Upon a Night
Nationwide Children's Hospital	Merit	Publication/External	Salvato, Coe & Gabor	Pediatric Directions
Nationwide Children's Hospital	Merit	Direct Mail Advertising	Conrad, Phillips, VuTech	Urgent Care
NC Child Care Health and Safety	Bronze	Calendar	Sally Johns Design	Health and Safety
Nebraska Methodist Health System	Merit	Annual Report	Corporate 3 Design	The Right Thing To Do
Nemours Health & Prevention Serv	Merit	Health Promotion Program	Worldways Social Marketing	Mighty Timoneers Health & Wellness
Nemours Health and Prevention Serv	Gold	Health Promotion Program	Worldways Social Marketing	Campaign to Make Delaware's Kids
Network Health	Silver	Special Event		Healthy Halloween with Jarvis Green
Network Health	Silver	Imprinted Materials		Corporate Folde
Network Health	Merit	Other		Brockton Rox
New England Sinai Hospital	Silver	Professional Recruitment Adv.	Triad Advertising	Sinai Nurse Recruitment
New England Sinai Hospital	Bronze	Professional Recruitment Adv.	Triad Advertising	Physical Therapy "Team"
New England Sinai Hospital	Merit	Newsletter	Triad Advertising	Annual Message
New Hanover Regional Medical Ctr	Gold	Magazine Ad/Single	Neathawk Dubuque + Packett	Pirate
New Mexico Aids Service	Silver	Newspaper Ad/Series	Esparza Advertising	Fine Print
New Mexico Aids Services	Gold	Outdoor Transit/Billboard	Esparza Advertising	Bus Ceiling
New Mexico Aids Services	Merit	Television Ad/Single	Esparza Advertising	Footprints
New Mexico Aids Services	Merit	Special Event	Esparza Advertising	Aids Walk
Norman Regional Health System	Merit	Web Site/Home Page	The Balcom Agency	www.normanregional.com
North Colorado Medical Center	Merit	Total Advertising Campaign	O'Brien Advertising	Living Proof
North Shore Long Island Jewish	Merit	Newsletter	StayWell Custom Communications	Focus on Neuroscience
North Shore-LIU Health System	Bronze	Annual Report	Priority	Feinstein Institute for Med Research
NorthBay Healthcare	Merit	Publication/External		Wellspring Staying Young
Northeast Georgia Medical Center	Silver	Calendar		No Two Are The Same Baby
Northeastern Vermont Regional Hosp	Merit	Poster	FLEK, Inc.	Hospital Week Poster
NorthShore University HealthSystem	Merit	New Media	Marcel Media	Live Interactive Chats
Northwest Health System	Gold	Newspaper Ad/Single	Creative Alliance	Magic
Northwest Radiology Network, PC.	Merit	Total Adv. Campaign W/Out TV		No Matter How You Slice It
Northwestern Louisiana Cancer Ctr	Merit	Logo/Letterhead Design	Right Angle	
Northwestern Memorial Hospital	Gold	Imprinted Materials		March of Dimes T-shirt
Northwestern Memorial Hospital	Gold	Health Promotion Program		Selfless Choices Saves Four Lives
Northwestern Memorial Hospital	Silver	Newsletter	Flutter	NMPG Health News
Northwestern Memorial Hospital	Bronze	Employee Communication Prog.		Clean Hands Campaign

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Northwestern Memorial Hospital	Merit	Outdoor Transit/Billboard	LeMay Partners	Everything Matters
Northwestern Memorial Hospital	Merit	Web Site/Home Page		www.nmpg.org
Northwestern Memorial Hospital	Merit	Special Video Production	Second City Communications	Clean Hands
Northwestern Memorial Hospital	Merit	Radio Advertising/Series	LeMay Partners	Cardiovascular Campaign
Northwestern Memorial Hospital	Merit	Total Adv. Campaign W/Out TV	LeMay Partners	Everything Matters
Norton Healthcare	Gold	Direct Mail Advertising		Society for Pediatric Pathology
Norton Healthcare	Gold	Other		"Just For Kids" Campaign
Norton Healthcare	Merit	Publication/External		Get Healthy Magazine
Norton Healthcare	Merit	Newsletter		Norton News
Norton Healthcare	Merit	Annual Report		Report to Our Community
Norton Healthcare	Merit	Imprinted Materials		NICU-3N Nursery Reunion T-Shirt
Norton Healthcare	Merit	Web Site/Home Page		NortonHealthcare.com
Novant Urgent Care	Merit	Newspaper Ad/Single	ABZ Design Group	We've Got You Covered
Ochsner Health System	Gold	Magazine Ad/Series	BOHAN Advertising Marketing	Everywhere You Need Us
Ochsner Health System	Gold	Radio Advertising/Single	BOHAN Advertising Marketing	Manly Men
Ochsner Health System	Gold	Health Promotion Program	Bohan Ideas	Everywhere You Need Us
Ochsner Health System	Merit	Publication/In House		Ochsner Physician Notes
Ochsner Health System	Merit	Brochure		Passport to Health
Ochsner Health System	Merit	Television Ad/Single	BOHAN Advertising Marketing	Aging
O'Connor Hospital	Bronze	Radio Advertising/Series	Orange Label Art + Advertising	O'Connor Radio Series
Ohio Health	Bronze	Employee Communication Prog.	Ologie	Ohio Healthy Employee Initiative
Ohio Health	Merit	Special Video Production	Ologie	Ohio Healthy Video
Oklahoma University Medicine	Merit	Newspaper Ad/Single	BVK	Mannequin
Oklahoma University Medicine	Merit	Television Ad/Single	BVK	Radically Different
Olympic Medical Center	Merit	Health Promotion Program		Smoke Free OMC Campaign
Olympus America, Inc.	Gold	Special Event	Mangos	Trade Show Sculptures/Graphics
Olympus America, Inc.	Bronze	Other	Mangos	Endo Consulting Package
Onslow Memorial Hospital	Merit	Magazine Ad/Series	Creative Squeeze	Emergency Services/Surgical Pavilion
OptumHealth	Merit	Newsletter	Carrot	Healthy Mind, Healthy Body
Orange Reg Med Center	Merit	Newspaper Ad/Single	Media Logic	Spine Ad
Orange Reg Med Center	Merit	Radio Advertising/Single	Media Logic	Sleep Lab
Orlando Health	Merit	Patient Handbook	Dowden Custom Media	Healthy Living
OSF HealthPlans	Silver	Brochure	cmfgroup	How Puffer the Fish Got His Name
Ottawa Regional Hospital	Merit	Brochure	Diane Stelken Associates	The Seeds of Advancement
Ottumwa Regional Health Center	Bronze	Newspaper Ad/Insert		House Calls
Our Lady of the Lake Children's Hosp	Silver	Television Ad/Series	Mangan Holcomb Partners	Make Believe
Our Lady of the Lake Children's Hosp	Bronze	Total Advertising Campaign	Mangan Holcomb Partners	Make Believe
Our Lady of the Lake Children's Hosp	Merit	Newspaper Ad/Series	Mangan Holcomb Partners	Make Believe
Our Lady of the Lake Medical Ctr	Merit	Total Advertising Campaign	Mangan Holcomb Partners	We Believe
Our Lady of the Lake Reg Med Ctr	Silver	Television Ad/Single		Children's Hospital Make Believe
Our Lady of the Lake Reg Med Ctr	Bronze	Calendar		Children's Hospital Calendar
Our Lady of the Lake Reg Med Ctr	Merit	Annual Report		Nursing Annual Report
OurLady Resurrection Med Center	Bronze	Total Public Relation Program	Donovan Design	Recognized Nationally, Caring Locally
Overlook Hospital	Silver	Poster	Della Femina & Gianettino	Look of a Leader
Owensboro Medical Health System	Merit	Magazine Ad/Series	Springboard Brand/Creative Strategy	We See the Big Picture
Palm Drive Hosp Healthcare Fd	Merit	Other	Mackenzie Design Studio	Capital Campaign Presentation Folder
Palos Community Hospital	Merit	Newsletter	Osborn & DeLong	Perspective
Paramount Health Care	Gold	Direct Mail Advertising	Hart Associates	Paramont/HMS Direct Mail
Park Nicollet	Gold	Total Adv. Campaign W/Out TV	Clarity Coverdale Fury	Personal Stories Campaign
Park Nicollet	Silver	New Media	Clarity Coverdale Fury	Faith's Story
Park Nicollet	Bronze	Radio Advertising/Series	Clarity Coverdale Fury	Personal Stories-Eating Disorder
Park Nicollet Health Services	Merit	Health Promotion Program	Zizzo Group Advertising + PR	Stayhealthymn.com
Penn Medicine	Gold	Newsletter		Penn Health for Women
Penn Medicine	Gold	Special Video Production		Perelman Center
Penn Medicine	Silver	Brochure		Penn Home Care & Hospice Services
Penn Medicine	Bronze	Web Site/Home Page		Pennhealth.com
Penn State Hershey Medical Center	Gold	Imprinted Materials		Give Hope, Have Faith, Fight Hard
Penn State Hershey Medical Center	Silver	Special Event		Community Health Open House
Penn State Hershey Medical Center	Bronze	Patient Handbook		Stroke Patient and Family Guide
Penn State Hershey Medical Center	Merit	Magazine Ad/Series		Silhouette Series
Penn State Hershey Medical Center	Merit	Publication/External		Penn State Medicine
Penn State Hershey Medical Center	Merit	Direct Mail Advertising		Gamma Knife
Penn State Hershey Medical Center	Merit	Web Site/Home Page		Health Library Website
Pennsylvania Hospital	Bronze	Total Adv. Campaign W/Out TV	Neiman Group	Still Changing Health Care
Penrose-St. Francis Health Services	Merit	Total Advertising Campaign	Vladimir Jones	"H" Campaign
Peoples Health	Silver	Television Ad/Single		Myrtis Butzman on People's Health
Peyton Manning Children's Hospital	Bronze	Physician Referral Program	Dowden Custom Media	Pediatric Perspectives
PharmMD	Silver	Total Public Relation Program	Lovell Communications, Inc.	
Plastic Surgery Associates	Merit	Newspaper Ad/Series	Right Angle	Physicians First and Foremost
Pomona Valley Hospital Medical Ctr	Silver	Imprinted Materials	Holmes & Company Advertising	Associate Recognition Program
Pomona Valley Hospital Medical Ctr	Bronze	Annual Report	Holmes & Company Advertising	

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Porter Memorial Hospital	Merit	Other	Creative Alliance	Fans
Portsmouth Regional Hospital	Silver	Outdoor Transit/Billboard	Wilson & Gould Marketing & PR	Excellence in Surgery. Here at Home
Prairie Heart Institute of Illinois	Gold	Outdoor Transit/Billboard	BVK	Cardiologists
Prairie Heart Institute of Illinois	Gold	Total Advertising Campaign	BVK	PHII Heart Campaign
Prairie Heart Institute of Illinois	Silver	Television Ad/Single	BVK	Corn
Prairie Heart Institute of Illinois	Bronze	Television Ad/Series	BVK	PHII TV Series
Premier Community Health	Bronze	Health Promotion Program		Test For Life
Premier Community Health	Merit	Radio Advertising/Single		My Sister's Keeper
Premier Health Partners	Merit	Newspaper Ad/Single	SBC Advertising	Doctor's Day Thank You
Presbyterian Healthcare	Silver	Physician Referral Program	ABZ Design Group	Let's Talk Doctor to Doctor
Presbyterian Hemby Children's Hosp	Gold	Imprinted Materials	ABZ Design Group	ER Department T-Shirt
Presbyterian Hemby Children's Hosp	Silver	Outdoor Transit/Billboard	ABZ Design Group	
Presbyterian Hemby Children's Hosp	Bronze	Magazine Ad/Single	ABZ Design Group	Hemby Heroes Dr. Bryant
Presbyterian Hospital	Gold	Brochure	ABZ Design Group	New Baby Manual for Dads
Presbyterian Pediatric Neurology	Merit	Physician Referral Program	ABZ Design Group	
Presbyterian Urgent Care	Merit	Poster	ABZ Design Group	
PrimeCare Urgent Care	Silver	Outdoor Transit/Billboard	ABZ Design Group	
Princeton HealthCare System	Gold	Patient Handbook		The Maternal-Child Health Program
Princeton HealthCare System	Silver	Other		The Maternal-Child Health Program
Princeton Healthcare System	Merit	Direct Mail Advertising	Neathawk Dubuque + Packett	Newcomer
Princeton HealthCare System	Merit	Direct Mail Advertising		Welcome to the Neighborhood
Princeton HealthCare System	Merit	Special Event		Happenings Home Run Hitter
Princeton HealthCare System Found.	Silver	Annual Report	Hatteras Press	
Progress West Healthcare	Merit	Calendar	True North Custom Publishing	Better Living
ProMedica Health System	Bronze	Newspaper Ad/Series	Hart Associates	Oncology Campaign
ProMedica Health System	Bronze	Radio Advertising/Single	Hart Associates	Stars
ProMedica Health System	Merit	Total Advertising Campaign	Hart Associates	Hospice Campaign
Promius Pharma	Silver	Poster	Artcraft Health Education	Explore Your Skin.com
Provena Central Illinois Region	Merit	Brochure		Heart Scan
Provena Saint Joseph Hospital	Merit	Employee Communication Prog.		Hospital Week
Provena Senior Services	Silver	Employee Communication Prog.	Green Light Creative	Strategic Plan
Provena Senior Services	Merit	Total Public Relation Program	Green Light Creative	Ways of Giving Program
Providence Medical Center	Gold	Publication/In House	Osburn Public Relations	Vision Employee
Providence Medical Center	Merit	Publication/In House	Kara Welter & Associates	Vision
Providence Regional Med Ctr Everett	Gold	Direct Mail Advertising	CPM Marketing Group	Convenient Women's Care
Quest Diagnostics	Bronze	Radio Advertising/Single	Hungry Ad Guys	Accomodate Your Schedule
Quest Diagnostics	Bronze	Radio Advertising/Series	Hungry Ad Guys	Accomodate Your Schedule
Quest Diagnostics	Merit	Magazine Ad/Single	Hungry Ad Guys	Who Better?
Quest Diagnostics	Merit	New Media	Hungry Ad Guys	Accomodate Banner/Golf
Randolph Hospital	Silver	Direct Mail Advertising	M Creative	Postcard Series
Randolph Hospital	Merit	Total Advertising Campaign	M Creative	Technology You Can Trust
Regence	Bronze	Brochure	Gard Communications	Transforming the Health Care System
Regional West Health Services	Gold	Professional Recruitment Adv.	Cranium Studio	Physicians Recruitment
Regional West Health Services	Silver	Total Public Relation Program	Cranium Studio	The Future Color of Health Care
Renown Health	Gold	Total Public Relation Program		The Lili Claire Foundation Opening
Renown Health	Silver	Direct Mail Advertising	LionShare Marketing, Inc.	New Mover Program
Renown Health	Silver	Total Public Relation Program		TomoTherapy
Renown Health	Bronze	Total Public Relation Program		Healing Arts Performances
Renown Health	Merit	Publication/External		Renown Journey
Renown Health	Merit	Annual Report	The Glenn Group	Report to the Community
Renown Health	Merit	Patient Handbook		Total Hip/Knee Replacement Guide
Renown Health	Merit	Total Public Relation Program		daVinci
Resurrection Health Care	Merit	Total Adv. Campaign W/Out TV	Donovan Design	Healthy Answers
Resurrection Medical Center	Silver	Total Adv. Campaign W/Out TV	Donovan Design	Cardiac Campaign
Resurrection Medical Center	Bronze	Other	Donovan Design	RMC Elevator Wraps
Rex Healthcare	Gold	Television Ad/Single	Neathawk Dubuque + Packett	Rex-Cancer "Man"
Rex Healthcare	Silver	Radio Advertising/Series	Neathawk Dubuque + Packett	Rex-Cancer
Riverside Methodist Hospital	Bronze	Total Advertising Campaign	Fahlgren Advertising	Innovation
Riverside Methodist Hospital	Merit	Television Ad/Series	Fahlgren Advertising	Innovation
Rochester General Hospital	Gold	New Media	SPM Marketing & Communications	ThinkRGH
Rochester General Hospital	Merit	Total Advertising Campaign	SPM Marketing & Communications	ThinkRGH
Roper St. Francis Healthcare	Merit	Television Ad/Single		Amazing
Rush University Medical Center	Silver	Publication/External	Coffey Communications, Inc.	Discover Rush
Rush University Medical Center	Silver	Radio Advertising/Series	SPM Marketing & Communications	Rush Stories
Rush University Medical Center	Bronze	New Media	SPM Marketing & Communications	Rush Stories
Rush University Medical Center	Merit	Television Ad/Series	SPM Marketing & Communications	Rush Stories
Rutland Regional Medical Center	Silver	Calendar		Woman to Woman Survivor Group
Rutland Regional Medical Center	Merit	Publication/In House		Informed Newsletter
Saint Barnabas Health Care System	Merit	Magazine Ad/Single	The Marathon Group	Seton Hall
Saint Barnabas Health Care System	Merit	Radio Advertising/Single	The Marathon Group	Pirates
Saint Barnabas Medical Center	Merit	Newspaper Ad/Series	The Marathon Group	Private Rooms/Pampered/NICU

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Saint Francis Hospital-Memphis	Merit	Newspaper Ad/Single	G Design	Wide Open Spaces
Saint Francis Hospital-Memphis	Merit	Employee Communication Program	G Design	
Saint Francis Hospital-Memphis	Merit	Patient Handbook	G Design	Inpatient Physicians Hospitalists
Saint Francis Medical Center	Gold	Special Video Production	The Roberts Group, Inc.	Physician Recruitment DVD
Saint Francis Medical Center	Bronze	Annual Report	The Roberts Group, Inc.	
Saint Francis Medical Center	Merit	Newspaper Ad/Single	The Roberts Group, Inc.	Father's Day Ad
Saint Francis Medical Center	Merit	Web Site/Home Page	The Roberts Group, Inc.	Physician Recruitment Web Page
Saint Joseph Hospital	Gold	Professional Recruitment Adv.	Moveo Integrated Branding	Physician Recruitment
Saint Joseph Hospital	Silver	Direct Mail Advertising	Moveo Integrated Branding	The Weight Is Over
Saint Joseph Hospital	Merit	Total Adv. Campaign W/Out TV	Moveo Integrated Branding	Seton Family Health Center
Saint Joseph Regional Medical Ctr	Merit	Television Ad/Series	St. Claire Group	One Ortho Series
Saint Margaret Mercy Healthcare Ctrs	Silver	Logo/Letterhead Design	Moran Design Corporation	110th Anniversary
Saint Peter's University Hospital	Bronze	Publication/External		Middlesex Health and Life
Saint Peter's University Hospital	Merit	Special Video Production	SGW Integrated Marketing Comm.	The Children's Hospital
Saint Thomas Health Services	Gold	Newsletter	StayWell Custom Communications	RealLife
Salinas Valley Memorial Healthcare	Gold	Magazine Ad/Series		Get Back To What You Enjoy
Salinas Valley Memorial Healthcare	Silver	Magazine Ad/Series		SVMHS Feedroom Ads
San Antonio Community Hospital	Gold	Total Public Relation Program	Ignite Design and Advertising	Safe Surrender
San Antonio Community Hospital	Silver	Magazine Ad/Single	Ignite Design and Advertising	STEMI Ad for Inland Empire
San Antonio Community Hospital	Silver	Physician Referral Program	Medical Development Specialists	Physicians Today Series
San Antonio Community Hospital	Merit	Magazine Ad/Series	Medical Development Specialists	Sierra San Antonio Urgent Care
San Antonio Community Hospital	Merit	Publication/In House	Medical Development Specialists	The Fountain
San Antonio Community Hospital	Merit	Employee Communication Prog.	Medical Development Specialists	The Fountain
San Antonio Community Hospital	Merit	Total Adv. Campaign W/Out TV	Ignite Design and Advertising	Integrated Clinical Information Sys
San Fran Health Plan	Bronze	Publication/In House	Wax Custom Communications	Informed
San Francisco Health Plan	Bronze	Logo/Letterhead Design		
San Joaquin Community Hospital	Bronze	Magazine Ad/Single		Bakersfield First
San Joaquin Community Hospital	Bronze	Brochure	Willis Design	Maternity Care Center
Sanford Health	Gold	Television Ad/Single	Lawrence & Schiller	Lean on Me
Saratoga Hospital	Bronze	Television Ad/Series	Palio	People You Trust. Care You Deserve
Saratoga Hospital	Bronze	Total Advertising Campaign	Palio	People You Trust. Care You Deserve
SCAN Health Plan	Merit	Special Event	Kevin/Ross Public Relations	Senior Sensitivity Training
Schneck Medical Center	Gold	Direct Mail Advertising	Northlich	Gastroenterology Physician Referral
Sciele Pharma, Inc.	Merit	Direct Mail Advertising	Gemimi Healthcare, Inc.	Fosteum Campaign
Scripps Health	Merit	Web Site/Home Page		Scripps.org
Scripps Health Foundation	Bronze	Special Event		17th Annual Spinoff
Selva	Silver	Logo/Letterhead Design	Palio	
Senior Dimensions	Bronze	Television Ad/Single	Virgen Advertising	Senior Reporter
Senior Dimensions	Bronze	Total Advertising Campaign	Virgen Advertising	Senior Reporter Campaign
Sera Care Life Sciences	Silver	Web Site/Home Page	Pharma International Inc	
Shands Jacksonville	Silver	Physician Referral Program		Sleep Center
Shands Jacksonville	Bronze	Brochure	Brown Parker + Demarinis	You + Shands Jacksonville
Shands Jacksonville	Merit	Physician Referral Program	Brown Parker + Demarinis	Radiology-Collaboration=Expertise
Shands Jacksonville	Merit	Special Event		A Night for Heroes
Sherman Health	Bronze	Direct Mail Advertising	Demi & Cooper Advertising	Ended Up Here
Sherman Health	Merit	Outdoor Transit/Billboard	Demi & Cooper Advertising	Cardiac We've Done 12,000
Shore Health System	Gold	Poster	Neathawk Dubuque + Packett	Stroke Forum
Shore Health System	Gold	Physician Referral Program	Neathawk Dubuque + Packett	Cardiac Calcium Scoring Physician
Shore Health System	Silver	Newspaper Ad/Single	Neathawk Dubuque + Packett	Foundation Ad
Shore Health System	Bronze	Poster	Neathawk Dubuque + Packett	Breast Health Susan G. Komen
Shore Health System	Merit	Newspaper Ad/Series	Neathawk Dubuque + Packett	Prostate Ads
Shore Health System	Merit	Magazine Ad/Single	Neathawk Dubuque + Packett	QAC Pocket Directory
Shore Health System	Merit	Outdoor Transit/Billboard	Neathawk Dubuque + Packett	There's Another of Picture You Need
Shore Health System	Merit	Brochure	Neathawk Dubuque + Packett	Foundation Brochure
Siemens Audiologische Technik	Gold	Brochure	Mangos	Life Launch
Siemens Audiologische Technik	Bronze	Magazine Ad/Series	Mangos	Vibe Launch Ad Series
Siemens Healthcare USA	Gold	Magazine Ad/Single	Mangos	IQ-SPECT
Siemens Healthcare USA	Silver	Total Adv. Campaign W/Out TV	Mangos	IQ-SPECT Launch Campaign
Silverton Hospital Network	Bronze	Publication/External	bbg Marketing	Healthview
Sinai Hospital	Gold	Patient Handbook		Herman & Walter Samuelson
Sister of St. Francis Health Services	Silver	Calendar	Moran Design Corporation	Social Accountability Calendar
Sister of St. Francis Health Services	Merit	Publication/In House	Moran Design Corporation	Regional Rounds
SMDC	Silver	Total Advertising Campaign	H.T. Klatzky & Associates	Just One Thing Campaign
Somanetics Corporation	Merit	Web Site/Home Page	Group Fifty-Five Marketing	
Somerset Medical Center	Silver	New Media	R + J Public Relations	Sleep for Life
Somerset Medical Center	Merit	Web Site/Home Page		Sports Performance
Southcoast Health System	Gold	Total Public Relation Program		Open Heart Services
Southcoast Health System	Silver	Employee Communication Prog.		Breathe Better
Southcoast Health System	Merit	Newspaper Ad/Series		da Vinci "Miracle"
Southcoast Health System	Merit	Professional Recruitment Adv.		Recruitment
Southcoast Health System	Merit	Special Video Production		Annual Meeting Video

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Southcoast Health System	Merit	Total Public Relation Program		St. Luke's Shuttle
Southcoast Hospital Group	Merit	Newsletter	StayWell Custom Communications	Your Health Matters
Southeast Missouri Hospital	Silver	Television Ad/Series	bvk	Calling
Southeast Missouri Hospital	Merit	Direct Mail Advertising	bvk	HealthLine Launch
Southeast Missouri Hospital	Merit	Other	bvk	Wellness Connection Environment
Southeast Missouri Hospital	Merit	Health Promotion Program	bvk	Prostate Cancer Risk Assessment
Southern Regional Health System	Merit	New Media	The Adams Group	Heart and Vascular Web Banners
Southside Regional Medical Center	Gold	Newspaper Ad/Series	Creative Alliance	Our Promise
Southwest General Health Center	Silver	Outdoor Transit/Billboard	Stern Advertising	5 Star Rated Orthopedic Services
Southwest General Health Center	Silver	Other	Stern Advertising	Just In Case You Actually ...
Southwest General Health Center	Merit	Radio Advertising/Series	Stern Advertising	It's A Fact
Southwest Washington Medical Ctr	Merit	Employee Communication Prog	Opinion Survey-MissionPossible	
Southwest Washington Medical Ctr	Merit	Professional Recruitment Adv.		Southwest Rehab Services Team
Southwestern Vermont Healthcare	Gold	Total Adv. Campaign W/Out TV	Bennett Group	Breast Imaging Campaign
Southwestern Vermont Healthcare	Merit	Poster	Bennett Group	Hair Solon
Southwestern Vermont Healthcare	Merit	Imprinted Materials	Bennett Group	Counter Mat
Southwestern Vermont Healthcare	Merit	Professional Recruitment Adv.	Bennett Group	Left Brain
Sparks Health System	Bronze	Television Ad/Series	Mangan Holcomb Partners	New Walls
Sparks Health System	Merit	Total Advertising Campaign	Mangan Holcomb Partners	New Walls
Spirit Health Group	Gold	Health Promotion Program		Spirit Girls Night Out
Spirit Health Group	Bronze	Newsletter		Extend Your Reach
Spirit Health Group	Bronze	Special Event		Day of Dance
SSM Health Care-St. Louis	Merit	Newspaper Ad/Series	Maring Weissman	Maternity Ads
St. Agnes Hospital	Silver	Web Site/Home Page	Coffey Communications, Inc.	www.stagnes.org
St. Anthony Hospital	Gold	Logo/Letterhead Design	Insight Creative Group	Saints Heart & Vascular Institute
St. Anthony Hospital	Bronze	Outdoor Transit/Billboard	Insight Creative Group	Actions Speak Louder
St. Anthony Hospital	Merit	Television Ad/Single	Insight Creative Group	Know Your Name
St. Anthony Hospital	Merit	Total Advertising Campaign	Insight Creative Group	
St. Anthony's Hospital	Silver	Calendar		
St. Anthony's Hospital	Merit	Imprinted Materials		Race for a Cure T-Shirt
St. Anthony's Hospital	Merit	Special Event		Night in the Tropics
St. Bernardine Medical Center	Bronze	Special Video Production	Reese and Associates	Think Sepsis First
St. Christopher's Hospital for Children	Merit	Direct Mail Advertising	Cabin Communications	
St. Clares Hospital	Merit	Poster	R and J Group	30 Minutes Door-To-Doc
St. Cloud Orthopedics	Merit	Outdoor Transit/Billboard	Agency 128	Caution Rolled Ankles Below
St. Elizabeth Hospital	Gold	Newspaper Ad/Insert	MindWorx Marketing	Report to Community
St. Elizabeth Hospital	Merit	Special Event	MindWorx Marketing	Service Awards Banquet
St. Francis Hospital	Gold	Publication/External	StayWell Custom Communications	Good Health Today
St. Francis Hospital & Health Centers	Bronze	Annual Report	Borshoff	Community Benefit Report
St. Francis Hospital & Health Centers	Bronze	Total Public Relation Program	Borshoff	Mooreville Grand Opening
St. Francis Hospital & Health Centers	Merit	Other	Borshoff	Doctor's Day Card
St. Francis Hospital & Health Centers	Merit	Special Event	Borshoff	Spirit of Women Event-Stacey Halprin
St. Joesph's Hospital	Gold	Total Advertising Campaign	Interval	Image Campaign
St. John Health	Gold	Other	Brogan & Partners Convergence Mkt	The Healing Power of Music
St. John Health	Silver	Professional Recruitment Adv.	Brogan & Partners Convergence Mkt	Nurse Recruitment
St. John Health	Silver	Radio Advertising/Single	Brogan & Partners Convergence Mkt	Cancer Opera
St. John's Hospital	Gold	Television Ad/Series	BVK	Prairie Heart
St. John's Hospital	Silver	Total Advertising Campaign	BVK	Prairie Heart Campaign
St. John's Hospital	Bronze	Newspaper Ad/Series	BVK	Cardiac Print
St. John's Hospital	Merit	Radio Advertising/Single	BVK	
St. Joseph Hospital	Gold	Web Site/Home Page	Aloysius Butler & Clark	
St. Joseph Hospital	Merit	Brochure	Aloysius Butler & Clark	Breast Care Center
St. Joseph Hosp Affiliated Physicians	Gold	Patient Handbook	Triad Group, Inc.	Physicians New Member Handbook
St. Joseph Mercy Oakland	Bronze	Physician Referral Program	Magnani Continuum Marketing	Michigan Medical Report
St. Joseph Mercy Oakland	Bronze	Web Site/Home Page	Magnani Continuum Marketing	Michigan Medical Report
St. Joseph's Hospital	Silver	Calendar		
St. Joseph's Hospital	Bronze	Special Event		Holiday Reception
St. Joseph's Hospital	Merit	Special Event		Heart and Soul Gala
St. Joseph's Hospital Highland	Merit	Web Site/Home Page	McDaniels Healthcare Marketing	www.stjosephshighland.org
St. Luke's Foundation	Merit	Annual Report	ME&V	
St. Mary Medical Center	Silver	Health Promotion Program	Benham Advertising	Senior Select Color
St. Mary Medical Center	Merit	Other	Christine Cardellino Com. Services	A Reflection of Our Community
St. Mary Medical Center	Merit	New Media	Priority	Living Well (e-mail publication)
St. Mary's Health System	Merit	Physician Referral Program	Ten Adams	4-Doc Physician Referral
St. Mary's Healthcare Sys for Children	Merit	Outdoor Transit/Billboard	Fastforward Communications, Inc.	St. Mary's Banner Campaign
St. Mary's Healthcare Sys for Children	Merit	Radio Advertising/Single	Fastforward Communications, Inc.	NY Jets' Mangini/St. Mary's Kids
St. Mary's Hospital	Merit	Special Event		We're Smoke Free-Because We Care
St. Patrick Hospital & Health Sci Ctr	Gold	Television Ad/Single	Citrus	Women's Care Center
St. Patrick Hospital & Health Sci Ctr	Silver	Special Video Production	Citrus	Emergency Department Expansion
St. Vincent	Gold	Outdoor Transit/Billboard	Publicis	Sports Performance Center
St. Vincent	Gold	Television Ad/Single	Publicis	How Do You Thank

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
St. Vincent Children's Healthcare	Silver	Total Advertising Campaign	HBG, Inc.	Integrated Campaign
St. Vincent Health System	Merit	Television Ad/Series	Mangan Holcomb Partners	What It's Like
St. Vincent Heart Center of Indiana	Bronze	Television Ad/Single	St. Claire Group	Door to Balloon
St. Vincent Indianapolis Hospital	Gold	Publication/External	Dowden Custom Media	Healthy Spirit
Stanly Regional Medical Center	Merit	Newspaper Ad/Series	Zander Guinn Millan	Stanly Image Campaign
Start With Your Heart	Merit	Television Ad/Single	Brogan & Partners Convergence Mkt	Game Show-Signs
Stiefel	Merit	Magazine Ad/Single	Palio	Answer Irritation with Hydration
Stony Brook University Medical Ctr	Silver	Newspaper Ad/Single	Lewis Communications	Clair and Maggie/Twins
Stony Brook University Medical Ctr	Bronze	Total Advertising Campaign	Lewis Communications	Best Ideas in Medicine
Stony Brook University Medical Ctr	Merit	Web Site/Home Page	Lewis Communications	Best Ideas in Medicine
Stony Brook University Medical Ctr	Merit	New Media	Lewis Communications	Best Ideas in Medicine
Summa Health System	Gold	Brochure	Knox Marketing, Inc.	Body Sculpting
Summa Health System	Gold	Other	Knox Marketing, Inc.	Cancer Binder
Summa Health System	Silver	Annual Report	Knox Marketing, Inc.	
Summa Health System	Bronze	Total Adv. Campaign W/Out TV	Knox Marketing, Inc.	Summa Cancer
Summit Medical Group	Gold	Imprinted Materials		T-Shirt
Summit Medical Group	Silver	Newsletter	StayWell Custom Communications	Healthy Connections
Summit Medical Group	Merit	Publication/In House		The Group Observer
Summit Medical Group	Merit	Logo/Letterhead Design		Branding
Summit Medical Group	Merit	Patient Handbook		Patient Guide to Staying Well
Sumner Regional Medical Center	Gold	New Media	SPM Marketing & Communications	It's Happening Here
Sumner Regional Medical Center	Silver	Web Site/Home Page	SPM Marketing & Communications	It's Happening Here
Sumner Regional Medical Center	Bronze	Total Advertising Campaign	SPM Marketing & Communications	It's Happening Here
Sun Health	Merit	Outdoor Transit/Billboard	Davidson and Belluso	Helping You Enjoy Life
Sutter Health	Silver	Publication/In House		Inside Sutter Health
Sutter Health Partners	Gold	Newsletter	StayWell Custom Communications	Live Well for Life
Sutter Health Sacramento Sierra Reg	Gold	Radio Advertising/Series	Glass McClure Advertising	Heart & Vascular
Sutter Health Sacramento Sierra Reg	Gold	Total Adv. Campaign W/Out TV	Glass McClure Advertising	Patients Stories
Sutter Health Sacramento Sierra Reg	Merit	Magazine Ad/Single	Glass McClure Advertising	Bariatrics Ctr/Skinnier, Healthier You
Sutter Health Sacramento Sierra Reg	Merit	Outdoor Transit/Billboard	Glass McClure Advertising	OB/Breathe, Push, Push, Push
Swedish American Health System	Merit	Professional Recruitment Adv.	Rick Wells, Ltd	Recruitment Campaign
Swedish Hospital	Bronze	Other	Phinney Bischoff Design House	Orthopedic Institute Brochure
Symbion Healthcare	Merit	Brochure	Lovell Communications, Inc.	
Symbion Healthcare	Merit	Web Site/Home Page	Lovell Communications, Inc.	
Tallahassee Memorial Hospital	Merit	Special Event		When There Are No Words
Tampa General Hospital	Merit	Direct Mail Advertising	FKQ Marketing & Advertising	Pediatrics ER Self-Mailer
Tampa General Hospital	Merit	Outdoor Transit/Billboard	FKQ Marketing & Advertising	Bus Wraps
Tampa General Hospital	Merit	Brochure	G Squared	Keeping Your Baby Safe
Tanner Health System	Gold	Patient Handbook		Cardiac Binder
Tanner Health System	Silver	Publication/In House		The Mobius
Tanner Health System	Silver	Imprinted Materials		Heart Center Heart-shaped T-shirt
Tanner Health System	Silver	Professional Recruitment Adv.		Physician Recruiting
Tanner Health System	Bronze	Physician Referral Program		New Physician Postcard
Tanner Health System	Bronze	Calendar		Behavioral Health
Tanner Health System	Bronze	Web Site/Home Page		Physician Recruiting
Tanner Health System	Merit	Poster		Heart Center Heart Guide
Tanner Health System	Merit	Other		Heart Center Heart Guide
TeamHealth	Silver	Total Public Relation Program	Lovell Communications, Inc.	
Temple University Health System	Gold	Web Site/Home Page		
Temple University Health System	Bronze	Publication/In House		Capsule
Temple University Health System	Bronze	Physician Referral Program		Physician Announcement
Temple University Health System	Merit	Direct Mail Advertising		Temple Lung Center
Temple University Health System	Merit	Brochure		Digestive Disease Center
Temple University Health System	Merit	Television Ad/Series		Temple Lung Center
Temple University Health System	Merit	Radio Advertising/Series		Temple Lung Center
Terrebone General Medical Center	Silver	Total Advertising Campaign	Red Square Agency	
Terrebone General Medical Center	Merit	Newspaper Ad/Series	Red Square Agency	
Texas Health Resources	Gold	Publication/In House		The Promise Press
Texas Health Resources	Gold	Publication/External	True North Custom Publishing	Texas Health
Texas Health Resources	Bronze	Logo/Letterhead Design	Balcom Agency	Texas Health Logo Design
Texas Health Resources	Merit	Publication/In House	Balcom Agency	Texas Health Nurse Magazine
Texas Health Resources	Merit	Direct Mail Advertising	Balcom Agency	New Movers Packet
Texas Institute for Surgery	Bronze	Magazine Ad/Single	Prairie Dog/TCG	Print Positioning
The Cardiovascular Specialists	Merit	Radio Advertising/Single	Bennett Group	Cardio Radio
The Christ Hospital	Gold	Television Ad/Series	Ten Adams	Thank You TV
The Christ Hospital	Silver	Publication/External	Dowden Custom Media	Women's Health Today
The Christ Hospital	Bronze	New Media	Ten Adams	Caring Above All Animated Banner
The Christ Hospital	Merit	Newspaper Ad/Single	Ten Adams	Thank You for Caring
The Christ Hospital	Merit	Direct Mail Advertising	Ten Adams	Are You Ready to Downsize?
The Christ Hospital	Merit	Annual Report		Heart and Vascular Annual Report
The Corvallis Clinic Foundation	Gold	Employee Communication Prog.		Values in Practice

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
The Doctors of USC	Gold	Other	Swanson Russell	The Doctors of USC Stadium Signage
The Doctors of USC	Gold	Total Advertising Campaign	Swanson Russell	The Doctors of USC Campaign
The Doctors of USC	Silver	Special Video Production	Swanson Russell	The Doctors of USC Website Videos
The Eye Center of Central PA	Bronze	Brochure	Golden Proportions Marketing	Practice Brochure
The Foot and Ankle Institute	Gold	Brochure	The Marketing Consortium	Foot and Ankle Institute
The Hospital of Central Connecticut	Bronze	Radio Advertising/Single		Say Ahh
The Hospital of Central Connecticut	Merit	Newspaper Ad/Series		Sleep Center
The Hospital of Central Connecticut	Merit	Publication/In House		Central Line
The Iowa Clinic	Bronze	Poster	julsdesign, inc.	Audiology Poster
The Iowa Clinic	Merit	Imprinted Materials	julsdesign, inc.	Day At The Fair T-Shirt
The Iowa Clinic	Merit	Special Event	julsdesign, inc.	Casablanca Party
The James Cancer Hospital	Merit	Publication/External	GLC Custom Publishing	Frontiers
The Methodist Hospital	Silver	New Media	Priority	Leading Care for Women
The Methodist Hospital System	Merit	Publication/External		Leading Medicine
The Methodist Hospital System	Merit	Patient Handbook	Adcetera	Partners in Care
The Nebraska Medical Center	Gold	Employee Communication Prog.	Writing The Range	Patient First Training Program
The Nebraska Medical Center	Gold	Radio Advertising/Series	Writing The Range	Image-Series
The Nebraska Medical Center	Gold	Special Event	Daake	Polo for Patients
The Nebraska Medical Center	Silver	Outdoor Transit/Billboard	Daake	U.S. News
The Nebraska Medical Center	Silver	Total Adv. Campaign W/Out TV	Daake	Image(Reputation & Quality)
The Nebraska Medical Center	Bronze	Publication/External	Daake	One Thousand One
The Nebraska Medical Center	Bronze	Television Ad/Single	Writing The Range	Reputation
The Nebraska Medical Center	Bronze	Special Video Production	Writing The Range	Patient First
The Nebraska Medical Center	Bronze	Radio Advertising/Single	Writing The Range	Image-Heart Failure
The Nebraska Medical Center	Merit	Television Ad/Series	Writing The Range	Image (Reputation & Quality)
The Ohio State University Med Center	Gold	Special Event	Northlich	The James Live Strong Summit Event
The Ohio State University Medical Ctr	Silver	Television Ad/Single	Northlich	Gee and the Future
The Ohio State University Medical Ctr	Merit	Newspaper Ad/Single	Northlich	OSUMC The James Neuro-Oncology
The Ohio State University Medical Ctr	Merit	Calendar		Health
The Ohio State University Medical Ctr	Merit	Imprinted Materials	Northlich	Patient Link Ambulatory
The Ohio State University Medical Ctr	Merit	Special Video Production		Welcome to the Team
The Ohio State University Medical Ctr	Merit	Radio Advertising/Single	Northlich	Ross Heart Attack Response
The Ohio State University Medical Ctr	Merit	Radio Advertising/Single	Northlich	Ross Heart Hospital-Robotic
The Reading Hospital and Medical Ctr	Silver	Patient Handbook	LMI Advertising	Patient and Caregiver Resource Guide
The Reading Hospital and Medical Ctr	Merit	Newsletter	LMI Advertising	Nursing Impact: Achieving Excellence
The Swier Clinic	Merit	Web Site/Home Page	Aloysius Butler & Clark	
The Wartburg Adult Care Community	Merit	Newsletter	StayWell Custom Communications	Caring Times
The Wellmark Foundation	Merit	Annual Report		
The William W. Backus Hospital	Merit	Annual Report	Miranda Creative	Annual Report to Our Community
Thomas Jefferson University Hospital	Merit	Total Adv. Campaign W/Out TV		Tackling Breast Cancer
Thomas Jefferson University Hosps	Gold	Annual Report		Nursing
Thomas Jefferson University Hosps	Gold	Special Video Production		Magnet Nursing
Thomas Jefferson University Hosps	Merit	Magazine Ad/Series		Nursing
Tift Regional Medical Center	Merit	Publication/External	True North Custom Publishing	On Health
Trinity Medical Center	Merit	Newspaper Ad/Series	Creative Alliance	Our Life's Work
Trumbull Memorial Hospital	Merit	Magazine Ad/Single	Prodigal Media	Levell III
Tufts Medical Center	Merit	Health Promotion Program	Jennings	Speak Up. Wash Up.
UAB Health System	Bronze	Total Advertising Campaign	Cayenne Creative	UAB My Story Campaign
UC Davis Health System	Merit	Magazine Ad/Series	Bouchard Communications Group	A Gift for Advancing Medicine
UC Irvine Healthcare	Gold	Total Adv. Campaign W/Out TV	ZAMBOO	A New Hospital A New Era
UC Irvine Healthcare	Silver	Brochure	ZAMBOO	A New Hospital A New Era
UC Irvine Healthcare	Merit	Logo/Letterhead Design	ZAMBOO	Expedition QUEST
UC Irvine Healthcare	Merit	Other	ZAMBOO	A New Hospital A New Era
UCare	Gold	Television Ad/Series	Initio Advertising	UCare
UCare	Silver	Newspaper Ad/Series	Initio Advertising	
UCare	Silver	Magazine Ad/Series	Initio Advertising	Diversity
UCare	Silver	Radio Advertising/Series	Initio Advertising	UCare
UCare	Bronze	Outdoor Transit/Billboard	Initio Advertising	Discover More, Stress Less!
UCare	Merit	Annual Report	Initio Advertising	Report to the Community
UCare	Merit	Total Advertising Campaign	Initio Advertising	Today's Goal
UCI Medical Center	Silver	Newsletter	Maricich Brand Communications	Opening Doors to Advanced Med
UCI Medical Center	Merit	Direct Mail Advertising	Maricich Brand Communications	UCI Health
UCONN Health Center	Merit	Physician Referral Program	GLC Custom Publishing	Consults
UK Healthcare	Gold	Patient Handbook		Emergency Patient Handbook
UK Healthcare	Gold	Professional Recruitment Adv.		Nurse Recruitment Packet
UK Healthcare	Silver	Health Promotion Program		Tobacco-Free Campaign
UK Healthcare	Merit	Direct Mail Advertising		Digestive Health Program
UK Healthcare	Merit	Other		Transplant Center Folder
UMDNJ-Robert Wood Johnson Med	Silver	Annual Report		
UMDNJ-Robert Wood Johnson Med	Bronze	Publication/External		Robert Wood Johnson Medicine
UNC Hospitals	Silver	Professional Recruitment Adv.	Sally Johns Design	Nurse Recruitment

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
Union Pediatrics	Silver	Newspaper Ad/Single	The Marketing Consortium	Simon Says
United Community & Family Services	Merit	Annual Report	Miranda Creative	
United Health Care	Merit	Publication/External	StayWell Custom Communications	My Horizons
United Health Services	Gold	Publication/External	General Learing Communications	Stay Healthy
United Health Services	Gold	Radio Advertising/Series		Amazing Technology
United Health Services	Silver	Total Advertising Campaign		Saying Thanks
United Health Services	Bronze	Employee Communication Prog.		Employee Handbook
United Health Services	Merit	Annual Report		Oncology
United Health Services	Merit	Health Promotion Program		United Against Cancer
UnitedHealthcare	Silver	Poster		State of New Mexico
UnitedHealthcare	Silver	Other		Mammogram Reminder
UnitedHealthcare	Silver	New Media	e10	CDHP Federal Enrollment
UnitedHealthcare	Merit	Direct Mail Advertising		Cervical Cancer
UnitedHealthcare	Merit	Brochure	Creatis	State of Florida Enrollment
UnitedHealthcare	Merit	Calendar		Healthy Habits Calendar
UnitedHealthcare	Merit	Special Video Production	e10	Federal Enrollment
UnitedHealthcare	Merit	Health Promotion Program		Diabetes Enhanced
UnitedHealthcare	Merit	Total Adv. Campaign W/Out TV		Health Assessment \$500 Campaign
Unity Health System	Silver	Professional Recruitment Adv.		Nurse Recruitment Campaign
Unity Health System	Silver	Television Ad/Single	Prairie Dog/TCG	Joint Replacement
Unity Health System	Bronze	Radio Advertising/Single	Prairie Dog/TCG	Chemical Dependency
Univ. of No TX Health Science Center	Bronze	Outdoor Transit/Billboard	GCG Advertising	Called to Teach
Univ. of No TX Health Science Center	Merit	Publication/External		No TX Health + Science Quarterly
Univera Healthcare	Gold	Imprinted Materials	DMW Worldwide LLC	Visor
Univera Healthcare	Silver	Special Video Production	Partners + Napier	Answers to Your Medicare Questions
Univera Healthcare	Merit	Newspaper Ad/Single	Partners + Napier	Medicare Questions
University Health Care System	Silver	Magazine Ad/Single		Prostate Screenings
University Health Care System	Bronze	Newspaper Ad/Series		DaVinci Robotics
University Health Care System	Bronze	Magazine Ad/Series		NRC 10 Years
University Health Care System	Merit	Annual Report		Community Benefit Report
University Health Care System	Merit	Calendar		Portraits of Life
University Health System	Bronze	Professional Recruitment Adv.	esd & associates	The Only Thing Missing is ... You!
University Health System	Merit	Employee Communication Prog.	esd & associates	I am UHS
University Health System	Merit	Poster	esd & associates	Thanks to You San Antonio
University Health System	Merit	Logo/Letterhead Design		University Transplant Center
University Health System	Merit	Other	esd & associates	History Wall Display
University Health Sys of E Carolina	Gold	Radio Advertising/Series	Jennings	Bariatrics/Robotics/GYN/Gamma
University Health Sys of E Carolina	Silver	Magazine Ad/Series	Jennings	ECHI Mirrors
University Health Sys of E Carolina	Bronze	Newspaper Ad/Series	Jennings	East Carolina Heart Institute
University Health Sys of E Carolina	Merit	Television Ad/Single	Jennings	East Carolina Heart Institute-Team
University Health Sys of E Carolina	Merit	Total Advertising Campaign	Jennings	East Carolina Heart Institute
Univ of California-San Diego Med Ctr	Gold	Outdoor Transit/Billboard	SPM Marketing & Communications	I Am
Univ of Connecticut Health Center	Merit	Television Ad/Single	Mintz & Hoke Communications Group	Get Back
University of Illinois Medical Center	Merit	Magazine Ad/Series	Laughlin Constable	First, Best and Most
University of Iowa Hospitals & Clinics	Silver	Special Video Production	SPM Marketing & Communications	One Vision. One Future
University of Iowa Hospitals & Clinics	Merit	Brochure	SPM Marketing & Communications	Family Care
University of Michigan Health System	Silver	Imprinted Materials	CHR Communications	Michigan Difference Promotion/Gift
University of Michigan Health System	Bronze	Television Ad/Series	Pictures In A Row	UMHS
University of Michigan-Cancer Center	Silver	Publication/External	GLC Custom Publishing	Thrive
University of Missouri Health Care	Merit	Total Advertising Campaign	Jack Smith Creative Services	Rufus, Guess Who's Home?
University of NM Health Sciences Ctr	Merit	Radio Advertising/Series	Rick Johnson & Co.	
University of Rochester Medical Ctr	Gold	Total Advertising Campaign	Antithesis Advertisng	Medicine of the Highest Order
Univ of Texas Southwestern Med Ctr	Merit	Magazine Ad/Single	Lewis Communications	Best Doctors in the World
University of Utah Neuro Center	Silver	Physician Referral Program	True North Custom Publishing	Gray Matters
University of Virginia Health System	Gold	Other		Making Of
University of Virginia Health System	Silver	Publication/In House		Beyond Medicine
University of Virginia Health System	Silver	Television Ad/Series	Lewis Communications	Beyond Medicine
University of Virginia Health System	Bronze	Magazine Ad/Series	Lewis Communications	Back Page Advertising
University of Virginia Health System	Merit	Web Site/Home Page	Lewis Communications	UVA Jobs Beyond Medicine
University of Virginia Health System	Merit	Radio Advertising/Series	Lewis Communications	Beyond Medicine
UPMC Insurance Services Division	Silver	Annual Report		Voices That Transform Health Care
US Family Health Plan	Gold	Newsletter	Marion, Montgomery, Inc.	Well Informed
USC Norris Cancer Hospital	Bronze	Newspaper Ad/Single	Swanson Russell	Lung Cancer Print Ad
UW Health	Merit	Television Ad/Series		UW Health Image Advertising
VA MidSouth Healthcare Network	Merit	Calendar	Dowden Custom Media	Veteran's Health Watch
Valley Preferred	Gold	Newspaper Ad/Single	Keenan-Nagle Advertising, Inc.	Winning Business Health Solutions
Valley Preferred	Gold	Radio Advertising/Single	Keenan-Nagle Advertising, Inc.	Poetry in Motion
Valley Preferred	Silver	Outdoor Transit/Billboard	Keenan-Nagle Advertising, Inc.	Winning Business Health Solutions
Valley Preferred	Bronze	Magazine Ad/Single	Keenan-Nagle Advertising, Inc.	Healthier Lifestyles
Valley Preferred	Merit	Annual Report	Keenan-Nagle Advertising, Inc.	Why It Works
Valley Preferred	Merit	Total Adv. Campaign W/Out TV	Keenan-Nagle Advertising, Inc.	Winning Business Health Solutions

INSTITUTION	AWARD	CATEGORY	AGENCY	ENTRY TITLE
VCU Medical Center	Gold	Magazine Ad/Series	Neathawk Dubuque + Packett	
VCU Medical Center	Gold	Total Advertising Campaign	Neathawk Dubuque + Packett	VCU Brand Campaign
VCU Medical Center	Merit	Poster	Neathawk Dubuque + Packett	Evelyn
Virginia Commonwealth University	Bronze	Web Site/Home Page		Department of Radiology
Virtua Health	Silver	Patient Handbook		Virtua Musculoskeletal Institute
Virtua Health	Silver	Television Ad/Series		Orthopaedic Spots
Virtua Health	Bronze	Publication/In House		The Virtua Voice
Virtua Health	Bronze	Special Video Production		Virtua Paramedics
Virtua Health	Merit	Poster		The Virtua Experience Poster
Virtua Health	Merit	Patient Handbook		Total Joint Replacement
Virtua Health	Merit	Television Ad/Single		Virtua Health Flyers Commercial
Virtua Health	Merit	Special Video Production		The Virtua Experience Video
W.L. Gore	Merit	Magazine Ad/Single	Aloysius Butler & Clark	BIO-A Ad
WakeMed Health & Hospitals	Merit	Television Ad/Single	Craig Jackson & Partners	WakeMed Life
Washington County Hospital	Bronze	Other		Working to Heal Chronic Wounds
Washington Hospital Center	Silver	Magazine Ad/Single	Neathawk Dubuque + Packett	Opera Singer
Washington Hospital Center	Bronze	Poster	Neathawk Dubuque + Packett	Fishing Show
Washington Hospital Center	Merit	Radio Advertising/Single	Neathawk Dubuque + Packett	Heart Sounds
Watson Clinic	Merit	Publication/External	Coffey Communications, Inc.	Health Scene
Wellmark Blue Cross and Blue Shield	Bronze	Direct Mail Advertising		Head Coach Program Activation
Wellmark Blue Cross and Blue Shield	Bronze	Calendar		A Healthier You
Wellmark Blue Cross and Blue Shield	Merit	Publication/External	Wax Custom Communications	Blue Magazine
Wellmark Blue Cross and Blue Shield	Merit	Other		Wheel of Coverage
Wellmark Blue Cross and Blue Shield	Merit	Web Site/Home Page		Health Coach Program
Wellmark Blue Cross and Blue Shield	Merit	Special Video Production		Whole Health Dimensions
West Suburban Medical Center	Merit	Direct Mail Advertising	Donovan Design	Summer Safety
Western Baptist Hospital	Merit	Health Promotion Program	Zebra Graphics	Quit Now
Westlake Hospital	Gold	Physician Referral Program	Moveo Integrated Branding	First Rate Care
White Memorial Medical Center	Bronze	Magazine Ad/Series	Enlace Communications, Inc.	Can You Say That About Your Doctor
Winchester Hospital	Bronze	New Media	Bennett Group	MRI Eblast
Winthrop-University Hospital	Merit	Publication/In House		Pacemaker
Wishard Health Services	Gold	Magazine Ad/Series	Borshoff	Wishard Five Factors
Wishard Health Services	Bronze	Television Ad/Single	Borshoff	Wishard Five Factors
Witham Health Services	Bronze	Logo/Letterhead Design	Ten Adams	Baby Photo Contest
Witham Health Services	Merit	Television Ad/Single	Ten Adams	Think Again
Wolfe Eye Clinic	Silver	New Media	Swanson Russell	LASIK Eye Chart Digital Ad
Women's & Infants Hospital of RI	Merit	Newsletter	StayWell Custom Communications	Healthy Regards
Xcelience, LLC	Merit	Newspaper Ad/Single	SCORR Marketing	At Last
Yale-New Haven Hospital	Bronze	Publication/In House		Nursing Update
Yale-New Haven Hospital	Merit	Publication/External		Caring For Our Community
Yale-New Haven Hospital	Merit	Annual Report		In The Hands of Others
Zeus Scientific, Inc.	Merit	Web Site/Home Page	Baldwin & Obenauf, Inc.	www.zeusscientific.com