

BEST of SHOW

27th Annual Healthcare Advertising Awards

Each year the panel of judges in the Healthcare Advertising Awards recognize a select number of entries for the outstanding creativity exemplified in their advertising. Congratulations to these institutions for their Best of Show designation.

Avera

Sioux Falls, SD

Fire

Television Advertising

bvk

Milwaukee, WI

Beaumont Children's Hospital

Royal Oak, MI

Dream Cruise

Special Event

The Curtis Group

Bloomington Hills, MI

Children's Hospital and Medical Center

Omaha, NE

Call on Me

Special Video

Bendtsen and Company

Omaha, NE

Witham Health Services

Lebanon, IN

Anson Box

Other

Ten Adams

Evansville, IN

The University of Kansas Hospital

Westwood, MO

Advancing Campaign

Newspaper Advertising

SPM Marketing & Communications

La Grange, IL

VCU Medical Center

Richmond, VA

One Tiny Reason

Poster

Neathawk Dubuque & Packett

Richmond, VA

Sutter Health

Sacramento, CA

Our Story is You

Total Advertising Campaign

Mering Carson

Sacramento, CA

MetroWest Medical Center

Framingham, MA

Internal Washing Poster Campaign

Poster

Our Guy Creative

Melrose, MA

Blue Cross and Blue Shield of Louisiana

Baton Rouge, LA

My Health Commitment Employer Tool

Other

Miami Children's Hospital

Miami, FL

Perfit Fit

Television Advertising Campaign

Tinsley Advertising

Miami, FL

Charleston ENT Associates

Charleston, SC

Bring Us Your Nose & Ears

Television Advertising

The Bosworth Group

Charleston, SC

Florida Hospital

Maitland, FL

Call to Action

Annual Report

Saint Francis Medical Center

Cape Girardeau, MO

Annual Report

The Roberts Group, Inc.

Waukesha, WI

North Shore LIJ Health Systems

Great Neck, NY

Hope Lives Here

Television Advertising

DeVito/Verdi, NY

New York, NY

Rite Aid

Camp Hill, PA

Get Fit

Other

StayWell Custom Communications

Evanston, IL

USC University Hospital

Los Angeles, CA

Norris Cancer Hospital

Magazine Advertising

Swanson Russell

Omaha, NE