

# *Twenty-Seventh Annual Healthcare Advertising Awards Winners List*

We received over 4,000 entries in the Twenty-Seventh Annual Healthcare Advertising Awards. The following is a listing of the Healthcare Advertising Awards winners. Please review the listing and check for any errors in the spelling of names or entry titles. Please email our office at [corrections@hmrpublicationsgroup.com](mailto:corrections@hmrpublicationsgroup.com) with any corrections. Awards certificates will be distributed in June. Thank you to everyone who participated in the year's competition. Congratulations to all the winners!

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b>Newspaper Single Ad</b>				
<u>Group 1: Hospital under 299 beds</u>				
Gold	Creighton University Medical Center	NE	Call or Be Called	Swanson Russell
Silver	Saint Francis Medical Center	MO	Mother's Day Ad	The Roberts Group, Inc.
Bronze	San Angelo Community Medical Center	TX	Rough	Creative Alliance
Merit	Weiss Memorial Hospital	IL	Imagine Life Without Pain	Words & Pictures
Merit	Nash Health Care	NC	Joint Replacement Stairstep-Willie	Lewis Advertising
Merit	MaineGeneral Health	ME	Right Here in Kennebec Valley-Bariatrics	RDW Group
<u>Group 2: Hospital 300-599 beds</u>				
Gold	UK HealthCare	KY	Orthopaedic Surgery & Sports Medicine	
Silver	Central Baptist Hospital	KY	More Miracles. Every Day	Maring Weissman
Bronze	Kimball Medical Center	NJ	There's a Reason	The Marathon Group
Merit	Ingham Regional Medical Center	MI	PAD Plus	Publicom, Inc.
Merit	St. Francis Medical Center	IN	Heart Attack	Neathawk Dubuque & Packett
Merit	St. Bernardine Medical Center	CA	Urgent Care Center	Fifty X
<u>Group 3: Hospital Over 600 beds</u>				
Gold	Florida Hospital	FL	Digital Mammogram	
Silver	VCU Medical Center	VA	One Tiny Reason	Neathawk Dubuque & Packett
Bronze	Erlanger Health System	TN	Reach Out & Read	
Merit	Forsyth Medical Center	NC	Center for Women's Health Anxiety Seminar	ABZ Design Group
Merit	The Nebraska Medical Center	NE	Cancer Expertise	Daake/Writing The Range
Merit	Loma Linda University Medical Center	CA	Male Eating Disorder	Neathawk Dubuque & Packett
<u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u>				
Gold	Cardon Children's Medical Center	AZ	Launch Blocks	O'Brien Advertising
Silver	Great Lakes Cancer Institution	MI	Your Need to Know	Publicom, Inc.
Bronze	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings
Merit	Beaumont Children's Hospital	MI	Choosing a Children's Hospital	The Curtis Group
Merit	New England Rehabilitation Hospital	MA	Why Wait to Feel Better?	Triad Advertising
Merit	Arkansas Children's Hospital	AR	FORTUNE Announcement Ad	Real Art Design Group
<u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u>				
Gold	Marshfield Clinic	WI	New York Times Quote Ad	Lindsay, Stone & Briggs
Silver	ProBill	LA	Letting Doctors Be Doctors	Right Angle
Bronze	Marysville Children's Dentistry	WA	Image Ad	Candice Neal
Merit	Renouvele	LA	Introductory Ad	Right Angle
Merit	Presbyterian Cosmetic & Laser Center	NC		ABZ Design Group
Merit	The Iowa Clinic	IA	Smart Talk	julsdesign, inc.

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Memorial Health Care System	TN	French Fries are Not a Vegetable!	Sparq Creative
Silver	Akron General Medical Center	OH	Gene Wise Believes	Hitchcock Fleming & Associates
Bronze	Princeton Healthcare System Foundation	NJ	Doctor. Donor. Believer	Taft and Partners
Merit	Altoona Regional Health System	PA	Center for Cancer Care	Mock Creations, LLC
Merit	Unity Health System	NY	Spine Center Production	Prairie Dog/TCG
Merit	HCA Houston	TX	The Strength to Lead	JWT Inside
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	MultiCare Health Systems	WA	Marybridge Children's Hospital	
Silver	Christiana Care Health System	DE	Cardiac Arrhythmia	Prairie Dog/TCG
Bronze	Banner Health	AZ	Cancer Has Met Its Match	O'Brien Advertising
Merit	Legacy Health	OR	Brand Launch	
Merit	North Shore LIJ Health Systems	NY	Cardiology Award	DeVito/Verdi
Merit	M.D. Anderson Cancer Center	TX	#1 Ranking Brand Ad	Marion Montgomery, Inc.
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Blue Cross Blue Shield of Louisiana	LA	Preemie	
Silver	Valley Preferred	PA	Our Business is Making Yours Healthier	Keenan-Nagle Advertising, Inc.
Bronze	Wellmark Blue Cross and Blue Shield	IA	Small Business Rubik's Cube	Nicholson Kovac, Inc.
Merit	Wellmark Blue Cross and Blue Shield	IA	Affordability	Nicholson Kovac, Inc.
Merit	Mississippi Health Partners	MS	We'll Always Have a Plan	Huffman & Rejebian
Merit	UPMC Health Plan	PA	Money Tree	
<b>Newspaper Series</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Bozeman Deaconess Hospital	MT	Pediatrics	Holmes & Co. Advertising
Silver	Terrbonne General Medical Center	LA		Red Square Agency
Bronze	Lapeer Regional Medical Center	MI	Bright Futures	Publicom, Inc.
Merit	Northern Louisiana Medical Center	LA	Relief	Creative Alliance
Merit	Henry Ford Health System	MI	West Bloomfield Launch Ads	Daniel Brian & Associates
Merit	Highline Medical Center	WA	Cancer/Cardiac/Surgery	Hamilton Creative/Eastman Strategies
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	The University of Kansas Hospital	MO	Supplemental Campaign	SPM Marketing & Communications
Silver	Northwest Medical Center	AZ	Got You Covered	Creative Alliance
Bronze	Freeman Health System	MO	Women's Services	KemperConnect
Merit	Nyack Hospital	NY	Image Campaign	The Byne Group
Merit	Saint Peter's University Hospital	NJ	Top Doc's	SGW
Merit	St. Mary's Health System	IN	Everyday Victories	Ten Adams
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Morton Plant Hospital	FL	My Breast Cancer Journal-Jeanene	Bush & Co.
Silver	Vanderbilt University Medical Center	TN	Vanderbilt Heart	Lewis Communications
Bronze	Mercy Medical Center-Des Moines	IA	Des Moines Flu Season	
Merit	Abington Memorial Hospital	PA	The Power to Heal	DeVito/Verdi
Merit	Erlanger Health System	TN	Health News Ad	
Merit	The Nebraska Medical Center	NE	Heart Expertise	Daake/Writing The Range
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Children's National Medical Center	MD	The Nation's Children	SPM Marketing & Communications
Silver	Nationwide Children's Hospital	OH	Snot, Ouchies, Vomit	
Bronze	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Orlin: Cohen Orthopedic Group	NY	The Last Time Was The First Time	Austin & Williams
Silver	The Fair Oaks	CA	Senior Living Pasadena Style	Marketing Dynamics
Bronze	Mount Carmel College of Nursing	OH	Adam Ad/Yvonne	bvk
Merit	Memorial Eye Institute	PA	Pro Athlete Campaign	PPO&S
Merit	Central Penn Women's Health Care			Golden Proportions Marketing
Merit	The Everett Clinic	WA	"Ologist" Campaign	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Northwest Health System	AR	Time Pledge	Creative Alliance
Silver	Memorial Health System	IL	Your Name Here	Roundtable
Bronze	Nemours	FL	Sports Medicine	Fry Hammond Barr
Merit	Freeman Health System	MO	Senior Services	Prairie Dog/TCG
Merit	Centegra Health System	IL	Get In. Get Out. Game On!	
Merit	Akron General Medical Center	OH	Believe Campaign	Hitchcock Fleming & Associates
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Meridian Health System	NJ	Pediatric Network	SPM Marketing & Communications
Silver	Intermountain Healthcare	UT	Cancer	Faktry/R&R Partners
Bronze	Moses Cone Health System	NC	Children's Emergency Department	Redding Advertising, Inc.
Merit	Sutter Health	CA	Our Story is You	MeringCarson
Merit	Lehigh Valley Health Network	PA	Passion for Better Medicine	Springboard Brand & Creative Strategy
Merit	Avera	SD	Women and Heart Disease	bvk
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	QualChoice	AR	Better Benefit	EXIT Marketing
Silver	Excellus BlueCross BlueShield	NY	Univera Open Enrollment Campaign	
Bronze	Wellmark Blue Cross and Blue Shield	IA	Affordability	Nicholson Kovac, Inc.
Merit	Healthfirst	NY	Medicare Plan	
Merit	UnitedHealthcare	MN	Fresh	
Merit	ConnectiCare	CT	ConnectiCare Medicare	Decker
<b>Newspaper Insert</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	St. Elizabeth Hospital	LA	Report to Community	MindWorx Marketing
Silver	Shore Memorial Hospital	NJ	Cancer Center Campaign	M
Bronze	University Health System of Eastern Carolina	NC	Duplin General Hospital	Jennings
Merit	Lake Health	OH	Tri-Point Medical Center Gatefold	
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	UK HealthCare	KY	Markey Cancer Center	
Silver	Pomona Valley Hospital Medical Center	CA	Claremont Insert	Holmes & Co. Advertising
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Oklahoma University Medicine	OK	OU Medicine-Children's	bvk
Silver	Henry Ford Health System	MI	New York Times Insert	Daniel Brian & Associates
Bronze	Oklahoma University Medicine	OK	OU Medicine-Cancer	bvk
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Excelsa Health	PA	Care You Trust From People You Know	Neathawk Dubuque & Packett
Silver	Memorial Health Care System	TN	Celebrating Nurses Week	Sparq Creative

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<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Seton Family of Hospitals	TX	Community Report	The Screamer Company
Silver	Memorial Healthcare System	FL	Sanchez Triplets	
Bronze	Bon Secours	VA	Bon Secours Heart Institute Insert	Free Agents Marketing
Merit	M.D. Anderson Cancer Center	TX	Sugar Land Insert	Marion Montgomery, Inc.
Merit	Memorial Healthcare System	FL	Memorial Publication-Special Women's Issue	
Merit	Abrazo Health Care	AZ	Advertorial	Addison-Clark
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	UnitedHealth Group/Ovations	MN	Community Meeting FSI/Post It Note	Periscope
<b>Magazine Single</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	San Joaquin Community Hospital	CA	Mission in Action	Coffey Communications
Silver	Carolinas Medical Center-University	NC	Healthy Directions	
Bronze	Onslow Memorial Hospital	NC	Mom Talk	
Merit	DMC Huron Valley-Sinai Hospital	MI	Care is Critical	Driven Communications
Merit	Beebe Medical Center	DE	Cancer is Personal	Dean Design/Marketing Group
Merit	Presbyterian Hospital Hunterville	NC	5 Year Anniversary Ad	ABZ Design Group
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Mission Hospital	CA	Mary "daVinci"	Johnson Gray Advertising, Inc.
Silver	Baltimore Washington Medical Center	MD	Image	O'Brien Advertising
Bronze	Community Medical Center	NJ	Circles Under Her Eyes	The Marathon Group
Merit	Loyola University Medical Center	IL	Generations	bvk
Merit	Lexington Medical Center	SC	ROSE Ad	
Merit	Presbyterian Hospital	NC	Cardiovascular Institute Medic Ad	ABZ Design Group
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	St. John's Hospital	IL	Robotic	bvk
Silver	Carolinas Medical Center	NC	Unique Deliveries Baby Guide	
Bronze	MCG Health, Inc.	GA	Cancer Center Gatefold Ad	Craig Jackson & Partners
Merit	Mount Sinai Medical Center	NY	Even Hospitals	DeVito/Verdi
Merit	Oklahoma University Medicine	OK	OU Medicine-Sherlock Ad	bvk
Merit	Erlanger Health System	TN	Skinny Jeans	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Heart Hospitals of New Mexico	NM	Nutcracker Sponsorship Ad	3 Advertising
Silver	All Children's Hospital	FL	New Hospital Construction	Paradise Advertising & Marketing
Bronze	Hillcrest Pointe	MO		BOLD Marketing
Merit	Dana-Farber Cancer Institute	MA	Embracing Better Health	The Creative Source
Merit	Cardon Children's Medical Center	AZ	Launch Blocks	O'Brien Advertising
Merit	Bascom Palmer Eye Institute	FL	Getting to the Top Takes Focus	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	URL Pharma	PA	Tough As Ever	Palio
Silver	American Medical Response	CO	Football's Biggest Fan	Blanchard Schaefer Advertising & PR
Bronze	American Academy of Family Physicians		They Just Can't Put It Down	Regan Campbell Ward
Merit	Charlotte Radiology	NC	Vein & Vascular Center Ad	485, Inc.
Merit	The Iowa Initiative	IA	Grocery Store	Worldways Social Marketing
Merit	Premier, Inc.	NC	Connect-Impact	

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<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	St. John Health System	MI	Ambassador: System Yoga	Publicis Indianapolis
Silver	Poudre Valley Health System	CO	Eggplant Ad for 23 Trees Medical Spa	
Bronze	Citizens Memorial Healthcare	MO	Women's Services	
Merit	Citizens Memorial Healthcare	MO	Home Care Services	
Merit	Northwest Community Hospital	IL	Brand Ad	Finelight
Merit	Carondelet Health Network	AZ		The Caliber Group
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Banner Health	AZ	Cancer Has Met Its Match	O'Brien Advertising
Silver	Novant Health	NC	Quality Ad	ABZ Design Group
Bronze	Abrazo Health Care	AZ	Entire Team of Heroes	Addison-Clark
Merit	Presbyterian Healthcare	NC	Leadership Ad	ABZ Design Group
Merit	Texas Health Resources	TX	Human Again	Commerce House
Merit	Legacy Health	OR	The Children's Hospital-Accidents Happen	
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Blue Cross Blue Shield of Louisiana	LA	My Health Commitment	
Silver	Premera Blue Cross	WA	McGuyer	Copacino & Fujikado
Bronze	Valley Preferred	PA	Our Business is Making Yours Healthier	Keenan-Nagle Advertising, Inc.
Merit	Mississippi Health Partners	MS	We'll Always Have a Plan	Huffman & Rejebian
Merit	UnitedHealth Group-Ovations	MN	Coverage You Need	Periscope
<b>Magazine Series</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	McKee Medical Center	AZ	McKee Technology	O'Brien Advertising
Silver	Wishard Health Services	IN	Wishard Cosmetic Ad Series	Borshoff
Bronze	Jupiter Medical Center Foundation	FL	Long Way Baby	Bush & Co.
Merit	Shore Health System	MD	That's Why	Neathawk Dubuque & Packett
Merit	St. Mary's Hospital	MD	Hospital Service Line Ads Campaign	
Merit	Alamance Regional Medical Center	NC	Inspiring Care	Horn & Stronach
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	USC University Hospital	CA	Norris Cancer Hospital-L.A. Dodgers Program	Swanson Russell
Silver	Brookhaven Memorial Hospital Medical Center	NY	I Choose Brookhaven	L.F. O'Connell Associates
Bronze	St. Bernardine Medical Center	CA	IEH and VI	MB Creative/Reese & Associates
Merit	California Pacific Medical Center	CA	Heart & Vascular Center	
Merit	Providence Hospitals	SC	We Are South Carolina's Heart Hospital	
Merit	Englewood Hospital and Medical Center	NJ	I'm Living With Prostate/Cervical Cancer	Ritta & Associates
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Massachusetts General Hospital	MA	Heart and Vascular	DeVito/Verdi
Silver	Loma Linda University Medical Center	CA	Incontinence	Neathawk Dubuque & Packett
Bronze	University of Maryland Medical Center	MD	Before	TBC
Merit	Sarasota Memorial Health Care System	FL		
Merit	Oklahoma University Medicine	OK	OU Medicine-Hello My Name Is	bvk
Merit	Mount Sinai Medical Center	NY	Joined at the Liver/At 14/Comedian	DeVito/Verdi
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Texas Children's Hospital	TX	Excellence to Eminence	JWT Inside
Silver	Helen DeVos Children's Hospital	MI		Kantorwassick
Bronze	Seattle Children's Hospital	WA	Hope. Care. Cure	Copacino & Fujikado
Merit	ProMedica Health System	OH	Jobst Vascular Center	Hart Associates
Merit	Spectrum Health	MI		Kantorwassick
Merit	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	WomanCare	IN	Image Campaign	Ideology Marketing & Design
Silver		PA	Never Be Forgotten	Palio
Bronze	Weller Aesthetic & Implant Dental Care		Dr. Jeffrey Weller Ad Series	Golden Proportions Marketing
Merit	Queens-Long Island Medical Group	NY	EMR Campaign	
Merit	Novartis		Change to Afinitor after VEGFR-TKI Failure	Regan Campbell Ward
Merit	Amerisource Bergen Specialty Group		KDPS Monday Campaign	On Message
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Gwinnett Medical Center	GA	Transforming Healthcare	Finelight
Silver	Hamilton Health Care System	GA	Spine Center	Mindpower, Inc.
Bronze	North Mississippi Medical Center	MS	da Vinci Robotic Surgery	Springboard Brand & Creative Strategy
Merit	South Jersey Healthcare	NJ	Fill in the Blank	Finelight
Merit	Poudre Valley Health System	CO	Sleep Ads	
Merit	High Point Regional Health System	NC	Total Care. Inside and Out	Woodbine
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Moses Cone Health System	NC	Children's Emergency Department	Redding Advertising, Inc.
Silver	Shands HealthCare	FL	Print Campaign	Lewis Communications
Bronze	Asante Health System	OR	Heart Series	Lanphier Associates, Inc.
Merit	MultiCare Health Systems	WA	MultiCare Regional Cancer Center	
Merit	Texas Health Resources	TX	Human Again	Commerce House
Merit	Lifebridge Northwest Hospital	MD	Print Campaign	bvk
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Government Employees Health Association	MO	Open Season	Kuhn & Wittenborn Advertising
Silver	LifeSecure Insurance Company	MI	Multi-Life Program Ad Series	
Bronze	UnitedHealth Group-Ovations	MN	Annual Enrollment Ad Campaign	Periscope
<b>Publication Internal</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Avista Adventist Hospital	CO	Hospital Patient Menu	CMBell Company, Inc.
Silver	Mary Greeley Medical Center	IA	Health Connect	
Bronze	Mount Clemens Regional Medical Center	MI	Focus	
Merit	Saint Francis Medical Center	MO	PowerLine	The Roberts Group, Inc.
Merit	Amery Regional Medical Center	WI	Medical Staff Directory	
Merit	Portage Health	MI	Patient Room Service Menu	
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Lexington Medical Center	SC	Intercom	
Silver	The Christ Hospital	OH	Tower Talk	
Bronze	Durham Regional Hospital	NC	The Regional Pulse	Ginna Davidson Design
Merit	Providence Medical Center	MO	Vision	Osburn Public Relations
Merit	California Pacific Medical Center	CA	The Forbes Norris MDA/ALS Research	
Merit	Cape Cod Healthcare	MA	The Pulse	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Yale-New Haven Hospital	CT	Yale-New Haven	
Silver	UVA Health System	VA	Beyond Medicine	
Bronze	McLaren Health Care	MI	McLaren Health Care Leader	StayWell Custom Communications
Merit	The Nebraska Medical Center	NE	Physician Update	
Merit	Northwestern Memorial Hospital	IL	Serve-a-Thon Connections	
Merit	Huntington Hospital	CA	Huntington Reporter	Kevin/Ross Public Relations

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<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Le Bonheur Children's Medical Center	TN	Vision	
Silver	Children's Hospital & Medical Center	NE	synergy	Em J Consulting
Bronze	Parkland		Minute to Minute	JWT Inside
Merit	Arkansas Children's Hospital	AR	Vital Signs	Real Art Design Group
Merit	Nationwide Children's Hospital	OH	Spotlight	
Merit	Children's Hospital & Medical Center	NE	The Hero	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Imagine Health	UT	PEHP Open Enrollment Booklet	Lucky Dog Communications
Silver	Massachusetts Dental Society	MA	Journal of the Massachusetts Dental Society	
Bronze	Symbion Healthcare	TN	Symbion Connection	Lovell Communications, Inc.
Merit	Vitas Healthcare Corporation	FL	Vital Signs	Knight Marketing
Merit	Jefferson Radiology	CT	Culinary Interpretations	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Wellmont Health System	TN	The eCommunication Connection	
Silver	Faxton St. Luke's Healthcare	NY	Healthcare Happenings	
Bronze	Memorial Health Care System	TN	Mnews Newsletter for Associates	Sparq Creative
Merit	Citizens Memorial Healthcare	MO	Rapid Pulse	
Merit	Memorial Health Care System	TN	Mdoc Newsletter for Physicians	Sparq Creative
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Novant Health	NC	One Person at a Time Book	ABZ Design Group
Silver	Concentra	TX	Concentra: Orange Box	AvreaFoster
Bronze	Sutter Health	CA	Inside Sutter Health	
Merit	Lehigh Valley Health Network	PA	Check Up	
Merit	University Health System	TX	InfoLINE	
Merit	Providence Health & Services-Oregon	OR	Providence Spirit	
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Wellmark Blue Cross and Blue Shield	IA	Blue Magazine	
Silver	Blue Cross Blue Shield of Louisiana	LA	Blue Cross Learning Institute Catalog	
Bronze	American Specialty Health	CA	Stress Management Guide	
Merit	Blue Cross Blue Shield of Louisiana	LA	Corporate Style Guide	
<b>Publication External</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	San Joaquin Community Hospital	CA	Health Matters	Coffey Communications
Silver	Russell Medical Center	AL	Connections	Dowden Custom Media
Bronze	Saint Francis Medical Center	MO	Physicians Practice	The Roberts Group, Inc.
Merit	The Chester County Hospital	PA	Synapse	The Bing Group
Merit	East Cooper Regional Medical Center	SC	embrace	True North Custom Publishing
Merit	Silverton Hospital Network	OR	HealthView	bbg Marketing
Merit	Saint John's Health Center	CA	Breakthroughs	
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	The George Washington University Hospital	DC	Health News	StayWell Custom Communications
Silver	The University of Chicago	IL	Medicine on The Midway	Words & Pictures
Bronze	Overlook Hospital	NJ	Overlook View	David Henry Agency
Merit	Eastern Maine Medical Center	ME	The Eagle	Dowden Custom Media
Merit	Mills-Peninsula Health Services	CA	Peninsula Health Magazine	
Merit	The Christ Hospital	OH	Heart Matters	StayWell Custom Communications
Merit	Providence Hospitals	SC	Healthy Living	

<b>AWARD</b>	<b>INSTITUTION</b>	<b>ST</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Baylor University Medical Center-Dallas	TX	Baylor Innovations	Wax Custom Communications
Silver	Rush University Medical Center	IL	Discover Rush	Coffey Communications, Inc.
Bronze	The Nebraska Medical Center	NE	1001 Magazine	Daake
Merit	Mount Sinai Medical Center	NY	Mount Sinai Magazine	Two Dogs Design
Merit	Medical City Hospital	TX	City Heart Magazine	AvreaFoster
Merit	UVA Health System	VA	Vim & Vigor	
Merit	NYU Langone Medical Center	NY	NYU Physician Magazine	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Children's Hospital & Medical Center	NE	Children's Connection/Children's Link	DAAKE
Silver	University of Michigan Comprehensive Cancer	MI	Thrive	GLC
Bronze	Shepherd Center	GA	Spinal Column	SoloFlight Design
Merit	Levine Children's Hospital	NC	Carolinas Kids	Dowden Custom Media
Merit	The Methodist Hospital System	TX	Leading Medicine	
Merit	Bascom Palmer Eye Institute	FL	Images	
Merit	Arkansas Children's Hospital	AR	Parenting in Parenting	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Costco Pharmacy	WA	Guide to Healthy Living	StayWell Custom Communications
Silver	Albany College of Pharmacy & Health Sciences	NY	PostScript	Coppola Design
Bronze	UMDNJ-Robert Wood Johnson Medical School	NJ	Robert Wood Johnson Medicine	
Merit	Summa Foundation	OH	Summa Magazine	TRIAD Communications, Inc.
Merit	BIOMET 3I	FL	JIRD	FCEdge, Inc.
Merit	Endo Pharmaceuticals	PA	Osteoarthritis Benchmarks	Gemini Healthcare, LLC
Merit	The Everett Clinic	WA	Connection	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Lourdes Health System	NJ	HealthTalk	StayWell Custom Communications
Silver	DeKalb Medical	GA	Pushing Beyond	GLC
Bronze	Citizens Memorial Healthcare	MO	Vitality	
Merit	Marshfield Clinic	WI	BenchMarks	
Merit	St. John Health System	MI	Thrive Magazine	Publicis Indianapolis
Merit	Altoona Regional Health System	PA	Healthy Living	Mock Creations, LLC
Merit	Hamilton Health Care System	GA	Hamilton Health	True North Custom Publishing
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Carolinas HealthCare System	NC	Carolinas Kids	Dowden Custom Media
Silver	Henry Ford West Bloomfield Hospital	MI	Living Well	StayWell Custom Communications
Bronze	MultiCare Health System	WA	Healthy Living	Coffey Communications, Inc.
Merit	Novant Health	NC	HEALTH e Lifestyles E-newsletter	ABZ Design Group
Merit	Abington Memorial Hospital	PA	Touching Your Life	
Merit	Penn State Milton S. Hershey Medical Center	PA	Penn State Medicine	
Merit	The Ohio State University Medical Center	OH	Discovery	
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Blue Cross Blue Shield of Louisiana	LA	75th Anniversary Commemorative Magazine	
Silver	American Specialty Health	CA	Year in Review	
Bronze	Blue Care Network of Michigan	MI	Good Health	StayWell Custom Communications
Merit	Wellmark Blue Cross and Blue Shield	IA	Blue-Senior Edition	
Merit	Health Alliance Plan	MI	hapwise	Skidmore Studio
Merit	Blue Cross Blue Shield of Delaware	DE	Delaware Blue	
Merit	Health Plan Select	GA	Health Matters	Dowden Custom Media

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b>Employee Communication Program</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Great Plains Regional Medical Center	NE	GPTV	Swanson Russell
Silver	Lake Health	OH	Team Member Engagement Kit	
Bronze	Community Hospital of the Monterey Peninsula	CA	It's My Life	
Merit	San Joaquin Community Hospital	CA	Sacred Work Campaign	Willis Design
Merit	Presbyterian Hospital Hunterville	NC	Doctor to Doctor Video	ABZ Design Group
Merit	Community Hospital of the Monterey Peninsula	CA	Exceeding Expectations	
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	USC University Hospital	CA	Norris Cancer Hospital-Hospital Acquisition	Swanson Russell
Silver	California Pacific Medical Center	CA	Going Beyond Employee Newsletter	
Bronze	Provena Mercy Medical Center	IL	Nursing Strategic Plan	
Merit	Sibley Memorial Hospital	DC	The Sibley Circle of Excellence	
Merit	Lafayette General Medical Center	LA	Standards of Behavior Program	
Merit	Ball Memorial Hospital	IN	Open Enrollment	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Shands Jacksonville	FL	Mission: Possible	
Silver	Hurley Medical Center	MI	Strategic Plan Internal Rollout	Magnani Continuum Marketing
Bronze	New Hanover Regional Medical Center	NC	Foundation Employee Campaign	
Merit	Medical City Hospital	TX	Thanks for 35 Years	AvreaFoster
Merit	Forsyth Medical Center	NC	Nursing Annual Report	ABZ Design Group
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Arkansas Children's Hospital	AR	Vital Signs	
Silver	Children's Hospital of Atlanta	GA	Strong Enough to Care Enough	JWT Inside
Bronze	Nationwide Children's Hospital	OH	Magnet Re-designation	
Merit	Children's Hospitals & Clinics of Minnesota	MN	Children's Suggestion & Improvement Program	
Merit	Bascom Palmer Eye Institute	FL	Insight	
Merit	Arkansas Children's Hospital	AR	Taking ACH to New Heights	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Nationwide Better Health	OH	Mirror, Mirror	
Silver	Centura Health at Home	CO	Centura Health at Home Internal Campaign	Davis Branding and Marketing
Bronze	Constellation Brands, Inc.	NY	For Your Benefit	Calm & Sense Communications, Ltd.
Merit	Insight Imaging	CA	Brand Guidelines	
Merit	CommUnity Care	TX	David's Top 10 Reasons	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	St. John Health System	MI	Brand Manual	Publicis Indianapolis
Silver	Nemours	FL	Associate Brand Book	Fry Hammond Barr
Bronze	Trover Health System	KY	The New Trover Employee Campaign	Ten Adams
Merit	Nemours	FL	Delivering the Nemours Promise	Fry Hammond Barr
Merit	Excela Health	PA	Working Together	
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Centura Health	CO	20BELIEVE20 Internal Strategic Plan	Vladimir Jones
Silver	Bon Secours	VA	Sheltering Arms Communications Signage	Free Agents Marketing
Bronze	Sparrow Health System	MI	New Vision	Remedy
Merit	LifeBridge Health	MD	Wash Your Hands	
Merit	Meridian Health	NJ	Gallup Team Member Opinion Survey	
Merit	University of Virginia Health System	VA	UVA Clean Air Campaign	Lewis Communications

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b>Group 8: HMOs/PPOs/Health Insurance</b>				
Gold	Blue Cross Blue Shield of Louisiana	LA	99.9 Percent Posters	
Silver	United Healthcare	MN	www.healthcarelane.com	MorseKode
Bronze	American Specialty Health	CA	Wellness Program	
Merit	Blue Cross and Blue Shield of Texas	TX	Camp Wellness	
Merit	Excellus BlueCross BlueShield	NY	Open Enrollment Campaign	
Merit	Blue Cross Blue Shield of Louisiana	LA	CAC Posters	

## Direct Mail Advertising

### Group 1: Hospital under 299 beds

Gold	OSF Holy Family Medical Center	IL	Fundraising	Muller Bressler Brown
Silver	Littleton Adventist Hospital	CO	Neruo	Davis Branding and Marketing
Bronze	Nash Health Care	NC	Surgical Weight Loss	Lewis Advertising
Merit	Port Huron Hospital	MI	New Movers Campaign	CPM Marketing Group
Merit	DMC Huron Valley Sinai Hospital	MI	When You Need an Emergency Room	Skidmore Studio
Merit	MidMichigan Medical Center-Clare	MI	Make a Healthy Start in Your Community	ClearRiver Advertising & Marketing
Merit	Milton Hospital	MA	ER Campaign	Bennett Group

### Group 2: Hospital 300-599 beds

Gold	Lexington Medical Center	SC	Kronos-Now Is The Time	
Silver	Memorial Hospital & Health System	IN	It's Time To Take a Look at Us	
Bronze	St. Bernardine Medical Center	CA	Urgent Care Center	Fifty X
Merit	Southwest General	OH	Orthopedic Joint Center	Stern Advertising
Merit	Cape Cod Healthcare	MA	New Mover Mailer	
Merit	Provena Mercy Medical Center	IL	Health Grades	
Merit	Saint Barnabas Medical Center	NJ	Your Patient's Heart	The Marathon Group

### Group 3: Hospital Over 600 beds

Gold	Florida Hospital	FL	Neighbors for 100 Years	
Silver	Morton Plant Hospital	FL	My Breast Cancer Journal-Judy	Bush & Co.
Bronze	Tampa General Hospital	FL	Pediatrics Healthpark Mailer	G Squared
Merit	UVA Health System	VA	Club Red Mailers	
Merit	New Hanover Regional Medical Center	NC		Prairie Dog/TCG
Merit	Erlanger Health System	TN	H1N1 Vaccinations	
Merit	Washington Hospital Center	DC	Dr. Kevin Griffiths Postcard	Silver Marketing

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

Gold	Nationwide Children's Hospital	OH	Physician-U.S. News	
Silver	University of Iowa Children's Hospital	IA	Safety Store Postcard	LionShare Marketing, Inc.
Bronze	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings
Merit	Boys Town Pediatrics	NE	Children Are Unpredictable	
Merit	Banner Health	AZ	Banner Children's Pediatric-Fracture Clinic	
Merit	Memorial Medical Center ExpressCare	IL	New Locations	Roundtable
Merit	Le Bonheur Children's Medical Center	TN	iGive4Kids	

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

Gold	Carestream Health, Inc.	NY	DRX-1	The Verdi Group, Inc.
Silver	Palo Alto Medical Foundation	CA	New Mover	
Bronze	Arizona Institute for Sports Medicine	AZ	You're an Athlete	LP&G, Inc.
Merit	Coeur Health	LA	Cardiac 101 Campaign	Right Angle
Merit	Division of Health Services,Diocese of Camden	NJ	Mastering The Art of Rehab	Marketing Dynamics
Merit	Benchmark Assisted Living	MA	Winter is Around the Corner-So Are We	Triad Advertising
Merit	Franciscan Sisters of Chicago Service Corp.	IL	Rolling Out the Red Carpet	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
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**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Methodist Health System	TX	Back Talk	RD&F Advertising
Silver	St. John Health System	MI	East Side Primary Care Physician	Publicis Indianapolis
Bronze	Temple University Health System	PA	Jeanes Bariatric Program	
Merit	Northeast Georgia Medical Center	GA	Women & Children's Showcase Booklet	
Merit	LifeCare Hospitals		Complex Care Hospital of Dallas-Open House	Lovell Communications, Inc.
Merit	Memorial Health System	OH	The Gardens	
Merit	Holy Spirit Health System	PA	Physical Therapy "Move It"	TCG Advertising & Design

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Norton Healthcare	KY	Seeing Double	
Silver	Moses Cone Health System	NC	MedCenter Kernersville Urgent Care	Redding Advertising, Inc.
Bronze	Emory Healthcare	GA	Women's Heart Event	
Merit	Methodist Le Bonheur Healthcare	TN	Awake Craniotomy	
Merit	Intermountain Healthcare	UT	Alta View	Factory/R&R Partners
Merit	Resurrection Health Care	IL	Physician Neuro	Donovan Design
Merit	St. Vincent Health	IN	Letter To Schools-Project 18	St. Claire Group

**Group 8: HMOs/PPOs/Health Insurance**

Gold	CareMore	CA	Benefits Booklet	Traffik
Silver	Physicians United Plan	FL	Boxes	
Bronze	Network Health	MA	Thank You	
Merit	Blue Cross Blue Shield of Delaware	DE	Medicare Supplement	
Merit	BCBS South Carolina	SC	Open Doors	DMW Direct
Merit	Wellmark Blue Cross and Blue Shield	IA	Medicare Switcher	
Merit	Excellus BlueCross BlueShield	NY	Open Enrollment Campaign	

**Outdoor Transit/Billboard**

**Group 1: Hospital under 299 beds**

Gold	Clark Memorial Hospital	IN	Family Birth Place	Ideology Marketing & Design
Silver	Southeast Missouri Hospital	MO	Floor Graphic	bvk
Bronze	Mount Sinai Queens	NY	Fuel Up on Folic Acid	Fastforward Communications
Merit	Washington County Hospital	MD	New Hope for Weight Loss	
Merit	Cedar Park Regional Medical Center	TX	Rises Above	Creative Alliance
Merit	Nash Health Care	NC	Heartburn Treatment-Suzanne	Lewis Advertising

**Group 2: Hospital 300-599 beds**

Gold	Resurrection Medical Center	IL	Mammogram	Donovan Design
Silver	Bay Regional Medical Center	MI	Saginaw Spirit Signage	Publicom, Inc.
Bronze	Lafayette General Medical Center	LA	Where Kids Feel Like Kids Again	
Merit	Community Medical Center	NJ	Or Your Marriage-Sleep Disorders Center	The Marathon Group
Merit	Saint Peter's University Hospital	NJ	Guess Who Treats-Pediatrics	SGW
Merit	Saint Joseph Regional Medical Center	IN	One Place	St. Claire Group

**Group 3: Hospital Over 600 beds**

Gold	VCU Medical Center	VA	One Tiny Reason	Neathawk Dubuque & Packett
Silver	Sutter Health Sacramento Sierra Region	CA	Amazing Stories	Glass McClure Advertising
Bronze	Abington Memorial Hospital	PA	Billy Leopold	DeVito/Verdi
Merit	The Nebraska Medical Center	NE	Cancer Center Now Open	Daake
Merit	MCG Health, Inc.	GA	Cancer Center	Craig Jackson & Partners
Merit	Georgetown University Hospital	DC	Kidney Metro Boards	Neathawk Dubuque & Packett

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

Gold	Cardon Children's Medical Center	AZ	Launch Blocks	O'Brien Advertising
Silver	Beaumont Children's Hospital	MI	Choosing a Children's Hospital	The Curtis Group
Bronze	Nationwide Children's Hospital	OH	Snot, Ouchies, Vomit	
Merit	Le Bonheur Children's Medical Center	TN	Safe Kids Van Wrap	Mangan Holcomb Parters
Merit	Helen DeVos Children's Hospital	MI	Hospital Vehicle Wrap	Kantorwassick
Merit	All Children's Hospital	FL	New Hospital Construction	Paradise Advertising & Marketing

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

Gold	Rocky Mountain Cancer Centers	CO	Love Heals	Sterling-Rice Group
Silver	The Iowa Clinic	IA	Sleep Center	julsdesign, inc.
Bronze	Charleston ENT Associates	SC	Huh? S'cuse Me? Say What?	The Bosworth Group
Merit	Memorial Eye Institute	PA	Trust Your Family's Vision	PPO&S
Merit	Main Line Health	PA	CVS Outdoor Campaign	Mangos
Merit	Cancer Centers of North Carolina-Asheville	NC	John Was Diagnosed 829 Miles Ago	US Oncology-Creative

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Nemours	FL	5-2-1 Almost None Event Banners	Fry Hammond Barr
Silver	Methodist Health System	TX	Uptown FHC Kiosks	RD&F Advertising
Bronze	Altoona Regional Health System	PA	Center for Cancer Care	Mock Creations, LLC
Merit	Parkview Hospital	IN	Samaritan Helicopter Graphics	Boyden & Youngblutt Advertising
Merit	Tanner Health System	GA	My Story	
Merit	Northeast Georgia Medical Center	GA	Sticky Solution?	

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Legacy Health	OR	The Children's Hospital-MAX Train	
Silver	Avera	SD	Husbands Need Wives	bvk
Bronze	MultiCare Health Systems	WA	Stopping Stroke	
Merit	Resurrection Health Care	IL	Pro Program	Moveo Integrated Branding
Merit	Intermountain Healthcare	UT	Heart	Faktory/R&R Partners
Merit	Methodist Le Bonheur Healthcare	TN	Methodist Maternity Trivision Board	Carpenter Sullivan Sossaman

**Group 8: HMOs/PPOs/Health Insurance**

Gold	Government Employees Health Association	MO	Open Season Out-of-Home	Kuhn & Wittenborn Advertising
Silver	Healthfirst	NY	Welcome to Healthfirst	
Bronze	Valley Preferred	PA	Our Business is Making Yours Healthier	Keenan-Nagle Advertising, Inc.
Merit	AppleCare	CA	What's Best For You	Triad Group, Inc.
Merit	Blue Cross and Blue Shield of Nebraska	NE	One Less Thing to Worry About	Swanson Russell
Merit	Excellus BlueCross BlueShield	NY	Open Enrollment Campaign	

**Newsletter**

**Group 1: Hospital under 299 beds**

Gold	Cypress Fairbanks Medical Center	TX	About Your Health	StayWell Custom Communications
Silver	Beth Israel Deaconess Hospital-Needham	MA	Pulse "Expansion"	360 Communications
Bronze	Beebe Medical Center	DE	Beacon	Dean Design/Marketing Group
Merit	Upstate Carolina Medical Center	SC	Health & Hospitality	SHM
Merit	Doctors Hospital of Manteca	CA	Health Matters	SHM
Merit	St. Mary's Hospital	MD	Healthy Living	
Merit	Hendricks Regional Health	IN	HealthLine Baby	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Good Samaritan Hospital	CA	Good Health	SHM
Silver	Nyack Hospital	NY	Vital Signs	The Byne Group
Bronze	University of California-Irvine Medical Center	CA	UCI Health	Marichik Brand Communications
Merit	California Pacific Medical Center	CA	Neuroscience Institute	
Merit	Massachusetts General Hospital	MA	Advances at Mass General	StayWell Custom Communications
Merit	Holy Cross Hospital	MD	Holy Cross Health	Coffey Communications
Merit	Fountain Valley Regional Hospital	CA	Equipped For Care	SHM
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	The Nebraska Medical Center	NE	The Week Employee Newsletter	
Silver	Advocate Lutheran General Hospital	IL	Your Health	Dowden Custom Media
Bronze	UVA Health System	VA	Link	
Merit	The Reading Hospital & Medical Center	PA	Words of Wellness	LMI Advertising
Merit	The Nebraska Medical Center	NE	Advancing Health	StayWell Custom Communications
Merit	Medical City Hospital	TX	The Point	AvreaFoster
Merit	Yale-New Haven Hospital	CT	The Bulletin	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Schneider Children's Hospital	NY	Kids First	StayWell Custom Communications
Silver	Children's Hospital & Medical Center	NE	Visions	DAAKE
Bronze	Nationwide Children's Hospital	OH	Change Their Tomorrow	
Merit	Children's Hospital & Medical Center	NE	Just Kids	StayWell Custom Communications
Merit	St. Christopher's Hospital for Children	PA	In The Forefront	Out of the Blue Productions
Merit	Children's Memorial Foundation	IL	Campaign Update Newsletter	Brierton Design
Merit	The Saban Research Institute of CHLA	CA	Science & Surgery	Warren Group/Studio Deluxe
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Resurrection Abulatory Services	IL	Medical Network Housecall	Donovan Design
Silver	Hillcrest Convalescent Center	NC	Personal Touch	Marketing Dynamics
Bronze	The Vitality Group	IL		Creative Marketing Resource, Inc.
Merit	QSource	TN	IQ: CKD	
Merit	Accordant Care		Careletter	Dowden Custom Media
Merit	Cooperative of American Physicians, Inc.	CA	CAPsules	Pasadena Advertising
Merit	Penn Med	PA	Senior Care Today	Marketing Dynamics
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	MemorialCare Health System	CA	Care Connection	Marichik Brand Communications
Silver	NorthBay Healthcare	CA	Wellspring: Committed to Community	
Bronze	Memorial Health System	OH	Inside Track	
Merit	Holy Spirit Health System	PA	For Your Life	TCG Advertising & Design
Merit	Community Health Choice	TX	Member Newsletter	Marion Montgomery, Inc.
Merit	e_CancerCare	TN	e+CancerCare Quarterly Newsletter	AvreaFoster
Merit	Christus Santa Rosa Health System	TX	Physician Focus	
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Beaumont Hospitals	MI	Housecall	The Curtis Group
Silver	Virginia Commonwealth University	VA	VCU Massey Cancer Center Advance	
Bronze	Lehigh Valley Health Network	PA	Inspire	
Merit	Memorial Hermann Southeast Hospital	TX	Breakthroughs in Health	StayWell Custom Communications
Merit	Asante Health System	OR	Your Health Series	Lanphier Associates, Inc.
Merit	Virtua Berlin	NJ	HealthSmart	
Merit	St. Vincent Health	IN	ACT 2020 Newsletter	St. Claire Group

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b>Group 8: HMOs/PPOs/Health Insurance</b>				
Gold	UnitedHealth Group/Ovations	MN	Your Plan-Your Guide	Yamamoto Moss Mackenzie
Silver	CareMore	CA	CareMore Chronicles	Traffik
Bronze	AmeriChoice by United Healthcare	PA	healthTALK	GLC
Bronze	US Family Health Plan	TX	Well Informed	Marion Montgomery, Inc.
Merit	Humana Active Outlook		HAO-Special Edition	Wax Custom Communications
Merit	CareFirst BlueCross BlueShield	MD	Vitality	StayWell Custom Communications
Merit	Carrot OptumHealth	VA	Taking Care	

## Annual Report

### Group 1: Hospital under 299 beds

Gold	Saint Francis Medical Center	MO		The Roberts Group, Inc.
Silver	Community Hospital of the Monterey Peninsula	CA	Miracles Happen Every Day	
Bronze	Lawrence & Memorial Hospital	CT	L&M Reports	Coffey Communications, Inc.
Merit	San Joaquin Community Hospital	CA		Coffey Communications, Inc.
Merit	Highline Medical Center	WA		Hamilton Creative/Eastman Strategies
Merit	University Community Hospital	FL	Bringing Legacies to Life	The Writing Stable

### Group 2: Hospital 300-599 beds

Gold	Cape Cod Healthcare	MA		
Silver	UK HealthCare	KY		
Bronze	California Pacific Medical Center	CA	Building Beyond	
Merit	Stony Brook University Medical Center	NY	Turning Points	
Merit	Lexington Medical Center	SC	Oncology Annual Report	
Merit	Chesapeake Regional Medical Center	VA	Healing Hands	DIA, Inc.

### Group 3: Hospital Over 600 beds

Gold	Florida Hospital	FL	Call to Action	
Silver	VCU Health System	VA	Workforce Annual Review	Neathawk Dubuque & Packett
Bronze	NYU Langone Medical Center	NY	Transformative Medicine	
Merit	Yale-New Haven Hospital	CT	Our Promise	
Merit	Hurley Medical Center	MI	Hurley Foundation Annual Report	Magnani Continuum Marketing
Merit	Northwestern Memorial Hospital	IL	Community Service Report	

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

Gold	Nationwide Children's Hospital	OH	Department of Pediatrics	
Silver	Children's National Medical Center	MD		Design Central, Inc.
Bronze	Children's Hospitals & Clinics of Minnesota	MN	Life Changing	
Merit	Arkansas Children's Hospital	AR	Scout's Honor	Real Art Design Group
Merit	Akron Children's Hospital	OH		Knox Marketing
Merit	Children's Memorial Hospital	IL		Pivot Design

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

Gold	Premier, Inc.	NC		
Silver	Arkansas Foundation for Medical Care	AR	HEDIS Measuring More of What Matters	
Bronze	Lutheran Life Villages	IN		The Nichols Company
Merit	Iowa Hospital Association	IA	Highlights Report	julsdesign, inc.
Merit	Christian Health Care Center	NJ	A Moment in Time	
Merit	Edgewater Systems	IN		Design Studio 303

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	ProMedica Health System	OH	Donor Report	
Silver	Holy Spirit Health System	PA		
Bronze	Nemours	FL		Fry Hammond Barr
Merit	Marshfield Clinic	WI	Health Care Redefined-System Review	
Merit	Summa Health System	OH		Knox Marketing
Merit	Wellmont Health System	TN	The Path Forward	
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Intermountain Healthcare	UT		Factory/R&R Partners
Silver	University Health System	TX		ESD
Bronze	Methodist Le Bonheur Healthcare	TN	Methodist Healthcare Foundation	Gaskill Strategies
Merit	Novant Health	NC	Annual Report	ABZ Design Group
Merit	Memorial Healthcare System	FL		
Merit	Resurrection Health Care	IL	Community Report	Donovan Design
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Lifetime Healthcare Companies			Roberts Communications, Inc.
Silver	Blue Cross Blue Shield of Delaware	DE	Working Well Together	
Bronze	First Health of the Carolinas	NC	Creating A Healthy Future	
Merit	Valley Preferred	PA	Account. Ability	Keenan-Nagle Advertising, Inc.
<b>Poster</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	MetroWest Medical Center	MA	Internal Hand Washing Poster Campaign	Our Guy Creative
Silver	Jupiter Medical Center Foundation	FL	To A Long, Healthy And Prosperous Life	Bush & Co.
Bronze	Tri-City Medical Center	CA	TCMC Carlsbad Marathon-Thank You Team	Miriello Grafico
Merit	Spirit of Women	FL	Be Well. Pass It On!	
Merit	Methodist West Hospital	IA	Grand Opening Poster	Flynn Wright
Merit	Weiss Memorial Hospital	IL	Good Isn't Good Enough	Words & Pictures
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Rowan Regional Medical Center	NC	Stroke Center Pop-up Display	ABZ Design Group
Silver	Presbyterian Hospital	NC	Sports Medicine Banny-Up	ABZ Design Group
Bronze	St. Joseph Hospital	CA	Many Hearts-One Passion	DGWB Advertising & Communications
Merit	Monmouth Medical Center	NJ	Wardrobe-Mall Poster	The Marathon Group
Merit	Saint Francis Hospital-Memphis	TN	Breast Cancer "Survivors"	G Design
Merit	Monmouth Medical Center	NJ	Shop 'til You Drop-Mall Poster	The Marathon Group
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	VCU Medical Center	VA	One Tiny Reason	Neathawk Dubuque & Packett
Silver	The Nebraska Medical Center	NE	JD Power-Year After Year	Daake
Bronze	Newark Beth Israel Medical Center	NJ	Without Your Feet	The Marathon Group
Merit	Erlanger Health System	TN	29 Greats	
Merit	Tampa General Hospital	FL	Very Good Care	FKQ Advertising & Marketing
Merit	Albert Einstein Healthcare Network	PA	Handwashing Campaign Poster	Ron Kalstein Media Services
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Forsyth Sleep Center	NC	Banner	ABZ Design Group
Silver	Poplar Springs	VA	Battle Scar	Neathawk Dubuque & Packett
Bronze	Braintree Rehabilitation Hospital	MA	The Team That Works as Hard as I Do	Triad Advertising
Merit	Nationwide Children's Hospital	OH	Magnet	
Merit	Arkansas Children's Hospital	AR	The Great Lace Up	Real Art Design Group
Merit	Helen DeVos Children's Hospital	MI	Hospital Mall Sky Banner	Kantorwassick

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Screening for Mental Health	MA	NDS Military Poster	Brand X
Silver	Artcraft Health Education	NJ	Understanding Nasal Allergies	
Bronze	Monarch HealthCare	CA	Monarch is #1	Triad Group, Inc.
Merit	Saint Barnabas Ambulatory Care Center	NJ	Sleep Better-Kiosk	The Marathon Group
Merit	United Seating & Mobility	NM	Points/Ladder/Abilities	3 Advertising
Merit	Nationwide Better Health	OH	NYU Moldy Bread	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	ProMedica Health System	OH	Westfield Materials	
Silver	LifeCare Hospitals		Service Line Posters	Lovell Communications, Inc.
Bronze	LifeCare Hospitals		Patient Success Posters	Lovell Communications, Inc.
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	University Health System	TX	Thanks to You, San Antonio	
Silver	Mount Carmel Health System	OH	Guardian Angels	n house creative
Bronze	Moses Cone Health System	NC	Thanksgiving Poster	Redding Advertising, Inc.
Merit	Memorial Healthcare System	FL	JDCH Groundbreaking Timeline Banner	
Merit	Southcoast Health System	MA	Vertical Marketing Banners	
Merit	Legacy Health	OR	The Children's Hospital-Constuction Project	
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Blue Cross and Blue Shield of Nebraska	NE	More Doctors. More Places	Swanson Russell
Silver	AppleCare	CA	What's Best For You	Triad Group, Inc.
Bronze	American Specialty Health	CA	Quit Smoking for Your Sweetie	
Merit	American Specialty Health	CA	Wellness Fair	
<b>Physician Referral Program</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	St. Luke's Health System	IA	DoctorX-Notepad	Lawrence & Schiller
Silver	Hays Medical Center	KS	Easy Button	Prairie Dog/TCG
Bronze	Osceola Regional Medical Center	FL	Cardiovascular Physician Campaign	CPM Marketing Group
Merit	Newton Memorial Hospital	NJ	Vista Points	David Henry Agency
Merit	Baylor Regional Medical Center at Grapevine	TX	Physician Referral Mailer	Mohouse Design
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Overlook Hospital	NJ	Overlook View Magazine	The DavidHenry Agency
Silver	California Pacific Medical Center	CA	Specialty Physician Referral Directory	
Bronze	Lafayette General Medical Center	LA	Cardiac Device Introduction Invitation	
Merit	Providence Regional Medical Center Everett	WA	Physician Referral Program	
Merit	Cape Cod Healthcare	MA	Physician Directory	
Merit	UK HealthCare	KY	Healthcare Clinical Reports	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	The Nebraska Medical Center	NE	Quick Click Button	
Silver	Beaumont Hospital, Royal Oak	MI	Women's Health	The Curtis Group
Bronze	Vanderbilt University Medical Center	TN	Clinician Referral Guide	Lewis Communications
Merit	Brigham and Women's Hospital	MA	BWH Physician Directory	
Merit	Mt. Sinai Medical Center	FL	Specialist	Wax Custom Communications
Merit	Washington Hospital Center	DC	Cardiovascular Physician	Dowden Custom Media

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

Gold	Nationwide Children's Hospital	OH	Resource Guide & Directory of Services	
Silver	Forsyth Cardiac & Vascular Center	NC	Vascular Symposium: A Day With The Experts	ABZ Design Group
Bronze	Forsyth Stroke & Neurovascular Center	NC	Stroke: Not a Game of Chance Symposium	ABZ Design Group
Merit	Beaumont Heart Center	MI	It Will Hardly Show...	The Curtis Group
Merit	Sara Lee Center for Women's Health	NC	Continance & Pelvic Floor Symposium	ABZ Design Group
Merit	Forsyth Sleep Center	NC	Banner	ABZ Design Group

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

Gold	Anesthesiology & Pain Consultants, Inc.	LA	Can You Refer with Confidence	Right Angle
Silver	BioMedix Vascular Solutions, Inc.	MN	Testing & Reading	
Bronze	Beaumont Hospital	MI	Imaging Sales Materials	The Curtis Group
Merit	Riverside Eye Center, P.C.	MI	Let's Make Eye Contact	Portfolio XXI
Merit			Med News Plus	Private Health News
Merit	Advance Rehabilitation Physical Therapy	GA	Physician Referral Program	

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	University of Utah Clinical Neurosciences Center	UT	Gray Matters	True North Custom Publishing
Silver	Holy Spirit Health System	PA	Physician Marketing Packet	TCG Advertising & Design

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Banner Health	AZ	Tell a Friend	
Silver	Norton Healthcare	KY	Norton Vascular Associates	
Bronze	Research Medical Center	MO		Prairie Dog/TCG
Merit	Advocate Christ Medical Center	IL	Powerful Medicine	GLC

**Brochure**

**Group 1: Hospital under 299 beds**

Gold	Henry Ford Health System	MI	West Bloomfield-Vita Brochure	Daniel Brian & Associates
Silver	CMC-Mercy	NC	Mercy Foot and Ankle	The Marketing Consortium
Bronze	Washington County Hospital	MD	The Power of 3T	
Merit	Mount Clemens Regional Medical Center	MI	MCRMC Overview Brochure	Skidmore Studio
Merit	Thomasville Medical Center	NC	Rehabilitation & Occupational Medicine	ABZ Design Group
Merit	Portage Health	MI	Portage Pointe	
Merit	Delnor Hospital	IL	Special Care Nursery	Incite Chicago

**Group 2: Hospital 300-599 beds**

Gold	Stony Brook University Medical Center	NY	Invest in the Best Ideas in Medicine	
Silver	The Valley Hospital	NJ	Spine Center	3-D Communications
Bronze	St. Luke's Hospital	NY	The Chapel Treasures of St. Luke's Hospital	
Merit	Antelope Valley Hospital	CA	Physician Recruitment Brochure	Davis Communications
Merit	Lexington Medical Center	SC	Doctors Circle Brochure	
Merit	Baltimore Washington Medical Center	MD	OB Baby Center	O'Brien Advertising
Merit	Firelands Regional Medical Center	OH	Ireland Cancer Center	Edgewater Graphics

**Group 3: Hospital Over 600 beds**

Gold	Thomas Jefferson University Hospitals	PA	Nursing Recruitment Brochure	
Silver	Rex Healthcare	NC	Rex Wellness Center	
Bronze	Mercy Medical Center-Des Moines	IA	West Lakes Birthing Services	
Merit	Roper St. Francis Healthcare	SC	System Piece	
Merit	Brigham and Women's Hospital	MA	Neurology and Neurosurgery	
Merit	Carolinas Medical Center	NC	A Wonderful Welcome	Neathawk Dubuque & Packett
Merit	Riverside Methodist Hospital	OH	Capabilities Brochure	Fahlgren Advertising

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Nationwide Children's Hospital	OH	Rehab Program	
Silver	Children's Hospitals & Clinics of Minnesota	MN	The Neonatal Cornerstone Program	Curro, Rankin & Williams, Inc.
Bronze	Sheltering Arms Physical Rehabilitation Centers	VA	Spine Clinic	Studio Savvy
Merit	Dell Children's Medical Center-Central Texas	TX	Blood and Cancer Center	The Screamer Company
Merit	Hospital For Special Care	CT		Mason, Inc.
Merit	Hillcrest Pointe	MO		BOLD Marketing
Merit	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings

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

Gold	Massachusetts Dental Society	MA	All That Glitters	
Silver	Siemens AG Medical Solutions		daVinci 3T Scanner Brochure	Mangos
Bronze	URL Pharma	PA	Tough As Ever	Palio
Merit	SCI Solutions	CA	Innovations in Access Management	
Merit	Mill Creek Dentistry		Bill Mulliken, DDS	Golden Proportions Marketing
Merit	Cephalon		Don't Make Them Count the Moments	Palio
Merit	Premier Community Health	OH	You and Your Blood Pressure	

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Temple University Health System	PA	The Esophageal Program	
Silver	Swedish American Health System	IL	Harmony in Action	Rick Wells, Ltd.
Bronze	e_CancerCare	TN	e+CancerCare Capabilities Brochure	AvreaFoster
Merit	Parkview Hospital	IN	Family Birthing Center	Boyden & Youngblutt Advertising
Merit	MidMichigan Health	MI	Health Services for Business and Industry	ClearRiver Advertising & Marketing
Merit	Christus Santa Rosa Health System	TX	Westover Hills Paver Brochure	
Merit	LifeCare Hospitals		Colorado Acute Long Term Hospital-Brain Injury Program	Lovell Communications, Inc.

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Southcoast Health System	MA	Center for Cancer Care	
Silver	St. Vincent Health	IN	Heart Center Performance Report	St. Claire Group
Bronze	Penn State Milton S. Hershey Medical Center	PA	Children's Hospital Building Campaign	
Merit	Johnson City Medical Center	TN	Vascular Surgical Services	
Merit	Loyola University Health System	IL	Neurosciences Brochure	
Merit	Resurrection Health Care	IL	RES-Health Physician Folder	Moveo Integrated Branding
Merit	East Texas Medical Center	TX	System Brochure	SKAR Advertising

**Group 8: HMOs/PPOs/Health Insurance**

Gold	MVP Healthcare	NY	A Leader in Innovation	Media Logic
Silver	CareMore	CA	Corporate Brochure	Traffik
Bronze	Blue Cross Blue Shield of Louisiana	LA	My Health Commitment Member Brochure	
Merit	Wellmark Blue Cross and Blue Shield	IA	Collaboration Quality 2010 Primary Care	
Merit	Excellus BlueCross BlueShield	NY	Open Enrollment Campaign-valUcare	
Merit	UnitedHealthcare	GA	State of Florida Open Enrollment Brochure	Giebink Design
Merit	UnitedHealthcare	MN	Connecting You To Health Care Benefits	

**Logo/Letterhead Design**

**Group 1: Hospital under 299 beds**

Gold	San Joaquin Community Hospital	CA	Lights and Sirens	Willis Design
Silver	Delnor Hospital	IL	Smoke Free	Incite Chicago
Bronze	Avista Adventist Hospital	CO	Dimensions Pain Management	CMBell Company, Inc.
Merit	Granville Health System	NC	Art Gala Event	
Merit	Lake Health	OH	Lake Health Identity	
Merit	Portage Health	MI	Men's Health Tune-Up	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	White Memorial Medical Center	CA	Pacific Rim EP Business Suite	CMBell Company, Inc.
Silver	Lexington Medical Center	SC	Peterson & Plante Internal Medicine	
Bronze	OSF Saint Francis Medical Center	IL	Paws 4 Healing-Animal Assisted Therapy	
Merit	North Coast Professional Corporation	OH	NCPC Logo	Edgewater Graphics
Merit	Morton Plant Mease	FL	Camp Alegria Logo	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Florida Hospital	FL	Lydia Alliance	
Silver	Albert Einstein Healthcare Network	PA	MOSAIC Collaboration Project	Ron Kalstein Media Services
Bronze	Florida Hospital	FL	Concert Health Plan	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Fort Wayne Medical Oncology & Hematology	IN		The Nichols Company
Silver	Hillcrest Pointe	MO		BOLD Marketing
Bronze	Nationwide Children's Hospital	OH	Strategic Plan Graphic	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	CommUnity Care	TX		
Silver	Imagine Health	UT	Identity Package	Lucky Dog Communications
Bronze	Remedies	LA		Right Angle
Merit	Insight Imaging	CA	Insight Imaging Stationary	
Merit	Iowa Hospital Association	IA	Annual Meeting	julsdesign, inc.
Merit	Memorial Eye Institute	PA	Memorial Eye Institute Logo	PPO&S
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Resurrection Health Care	IL	RES-Health Collateral	Moveo Integrated Branding
Silver	Sisters of St. Francis Health Services, Inc.	IN	Mall Walking Club	Moran Design Corporation
Bronze	Catholic Health	NY	M. Steven Piver, M.D.-Women's Health	
Merit	St. Vincent Health	IN	Project 18	St. Claire Group
Merit	Sisters of St. Francis Health Services, Inc.	IN	Patient Safety Coalition	Moran Design Corporation
Merit	Sisters of St. Francis Health Services, Inc.	IN	35th Anniversary Logo	Moran Design Corporation
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	MVP Healthcare	NY	MVP Logo Redesign	Media Logic
Silver	UnitedHealthcare	MN	Healthy Advantage	
Bronze	WellCare Health Plans, Inc.	FL	Member Engagement Logo	
Merit	Blue Cross Blue Shield of Louisiana	LA	Community Blue	
Merit	WellCare Health Plans, Inc.	FL	Malama 'Ohana Logo	
<b>Calendar</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Mercy Iowa City	IA	Health & Wellness Calendar	StayWell Custom Communications
Silver	Good Samaritan Hospital	NE		SCORR Marketing
Bronze	Borgess Health	MI		
Merit	Calvert Memorial Hospital	MD	My Story. My Doctor. My Hospital	Image Marketing, Incorporated
Merit	Marion General Hospital	OH		Karen Ruth Media Consultants, Inc.
Merit	Laurens County Health Care System	SC	20 Years of Benefiting Our Community	Bates Design
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	St. Joseph's Hospitals/South Florida Baptist	FL	Team Member Calendar	
Silver	Ball Memorial Hospital	IN	Our Pictures Are Worth a Thousand Lives	
Bronze	Houston Northwest Medical Center	TX	Health & Wellness Calendar	StayWell Custom Communications
Merit	Morton Plant Mease	FL	Team Member Calendar	
Merit	JPS Health Network	TX	JPS Pride	Blanchard Schaefer Advertising & PR
Merit	Providence Hospitals	SC	Our Faith Calls Us	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
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**Group 3: Hospital Over 600 beds**

Gold	Brigham and Women's Hospital	MA	Health and Fitness Week	
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**Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)**

Gold	Dana-Farber Cancer Institute	MA	Physician Calendar	
Silver	Arkansas Children's Hospital	AR	Building Blocks of ACH	
Bronze	Geisinger Health System	PA	2010 Calendar	
Merit	Children's Hospital & Medical Center	NE	Kohl's Keeps Kids Safe	StayWell Custom Communications
Merit	Children's Omaha	NE	Kohl's Keeps Kids Safe	StayWell Custom Communications
Merit	Le Bonheur Children's Medical Center	TN		

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

Gold	Presbyterian Kemp Cancer Support Center	NC	Stories of Survivorship	ABZ Design Group
Silver	Jefferson Radiology	CT	Interpretations	
Bronze	Society for HealthCare Strategy-Market Development	IL	Health Observances Calendar	StayWell Custom Communications
Merit	Benchmark Assisted Living	MA		Triad Advertising
Merit	ACP, Inc.	IL	Gentiva Desk Planner	
Merit	University Transplant Center	TX		esd & associates

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Nemours	FL	Referring Physician Calendar	Fry Hammond Barr
Silver	Geisinger Health System	PA	Nurses Calendar-Wall Size	Aloysius Butler & Clark
Bronze	Iowa Health-Des Moines	IA	Life Flight Calendar	
Merit	Kadlec Health System	WA	Planetree Calendar	Sara Nelson Design, Ltd.

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Sisters of St. Francis Health Services, Inc.	IN	Social Accountability Calendar	Moran Design Corporation
Silver	University Health System	TX	Texas Diabetes Institute Recipe Calendar	Creative Civilization
Bronze	Centegra Health System	IL		Coffey Communications, Inc.
Merit	Norton Healthcare	KY	Expectant Parent Calendars	
Merit	Penn State Milton S. Hershey Medical Center	PA	A Daily Guide Nutrition and Exercise	

**Group 8: HMOs/PPOs/Health Insurance**

Gold	Blue Care Network of Michigan	MI	Health & Wellness	StayWell Custom Communications
Silver	Healthfirst	NY	To A Healthier You Calendar	
Bronze	Aetna	CT	African American History Calendar	Pita Communications, LLC
Merit	Blue Cross & Blue Shield of North Carolina	NC	FEP 2010 Calendar	StayWell Custom Communications
Merit	ACP, Inc.	IL	BlueCross BlueShield Alabama-Health Planner	
Merit	UnitedHealthcare	CA	Healthy Habits	

**Patient Handbook**

**Group 1: Hospital under 299 beds**

Gold	Saint Francis Medical Center	MO	Planning Your Pregnancy Guide	The Roberts Group, Inc.
Silver	San Joaquin Community Hospital	CA		Mize Agency
Bronze	Grand View Hospital	PA	Joint Center Folder	Anara, Inc.
Merit	Lake Health	OH	Patient and Family Experience	

**Group 2: Hospital 300-599 beds**

Gold	Bloomington Hospital	IN	Joint Replacement Guide	
Silver	Metro Health Medical Center	OH	Senior Health & Wellness-Caregivers Guide	
Bronze	Eastern Connecticut Health Network	CT	Joint Effort Patient Handbook	Miranda Creative
Merit	Rowan Regional Medical Center	NC	Mother Infant Care Guide	ABZ Design Group
Merit	Orange Regional Medical Center	NY	Weight-Loss Surgery	
Merit	Cape Cod Healthcare	MA	Patient Information Guide	

**Group 3: Hospital Over 600 beds**

Gold	The Nebraska Medical Center	NE	Brain + Spine Cancer Center	
Silver	Community Regional Medical Center	CA	Cardiovascular Services-Patient Guide	Five Creative Group

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

Gold	Niswonger Children's Hospital	TN	Admissions Packet	
Silver	Nationwide Children's Hospital	OH	Welcome Kit	
Bronze	DMC Children's Hospital of Michigan	MI	CHM Family Guide	Skidmore Studio
Merit	Banner Health	AZ	Banner Cardon Children's Medical Center	
Merit	Children's Hospital & Medical Center	NE	While You Are Here	

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

Gold			Redwood Studies-Type 2 Diabetes Booklet	Medici Global
Silver	The Iowa Clinic	IA	OB/GYN Pregnancy Guide	julsdesign, inc.
Bronze	Artcraft Health Education	NJ	Working Together in Diabetes Tool	
Merit	Monarch HealthCare	CA	Member Guide	Triad Group, Inc.
Merit	Michigan Spine & Pain	MI	Patient Handbook/New Patient Folder	
Merit	Artcraft Health Education	NJ	Educational Prostate Cancer Teaching Tool	

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	LifeCare Hospitals		Complex Care Hospital of Idaho-Patient/Visitor Guide	Lovell Communications, Inc.
Silver	Mercy Health System	PA	Passport to Health and Wellness	

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	St. Vincent Health	IN	Peyton's Playbook-Project 18	St. Claire Group
Silver	Norton Healthcare	KY	Special Guest Guides	

**Group 8: HMOs/PPOs/Health Insurance**

Gold	Blue Care Network of Michigan	MI	Making the Most of Medicare	StayWell Custom Communications
Silver	Health New England	MA	A Medicare Resource Book	StayWell Custom Communications
Bronze	Care 1st Health Plan	CA	ABC's of Medicare	Triad Group, Inc.
Merit	Network Health	MA	Welcome! Network Health Together	
Merit	Blue Cross & Blue Shield of North Carolina	NC	A Guide to a Healthier You	StayWell Custom Communications

**Other**

**Group 1: Hospital under 299 beds**

Gold	Witham Health Services	IN	Anson Box	Ten Adams
Silver	Southeast Missouri Hospital	MO	Which Way Is Your Health Going	bvk
Bronze	Carolinas Medical Center-Union	NC	Pampered Moms Club	
Merit	Sonora Regional Medical Center	CA	Loving Service Booklet	
Merit	St. Luke's Health System	IA	Dressed for Desserts	
Merit	Texas Health Southwest	TX	Women's Event Invitation	Commerce House
Merit	DMC Huron Valley Sinai Hospital	MI	Roadmap to America's Best Doctors	Skidmore Studio

**Group 2: Hospital 300-599 beds**

Gold	Loyola University Medical Center	IL	Future of Loyola	bvk
Silver	Saint Peter's University Hospital	NJ	100 Reasons to Choose Saint Peter's	SGW
Bronze	St. Joseph's Hospitals Foundation	FL	Gala Invitation	
Merit	Lexington Medical Center	SC	Cancer Journal	
Merit	St. Joseph Hospital	CA	Many Hearts-One Passion	DGWB Advertising & Communications
Merit	OSF Saint Francis Medical Center	IL	Paws 4 Healing-Animal Assisted Therapy	
Merit	Medical Center Hospital	TX	Christmas Ornament	Hunt Advertising & Consulting, Inc.

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Our Lady of the Lake Regional Medical Center	LA	24th Annual Gala Invite	
Silver	Vanderbilt University Medical Center	TN	Pill Bottle	Lewis Communications
Bronze	Erlanger Health System	TN	Skinny Jeans Magnet	
Merit	Texas Health Fort Worth	TX	Women's Event Invitation	Commerce House
Merit	St. Anthony's Medical Center	MO	Floor Talk/Shelf Talk	Prairie Dog/TCG
Merit	Banner Health	AZ	Candlelight Capers-Invite	
Merit	Newark Beth Israel Medical Center	NJ	The Life of Mary Anne	The Marathon Group
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Arkansas Children's Hospital	AR	Scout Mascot Costume	
Silver	Cardon Children's Medical Center	AZ	A Celebration of Miracles	
Bronze	Le Bonheur Children's Medical Center	TN	Symphony Invitation	Mangan Holcomb Parters
Merit	Helen DeVos Children's Hospital	MI	Hospital Segway	Kantorwassick
Merit	Children's National Medical Center	MD	Defining a New Era	Design Central, Inc.
Merit	Nationwide Children's Hospital	OH	Wellness on the Run	
Merit	Blank Children's Hospital	IA	Children's Ambulance	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Rite Aid	PA	Get Fit	StayWell Custom Communications
Silver	Biomet Orthopedics	IN	Graduate Medical Education Kit	
Bronze	Johnson & Johnson Health Care System, Inc.	NJ	Doctor Preshow Convention Promotion	Simms & Mclvor Marketing Comm.
Merit	Banner Health	AZ	Banner Pediatric Specialists	
Merit	Michigan Department of Community Health	MI	inSPOT Campaign	Edge Partnerships
Merit	Sandel Medical Industries	CA	Change-A-Blade Sales Kit	Maricich Brand Communications
Merit	Novartis		Change Tracks To A Proven 2nd-Line Therapy	Regan Campbell Ward
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Nemours	FL	Enterprise Collateral Package	Fry Hammond Barr
Silver	Holy Spirit Health System	PA	Central PA Magazine Advertising Supplement	TCG Advertising & Design
Bronze	Parkview Hospital	IN	Don't Text and Drive	Boyden & Youngblutt Advertising
Merit	Marshfield Clinic	WI	Life Focus Series	
Merit	St. John Health System	MI	Outpatient Referral Education Tool	Publicis Indianapolis
Merit	ProMedica Health System	OH	Fields of Green-Scholarship Materials	
Merit	Memorial Health Care System	TN	Communication Packet for Physicians	Sparq Creative
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Avera	SD	What You're Doing Right Now Impossible	bvk
Silver	Borgess Health	MI	Borgess Light Hearted Living Cookbook	Rennder Design
Bronze	Norton Healthcare	KY	Get Healthy Recipes Cookbook	
Merit	Sisters of St. Francis Health Services, Inc.	IN	Shopping Mall Window Graphic	Moran Design Corporation
Merit	Meridian Health	NJ	Dr. Bernard Welcome Kit	
Merit	Bon Secours	VA	Legislative Brochure and Premium	Free Agents Marketing
Merit	The Ohio State University Medical Center	OH	Points of Pride	
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Blue Cross Blue Shield of Louisiana	LA	My Health Commitment Employer Toolkit	
Silver	American Specialty Health	CA	Fitness Kit Booklets	
Bronze	Health Partners	MN	Consumer Engagement Toolkit	Preston Kelly
Merit	UnitedHealthcare	MN	Ready For Take-Off	
Merit	Independent Health	NY	Guide to Good Health	StayWell Custom Communications
Merit	Healthfirst	NY	Corporate Folder	
Merit	Wellmark Blue Cross and Blue Shield	IA	MedicareBlue Solutions	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
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## Imprinted Materials

### Group 1: Hospital under 299 beds

Gold	Longview Regional Medical Center	TX	Healthy Woman Health eCooking Apron	Baldwin Publishing
Silver	Olympic Medical Center	WA	Emery Board Promo	

### Group 2: Hospital 300-599 beds

Gold	Chesapeake Regional Medical Center	VA	Bra-Ha-Ha T-Shirt	DIA, Inc.
Silver	Lexington Medical Center	SC	Mouse Pad	
Bronze	OSF Saint Francis Medical Center	IL	Run for Life	

### Group 3: Hospital Over 600 beds

Gold	Forsyth Medical Center	NC	JDRF T-Shirt	Horn & Stronach
Silver	Florida Hospital	FL	Medcamp Scrubs	
Bronze	Texas Health Presbyterian Foundation	TX	HeartBeat 5K T-Shirt	

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

Gold	Beaumont Children's Hospital	MI	Beau the Bear Items	The Curtis Group
Silver	Nationwide Children's Hospital	OH	Behavioral Mobile Research Lab T-Shirt	
Bronze	Bascom Palmer Eye Institute	FL	#1 in USA Mousepad and Bookmark	

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

Gold	Charlotte Radiology	NC	Low Cost Option	485, Inc.
Silver	Imagine Health	UT	Imagine Health Embroidery	Lucky Dog Communications
Bronze	Arkansas Foundation for Medical Care	AR	Komen Race T-Shirt	
Merit	Massachusetts Dental Society	MA	We've Got You Covered	

### Group 6: Healthcare System (Under \$750 Million revenue)

Gold	Citizens Memorial Healthcare	MO	Go Red T-shirt	
Silver	Memorial Health Care System	TN	Jar Opener	Sparq Creative
Bronze	Citizens Memorial Healthcare	MO	Clothing Line	
Merit	e_CancerCare	TN	e+CancerCare Employee T-shirt	AvreaFoster
Merit	Memorial Health Care System	TN	Continence Center Magnet	Sparq Creative

### Group 7: Healthcare System (Over \$750 Million revenue)

Gold	Avera	SD	Tear Here-Toilet Paper	bvk
Silver	Legacy Health	OR	Cycling Jersey	
Bronze	Southcoast Health System	MA	Southcoast Grocery Bags	
Merit	Norton Healthcare	KY	Norton Neurosciences Institute	
Merit	University Health System	TX	Living Proof T-shirt	
Merit	Moses Cone Health System	NC	Women's Only 5K Walk and Run T-Shirt	Redding Advertising, Inc.

### Group 8: HMOs/PPOs/Health Insurance

Gold	UnitedHealthcare	MN	Go Green and Eat Healthy Grocery Bag	
Silver	Univera Healthcare	NY	Green and Clean Wristband	
Bronze	Network Health	MA	Employee Activities Committee	
Merit	UnitedHealthcare	MN	Health and Wellness Playing Cards	
Merit	American Specialty Health	CA	New Year's Resolution Magnet	

## Professional Recruitment Advertising

### Group 1: Hospital under 299 beds

Gold	Kadlec Regional Medical Center	WA	Kadlec Clinic Physician Opportunities	Image Works Digital Media
Silver	MetroWest Medical Center	MA	We're Looking for You!	Our Guy Creative
Bronze	Weiss Memorial Hospital	IL	Nurse Recruitment	Words & Pictures
Merit	Mount Clemens Regional Medical Center	MI	Nursing Ad	
Merit	San Joaquin Community Hospital	CA	Become Campaign	Shepherd Design
Merit	St. Elizabeth Hospital	LA	Our New Space	MindWorx Marketing

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Palomar Pomerado Health	CA	Journey	L7 Creative Communications
Silver	USC University Hospital	CA	Norris Cancer Hospital-Recruitment	Swanson Russell
Bronze	Lexington Medical Center	SC	Riverside Surgical/Obesity Recruitment	
Merit	Allegiance Health	MI	HR Recruitment Kit	Interval
Merit	Lexington Medical Center	SC	CRNA Mailer	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Mercy Medical Center-Des Moines	IA	Family Medicine Residency Program	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Children's Hospital of Illinois	IL	Physician Recruitment Journal	Muller Bressler Brown
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	MidMichigan Health	MI	The Best of Both Worlds	Bolger + Battle/Boardman Video
Silver	UAB Hospital	AL	Nursing Awareness & Open House	Cayenne Creative
Bronze	Citizens Memorial Healthcare	MO	Recruiting Ads	
Merit	Swedish American Health System	IL	Recruitment Ad Series	Rick Wells, Ltd.
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Veterans Affairs	LA	Today's VA	JWT Inside
Silver	Texas Health Resources	TX	Bigger in Texas	Commerce House
Bronze	Moses Cone Health System	NC	Corporate Recruitment Brochure	Redding Advertising, Inc.
Merit	Meridian Health	NJ	Best Workplace. Best Team. Best Care	
Merit	Mountain States Health Alliance	TN	Physician Recruitment	
Merit	Texas Health Resources	TX	Another Day. Another Miracle	Commerce House
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	CareMore	CA	Doctor Recruitment Video	Traffik
<b>Website</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Southeast Missouri Hospital	MO	Lottery4Life.com Landing Page	bvk
Silver	Saint Francis Medical Center	MO	Physician Recruitment Web Site	The Roberts Group, Inc.
Bronze	BJC Healthcare: Christian Hospital	MO	www.chlifestyleguide.org	
Merit	Adventist Health Central Valley	CA	www.adventisthealthcv.com	Coffey Communications, Inc.
Merit	Meadows Regional Medical Center	GA	meadowsregional.org	The Adams Group
Merit	Indiana Regional Medical Center	PA	www.indianarmc.org	Coffey Communications, Inc.
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Massachusetts General Hospital	MA	www.massgeneral.org/default.aspx	StayWell Custom Communications
Silver	Baltimore Washington Medical Center	MD	BWMC Web Site	O'Brien Advertising
Bronze	The Brooklyn Hospital Center	NY		Zone 5
Merit	OSF Saint Francis Medical Center	IL	Robotic Surgery Center of Excellence	
Merit	Orange Regional Medical Center	NY	www.ormc.org	
Merit	St. Vincent Charity Medical Center	OH	www.stvincentcharity.com	Twist Creative
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	UVA Health System	VA	www.uvabrand.com	Lewis Communications
Silver	Beaumont Hospital	MI	Beaumont Surgical Squad Microsite	Biggs/Gilmore
Bronze	The Nebraska Medical Center	NE	Transplant Center	Daake
Merit	Baptist Health Medical Center	AR		StayWell Custom Communications
Merit	Brigham and Women's Hospital	MA	brighamandwomens.org	
Merit	New Hanover Regional Medical Center	NC		

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

Gold	Children's Hospital & Medical Center	NE	childrensomaha.org	DAAKE
Silver	Nationwide Children's Hospital	OH	www.nationwidechildrens.org	
Bronze	La Rabida Children's Hospital	IL	www.larabida.org	
Merit	Arkansas Children's Hospital	AR	Scouting Out Surgery	
Merit	St. Christopher's Hospital for Children	PA	<a href="http://www.stchristophershospital.com">www.stchristophershospital.com</a>	Osiris Group
Merit	Seattle Children's Hospital	WA	The Day I Found Out	Copacino & Fujikado

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

Gold	Orlin: Cohen Orthopedic Group	NY	Orlin & Cohen Website/Homepage	Austin & Williams
Silver	McKesson Provider Technologies	GA	All About PACS	Nelson Schmidt
Bronze	Sandel Medical Industries	CA	sandelmedical.com	Maricich Brand Communications
Merit	The Virginia Spine Institute	VA	www.spineMD.com	
Merit	QPS Bio-Kinetic	DE	Patient Recruiting Web Site	SCORR Marketing
Merit	Inspire Health	TN		DCC Marketing

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Holy Redeemer Health System	PA	www.holyredeemer.com	Lorel Marketing Group, LLC
Silver	Trover Health System	KY	The New Trover.com Microsite	Ten Adams
Bronze	Parkview Hospital	IN		Boyden & Youngblutt Advertising
Merit	St. John Health System	MI	stjohn.org	Publicis Indianapolis
Merit	Temple University Health System	PA	Temple University Hospital	
Merit	e_CancerCare	TN	e+CancerCare Website	AvreaFoster

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Virtua	NJ	www.virtua.org	
Silver	Penn State Milton S. Hershey Medical Center	PA		
Bronze	Ochsner Health System	LA	Ochsner/Saints Auction	Mudbug Media
Merit	Banner Health	AZ	Home Page Redesign	
Merit	Catholic Healthcare West		My Decision. My Career	JWT Inside
Merit	Norton Healthcare	KY	NortonHealthcare.com	

**Group 8: HMOs/PPOs/Health Insurance**

Gold	United Healthcare	MN	www.healthcarelane.com	MorseKode
Silver	CareFirst BlueCross BlueShield	MD	www.carefirst.staywellsolutionsonline.com	StayWell Custom Communications
Bronze	Humana Active Outlook		www.humanaactiveoutlook.com	Wax Custom Communications
Merit	Blue Cross and Blue Shield of Minnesota	MN	Plans by Design	Priority Integrated Marketing
Merit	Excellus BlueCross BlueShield	NY	Medicare Web Site	
Merit	US Family Health Plan	TX		Marion Montgomery, Inc.

**Television Single Spot**

**Group 1: Hospital under 299 beds**

Gold	Southeast Missouri Hospital	MO	Cry Babies	bvk
Silver	Liberty Hospital	MO	Heart & Vascular Center-Superhero	Kuhn & Wittenborn Advertising
Bronze	Kennewick General Hospital	WA	Our Health	P.S. Media, Inc.
Merit	Boys Town National Research Hospital	NE	Who Do You Trust	
Merit	Henry Ford Health System	MI	West Bloomfield Launch	Daniel Brian & Associates
Merit	Community Hospital of the Monterey Peninsula	CA	Beautiful Sight-Cancer Survivor	
Merit	Onslow Memorial Hospital	NC	Mom Talk	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Loyola University Medical Center	IL	Loyola Neuro	bvk
Silver	Central Baptist Hospital	KY	More Miracles. Every Day	Maring Weissman
Bronze	Providence Hospitals	SC	Swim	
Merit	Orange Regional Medical Center	NY	Orthopedic	
Merit	Penrose-St. Francis Health Services	CO	CyberKnife	Vladimir Jones
Merit	Memorial Medical Center	IL	Faster Against Heart Attacks	Roundtable
Merit	Union Hospital	IN	Now Open	Miller White, LLC
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	The Nebraska Medical Center	NE	Cancer Expertise	Writing The Range
Silver	Covenant HealthCare	MI	Future Prognosis	Brogan & Partners
Bronze	MCG Health, Inc.	GA	Beyond	Craig Jackson & Partners
Merit	Roper St. Francis Healthcare	SC	Need A Doctor	
Merit	Vanderbilt University Medical Center	TN	Oath	Lewis Communications
Merit	VCU Health System	VA	NICU	Neathawk Dubuque & Packett
Merit	MCG Health, Inc.	GA	Demonstration	Craig Jackson & Partners
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Children's Hospital & Medical Center	NE	We Have Those	Bendtsen and Company
Silver	Helen DeVos Children's Hospital	MI		Kantorwassick
Bronze	All Children's Hospital	FL	New Hospital Construction	Paradise Advertising & Marketing
Merit	Children's National Medical Center	MD	The Nation's Children	SPM Marketing & Communications
Merit	St. Christopher's Hospital for Children	PA		Out of the Blue Productions
Merit	Boys Town Pediatrics	NE	Sick at Midnight	
Merit	Akron Children's Hospital	OH	Meet Austin-Not Scared	Marcus Thomas, LLC
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Marshfield Clinic	WI	Mom	Lindsay, Stone & Briggs
Silver	Indiana State Department of Health	IN	H1N1 Flu Vaccination	Cabello Associates
Bronze	Orthopedic & Sports Enhancement Center	IL	Workout/Shoulder	Ten Adams
Merit	The Everett Clinic	WA	Specialties	
Merit	Centers for Medicare & Medicaid Services	MD	Barber Shop	Porter Novelli Public Services
Merit	Massachusetts Dental Society	MA	Take a Shot at Good Oral Health	
Merit	The Iowa Initiative	IA	The Amazing Choice	Worldways Social Marketing
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Parkview Hospital	IN	Don't Text and Drive	Boyden & Youngblutt Advertising
Silver	St. John Health System	MI	Oncology	Publicis Indianapolis
Bronze	Henry Ford Health System	MI	Points of Light	Daniel Brian & Associates
Merit	Goshen Health System	IN	One Vision	Todd Allen Design
Merit	Swedish American Health System	IL	Rhythm	The Rudosky Agency
Merit	Butler Health System	PA	Ortho Force	Fitting Group
Merit	Citizens Memorial Healthcare	MO	Carrie J. Babb Cancer Center	
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Avera	SD	Fire	bvk
Silver	Legacy Health	OR	Our Legacy	
Bronze	Lifefridge Northwest Hospital	MD	Breast Center Campaign-Comfort Zone	bvk
Merit	Asante Health System	OR	Hope-Tomotherapy	Lanphier Associates, Inc.
Merit	Intermountain Healthcare	UT	Mechanic-Life Flight Spot	Faktory/R&R Partners
Merit	University Health System of Eastern Carolina	NC	Orthopedics	Jennings
Merit	Mountain States Health Alliance	TN	Skip	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b>Group 8: HMOs/PPOs/Health Insurance</b>				
Gold	Premera Blue Cross	WA	Cookie or Apple	Copacino & Fujikado
Silver	Blue Cross Blue Shield of Louisiana	LA	Testimonial Campaign	
Bronze	WellCare Health Plans, Inc.	FL	Two Ladies	
Merit	US Family Health Plan	TX	Courage PSA	Marion Montgomery, Inc.
Merit	ConnectiCare	CT	ConnectiCare Medicare	Decker
Merit	UPMC Health Plan	PA	Medicare "Smart Kitchen"	
Merit	BlueCross and BlueShield of Minnesota	MN	BCBSMN-DRTV Spot	Roberts Communications, Inc.

## Television Series

### Group 1: Hospital under 299 beds

Gold	Witham Health Services	IN	Why Witham	Ten Adams
Silver	Terrbonne General Medical Center	LA		Red Square Agency
Bronze	The Regional Medical Center	SC	Changing How You Think About Health Care	The Adams Group
Merit	National Park Medical Center	AR	Always	EXIT Marketing
Merit	East Alabama Medical Center	AL	Exceptional	J.S. Goodson & Partners Advertising
Merit	Kadlec Regional Medical Center	WA	Pediatric Campaign	Image Works Digital Media

### Group 2: Hospital 300-599 beds

Gold	Memorial Hospital & Health System	IN	Saving Lives	BVK
Silver	St. Mary's Health System	IN	Everyday Victories	Ten Adams
Bronze	JPS Health Network	TX	\$5 & Waiting	Blanchard Schaefer Advertising & PR
Merit	Phoebe Putney Memorial Hospital	GA	World Class Medicine. Hometown Commitment	J.S. Goodson & Partners Advertising
Merit	Memorial Health Care System	TN	Brand TV	Franklin Street Marketing
Merit	Southwest General	OH		Stern Advertising

### Group 3: Hospital Over 600 beds

Gold	Abington Memorial Hospital	PA	The Power to Heal	DeVito/Verdi
Silver	St. Anthony Hospital	OK	Witin Me	Insight Creative Group
Bronze	Northwestern Memorial Hospital	IL	Everything Matters	LeMay Partners
Merit	Columbus Regional Healthcare System	GA	Women and Children's	The Adams Group
Merit	Tallahassee Memorial HealthCare	FL	Your Hospital for Life	Peter Mitchell & Associates
Merit	Hurley Medical Center	MI	Awareness Campaign	Magnani Continuum Marketing

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

Gold	University of Minnesota Amplatz Childrens Hospital	MN	Joe & Lindon	SPM Marketing & Communications
Silver	Yale-New Haven Hospital	CT	Yale-Smilow Cancer Center	Mason, Inc.
Bronze	Akron Children's Hospital	OH	Meet Cael Series	Marcus Thomas, LLC
Merit	Heart Hospital of New Mexico	NM	From the Heart/Who We Are	3 Advertising
Merit	Arkansas Children's Hospital	AR	Today's Healthy Child	
Merit	Seattle Children's Hospital	WA	The Day I Found Out	Copacino & Fujikado

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

Gold	Charleston ENT Associates	SC	Bring Us Your Nose & Ears	The Bosworth Group
Silver	Marshfield Clinic	WI	Brand TV Series	Lindsay, Stone & Briggs
Bronze	Roche Diagnostics	IN	Accu-Chek	Publicis Indianapolis
Merit	Franciscan Health System	WA	Canyon Road Prompt Care	GA Creative
Merit	Palo Alto Medical Foundation	CA	KBAY Health Points	
Merit	Marshfield Clinic	WI	Expertise TV Series	Lindsay, Stone & Briggs

### Group 6: Healthcare System (Under \$750 Million revenue)

Gold	Rockford Health System	IL	daVinci Surgical System	Brunner
Silver	ProHealth Care	WI	TV Campaign	The Yes Men Corporation
Bronze	Temple University Health System	PA	Temple Lung Center	
Merit	Methodist Health System	TX	Heart/Priority	RD&F Advertising
Merit	Wellmont Health System	TN	Fall Television Campaign	
Merit	Iowa Health-Des Moines	IA	Unity Campaign	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	North Shore LIJ Health Systems	NY	Hope Lives Here	DeVito/Verdi
Silver	St. Vincent Health	IN	Our Fight Against Cancer	St. Claire Group
Bronze	Texas Health Resources	TX	Human Again	Commerce House
Merit	Lehigh Valley Health Network	PA	Passion for Better Medicine	Springboard Brand & Creative Strategy
Merit	Shands HealthCare	FL	Shands TV Campaign	Lewis Communications
Merit	SSM Health Care-St. Louis	MO	Everything is Possible	Maring Weissman
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Univera Healthcare	NY	Maria Meets Medicare	Partners + Napier
Silver	Health Partners	MN	A New Way to Look at Healthcare	Preston Kelly
Bronze	Blue Cross Blue Shield of Louisiana	LA	Testimonial Campaign	
Merit	Blue Cross and Blue Shield of Nebraska	NE	One Less Thing to Worry About	Swanson Russell
Merit	CareMore	CA	Special Needs TV Spots	Traffik
Merit	Wellmark Blue Cross and Blue Shield	IA	Medicare	Nicholson Kovac
<b>New Media</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Southeast Missouri Hospital	MO	Cry Babies Viral Video	bvk
Silver	City of Hope	CA	Social Media Program	
Bronze	Great Plains Regional Medical Center	NE	GPTV	Swanson Russell
Merit	St. Mary's of Michigan	MI	Health e-Connections	Priority Integrated Marketing
Merit	St. Helena Hospital	CA	Well Now	Priority Integrated Marketing
Merit	Terrbonne General Medical Center	LA	Eblasts	Red Square Agency
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	The University of Kansas Hospital	MO	Advancing Campaign	SPM Marketing & Communications
Silver	Baltimore Washington Medical Center	MD	Image	O'Brien Advertising
Bronze	Lahey Clinic Medical Center	MA	E-Report on Endowment Fund	
Merit	Lexington Medical Center	SC	LMC Blog	
Merit	Baltimore Washington Medical Center	MD	OB Baby Online Virtual Tour	O'Brien Advertising
Merit	Baltimore Washington Medical Center	MD	OB Online Ad	O'Brien Advertising
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Rush University Medical Center	IL	Rush Stories Web Banners	SPM Marketing & Communications
Silver	St. Anthony Hospital	OK	Share the Prayer TV	Insight Creative Group
Bronze	Rex Healthcare	NC	YouTube Channel	
Merit	Brigham and Women's Hospital	MA	Women's Health Focus E-Newsletter	
Merit	NYU Langone Medical Center	NY	Heart Blog	
Merit	Brigham and Women's Hospital	MA	Health E-Newsletter	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Cardon Children's Medical Center	AZ	Launch Blocks Online Banner Ads	O'Brien Advertising
Silver	All Children's Hospital	FL	New Hospital Construction	Paradise Advertising & Marketing
Bronze	Arkansas Children's Hospital	AR	Holiday E-Card	
Merit	Military Health System	VA	Dot Mill Docs	
Merit	Texas Children's Hospital	TX	Thank You	JWT Inside
Merit	Military Health System	VA	MHS Profiles	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Vitas Healthcare Corporation	FL	Vitas Web MD Campaign	Knight Marketing
Silver	Amerisource Bergen Specialty Group		KnowledgeDriven.com	On Message
Bronze	Medingo US, Inc.	FL	Pump Pursuit-Insulin Pump e-Learning	Axcept Media, LLC
Merit	GI Care Center	FL	Got Hemorrhoids e-Blast	Creative Mind Works
Merit	Women's Health & Menopause Center		Health & Wellness For Generations	Tschetter & Associates
Merit			Med News Plus	Private Health News

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Dreyer Medical Clinic	IL	Busy Youself With Your Life	CCFC
Silver	Henry Ford Health System	MI	Pinky Swear	Daniel Brian & Associates
Bronze	Wellmont Health System	TN	Gimme Three Shots	
Merit	Temple University Health System	PA	New Medical Staff	
Merit	Citizens Memorial Healthcare	MO	Communication Boards	
Merit	Swedish American Health System	IL	Join Our Ensemble	Rick Wells, Ltd.
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	University Health System	TX	Patient Post	Blue Tent Marketing
Silver	Penn State Milton S. Hershey Medical Center	PA	Youtube	
Bronze	Banner Health	AZ	Cancer Has Met Its Match	O'Brien Advertising
Merit	Ochsner Health System	LA	ER Wait Time Mobile Site	Mudbug Media
Merit	Sutter Health	CA	Our Story is You	MeringCarson
Merit	Oakwood		Boomerang Ecard	JWT Inside
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	American Specialty Health	CA	Holiday E-Card	
Silver	UnitedHealthcare	MN	Health Care Lane	MorseKode
Bronze	Health Partners	MN	Dental Clinics Banner Ads	Preston Kelly
Merit	Wellmark Blue Cross and Blue Shield	IA	AskBlue Educational Tool	
Merit	Independence Blue Cross	PA	Consumerism Flash Video	
Merit	Univera Healthcare	NY	Maria Meets Medicare	
<b>Special Video Production</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Montgomery General Hospital	MD	Shan's Story	Neathawk Dubuque & Packett
Silver	City of Hope	CA	Introducing City of Hope	The Phelps Group
Bronze	San Joaquin Community Hospital	CA	Foundation Video	Satterfield Consulting
Merit	Providence Holy Cross Medical Center	CA	Welcome to Providence Holy Cross	c.2K Medical
Merit	Salinas Valley Memorial Healthcare System	CA	Lifeline TV Heart Month	
Merit	Community Hospital of the Monterey Peninsula	CA	Proud Legacy, Inspired Future	
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	USC University Hospital	CA	Norris Cancer Hospital-Urology	Swanson Russell
Silver	Englewood Hospital and Medical Center	NJ	Kill Germs With Your Bare Hands	Ritta & Associates
Bronze	Metro Health Medical Center	OH	Spirit Award: Norm Martin	
Merit	Mills-Peninsula Health Services	CA	Family Stories Video	
Merit	OSF Saint Francis Medical Center	IL	Heart 777 Program Video	
Merit	Bloomington Hospital	IN	Foundation Gala Video	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Northwestern Memorial Hospital	IL	Quality Matters	Gante'
Silver	The Nebraska Medical Center	NE	Life Saving Stories-Bethany	Writing The Range
Bronze	Albert Einstein Healthcare Network	PA	Einstein Innovation	Ron Kalstein Media Services
Merit	UVA Health System	VA	Link TV: By the Numbers	
Merit	Baptist Health	AR	Patient Outcomes	
Merit	Westchester Medical Center	NY	It's All About Saving Lives	Fastforward Communications
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Children's Hospital & Medical Center	NE	Call on Me	Bendtsen and Company
Silver	Geisinger Health System	PA	Janet Weis Children's Hospital Video	PinPoint Strategies
Bronze	Hospital For Special Care	CT	Three Stories	Mason, Inc.
Merit	Le Bonheur Children's Medical Center	TN	First Lady Invite Videos	
Merit	Arkansas Children's Hospital	AR	Color of Hope	
Merit	Military Health System	VA	MHS Kerlesmer Video	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Healthcare Association of New York State	NY	Cutzilla: Montrous Health Care Advocacy	
Silver	DePuy Orthopaedics		Heal, Product Scope Video	Ghost Productions, Inc.
Bronze	Siemens AG Medical Solutions		daVinci Product Video	Mangos
Merit	GlaxoSmithKline	NC	Grow You. Grow Them. Grow US	Capstrat
Merit	Baxter Healthcare		Explore APD	Dunn & Co.
Merit	Video Resources	CA	Keystone Dental	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Citizens Memorial Healthcare	MO	Burgundy Ball	
Silver	Swedish American Health System	IL		Pablo Korona Moving Pictures
Bronze	VA Greater Los Angeles Healthcare System	CA	Surf Camp	
Merit	Penn Medicine	PA	Proton Therapy Center	
Merit	Nemours	FL	Associate Brand Socialization Video	Fry Hammond Barr
Merit	Wellmont Health System	TN	The Wellmont Connection	
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Asante Health System	OR	Heart Surgery	Lanphier Associates, Inc.
Silver	Mountain States Health Alliance	TN	HR Theatre Trailer	
Bronze	Legacy Health	OR	Our Legacy is Yours	
Merit	Resurrection Health Care	IL	Saint Andrew Life Center Video	
Merit	Memorial Healthcare System	FL	Recognition Dinner	
Merit	University of Texas Southwestern Medical	TX	Managing Rheumatoid Arthritis	CRM Healthcare
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	Univera Healthcare	NY	Answers to Your Medicare Questions	Partners + Napier
Silver	UnitedHealthcare	MN	Storytellers	MorseKode
<b>Radio Single Spot</b>				
<b><u>Group 1: Hospital under 299 beds</u></b>				
Gold	Yakima Valley Memorial Hospital	WA	Heart and Vascular	CMBell Company, Inc.
Silver	Creighton University Medical Center	NE	Call or Be Called	Swanson Russell
Bronze	Allegan General Hospital	MI	Joint Academy	Publicom, Inc.
Merit	Southeast Missouri Hospital	MO	Resolution Day	bvk
Merit	Salinas Valley Memorial Healthcare System	CA	Robotics GYN	
Merit	Frisbie Memorial Hospital	NH	Women's Health	Bennett Group
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	Anne Arundel Medical Center	MD	Physician Seminar: Stroke Radio Spot	Prairie Dog/TCG
Silver	Bay Regional Medical Center	MI	You Need to Know	Publicom, Inc.
Bronze	Fletcher Allen Health Care	VT	Joint Replacement Symphony	Cottage 10
Merit	Baltimore Washington Medical Center	MD	Image	O'Brien Advertising
Merit	Ingham Regional Medical Center	MI	PAD	Publicom, Inc.
Merit	The George Washington University Hospital	DC	GW Spine Center	Contrast Creative
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Washington Hospital Center	DC	Heart Sounds	Neathawk Dubuque & Packett
Silver	Abington Memorial Hospital	PA	Brain Injury	DeVito/Verdi
Bronze	Covenant HealthCare	MI	Precision Matters	Brogan & Partners
Merit	MCG Health, Inc.	GA	Glass Doors	Craig Jackson & Partners
Merit	The Nebraska Medical Center	NE	Cancer Expertise	Writing The Range
Merit	The Nebraska Medical Center	NE	Heart Expertise	Writing The Range

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

Gold	Heart Hospital of New Mexico	NM	Salads	3 Advertising
Silver	St. Mary's Healthcare System for Children	NY	Darrelle Revis for St. Mary's Kids	Fastforward Communications
Bronze	Children's Memorial Hospital	IL	Holiday Gift/Treyton's Story	Element 79 Partners
Merit	Helen DeVos Children's Hospital	MI		Kantorwassick
Merit	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings
Merit	Cardon Children's Medical Center	AZ	Launch Blocks	O'Brien Advertising

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

Gold	The Iowa Initiative	IA	Drive There	Worldways Social Marketing
Silver	Westchester Health	NY	Why Choose Westchester Health?	Fastforward Communications
Bronze	Marshfield Clinic	WI	Sleep Lab	Lindsay, Stone & Briggs
Merit	Proliance		My Doctor, My Decision	JWT Inside
Merit	Massachusetts Dental Society	MA	Back to School Dental Exams Ad	

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Nemours	FL	Orthopedic Expertise	Fry Hammond Barr
Silver	Citizens Memorial Healthcare	MO	Carrie J. Babb Cancer Center	
Bronze	Holy Spirit Health System	PA	Oakwood Cancer Center	TCG Advertising & Design
Merit	Holy Spirit Health System	PA	Sleep Center	TCG Advertising & Design

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	North Shore LIJ Health Systems	NY	Heart	DeVito/Verdi
Silver	Mount Carmel	OH	St. Ann's Emergency Heart Care	bvk
Bronze	Intermountain Healthcare	UT	Speak Faster	Faktory/R&R Partners
Merit	Beaumont Hospital	MI	Less Time Out	The Curtis Group
Merit	Legacy Health	OR	Our Legacy	
Merit	University Health System of Eastern Carolina	NC	Orthopedics	Jennings

**Group 8: HMOs/PPOs/Health Insurance**

Gold	Premera Blue Cross	WA	Tread Mill	Copacino & Fujikado
Silver	LifeWise of Oregon	WA	Boringly Good	Copacino & Fujikado
Bronze	BlueCross and BlueShield of Minnesota	MN	Platinum Blue	Roberts Communications, Inc.
Merit	Wellmark Blue Cross and Blue Shield	IA	Affordability	Nicholson Kovac, Inc.

**Radio Series**

**Group 1: Hospital under 299 beds**

Gold	Weiss Memorial Hospital	IL		Words & Pictures
Silver	Boys Town National Research Hospital	NE	Who Do You Trust	
Bronze	Mount Clemens Regional Medical Center	MI	ER Radio	
Merit	Southeast Missouri Hospital	MO	What It Means	bvk
Merit	Portage Health	MI	The Next Generation	

**Group 2: Hospital 300-599 beds**

Gold	Southwest General	OH	It's a Fact	Stern Advertising
Silver	St. Mary's Health System	IN	Everyday Victories	Ten Adams
Bronze	St. Bernardine Medical Center	CA	Urgent Care Center	
Merit	Fletcher Allen Health Care	VT		Cottage 10
Merit	Stony Brook University Medical Center	NY	Best Ideas in Medicine	
Merit	Chesapeake Regional Medical Center	VA	Radio Recruitment Series	DIA, Inc.

**Group 3: Hospital Over 600 beds**

Gold	St. John's Hospital	IL	Robotic Campaign	bvk
Silver	Massachusetts General Hospital	MA	Allan Richardson/Marathon/Thanksgiving	DeVito/Verdi
Bronze	Rush University Medical Center	IL	Second Opinion	SPM Marketing & Communications
Merit	Abington Memorial Hospital	PA	The Power to Heal	DeVito/Verdi
Merit	Beaumont Hospital, Royal Oak	MI	Owner's Manual/Telltale Signs/Yellow Nursery	The Curtis Group
Merit	The Nebraska Medical Center	NE	Life Saving Stories	Writing The Range

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

Gold	Mary Free Bed Rehabilitation Hospital	MI	Outpatient Programs	Felder Communications
Silver	Spectrum Health	MI		Kantorwassick
Bronze	Beaumont Oncology Network	MI	Early Prediction, We'll Do Anything	The Curtis Group

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

Gold	Charleston ENT Associates	SC	Bring Us Your Nose & Ears	The Bosworth Group
Silver	Children's Physicians	NE		Bendtsen and Company
Bronze	Cancer Centers of North Carolina-Asheville	NC	No Mountain Too High	US Oncology-Creative
Merit	The Rothman Institute	PA		Cabin Communicaitons

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Temple University Health System	PA	Temple Lung Center	
Silver	MidMichigan Health	MI	The Training Room	ESPN 100.9-FM (WLUN)
Bronze	Akron General Medical Center	OH	Believe Campaign	Hitchcock Fleming & Associates

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Lifebridge Northwest Hospital	MD	Breast Center Campaign	bvk
Silver	Geisinger Health System	PA	Where Do You Turn	SPM Marketing & Communications
Bronze	North Shore LIJ Health Systems	NY	Hope Lives Here	DeVito/Verdi
Merit	Health Management Associates	FL	ER Extra	Franklin Street Marketing
Merit	SSM Health Care-St. Louis	MO	Everything is Possible	Maring Weissman
Merit	MultiCare Health Systems	WA	Stroke/Family Birth/Healing/Hope	

**Group 8: HMOs/PPOs/Health Insurance**

Gold	MVP Healthcare	NY	What Works	Media Logic
Silver	Valley Preferred	PA	More Choices. More Education. More Service	Keenan-Nagle Advertising, Inc.

**Special Event**

**Group 1: Hospital under 299 beds**

Gold	Olympic Medical Center	WA	Digital Mammography	
Silver	Nash Health Care	NC	Surgical Weight Loss-Charm Night Out	Lewis Advertising
Bronze	Grand View Hospital	PA	Aging With Grace and Dignity	Anara, Inc.
Merit	St. Elizabeth Hospital	LA	Award Banquet	MindWorx Marketing
Merit	Creighton University Medical Center	NE	Call or Be Called	Swanson Russell
Merit	Saint Francis Medical Center	MO	da Vinci Open House Invite	The Roberts Group, Inc.

**Group 2: Hospital 300-599 beds**

Gold	Provena Mercy Medical Center	IL	Hey Good Lookin'	
Silver	Advocate Good Samaritan Hospital	IL	Festival-French Quarter Ball	bvk
Bronze	Lexington Medical Center	SC	Lee Trevino Invite	
Merit	Provena Saint Joseph Medical Center	IL	Patient Tower Opening	Lucky Dog Communications
Merit	Chesapeake Regional Medical Center	VA	Bra-Ha-Ha	DIA, Inc.
Merit	Saint Francis Hospital-Memphis	TN	Holiday Food Drive	G Design

**Group 3: Hospital Over 600 beds**

Gold	Newark Beth Israel Medical Center	NJ	Heart & Sole Walk	The Marathon Group
Silver	The Nebraska Medical Center	NE	Transplant Reunion	
Bronze	Yale-New Haven Hospital	CT	Opening Celebration-Smilow Cancer Hospital	
Merit	Shands Jacksonville	FL	Heart Walk	
Merit	Mercy Medical Center-Des Moines	IA	Commemorative Event	
Merit	Erlanger Health System	TN	Acute Emergency Care Pediatric Conference	

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

Gold	Beaumont Children's Hospital	MI	Dream Cruise	The Curtis Group
Silver	Children's Hospital & Medical Center	NE	Kruizin' with Kohl's	Bendtsen and Company
Bronze	Arnold Palmer Medical Center	FL	20th Birthday Celebration	Push
Merit	Arkansas Children's Hospital	AR	The Great Lace Up	
Merit	Boys Town Pediatrics	NE	Parent Talk	
Merit	Niswonger Children's Hospital	TN	Grand Opening	

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

Gold	Premier, Inc.	NC	Governance Education Conference	
Silver	CMC-Steele Creek	NC	Opening Campaign	Zander Guinn Millan
Bronze	Methodist Physician Group	IN		Morse & Company Advertising
Merit	MBK Senior Living	CA	Special Event Ad	
Merit	American Association Pharmaceutical Scientists	VA	AAPS Annual Meeting and Exposition	TGD Communications
Merit	Remedies	LA	Grand Opening Invite	Right Angle

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Citizens Memorial Healthcare	MO	Burgundy Ball	
Silver	Swedish American Health System	IL	Cardiology Millennium Conference	
Bronze	Nemours	FL	Night with Nemours Gala Event	Fry Hammond Barr
Merit	LifeCare Hospitals		Complex Care Hospital of Idaho Opening	Lovell Communications, Inc.
Merit	Cascade Healthcare Community	OR	Healthy Hometown	Sublime Creative Agency
Merit	ProMedica Health System	OH	Ebeid Hospice Wine Tasting Invitation	

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	St. Vincent Health	IN	Key To The Cure	St. Claire Group
Silver	Bon Secours	VA	Bon Secours St. Mary's Hospital Charnette	Free Agents Marketing
Bronze	Geisinger Health System	PA	Crazy Sexy Cancer	
Merit	Meridian Health	NJ	Girl's Night Out	
Merit	Virtua	NJ	Women's Health Symposium	
Merit	Norton Healthcare	KY	The Cumberland	

**Group 8: HMOs/PPOs/Health Insurance**

Gold	Blue Cross Blue Shield of Louisiana	LA	Blue & U Tour Campaign	
Silver	American Specialty Health	CA	Watch It Challenge	
Bronze	Excellus BlueCross BlueShield	NY	Open Enrollment Campaign	
Merit	Blue Cross Blue Shield of Louisiana	LA	Angel Award	

**Health Promotion Program**

**Group 1: Hospital under 299 beds**

Gold	Highline Medical Center	WA	Rub Out Germs	Hamilton Creative/Eastman Strategies
Silver	San Joaquin Community Hospital	CA	Stroke and Chest Pain PSA	Satterfield Consulting
Bronze	Granville Health System	NC	Kids Living Healthy	
Merit	Highline Medical Center	WA	Rub Out Germs	Hamilton Creative/Eastman Strategies

**Group 2: Hospital 300-599 beds**

Gold	UK HealthCare	KY	Second Hand Smoke Promotion	
Silver	Orange Coast Memorial Hospital	CA	Passport to Pampering	DLS Group
Bronze	Chesapeake Regional Medical Center	VA	Breast Center	DIA, Inc.
Merit	Morton Plant Mease	FL	Breathing Path Signage	
Merit	UK HealthCare	KY	Saddle Up Safely Promotion	
Merit	UK HealthCare	KY	Advances & Insights	

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	Community Regional Medical Center	CA	Be The One	Five Creative Group
Silver	Medical City Hospital	TX	City of Fresh Air	AvreaFoster
Bronze	The Nebraska Medical Center	NE	Making Healthy Happen	
Merit	New Hanover Regional Medical Center	NC	Knee Pain Seminar	
Merit	Northwestern Memorial Hospital	IL	Flu Communication Plan	
Merit	Northwestern Memorial Hospital	IL	Healthy Transitions	
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Nationwide Children's Hospital	OH	High Up High Risk	
Silver	Arkansas Children's Hospital	AR	Shoo, Flu	
Bronze	Niswonger Children's Hospital	TN	Get Jumping Campaign	
Merit	Children's Hospital of Wisconsin	WI	Flu Fighters	Core Creative, Inc.
Merit	Military Health System	VA	Suicide Prevention Awareness Month	
Merit	Nationwide Children's Hospital	OH	K.I.S.S. Your Kids	
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Indiana State Department of Health	IN	Pandemic Influenza Educator's Kit	Cabello Associates
Silver	Bayer HealthCare, Diabetes Care	NY	What's My Simple Win?	Simms & Mclvor Marketing Comm.
Bronze	QSource	TN	IF Campaign	
Merit	Novo Nordisk, Inc.	NJ	I Can Do More	Simms & Mclvor Marketing Comm.
Merit	Palo Alto Medical Foundation	CA	Healthy Me Owners Manual	
Merit	BioMedix Vascular Solutions, Inc.	MN	Patient Education for Womens' Health	
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	MidMichigan Health	MI	Get in the Game-Stay in the Game	ClearRiver Advertising & Marketing
Silver	Southeast Georgia Healthcare System	GA	Prostate Cancer Screenings	Knight Marketing
Bronze	Citizens Memorial Healthcare	MO	Spread the Red	
Merit	Southeast Georgia Healthcare System	GA	Colorecta Cancer Screening	Knight Marketing
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	LifeBridge Health	MD	Wash Your Hands	
Silver	Avera	SD	Women and Heart Disease	bvk
Bronze	NYC Health and Hospitals Corporation	NY	Palliative Care Brochure & Video	Creative Source, Inc.
Merit	Norton Healthcare	KY	Get Healthy TV Show	
Merit	Concentra	TX	Concentra: Flu Campaign	AvreaFoster
Merit	Lifebridge Health System	MD	Know Your Heart	bvk
<b><u>Group 8: HMOs/PPOs/Health Insurance</u></b>				
Gold	UnitedHealthcare	MN	Men's & Women's Health Promotions	
Silver	Government Employees Health Association	MO	Grilling E-book Engagement Strategy	Kuhn & Wittenborn Advertising
Bronze	Wellmark Blue Cross and Blue Shield	IA	Invest In Your Health Screening Events	
Merit	American Specialty Health	CA	How to Build a Fit Company	
Merit	Univera Healthcare	NY	Green and Clean	
Merit	Independence Blue Cross	PA	Baby Blueprints	

## Total Public Relations Program

### **Group 1: Hospital under 299 beds**

Gold	Onslow Memorial Hospital	NC	Mom Talk	
Silver	Annot Ogden Medical Center		Averting Crisis	R&J Public Relations

### **Group 2: Hospital 300-599 beds**

Gold	Memorial Hospital & Health System	IN	Life is Sweeter When You Volunteer	
Silver	Lafayette General Medical Center	LA	Swine Flu for Dummies	
Bronze	Lexington Medical Center	SC	Public Relations Campaign	Jennings
Merit	Somerset Medical Center	NJ	Sleep for Life	R&J Public Relations
Merit	Providence Regional Medical Center Everett	WA	Awards Campaign	
Merit	Provena Mercy Medical Center	IL	Powerful People	

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

Gold	Niswonger Children's Hospital	TN	Tag Campaign	
Silver	Kessler Institute of Rehabilitation	NJ	Public Education Campaign	Maslowski & Associates
Bronze	Le Bonheur Children's Medical Center	TN	First Lady Invitation Campaign	
Merit	Arkansas Children's Hospital	AR	RMHC Care Mobile Launch	

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

Gold	LifeSource	MN	Half the Men Campaign	Interval
Silver	Charlotte Radiology	NC	lin8 Women Breast Cancer Awareness	485, Inc.
Bronze	VHA, Inc.	TX	Save Millions with VHA	
Merit	MAQUET, Inc.	NJ	Targeting Unusual Hospital Influencers	R&J Public Relations
Merit	BioMedix Vascular Solutions, Inc.	MN	Physician Launch Kit for PR & Marketing	
Merit	Continuicare Healthservices, Inc.	TN	Trifold Brochure	

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Parkview Hospital	IN	Don't Text and Drive	Boyden & Youngblutt Advertising
Silver	Lakeland HealthCare	MI	New Addition Grand Opening	
Bronze	Community Health Systems	TN	Rockwood Clinic Acquisition Communications Program	Lovell Communications, Inc.
Merit	Christus Santa Rosa Health System	TX	Tobacco Free Campaign	

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Southcoast Health System	MA	H1N1	
Silver	Virginia Commonwealth University	VA	NAFA Projects	
Bronze	University Health System	TX	Capital Improvement Project	ESD

**Group 8: HMOs/PPOs/Health Insurance**

Gold	UPMC Health Plan	PA	Healthy Armstrong	
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**Total Advertising Campaign without Television**

**Group 1: Hospital under 299 beds**

Gold	McKee Medical Center	AZ	McKee Technology	O'Brien Advertising
Silver	Clark Memorial Hospital	IN	Bariatric Campaign	Ideology Marketing & Design
Bronze	Cleveland Clinic Florida	FL	Florida Branding Campaign	Knight Marketing
Merit	San Antonio Community Hospital	CA	See Believe Campaign	Ignite Design & Advertising
Merit	Tri-City Medical Center	CA	Grateful Patient	Miriello Grafico
Merit	El Camino Hospital	CA	New Hospital Launch Campaign	White Space Healthcare Marketing
Merit	Saints Mary & Elizabeth Medical Center	IL	Primary Care Consumer Campaign	Donovan Design

**Group 2: Hospital 300-599 beds**

Gold	The University of Kansas Hospital	MO	Advancing Campaign	SPM Marketing & Communications
Silver	Anne Arundel Medical Center	MD	Maternity Services Campaign	Prairie Dog/TCG
Bronze	St. Mary Corwin	CO	Cheers to Your Health	Vladimir Jones
Merit	Adventist Health	OR	Care You Can Have Faith In	CoastesKokes
Merit	Silver Cross Hospital	IL	Silver Cross Center for Women's Health	Cons in Trees
Merit	The Valley Hospital	NJ	Endless Possibilities Robotics Campaign	Core Creative, Inc.
Merit	University Medical Center at Princeton-CHOP	NJ	CHOP Campaign	

**Group 3: Hospital Over 600 beds**

Gold	St. John's Hospital	IL	Robotic Campaign	bvk
Silver	VCU Medical Center	VA	One Tiny Reason	Neathawk Dubuque & Packett
Bronze	Covenant HealthCare	MI	Future Prognosis	Brogan & Partners
Merit	Sutter Health Sacramento Sierra Region	CA	Amazing Stories	Glass McClure Advertising
Merit	St. Anthony's Medical Center	MO	Core Campaign	Prairie Dog/TCG
Merit	Texas Health Fort Worth	TX	Women's Services	Commerce House
Merit	Shands Jacksonville/UF College of Medicine	FL	Minimally Invasive Surgery	The Hoffman Agency

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Floating Hospital for Children-Tufts Medical Cente	MA	Shadows Campaign	Jennings
Silver	Nationwide Children's Hospital	OH	Snot, Ouchies, Vomit	
Bronze	Boys Town Pediatrics	NE	Children Are Unpredictable	
Merit	Children's Hospital & Medical Center	NE	Headin' West	Bendtsen and Company
Merit	Levine Children's Hospital	NC	Voice	Zander Guinn Millan
Merit	Arnold Palmer Medical Center	FL	20th Birthday Campaign	Push
Merit	Dana-Farber Cancer Institute	MA	New Hampshire Oncology-Hematology	The Creative Source

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

Gold	Cephalon		Tick Tock	Palio
Silver	Siemens AG Medical Solutions		daVinci Campaign	Mangos
Bronze	Cancer Centers of North Carolina-Asheville	NC	No Mountain Too High	US Oncology-Creative
Merit	Biomet Orthopedics	IN	One Surgeon One Patient	
Merit	FLH Medical, P.C.	NY	Introduction Campaign	
Merit	Panorama Orthopedics and Spine Center	CO	Life Stands Still Campaign	Davis Branding and Marketing
Merit	DaVita Clinical Trials	MN	Patients is a Virtue	SCORR Marketing

**Group 6: Healthcare System (Under \$750 Million revenue)**

Gold	Nemours	FL	Lancaster General Campaign	Fry Hammond Barr
Silver	South Jersey Healthcare	NJ	Fill in the Blank	Finelight
Bronze	Iowa Health-Des Moines	IA	Methodist West Grand Opening	Flynn Wright
Merit	Akron General Medical Center	OH	Believe Campaign	Hitchcock Fleming & Associates
Merit	Geisinger Health System	PA	A Better Life is Possible	
Merit	Hill Physicians Medical Group	CA	Get More	RBG Marketing
Merit	Trover Health System	KY	The New Trover Campaign	Ten Adams

**Group 7: Healthcare System (Over \$750 Million revenue)**

Gold	Meridian Health System	NJ	Cardiovascular Network Campaign	SPM Marketing & Communications
Silver	Banner Health	AZ	Cancer Has Met Its Match	O'Brien Advertising
Bronze	Mount Carmel	OH	St. Ann's Emergency Heart Care	bvk
Merit	Presbyterian Healthcare	NC	Magnet Designation Campaign	ABZ Design Group
Merit	Resurrection Health Care	IL	A Breath of Fresh Care	Moveo Integrated Branding
Merit	Moses Cone Health System	NC	Children's Emergency Dept Campaign	Redding Advertising, Inc.
Merit	University of Virginia Health System	VA	UVA Heart Center Campaign	Lewis Communications

**Group 8: HMOs/PPOs/Health Insurance**

Gold	Fidelis Care	NY	I Have Fidelis Care	
Silver	QualChoice	AR	IQChoice Campaign	EXIT Marketing
Bronze	Blue Cross Blue Shield of Delaware	DE	Do You Have a Plan?	
Merit	BlueCross and BlueShield of Minnesota	MN	do-Recruitment Campaign	Roberts Communications, Inc.
Merit	LifeWise of Oregon	WA	Boringly Good	Copacino & Fujikado
Merit	Johns Hopkins Medicine	MD	US Family Health Plan New Member	Catalyst Communications
Merit	Blue Cross and Blue Shield of Nebraska	NE	Husker Football Campaign	Swanson Russell

**Total Advertising with Television**

**Group 1: Hospital under 299 beds**

Gold	Capital Region Medical Center	MO	Positioning Campaign	Prairie Dog/TCG
Silver	Creighton University Medical Center	NE	Call or Be Called	Swanson Russell
Bronze	Nash Health Care	NC	Surgical Weight Loss Campaign	Lewis Advertising
Merit	Santa Rosa Memorial Hospital	CA	I Am	Johnson Gray Advertising, Inc.
Merit	Franciscan Health System	WA	St. Anthony Hospital Promotion	GA Creative
Merit	Meadows Regional Medical Center	GA	We're Just Getting Started	The Adams Group
Merit	MidState Medical Center	CT	Cancer Center	In-House Marketing, LLC

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<b><u>Group 2: Hospital 300-599 beds</u></b>				
Gold	St. Mary's Health System	IN	Everyday Victories	Ten Adams
Silver	Elmhurst Memorial Healthcare	IL	Positioning Campaign	Prairie Dog/TCG
Bronze	Baltimore Washington Medical Center	MD	Image	O'Brien Advertising
Merit	Brookhaven Memorial Hospital Medical Center	NY	I Choose Brookhaven	L.F. O'Connell Associates
Merit	Lafayette General Medical Center	LA	Where Kids Feel Like Kids Again	
Merit	Euclid Hospital	OH	Hip Resurfacing Campaign	Adcom Communications
Merit	Lexington Medical Center	SC	Best Hospital Campaign	
<b><u>Group 3: Hospital Over 600 beds</u></b>				
Gold	University of Iowa Health Care	IA	Cancer & Heart	SPM Marketing & Communications
Silver	The Nebraska Medical Center	NE	Life Saving Stories	Daake/Writing The Range
Bronze	Erlanger Health System	TN	A Teaching Hospital Is...	
Merit	Brigham and Women's Hospital	MA	Everything Possible	Munn Rabot
Merit	Cleveland Clinic	OH	360-5.com Local Launch Campaign	Adcom Communications
Merit	Tampa General Hospital	FL	Wristband Campaign	FKQ Advertising & Marketing
Merit	Erie County Medical Center	NY	Orthopaedics Campaign	Eric Mower and Associates
<b><u>Group 4: Specialty Hospitals (Children's, Rehab, Geriatric, Psych, Heart, etc.)</u></b>				
Gold	Miami Children's Hospital	FL	Perfect Fit	Tinsley Advertising
Silver	Beaumont Children's Hospital	MI		The Curtis Group
Bronze	Spectrum Health	MI		Kantorwassick
Merit	Children's Hospital of Illinois	IL	Rebranding Campaign	Muller Bressler Brown
Merit	Seattle Children's Hospital	WA	Hope. Care. Cure	Copacino & Fujikado
Merit	Children's National Medical Center	MD	The Nation's Children	SPM Marketing & Communications
Merit	All Children's Hospital	FL	New Hospital Construction	Paradise Advertising & Marketing
<b><u>Group 5: Other Healthcare (Medical Practice, Pharmaceutical, Medical Devices, Associations, etc.)</u></b>				
Gold	Orthopedic & Sports Enhancement Center	IL	We're All Athletes	Ten Adams
Silver	Palo Alto Medical Foundation	CA	Open Enrollment	Coakley Heagerty
Bronze	Charleston ENT Associates	SC	Marketing Campaign	The Bosworth Group
Merit	Wolfe Eye Clinic	IA	Brand Campaign	Swanson Russell
Merit	The Iowa Initiative	IA	Avoid the Stork Campaign	Worldways Social Marketing
Merit	Maine Medical Partners	ME	Just What Our Patients Ordered	Garrand
Merit	The Iowa Clinic	IA	Cancer Doesn't Care Campaign	julsdesign, inc.
<b><u>Group 6: Healthcare System (Under \$750 Million revenue)</u></b>				
Gold	Mary Washington Healthcare	VA	Brand Campaign	Prairie Dog/TCG
Silver	Penn Medicine	PA	Your Life Is Worth Penn Medicine-Cancer	
Bronze	Orlando Health	FL	Family Is	Trajectory
Merit	Holy Redeemer Health System	PA	Life's Calling	Lorel Marketing Group, LLC
Merit	Butler Health System	PA	Ortho Force	Fitting Group
Merit	CarolinaEast Health System	NC	Carolina East Rebranding Campaign	The Sumner Group
Merit	St. John Health System	MI	Oncology Campaign	Publicis Indianapolis
<b><u>Group 7: Healthcare System (Over \$750 Million revenue)</u></b>				
Gold	Sutter Health	CA	Our Story is You	MeringCarson
Silver	Upstate University Health System	NY	Branding Campaign	Lewis Communications
Bronze	Texas Health Resources	TX	Human Again	Commerce House
Merit	ProMedica Health System	OH	T-Shirt-Orthopaedic Institute Campaign	Hart Associates
Merit	University Health System	TX	Child Injury Campaign-Living Proof	Creative Civilization
Merit	SSM Health Care-St. Louis	MO	Everything is Possible	Maring Weissman
Merit	Health Management Associates	FL	ER Extra Campaign	Franklin Street Marketing

AWARD	INSTITUTION	ST	ENTRY TITLE	AGENCY
<u>Group 8: HMOs/PPOs/Health Insurance</u>				
Gold	Excellus BlueCross BlueShield	NY	Open Enrollment Campaign	
Silver	Blue Cross Blue Shield of Louisiana	LA	Your Health Our Commitment Campaign	
Bronze	Premera Blue Cross	WA	Choices	Copacino & Fujikado
Merit	QualChoice	AR	Better Benefit Campaign	EXIT Marketing
Merit	MVP Healthcare	NY	Medicare Campaign	Media Logic
Merit	Excellus BlueCross BlueShield	NY	Mid Year Campaign	
Merit	Excellus BlueCross BlueShield	NY	Maria Meets Medicare	