

# Healthcare Marketing Report

## 25th Annual Healthcare Advertising Awards

# *Winners by Institution*

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Abbott Diagnostics	Silver	Special Video	Labs Are Vital Student Video	Lehman Millet
Abbott Molecular	Gold	Outdoor/Transit	Beyond B: The Changing Face of HIV-1	Hamilton Communications
Abbott Molecular	Merit	Total Adv Campaign (w/o TV)	Beyond B: The Changing Face of HIV-1	Hamilton Communications
Abbott Molecular	Merit	Magazine Advertising/Single Ad	Beyond B: The Changing Face of HIV-1	Hamilton Communications
Abington Memorial Hospital	Bronze	Television Advertising/Series	Power to Heal	DeVito/Verdi
Accordant Care	Silver	Newsletter	Care Letter	Dowden Custom Media
Adheris	Silver	Magazine Advertising/Series	Helping Patients Stay On Therapy	Palio
Adheris	Bronze	Logo/Letterhead Design		Palio
Advocate Good Samaritan Hospital	Gold	Special Event	Wild West at the Westin Festival	BVK
Advocate Good Samaritan Hospital	Merit	Logo/Letterhead Design	Wildwest at the Westin	BVK
Advocate Physician Partners	Gold	Total Adv Campaign (w/o TV)	Consumer Campaign	Hoffman York
Advocate Physician Partners	Bronze	Radio Advertising/Series	Consumer Campaign	Hoffman York
Advocate Physician Partners	Merit	Magazine Advertising/Series	Consumer Campaign	Hoffman York
Aegis Living	Gold	Magazine Advertising/Single Ad	Life List Campaign	Hydrogen
Aegis Living	Gold	Outdoor/Transit	Life List Campaign-Transit	Hydrogen
Aegis Living	Bronze	Radio Advertising/Series	Life List	Hydrogen
Aegis Living	Merit	Newspaper Advertising/Series	Life List Campaign	Hydrogen
Affordable Care	Merit	Magazine Advertising/Series	We're Passionate	NAS Recruitment Communications
Akron General	Gold	Total Adve Campaign (w/ TV)		BVK
Akron General	Gold	Outdoor/Transit	Emergency	BVK
Akron General	Silver	Newspaper Advertising/Single Ad	Belt	BVK
Akron General	Silver	Television Advertising/Single Spot	Two Millon	BVK
Akron General	Merit	Poster	Bariatrics - Belt	BVK
Alamance Regional Medical Center	Bronze	Patient Handbook	The Birth Place	Horn & Stronach
Alamance Regional Medical Center	Merit	Newspaper Advertising/Single Ad	An Ounce of Prevention	Horn & Stronach
Albany Medical Center	Merit	Employee Communication Pro	Smoke Free Program	imPress Printing
Albemarle Health	Merit	Newsletter	Community	
Albert Einstein Healthcare Network	Gold	Employee Communication Pro	Super-Einstein/Prism Power	
Albert Einstein Healthcare Network	Bronze	Special Video	Corporate Vision	
Albert Einstein Healthcare Network	Merit	Newsletter	Personal Series	KI Lipton, Inc.
Albright Care Services	Merit	Brochure	LIFE Brochure	Sire Advertising, Inc.
Albright Care Services	Merit	Other	Normandic Ridge Folder	Sire Advertising, Inc.
Alive Hospice	Bronze	Brochure		Lovell Communications, Inc.
Alive Hospice	Bronze	Web Site/Home Page		Lovell Communications, Inc.
Alive Hospice	Merit	Newsletter		Lovell Communications, Inc.
Allstar Smiles	Silver	Logo/Letterhead Design		Echo Design Group
Allstar Smiles	Merit	Newspaper Advertising/Single Ad	Second to None	Echo Design Group
Altoona Regional Health System	Merit	Publication/External	Healthy Living	Mock Creations
American Cancer Society	Silver	Newsletter	Advances	DCP
American College of Healthcare	Merit	Magazine Advertising/Series		Brogan & Partners
American Custom Publishing	Gold	Calendar	UPMC for Life Calendar	
American Custom Publishing	Merit	Calendar	Senior Health Calendar	
American Custom Publishing	Merit	Calendar	Gentiva Desk Planner	
American Custom Publishing	Merit	Calendar	GMCF Women's Health Planner	
American of General Dentistry	Merit	Magazine Advertising/Series	Dental Care	Springboard Brand & Creative Strategy
Amer Societ for Dermatologic Surgery	Merit	Newspaper Advertising/Series	Patient Safety	Springboard Brand & Creative Strategy
American Specialty Health	Gold	Poster	Senior Fitness Program	
American Specialty Health	Gold	Logo/Letterhead Design	fitnesscoach.com	
American Specialty Health	Silver	Other	eXtreme Quit Tobacco Cessation	
American Specialty Health	Silver	Publication/External	eXtreme Living for Kids	
American Specialty Health	Bronze	Brochure	Health Plan Sales Brochure	
American Specialty Health	Merit	New Media	fitnesscoach.com Flash Classes	
Amery Regional Medical Center	Bronze	Publication/In-House	Armchair	
Anaesthesia Assoc of Massachusetts	Silver	Professional Recruitment	Puzzle Mailer	Triad
Anesiva	Gold	Direct Mail	Manage IV Pain	Lehman Millet
Anne Arundel Medical Center	Bronze	Employee Communication Pro	Employee Survey	Mullin/Ashley Associates
Applewood Estates	Merit	Newspaper Advertising/Single Ad	A Taste of Applewood Estates	Gianettino & Meredith, Inc.
Ardent Health Services	Bronze	Special Video	Patient Video	Lovell Communications, Inc.
Arkansas Children's Hospital	Gold	Special Video	A Trip Unplanned	
Arkansas Children's Hospital	Silver	Annual Report	Leading the Way	Real Art Design Group
Arkansas Children's Hospital	Merit	Special Event	The Pulse Center Grand Opening	
Arkansas Foundation for Medical Care	Gold	Total Public Relations Program	5 Million Lives Campaign	

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Arlington Memorial Hospital	Merit	Newspaper Advertising/Series	Newsbrief Campaign	
Arlington Memorial Hospital	Merit	Other	Tower Grand Opening Invitation	
Arnold Palmer Hospital for Children	Gold	Total Adv Campaign (w/o TV)	theonly1.org Campaign	PUSH
Arnold Palmer Hospital for Children	Gold	Direct Mail	...Make the Bigger Splash?	NAS Recruitment Communications
Arnold Palmer Hospital for Children	Silver	Poster	When It Matters Most	NAS Recruitment Communications
Associates in Family Medicine	Silver	Other	Pocket Folder	Linden
Associated Audiologists, Inc.	Merit	Newsletter	Hearing Your Best	Osburn Public Relations
Athens Regional Medical Center	Bronze	Annual Report	Cardiac Vascular Center	The Adsmith
Athens Regional Medical Center	Merit	Magazine Advertising/Series	Profiles of Champions	The Adsmith
Atlantic Health	Bronze	Radio Advertising/Series	Facilities/Staff/Treatment	Gianettino & Meredith, Inc.
Atlantic Health	Merit	Publication/External	Well Aware	True North Custom Publishing
Atlantic Health	Merit	Newspaper Advertising/Single Ad	Prostate Cancer That Hits the Mark	Gianettino & Meredith, Inc.
AtlantiCare	Merit	Direct Mail	Expansion	Aloysius Butler & Clark
Auburn Memorial Hospital	Merit	Television Advertising/Single Spot	The Road to a Better Life	LaVine Media & Marketing
Aurora Sinai Medical Center	Bronze	Newsletter	Promise Magazine	Burczyk Creative Group
Aurora Sinai Medical Center	Merit	Annual Report	Promises Kept	Burczyk Creative Group
Aurora St. Luke's Medical Center	Merit	Brochure	Epilepsy	Burczyk Creative Group
Aurora Visiting Nurse Association	Gold	Other	Night of a Million Stars	Burczyk Creative Group
Austen Riggs Center	Bronze	Annual Report		Pea-Green Boat Design
Austin Heart	Merit	Other	Treatments for Peripheral Arterial Disease	
Austin Heart	Merit	Poster	PAD	
Austin Heart	Merit	Newsletter	Check-Up	
Avera Health	Gold	Newspaper Advertising/Series	Brand Campaign Phase 2	BVK
Avera Health	Silver	Television Advertising/Single Spot	Stay Close	BVK
AvMed Health Plans	Gold	Publication/In-House	Agent Advisor	Wax Custom Communications
AvMed Health Plans	Silver	Patient Handbook	AvMed Enrollment	Wax Custom Communications
Banner Children's Hospital	Gold	Newspaper Advertising/Single Ad	Children's Imagination	O'Brien Advertising
Banner Children's Hospital	Gold	Radio Advertising/Single Spot	Children's Imagination	O'Brien Advertising
Banner Children's Hospital	Silver	Newspaper Advertising/Insert	Children's Imagination News Insert	O'Brien Advertising
Banner Children's Hospital	Silver	Magazine Advertising/Single Ad	Children's Imagination	O'Brien Advertising
Banner Children's Hospital	Bronze	Total Adv Campaign (w/ TV)	Children's Imagination Campaign	O'Brien Advertising
Banner Children's Hospital	Bronze	Outdoor/Transit	Children's Imagination	O'Brien Advertising
Banner Health	Silver	Web Site/Home Page	http://www.bannerdocs.com	TMP Worldwide
Banner Health	Bronze	Brochure	Practice Made Perfect	TMP Worldwide
Banner Health	Merit	Other	Practice Where You Play	TMP Worldwide
Banner Health System	Gold	Magazine Advertising/Series	Oncology	O'Brien Advertising
Banner Health System	Bronze	Newspaper Advertising/Series	Oncology	O'Brien Advertising
Banner Health System	Merit	Total Adv Campaign (w/ TV)	Oncology Campaign	O'Brien Advertising
Baptist Health	Bronze	Special Video	Thank You	
Baptist Health Care	Gold	Professional Recruitment	Love Your Job	
Baptist Health Care	Silver	Magazine Advertising/Single Ad	Bariatric "Gain"	
Baptist Health Care	Merit	Annual Report	Lakeview Center	
Baptist Health Care	Merit	Calendar	Baptist Cancer Institute	
Baptist Health of Northeast Florida	Merit	Web Site/Home Page	www.regardinghealth.com	StayWell Custom Communications
Baptist Health Systems	Gold	Calendar	Health Promotion Calendar	StayWell Custom Communications
Barnes-Jewish West County Hospital	Bronze	Direct Mail	Understanding Bariatric Surgery	
Barnes-Jewish West County Hospital	Merit	Poster	Free Living Well Events	
Bascom Palmer Eye Institute	Gold	Newspaper Advertising/Insert	Naples Celebrates 4th Anniversary	
Bascom Palmer Eye Institute	Gold	New Media	Look Sharp	Tinsley Advertising
Bascom Palmer Eye Institute	Gold	Magazine Advertising/Single Ad	Naples Never Look Better	Tinsley Advertising
Bascom Palmer Eye Institute	Gold	Publication/External	Images	
Bascom Palmer Eye Institute	Silver	Direct Mail	Time and Time Again	
Bascom Palmer Eye Institute	Bronze	Newspaper Advertising/Single Ad	Wake Up and See the Coffee	Tinsley Advertising
Bascom Palmer Eye Institute	Merit	New Media	See From, To, Without	Tinsley Advertising
Baton Rouge General Medical Center	Gold	Total Public Relations Program	Pink @ the Polls-Breast Cancer	
Baton Rouge General Medical Center	Bronze	Other	Foundation Tribute Gift Letter	
Baton Rouge General Medical Center	Merit	Special Event	Excellence in General: A Masquerade Ball	
Battle Creek Health System	Merit	Magazine Advertising/Series	We Want Career Satisfaction	NAS Recruitment Communications
Baxter Bioscience	Gold	Patient Handbook	Inside Stories - Letting in the Light	Hamilton Communications
Baxter Bioscience	Gold	Other	Inside Stories Patient Education	Hamilton Communications
Baxter Bioscience	Gold	Imprinted Materials	There When You Need Us	Hamilton Communications
Baxter Bioscience	Silver	Special Event	There When You Need Us	Hamilton Communications
Baxter Bioscience	Silver	Total Adv Campaign (w/o TV)	Aralast AAtmoshere	Hamilton Communications
Baxter Bioscience	Silver	Direct Mail	Camp Superfly III	Hamilton Communications
Baxter Bioscience	Bronze	Brochure	Agento Physician Sales Aid	Hamilton Communications
Baxter Bioscience	Merit	Logo/Letterhead Design	Aralast Aatmosphere	Hamilton Communications
Baxter Bioscience	Merit	Special Event	Reaching for New Heights Exhibit	Hamilton Communications
Baxter Bioscience	Merit	Brochure	There When You Need Us	Hamilton Communications
Baxter Bioscience	Merit	Magazine Advertising/Series	There When You Need Us	Hamilton Communications
Bay Area Medical Center	Silver	Radio Advertising/Series	Top 100 Spots	The Roberts Group, Inc.
Baycare Health System	Merit	Logo/Letterhead Design	Baycare Hospital Week	
Bayer Healthcare	Merit	Direct Mail	Wave Direct Mail	BMOD Communications

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Bayfront Health System	Silver	Patient Handbook	Bayfront Baby Book	
Bayfront Health System	Bronze	Publication/In-House	Bayfront Response	
Baylor All Saints Medical Center	Silver	Newsletter	Baylor Innovations	Wax Custom Communications
Bayshore Community Health Services	Merit	Outdoor/Transit	Brand Campaign	R&J Group
Baystate Health	Bronze	Radio Advertising/Series	Baystate Franklin Medical Center	BVK
BCBS of Massachusetts	Gold	Patient Handbook	Medical Guidebook	StayWell Custom Communications
BCBS of Michigan	Gold	Publication/External	Living Healthy	StayWell Custom Communications
Beach Cities Health District	Bronze	Publication/External	Live Well	IE Design + Communications
Beaumont Cancer Center	Bronze	Radio Advertising/Single Spot	Omnibeam	The Curtis Group
Beaumont Cancer Center	Merit	Brochure	Radiation Oncology Booklet & Directory	The Curtis Group
Beaumont Heart Centers	Gold	Physician Referral Program	Heart and Vascular Materials	The Curtis Group
Beaumont Hospital	Merit	Television Advertising/Single Spot	Surgical Learning Center	The Curtis Group
Beaumont Hospital, Royal Oak	Gold	Physician Referral Program	Choosing a Hospital	The Curtis Group
Beaumont Hospital, Royal Oak	Bronze	Physician Referral Program	We Invent It	The Curtis Group
Beaumont Hospital, Royal Oak	Merit	Radio Advertising/Series	Without Warning/Rush	The Curtis Group
Beaumont Hospital, Royal Oak	Merit	Newspaper Advertising/Series	Choosing a Hospital	The Curtis Group
Beaumont Hospitals	Silver	Physician Referral Program	Physician Referral Directory	The Curtis Group
Beaumont Hospitals	Merit	Newsletter	Housecall	The Curtis Group
Beaumont Hospitals	Merit	Radio Advertising/Series	7 am/Take Their Place/One in a Million	The Curtis Group
Beaumont Hospitals	Merit	Total Adv Campaign (w/ TV)	Choosing a Hospital	The Curtis Group
Beaumont Medical Centers	Silver	Outdoor/Transit	Five Minutes Away	The Curtis Group
Beaumont Weight Control	Merit	Radio Advertising/Series	Diabetes and Cure for Diabetes	The Curtis Group
Beaver Dam Community Hospital	Gold	Total Public Relations Program	Excellence Delivered	Hare Strigenz, Inc.
Beaver Dam Community Hospital	Silver	Imprinted Materials	Excellence Delivered	Hare Strigenz, Inc.
Beaver Dam Community Hospital	Bronze	Total Adv Campaign (w/o TV)	Excellence Delivered	Hare Strigenz, Inc.
Beebe Medical Center	Gold	Newspaper Advertising/Insert	The Beacon	Dean Design/Marketing Group, Inc.
Beebe Medical Center	Bronze	Calendar	Cancer Calendar	Dean Design/Marketing Group, Inc.
Beloit Memorial Hospital	Merit	Radio Advertising/Series	I'm Not a Diagnosis	Core Creative
Beloit Memorial Hospital	Merit	Total Adv Campaign (w/o TV)	I'm Not A Diagnosis Campaign	Core Creative
Benchmark Assisted Living	Silver	Direct Mail	Chestnut Park Catskills Mailer	Triad
Betances Health Center	Bronze	Health Promotion Program	HIV Awareness Campaign	Two Dogs Design
Beth Isreal Deaconess Medical Center	Gold	New Media	Consumer Web Campaign	
Biomet 3i	Gold	Magazine Advertising/Single Ad	Osseo Guard	FC Edge
Biomet 3i	Gold	Newsletter	Eye on 3i	FC Edge
Biomet 3i	Merit	Direct Mail	Nanotite Nights	FC Edge
Biomet Orthopedics	Gold	Television Advertising/Single Spot	Mary Lou Retton-Ad	Boyden & Youngblutt
Biomet Orthopedics	Gold	Total Adv Campaign (w/ TV)	Oxford Partial Knee Campaign	Boyden & Youngblutt
Biomet Orthopedics	Silver	Special Video	National Sales Meeting	Boyden & Youngblutt
Biomet Orthopedics	Merit	Special Video	Your Guide to Hip Replacement	Boyden & Youngblutt
BJC Healthcare	Gold	Web Site/Home Page	<a href="http://www.bjchelpforyourhealth.org">http://www.bjchelpforyourhealth.org</a>	
BJC Home Care Services	Merit	Radio Advertising/Single Spot	Welcome to the Summer of Lovin'	NAS Recruitment Communications
Blackhawk Dental Care	Bronze	Direct Mail	Jeffrey Jarvis, DDS Postcard	Golden Proportions Marketing
Blanchard Valley Health System	Merit	Publication/In-House	Associate Benefits	
Blank Children's Hospital	Merit	Television Advertising/Single Spot	Lauren-In Her Own Words	
Bloomington Hospital	Merit	Publication/In-House	The Molecule News	
Blue Cross & Blue Shield of Louisiana	Gold	Television Advertising/Series	Louisiana 2 Step	
Blue Cross & Blue Shield of Louisiana	Gold	Total Public Relations Program	LRA Toolkit	
Blue Cross & Blue Shield of Louisiana	Silver	Poster	Who's Your Boss?	
Blue Cross & Blue Shield of Louisiana	Silver	Radio Advertising/Series	Louisiana 2 Step	
Blue Cross & Blue Shield of Louisiana	Silver	Total Adv Campaign (w/ TV)	Louisiana 2 Step Campaign	
Blue Cross & Blue Shield of Louisiana	Silver	New Media	Louisiana 2 Step Kiosk Touchscreen	
Blue Cross & Blue shield of Louisiana	Bronze	Special Video	Louisiana 2 Step	
Blue Cross & Blue Shield of Louisiana	Merit	Publication/In-House	The 411	
Blue Cross & Blue Shield of Louisiana	Merit	Employee Communication Pro	National Walk at Lunch Day	
Blue Cross & Blue Shield of Louisiana	Merit	Annual Report		
Blue Cross & Blue Shield of Louisiana	Merit	Logo/Letterhead Design	Answer Button	
Blue Cross & Blue Shield of Nebraska	Silver	Employee Communication Pro	Generics	Swanson Russell Associates
Blue Cross & Blue Shield of Nebraska	Silver	Outdoor/Transit	Generics	Swanson Russell Associates
Blue Cross & Blue Shield of Nebraska	Bronze	Imprinted Materials	Generics	Swanson Russell Associates
Blue Cross & Blue Shield of Nebraska	Bronze	Newspaper Advertising/Single Ad	Keep Track	Swanson Russell Associates
Blue Cross & Blue Shield of Nebraska	Merit	Newspaper Advertising/Series	Generics	Swanson Russell Associates
Blue Cross & Blue Shield of Nebraska	Merit	Total Adv Campaign (w/o TV)	It's Good!	Swanson Russell Associates
Blue Cross & Blue Shield of Nebraska	Merit	Magazine Advertising/Single Ad	It's Good	Swanson Russell Associates
Blue Cross & Blue Shield/New Mexico	Gold	Direct Mail	How Close Is Your Doctor?	Esparza Advertising
Blue Cross & Blue Shield/New Mexico	Bronze	Outdoor/Transit	Versus	Esparza Advertising
Blue Cross and Blue Shield of Texas	Gold	Other	Customer Service Grand Opening Invite	
Blue Cross and Blue Shield of Texas	Gold	Total Adv Campaign (w/o TV)	ERS Summer Enrollment	
Blue Cross and Blue Shield of Texas	Merit	Health Promotion Program	Weight Management Toolkit Brochure	
Blue Cross and Blue Shield of Texas	Merit	Employee Communication Pro	Open Enrollment	
Blue Cross Blue Shield of Delaware	Bronze	Magazine Advertising/Series	Sports Ads	RDW Group, Inc.
Blue Cross Blue Shield of Delaware	Merit	Employee Communication Pro	New Building Promo	RDW Group, Inc.
Blue Cross Blue Shield of Delaware	Merit	Magazine Advertising/Single Ad	Theatre Ad	RDW Group, Inc.

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Blue Cross of Idaho	Merit	Newsletter	One to One	McMurry
BlueCross & BlueShield/New Mexico	Merit	Publication/External	Blues Healthline	Coffey Communications, Inc.
BlueCross BlueShield of Minnesota	Gold	Radio Advertising/Single Spot	Simply Blue	Roberts Communications, Inc.
BlueCross BlueShield of Minnesota	Bronze	Total Adv Campaign (w/o TV)	Simply Blue	Roberts Communications, Inc.
Blumenthal Cancer Center	Bronze	Magazine Advertising/Single Ad	Breast Cancer Awareness	
Boca Raton Community Hospital	Merit	Other	Charles E. Schmidt Medical Center	Nowack & Miller
Bon Secours Hampton Roads HS	Gold	Radio Advertising/Single Spot	Richmond Talking Babies	The Meridian Group
Bon Secours Hampton Roads HS	Bronze	Magazine Advertising/Single Ad	Bon Secours Bold New Vision	The Meridian Group
Bon Secours Hampton Roads HS	Merit	Total Adv Campaign (w/o TV)	Harbor View Emergency Department	The Meridian Group
Bon Secours Richmond Health Sys	Merit	Newspaper Advertising/Series	Cardiac Campaign	Free Agents Marketing
Bon Secours Richmond Health Sys	Merit	Total Adv Campaign (w/ TV)	Ortho Campaign-We See You Active	Free Agents Marketing
Bon Secours Richmond Health Sys	Merit	Television Advertising/Single Spot	Bon Secours Brand	Free Agents Marketing
Bon Secours St. Francis Health Sys	Merit	Health Promotion Program	Energize Your Life	
Borgess Health	Gold	Physician Referral Program	Neuro Physician Referral Guide	
Borgess Health	Gold	Professional Recruitment	Nurse Recruiting	Bruce Kreps Design
Borgess Health	Bronze	Calendar		
Borgess Health	Bronze	Special Event	Neuro Symposium	Renner Design
Borgess Health	Merit	Newspaper Advertising/Series	Spine Ads	Bruce Kreps Design
Botsford Hospital	Merit	Radio Advertising/Series	Smaller Size. Big Results	Bearclaw Communications
Botsford Hospital	Merit	Magazine Advertising/Single Ad	Contrary to Popular Belief	Bearclaw Communications
Bozeman Deaconess Hospital	Silver	Radio Advertising/Single Spot	Women's Center	Holmes & Company Advertising
Brigham and Women's Hospital	Merit	New Media	Health Podcast Series	
Brigham and Women's Hospital	Merit	Brochure	Cardiac Surgery	
Brigham and Women's Hospital	Merit	Calendar	Calendar of Health Events	
Bromenn Healthcare System	Gold	New Media	Multimedia-Animation	StayWell Custom Communications
Bromenn Healthcare System	Bronze	Web Site/Home Page	Multimedia-Wizard	StayWell Custom Communications
Brookings Health System	Merit	Logo/Letterhead Design		GeigerBevolo, Inc.
Brooks	Gold	Special Video	Hospital Video Tour	Digital Video Arts
Brooks	Silver	Poster	This Is What a Stroke Like Feels	The Robin Shepherd Group
Brooks	Silver	Newsletter	Action Adaptive Sports	
Brooks	Silver	Annual Report	Community Benefit Report	The Robin Shepherd Group
Brooks	Merit	Magazine Advertising/Single Ad	Michael: Father	
Brooks	Merit	Newsletter	Innovations	
Brooks	Merit	Web Site/Home Page	Brooks Research	
Brooks	Merit	Newsletter	Teamwork	
Brooks Rehabilitation	Merit	Other	Join Our Winning Team	NAS Recruitment Communications
Brooks Rehabilitation Hospital	Merit	Web Site/Home Page		Med Touch
Brookwood Medical Center	Bronze	Newspaper Advertising/Series	Hello Life Minimally Invasive Print Ads	Red Square Agency
Brown & Toland's	Silver	Publication/External	Health Link	StayWell Custom Communications
Brunswick Community Hospital	Silver	Newspaper Advertising/Single Ad	A New Vision for Brunswick County	ABZ Design Group
Brunswick Surgical Associates	Gold	Magazine Advertising/Single Ad	Welcoming Richard Scallion	ABZ Design Group
Cadbury Lewes	Silver	Brochure		Aloysius Butler & Clark
California Pacific Medical Center	Gold	Annual Report	Believe	
California Pacific Medical Center	Silver	Patient Handbook	Your Kidney Transplant Evaluation	
California Pacific Medical Center	Silver	Health Promotion Program	Going Beyond Medicine	
California Pacific Medical Center	Bronze	Patient Handbook	Surgery, Tests and Procedures	
California Pacific Medical Center	Bronze	Newsletter	Beyond Medicine	Eleven, Inc.
California Pacific Medical Center	Merit	Patient Handbook	Cancer Supportive Care Services	
California Pacific Medical Center	Merit	Patient Handbook	Total Hip Replacement	
California Pacific Medical Center	Merit	Other	Health Journal	
Calvert Memorial Hospital	Bronze	Calendar	Creating Patterns of Good Health	Image Marketing Inc
Camargo Pharmaceutical Services	Gold	Total Adv Campaign (w/o TV)	...Can't Teach An Old Dog New Tricks	SCORR Marketing
CAMC Women & Children's Hospital	Silver	Television Advertising/Single Spot	What's a Mologist?	Charles Ryan Associates
Cancer Care Center of York County	Bronze	Other	Cancer Care Center	Wilson & Gould
Cape Cod Healthcare	Merit	Radio Advertising/Single Spot	Connector	Bennett Group
Cape Fear Valley Health System	Gold	Patient Handbook	Joint Replacement Club	
Cape Fear Valley Health System	Bronze	Radio Advertising/Series		Riggs
Cape Fear Valley Health System	Bronze	Magazine Advertising/Series		Riggs
Cape Fear Valley Health System	Bronze	Direct Mail	Casino Night Career Fair	
Cape Fear Valley Health System	Bronze	Outdoor/Transit		Riggs
Cape Fear Valley Health System	Merit	Special Event	L.B. Floyd Friends of Children's Classic	
Cape Fear Valley Health System	Merit	Television Advertising/Single Spot		Riggs
Cardiovascular Consultants, Inc.	Merit	Newsletter	From the Heart	Osburn Public Relations
Care Partners Health Services	Bronze	Publication/External	Care Connections	Priority Publications
CareFirst BlueCross BlueShield	Merit	Web Site/Home Page	Medi-Care First	
CareFirst BlueCross BlueShield	Merit	Calendar	Shape Up Live Well	
Caremark	Silver	New Media	Passionate Team Environment	NAS Recruitment Communications
CareMore Care Centers	Merit	Health Promotion Program	CCC Brochure	Triad Group
CareMore Health Plan	Gold	Professional Recruitment	Physician Recruitment	Triad Group
CareMore Health Plan	Merit	Poster	Live More	Triad Group
CareMore Health Plan	Merit	Outdoor/Transit	Expect More	Triad Group
CareMore Health Plan	Merit	Brochure	Diabetes	Triad Group

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
CareMore Health Plan	Merit	Direct Mail	Pill	Triad Group
Carestream Health, Inc.	Bronze	Direct Mail	Coffee and Conversation	The Verdi Group
Caritas Home Care	Merit	Direct Mail	Get Comfortable	NAS Recruitment Communications
Caritas St. Elizabeth's Medical Center	Gold	Radio Advertising/Single Spot	Cardio	Bennett Group
Caritas St. Elizabeth's Medical Center	Gold	Direct Mail	Picture Perfect	Bennett Group
Caritas St. Elizabeth's Medical Center	Gold	Newsletter	Your Health Connection	Priority Publications
Cariten Healthcare	Bronze	Other	Your Chariot Awaits!	
Cariten Healthcare	Merit	Annual Report	Road to Excellence	
Cariten Healthcare	Merit	Brochure	Fresh, Homegrown Plans	
Carle Clinic Association	Gold	Radio Advertising/Series	Carle Cancer Fighters	The Jackson Group
Carle Clinic Association	Silver	Web Site/Home Page	Carle Cancer Fighters	The Jackson Group
Carle Clinic Association	Silver	Newspaper Advertising/Single Ad	Finding Strength Within	The Jackson Group
Carle Clinic Association	Bronze	Total Adv Campaign (w/o TV)	Carle Cancer Fighters	The Jackson Group
Carle Clinic Association	Bronze	Outdoor/Transit	Surviving to Fight Another Day	The Jackson Group
Carle Clinic Association	Merit	Brochure	No One Fights Cancer Alone	The Jackson Group
Carle Foundation Hospital	Gold	Total Public Relations Program	Member Meeting	The Roberts Group, Inc.
Carle Foundation Hospital	Merit	Total Adv Campaign (w/o TV)	Nurse Recruitment Campaign	The Roberts Group, Inc.
Carolina Women's Health	Merit	Newspaper Advertising/Series	Something to Talk About	
Carolinas HealthCare System	Gold	Web Site/Home Page	Rehabilitation	Neathawk, Dubuque & Packett
Carolinas Healthcare System	Bronze	Magazine Advertising/Series	CMC-Morrocroft Medical Plaza	The Marketing Consortium
Carolinas Hematology & Oncology	Merit	Brochure	CHOA Brochure	The Marketing Consortium
Carolinas Medical Center	Silver	Total Adv Campaign (w/o TV)	CMC-Express	ZGM
Carolinas Medical Center	Bronze	Publication/External	Carolinas Health	Dowden Custom Media
Carolinas Medical Center-Mercy	Merit	Direct Mail	CMC-Mercy ED	Zander & Guinn & Millan
Carondelet Health	Merit	Radio Advertising/Single Spot	30 Minute Emergency Room Guarantee	Trozzolo Communications
Catalyst Exhibits	Silver	New Media	Siemens Promo	David James Group
Catholic Health Services	Merit	Web Site/Home Page		
Catholic Healthcare West	Merit	Newspaper Advertising/Series	Urgent Care	Springboard Brand & Creative Strategy
Catholic Healthcare West East Valley	Merit	Publication/In-House	It's About Life Employee Newsletter	
Catholic Healthcare West East Valley	Merit	Calendar	Internal Communications Calendar	
Catholic West Healthcare West Mercy Hospitals	Silver	Logo/Letterhead Design	Begin Your Transformation	NAS Recruitment Communications
Cedars-Sinai Medical Center	Silver	Magazine Advertising/Single Ad	Margie the Dog	Fraser Communications
Centegra Health System	Gold	Poster	Heart Strong - Woman's Event	BVK
Centegra Health System	Gold	Radio Advertising/Single Spot	GPC Yogaman	BVK
Centegra Health System	Merit	Direct Mail	Centegra CPC Direct Mail Campaign	BVK
Centennial Medical Center	Merit	Magazine Advertising/Series	Maternity Ad Series	RD&F Advertising
Center for Prenatal Development	Silver	Imprinted Materials	T-Shirts	3 Advertising
Center for Sight	Merit	Magazine Advertising/Single Ad	Active FX Ad	Knight Marketing Associates
Centra	Silver	Logo/Letterhead Design	Centra Brand Identity/Logo	Franklin Street Marketing
Centra	Bronze	Calendar	Aspire to Service Excellence	Clarke, Inc.
Central Baptist Hospital	Gold	Newspaper Advertising/Series	Betty/Jenny/Man-to-Man	Maring Weissman
Central Baptist Hospital	Silver	Total Adv Campaign (w/ TV)	Betty/Jenny/Man-to-Man	Maring Weissman
Centura Health	Gold	Professional Recruitment	Colorado Physician Recruiting Brochure	CM Bell Company, Inc.
Centura Health	Gold	Newspaper Advertising/Series	Senior Living Community Ads	Davis Design
Centura Health	Gold	Total Adv Campaign (w/o TV)	Ask-A-Nurse Campaign	Davis Design
Centura Health	Silver	Other	St. Anthony Central Family Ed Services	Davis Design
Centura Health	Silver	Newsletter	Littleton Internal Newsletter	Davis Design
Centura Health	Bronze	Logo/Letterhead Design	North Vista Practice Identity Package	Davis Design
Centura Health	Merit	Direct Mail	ER North Region	Davis Design
Cephalon, Inc.	Merit	Magazine Advertising/Series	Fight the Fog	Pallo
Chesapeake Regional Medical Center	Silver	Brochure	Open Your Eyes	DIA
Chesapeake Regional Medical Center	Bronze	Total Adv Campaign (w/o TV)	Sleep Center Promotion Center	DIA
Chesapeake Regional Medical Center	Bronze	Total Adv Campaign (w/ TV)	Proud to Be Your Choice Branding	DIA
Chesapeake Regional Medical Center	Bronze	Magazine Advertising/Series	Proud to Be Your Choice Campaign	DIA
Chesapeake Regional Medical Center	Bronze	Employee Communication Program	Employees: We've Changed Our Name	DIA
Chesapeake Regional Medical Center	Merit	Radio Advertising/Single Spot	Pillow Talk	DIA
Chesapeake Regional Medical Center	Merit	Special Event	Chesapeake Duck Race	DIA
Chesapeake Regional Medical Center	Merit	Outdoor/Transit	Time for a Little Pillow Talk	DIA
Chesapeake Regional Medical Center	Merit	Television Advertising/Series	Proud to Be Your Choice	DIA
Chesapeake Regional Medical Center	Merit	Poster	Carnival Poster	DIA
Chesapeake Regional Medical Center	Merit	Logo/Letterhead Design		DIA
Children's Hospital	Gold	Newsletter	Visions	
Children's Hospital	Bronze	Special Video	Surgery Video	Bendtsen & Company
Children's Hospital	Merit	Publication/In-House	The Hero	
Children's Hospital Boston	Silver	Outdoor/Transit	Do Big Things	NAS Recruitment Communications
Children's Hospital Boston	Bronze	Poster	Do Big Things	NAS Recruitment Communications
Children's Hospital Boston	Bronze	Magazine Advertising/Single Ad	Joey	NAS Recruitment Communications
Children's Hospital Boston	Merit	Newspaper Advertising/Single Ad	Joey	NAS Recruitment Communications
Children's Hosp of King's Daughters	Bronze	Television Advertising/Single Spot	Truck	Davis & Company
Children's Hosp of King's Daughters	Merit	Radio Advertising/Single Spot	My CHKD	Davis & Company
Children's Hosp of King's Daughters	Merit	Television Advertising/Series	My CHKD/Truck	Davis & Company

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Children's Hosp of King's Daughters	Merit	Outdoor/Transit	Justin's CHKD Is	Davis & Company
Children's Hosp of King's Daughters	Merit	Other	CHKD Thrift Store Truck	Davis & Company
Children's Hospital of St. John's	Bronze	Radio Advertising/Single Spot	Children's Critical	BVK
Children's Hosp of King's Daughters	Gold	Professional Recruitment	Just for Kids. Just for You	
Children's Hosp of King's Daughters	Gold	Publication/In-House	Connections	
Children's Hosp of King's Daughters	Bronze	Publication/External	Kidstuff	
Children's Hosp of King's Daughters	Bronze	Newsletter	Way to Grow	
Children's Hosp of King's Daughters	Merit	Employee Communication Program	Employee Orientation	
Children's Hosp of King's Daughters	Merit	Brochure	Give Now. The Kids. Can't Wait	Davis & Company
Children's Hosp of King's Daughters	Merit	Direct Mail	Plastic Surgery	
Children's Hosp of King's Daughters	Merit	Special Video	Love It Here	
Children's Medical Center Dallas	Silver	Web Site/Home Page	Childrens.com Redesign	
Children's Medical Center Dallas	Merit	New Media	Pediatric Residents Training CD	
Children's Memorial Hospital	Gold	Radio Advertising/Series		Element 79
Children's Memorial Hospital	Gold	Employee Communication Program	Hand Hygiene Campaign	
Children's Memorial Hospital	Silver	Magazine Advertising/Series		Element 79
Children's Memorial Hospital	Bronze	Annual Report		
Children's Memorial Hospital	Merit	Publication/In-House	Impressions	
Children's Memorial Hospital	Merit	Other	Catch the Reading Bug	
Children's Physicians	Bronze	Health Promotion Program	Free Pediatric Care for a Year	M3
Children's Physicians	Merit	Newspaper Advertising/Single Ad	It's Your Choice	M3
Children's Physicians	Merit	Direct Mail	Pediatricians Make the Best Neighbors	M3
Children's Specialized Hospital	Gold	Other	Cartoons From the New Yorker	
Children's Specialized Hospital	Gold	Imprinted Materials	Holiday	
Christian Health Care Center	Merit	Annual Report	Making a Difference	
Christian Health Care Center	Merit	Publication/External	Center Life	
Christian Medical Association	Merit	Other	Keeping Faith	Absolute Communications
Christiana Care Health System	Silver	Total Adv Campaign (w/o TV)	Heart Healthy Kit	Aloysius, Butler & Clark
Christina Care Health System	Merit	Newspaper Advertising/Single Ad	Face Your Risk	Aloysius Butler & Clark
Christus Hosp/St. Elizabeth & St. Mary	Merit	Television Advertising/Single Spot	Joan	KGB Texas, Inc.
Christus Hosp/St. Elizabeth & St. Mary	Merit	Newspaper Advertising/Series	Reasons	KGB Texas, Inc.
Christus Hosp/St. Elizabeth & St. Mary	Merit	Total Adv Campaign (w/ TV)	Reasons	KGB Texas, Inc.
Christus Santa Rosa Children's Hosp	Bronze	Magazine Advertising/Series	Miracles Happen Here	NAS Recruitment Communications
Christus Santa Rosa Children's Hosp	Merit	Other	Miracles Happen Here	NAS Recruitment Communications
Christus Santa Rosa Children's Hosp	Merit	Direct Mail	What You Were Meant to Do	NAS Recruitment Communications
Christus Santa Rosa Children's Hosp	Merit	Brochure	What You Were Meant to Do	NAS Recruitment Communications
Christus Santa Rosa Children's Hosp	Merit	Newspaper Advertising/Series	Miracles Happen Here	NAS Recruitment Communications
Christus Santa Rosa Health Care	Gold	Newspaper Advertising/Single Ad	Life Happens Here	NAS Recruitment Communications
Christus Santa Rosa Health Care	Gold	Magazine Advertising/Single Ad	Be a Lifesaver	NAS Recruitment Communications
Christus Santa Rosa Health Care	Silver	Magazine Advertising/Series	Hope Thrives Here	NAS Recruitment Communications
Christus Santa Rosa Health Care	Merit	Newspaper Advertising/Series	Hope Thrives Here	NAS Recruitment Communications
Christus Santa Rose Children's Hosp	Merit	Newspaper Advertising/Series	Children's	KGB Texas, Inc.
Christus Santa Rose Children's Hosp	Merit	Total Adv Campaign (w/o TV)	Children's	KGB Texas, Inc.
Christus Santa Rose Children's Hosp	Merit	Radio Advertising/Single Spot	Children's	KGB Texas, Inc.
CHRISTUS Spohn Health System	Merit	Web Site/Home Page	www.christusspohn.org	Coffey Communications, Inc.
Citizens Memorial Hospital	Gold	Health Promotion Program	New Year New You	
Citizens Memorial Hospital	Silver	Poster	Perfect Attendance Tree	
Citizens Memorial Hospital	Silver	Special Event	Hey Lady ... Have a Heart!	
Citizens Memorial Hospital	Silver	Publication/In-House	The Pulse	
Citizens Memorial Hospital	Merit	Publication/External	Vitality	
Citizens Memorial Hospital	Merit	Health Promotion Program	Health Expos	
Citizens Memorial Hospital	Merit	Brochure	New Year New You	
City of Hope	Silver	Total Adv Campaign (w/o TV)	Answer Campaign	The Phelps Group
Clark Memorial Hospital	Gold	Total Adv Campaign (w/o TV)	Heart Care Campaign	Ideology Design & Advertising
Clark Memorial Hospital	Merit	Newspaper Advertising/Series	Surgery Series	Ideology Design & Advertising
Clark Memorial Hospital	Merit	Newsletter	Connections	Adhawks Advertising & PR
Cleveland Clinic	Gold	Special Video	Martin Luther King Service Tribute Video	
Cleveland Clinic	Merit	Special Video	Coming October 2008	
CMC-Disgestive Disease Center	Bronze	Brochure	Physician Referral Guide	
CMC-Morrocroft Medical Plaza	Bronze	Magazine Advertising/Single Ad	Morrocroft Business Ad	The Marketing Consortium
CMC-Morrocroft Medical Plaza	Merit	Total Adv Campaign (w/o TV)	Morrocroft Campaign	The Marketing Consortium
CNMRI	Merit	Direct Mail	CNMRI Magazine	Golden Proportions Marketing
Cognitive DNA Research	Bronze	Other	The Little Black Box	SCORR Marketing
Collier Health Services	Gold	Health Promotion Program	CHS Early Health Pride Program	Fahlgren Advertising
Columbus Regional Hospital	Silver	Calendar	Strategic Goals Calendar	Price Weber
Columbus Regional Medical Center	Silver	Newspaper Advertising/Single Ad	Brain & Spine (Artist)	TotalCom Marketing
Columbus Regional Medical Center	Bronze	Radio Advertising/Single Spot	Brain & Spine: Back	TotalCom Marketing
Columbus Regional Medical Center	Merit	Magazine Advertising/Single Ad	Brain & Spine (Artist)	TotalCom Marketing
Columbus Regional Medical Center	Merit	Television Advertising/Single Spot	Brain & Spine (Backs)	TotalCom Marketing
Community Health Choice, Inc.	Merit	Newsletter	Member Newsletter	Marion Montgomery, Inc.
Community Health Network	Gold	Other	Finger Print	Meyer and Wallis
Community Health Network	Bronze	Outdoor/Transit	Expanded	Meyer and Wallis

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Community Health Network	Merit	Direct Mail	Bricks and Mortar	Meyer and Wallis
Community Health Network	Merit	Television Advertising/Single Spot	Architect	Meyer and Wallis
Community Health Network	Merit	Special Event	Doc Mobs-Event	Meyer and Wallis
Community Hospital Los Gatos	Gold	Newspaper Advertising/Series	Ortho	Swanson Russell Associates
Community Hosp/Monterey Peninsula	Merit	Television Advertising/Series	Heart Smart	Anda/Burghardt Advertising
Community Hosp/Monterey Peninsula	Merit	Magazine Advertising/Single Ad	Heart Smart	Anda/Burghardt Advertising
Community Hosp/Monterey Peninsula	Merit	Annual Report		Anda/Burghardt Advertising
Community Medical Center	Gold	Radio Advertising/Series	From Day One	Partners Creative
Community Medical Center	Bronze	Television Advertising/Series	From Day One	Partners Creative
Community Medical Center	Merit	Newspaper Advertising/Series	From Day One	Partners Creative
Community Medical Center	Merit	Total Adv Campaign (w/ TV)	From Day One	Partners Creative
ConnectiCare	Gold	Total Adv Campaign (w/ TV)	You Know Us by Heart	Decker
ConnectiCare	Gold	Employee Communication Pro	Employee Festival	Decker
ConnectiCare	Silver	Newspaper Advertising/Insert	Medicare FSI	Decker
ConnectiCare	Silver	Television Advertising/Series	You Know Us by Heart	Decker
ConnectiCare	Merit	Newspaper Advertising/Insert	SOLO Ad Note	Decker
ConnectiCare	Merit	Newspaper Advertising/Series	Brand Strip Ads	Decker
ConnectiCare	Merit	Magazine Advertising/Single Ad	Family	Decker
ConnectiCare	Merit	Newspaper Advertising/Single Ad	Medicare Seminar Ad	Decker
Consorta, Inc.	Bronze	Special Event	Battle fo the Hospital Chefs	
Consorta, Inc.	Bronze	Annual Report	Seeds for the Future	
Consorta, Inc.	Merit	Special Video	Innovation Through Maturation...	Exclaim, Inc.
Continuum Health Partners	Bronze	Employee Communication Pro	Let's Go Green!	Rothchild Design
Continuum Health Partners	Merit	Annual Report	6 Outstanding Hospitals	Creative Source, Inc.
Continuum-Long Island College Hosp	Bronze	Logo/Letterhead Design	LICH-150 Annicersary	Two Dogs Design
Conway Medical Center Communications	Merit	Poster	Employee Hero Campaign	Gordon & Breaux Marketing
Conway Regional Health System	Gold	Physician Referral Program	Physician Directory	Graphics & Design
Conway Regional Health System	Gold	Publication/In-House	Team Talk	
Conway Regional Health System	Bronze	Logo/Letterhead Design	Dazzle Daze	Graphics & Design
Conway Regional Health System	Merit	Web Site/Home Page	www.conwayregional.org	
Conway Regional Health System	Merit	Special Event	Dazzle Daze	Graphics & Design
Conway Regional Health System	Merit	Newspaper Advertising/Single Ad	Serving the Comty Isn't Just Our Job	Sells Clark
Cook Children's	Merit	Other	Brand Standards Manual	Yaffe/Deutser
Cook Children's	Merit	Special Video	Information Piece	
Cook Children's Health Care System	Gold	Magazine Advertising/Series	Uncommon Care	Yaffe/Deutser
Cook Children's Health Care System	Silver	Brochure	Vision 20/20	Yaffe/Deutser
Cook Children's Health Care System	Silver	Total Adv Campaign (w/ TV)	Hope and Healing	Yaffe/Deutser
Cook Children's Health Care System	Bronze	Publication/In-House	Brand Standards	Yaffe/Deutser
Cook Children's Health Care System	Merit	Television Advertising/Series	Hope and Healing	Yaffe/Deutser
Cook Children's Health Care System	Merit	Special Video	Our Executives Speak	Yaffe/Deutser
Cook Children's Health Care System	Merit	Radio Advertising/Series		Yaffe/Deutser
Cook Children's Health Care System	Merit	Web Site/Home Page	Hope and Healing	Yaffe/Deutser
Cook Children's Health Care System	Merit	Newspaper Advertising/Single Ad	Uncommon Care	Yaffe/Deutser
Cook Children's Health Care System	Merit	Outdoor/Transit	Uncommon Care	Yaffe/Deutser
Cooper University Hospital	Bronze	Newspaper Advertising/Single Ad	Angioplasty "Safety"	The Marcus Group, Inc.
Cosmetic Dentistry of New Mexico	Gold	Newspaper Advertising/Single Ad	Holly	3 Advertising
Cosmetic Dentistry of New Mexico	Silver	Magazine Advertising/Series	Speaks for Itself	3 Advertising
Costco	Gold	Publication/External	Healthy Living	StayWell Custom Communications
Covenant Health	Bronze	Professional Recruitment	Physician Recruitment Brochure	Harrison O'Neal, Inc.
Covenant Health	Merit	Professional Recruitment	Nurse/Tech Radio	Harrison O'Neal, Inc.
Covenant Health	Merit	Television Advertising/Series	Corporate TV Campaign	Harrison O'Neal, Inc.
Covenant Health Care	Gold	Web Site/Home Page	www.morecovenant.com	SPM Marketing & Communications
Covenant Health Care	Gold	Radio Advertising/Single Spot	Center for the Heart	SPM Marketing & Communications
Covenant Weight Management Center	Gold	Television Advertising/Single Spot	There'll Be Some Changes Made	Harrison O'Neal, Inc.
Covenant Weight Management Center	Silver	Radio Advertising/Single Spot	There'll Be Some Changes Made	Harrison O'Neal, Inc.
Covenant Weight Management Center	Silver	Total Advertising Campaign (w/ TV)	There'll Be Some Changes Made	Harrison O'Neal, Inc.
Covenant Weight Management Center	Bronze	Newspaper Advertising/Single Ad	There'll Be Some Changes Made	Harrison O'Neal, Inc.
Creighton University Medical Center	Gold	Television Advertising/Single Spot	Father Schlagel	Swanson Russell Associates
Creighton University Medical Center	Bronze	Outdoor/Transit	Winsome	Swanson Russell Associates
Creighton University Medical Center	Merit	Newspaper Advertising/Single Ad	Win Some-Baratric	Swanson Russell Associates
Crystal Run Healthcare	Bronze	Newspaper Advertising/Series	Surgery Team	Fisher Mears Associates
Crystal Run Healthcare	Bronze	Outdoor/Transit	Confidence	Fisher Mears Associates
Cypress Fairbanks Medical Ctr Hosp	Gold	Imprinted Materials	Heart Walk T-Shirt	Phil Chrzanowski Design
Cypress Fairbanks Medical Ctr Hosp	Merit	Other	Christmas Card	Phil Chrzanowski Design
Dartmouth Hitchcock Medical School	Silver	Special Event	New Thinking About Aging	Church & Main, Inc.
Davis Hospital & Medical Center	Merit	Newspaper Advertising/Single Ad	Emergency Room Wait Time	Jibe Media
DaVita	Gold	Patient Handbook	Goodwill Ambassadors	IE Design + Communications
Day Kimball Hospital	Merit	Calendar	A Celebration of Healing and Hope	
Deborah Heart and Lung Center	Merit	Publication/External	Pulse!	Dowden Custom Media
DeKalb Medical	Gold	Web Site/Home Page	DeKalb Website	Neathawk, Dubuque & Packett
DeKalb Medical	Silver	Publication/External	Pushing Beyond	GLC Custom Publishing

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
DeKalb Medical Center	Bronze	Television Advertising/Single Spot	Handwriting	BVK
Delnor Hospital	Gold	Newspaper Advertising/Single Ad	Confidence	Laughlin Constable
Delnor Hospital	Gold	Outdoor/Transit	Find Courage	Laughlin Constable
Delnor Hospital	Merit	Total Adv Campaign (w/o TV)	Oncology	Laughlin Constable
Delnor Hospital	Merit	Radio Advertising/Single Spot	Delnor Center for Breast Health	Laughlin Constable
Delnor Hospital	Merit	Annual Report	Life Stories	Laughlin Constable
Delray Medical Center	Merit	Employee Communication Pro	Monthly Scrub	Palm Beach Media Associates
Delray Medical Center	Merit	Television Advertising/Series	Strength in Numbers	Palm Beach Media Associates
Delray Medical Center	Merit	Outdoor/Transit	Cardiac	Palm Beach Media Associates
Dentek	Merit	Special Video	Nightguard Guru	Walter F. Cameron
Dentek	Merit	Magazine Advertising/Series	Your Influence is Always Close at Hand	Walter F. Cameron
Dentek	Merit	Other	Dentek Packaging	Walter F. Cameron
Denver Health Medical Center	Bronze	Annual Report		
Diocese of Camden	Gold	Direct Mail	Art of Rehab	Marketing Dynamics
DMC Huron Valley-Sinai Hospital	Merit	Newspaper Advertising/Single Ad	America's Best ER Ad	Skidmore
Doctors Care	Merit	Total Adv Campaign (w/o TV)	Florence Opening	The AD Company
Doctors Medical Center	Bronze	Special Event	Thinkers. Dreamers	Publicom, Inc.
Duke Raleigh Hospital	Gold	Special Video	Duke Raleigh Hospital Values	Contrast Creative, Inc.
Duke Raleigh Hospital	Silver	Health Promotion Program	Healthy Focus	
DuPage Medical Group	Gold	Professional Recruitment	Physician Recruitment	Echo Design Group
DuPage Medical Group	Gold	Newsletter	Skin Deep (Dermatology)	Echo Design Group
DuPage Medical Group	Silver	Patient Handbook	Nutrition Guide	Echo Design Group
DuPage Medical Group	Silver	Direct Mail	Dr. Russell (Pediatrics)	Echo Design Group
DuPage Medical Group	Bronze	Patient Handbook	Mohs Surgery	Echo Design Group
DuPage Medical Group	Merit	Brochure	Dermatology Brochure	Echo Design Group
Durham Regional Hospital	Gold	World's Fair-The Sequel		
East Texas Medical Center	Merit	Radio Advertising/Single Spot	Different Person	SKAR Advertising
Eastern Idaho Regional Medical Ctr	Bronze	Total Adv Campaign (w/o TV)	Trauma Campaign	Neathawk, Dubuque & Packett
ECMC	Silver	Television Advertising/Single Spot	Underwater TV	Stand Advertising, LLC
El Paso Specialty Hospital	Silver	Newspaper Advertising/Series		Lara & Company Creative
El Paso Specialty Hospital	Merit	Other	Capabilities Display	Lara & Company Creative
Elite Imaging	Gold	Newspaper Advertising/Single Ad	What If It's Cancer	The Weinbach Group, Inc.
Elliot Hospital	Merit	Special Event	Oh The Wonder-By My Side	TEO
Elmhurst Memorial Hospital	Bronze	Total Advertising Campaign (w/ TV)	It's About Time	Prairie Dog
Emergency Health Centre	Bronze	Poster	Exam Room Poster Series	Active Imagination
Emergency Health Centre	Merit	Logo/Letterhead Design		Active Imagination
Emergency Health Centre	Merit	Outdoor/Transit		Active Imagination
EMH Regional Healthcare System	Bronze	Magazine Advertising/Single Ad	Caring For You and the Community	NAS Recruitment Communications
Emory Healthcare	Gold	Direct Mail	ECLH "H"	Matheson Gerds Communications
Emory Healthcare	Silver	Professional Recruitment	EML Medical Technologists	
Emory Healthcare	Silver	Outdoor/Transit	ECLH "H"	Matheson Gerds Communications
Emory Healthcare	Bronze	Physician Referral Program	Physician Directory	
Emory Healthcare	Bronze	Patient Handbook	Rollins Pavillion	
Emory Healthcare	Bronze	Other	Peachtree Road Race Insert	Matheson Gerds Communications
Emory Healthcare	Merit	Total Adv Campaign (w/o TV)	ECLH "H" Campaign	Matheson Gerds Communications
Emory Healthcare	Merit	Employee Communication Program	Physician Dinner Louvre Invitation	
Emory Healthcare	Merit	Newsletter	Cardiac Case Studies	
Empire Health Services	Silver	Direct Mail	Employee Pension Mailer	H. T. Klatzky & Associates
Englewood Hospital and Medical Ctr	Gold	Outdoor/Transit	Closer Than You Think	Ritta & Associates
Englewood Hospital and Medical Ctr	Silver	Special Video	We're Closer Than You Think	Ritta & Associates
Englewood Hospital and Medical Ctr	Merit	Patient Handbook	Welcome Kit	Ritta & Associates
Englewood Hospital and Medical Ctr	Merit	Magazine Advertising/Single Ad	Detect More Early Stage Breast Cancer	Ritta & Associates
Enloe Medical Center	Merit	Radio Advertising/Single Spot		NAS Recruitment Communications
ePartners	Merit	Direct Mail	ePartners MD- Hammer	On Message
Erlanger Health System	Bronze	Newspaper Advertising/Single Ad	Miracles on 3rd Street	
Erlanger Health System	Bronze	Publication/External	Erlanger Magazine	Coffey Communications, Inc.
Erlanger Health System	Merit	Special Event	Safe & Sound Kid's Fair	
Erlanger Health System	Merit	Brochure	Thompson Children's HospOncology	
Ethicon Endo-Surgery	Gold	Magazine Advertising/Series	Endopath Dextrus Ad Campaign	Lehman Millet
Excela Health	Gold	Newsletter	Healthy Connections	StayWell Custom Communications
Excela Health	Merit	Direct Mail	Weight Loss Takes a Community	Insights Direct
Excellus	Gold	Imprinted Materials	Excellus T-Shirt	DMW
Excellus BlueCross BlueShield	Gold	Web Site/Home Page	Healthy Blue	Partners & Napier
Excellus BlueCross BlueShield	Gold	Newspaper Advertising/Insert	Active Univera	Partners & Napier
Excellus BlueCross BlueShield	Gold	Special Video	Active Univera-Active Buffalo	Partners & Napier
Excellus BlueCross BlueShield	Gold	Outdoor/Transit	A New Direction in Health Care	Partners & Napier
Excellus BlueCross BlueShield	Gold	Annual Report	Lifetime	Roberts Communications, Inc.
Excellus BlueCross BlueShield	Silver	Brochure	Active Univera-Employer Brochure	Partners & Napier
Excellus BlueCross BlueShield	Silver	Health Promotion Program	Active Univera-Offline Kit	Lifetime Healthcare Companies
Excellus BlueCross BlueShield	Silver	Magazine Advertising/Series	Less Sitting/Reduce Calories	Partners & Napier
Excellus BlueCross BlueShield	Bronze	Poster	Introducing-Free Information Session	Lifetime Healthcare Companies
Excellus BlueCross BlueShield	Bronze	Newspaper Advertising/Series	Lower Expenses/Reduce Sick Days	Partners & Napier

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Excellus BlueCross BlueShield	Bronze	Radio Advertising/Series	Active Univera	Partners & Napier
Excellus BlueCross BlueShield	Bronze	Magazine Advertising/Single Ad	Less Sitting. More Savings	Partners & Napier
Excellus BlueCross BlueShield	Merit	Newspaper Advertising/Insert	Healthy Blue	Partners & Napier
Excellus BlueCross BlueShield	Merit	Web Site/Home Page	Active Univera	Partners & Napier
Excellus BlueCross BlueShield	Merit	Newspaper Advertising/Single Ad	Less Sitting. More Savings	Partners & Napier
Excellus BlueCross BlueShield	Merit	Television Advertising/Single Spot	Medicare Commercial	Partners & Napier
Excellus BlueCross BlueShield	Merit	Health Promotion Program	Offline Kit	Lifetime Healthcare Companies
Excellus BlueCross BlueShield	Merit	Magazine Advertising/Series	Healthy Blue-Shot Gun Ads	Partners & Napier
Excellus BlueCross BlueShield	Merit	Radio Advertising/Series	Healthy Blue	Partners & Napier
Excellus BlueCross BlueShield	Merit	Newspaper Advertising/Single Ad	Less Sitting More Savings	Partners & Napier
Eye Centers of Florida	Bronze	Television Advertising/Series	Improving Your Outlook on Life	Noise
Eye Centers of Florida	Merit	Total Adv Campaign (w/ TV)	Improving Your Outlook on Life	Noise
Facial Aesthetic Surgery/Baton Rouge	Bronze	Magazine Advertising/Series	Dr. Akin Print Ads	BBR Creative
Facial Surgery Center	Gold	Television Advertising/Single Spot	The Big Day	Healthcare Success Strategies
Fairbanks Memorial Hosp/Denali Ctr	Gold	Total Adv Campaign (w/ TV)	People First	Nerland Agency
Fairbanks Memorial Hosp/Denali Ctr	Merit	Television Advertising/Series	People First	Nerland Agency
Fairview Health Services	Gold	Special Event	Children's Hosp, Fairview Winter Event	
Fairview Health Services	Silver	Newspaper Advertising/Insert	Red Wing Guide to Senior Services	
Fairview Health Services	Bronze	Imprinted Materials	FSOC Bike Jersey and Socks	
Fairview Health Services	Merit	Other	The Birthplace Gift	
Fairview Hospital	Merit	Television Advertising/Series	Life Campaign	Adcom Communications
Fallon Community Health Plan	Merit	Other	Fallon Senior Plan HMO Prospect Kit	
Family Services	Merit	Newspaper Advertising/Single Ad	A Strong Community Inside and Out	NAS Recruitment Communications
Family Services	Merit	Newspaper Advertising/Single Ad	Discover Your Inner Hero	NAS Recruitment Communications
Faxton St. Luke's Healthcare	Merit	Television Advertising/Series	It's the People. It's the Care	MPW Marketing
Feather River Hospital	Merit	Publication/External	Partners in Health Community	
Feather River Hospital	Merit	Calendar	Employees in Action	
Fidelis Care New York	Merit	Annual Report	This Is Fidelis Care	
Field & Newbold Surgical Specialists	Gold	Logo/Letterhead Design	Surgical Specialists	CM Bell Company, Inc.
Finger Lakes Health	Silver	Magazine Advertising/Series	Orthopedic Center of the Finger Lakes	Zone 5
Firelands Regional Medical Center	Merit	Brochure	Physician Recruitment Piece	Edgewater Graphics
Firelands Regional Medical Center	Merit	Newspaper Advertising/Single Ad	Pediatrics Partnership Ad	Edgewater Graphics
Firelands Regional Medical Center	Merit	Outdoor/Transit	Healthy Heart	Edgewater Graphics
First Health of the Carolinas	Bronze	Magazine Advertising/Series	Making a Difference	Relay, Inc.
Fiserv Health	Silver	Calendar	Employee Calendar	
Fiserv Health	Silver	Direct Mail	Savings Mailer	
Florida Hospital	Silver	Brochure	Comfort Suites	
Florida Hospital	Silver	Calendar	Behavioral Health Calendar	
Florida Hospital	Merit	Brochure	Back to Sport	
Flow Dental	Merit	Logo/Letterhead Design		Walter F. Cameron
Flow Dental	Merit	Other	Flow Dental Packaging	Walter F. Cameron
Foote Health System	Merit	Total Adv Campaign (w/o TV)	CV Campaign	GeigerBevolo, Inc.
Forsyth Medical Center	Gold	Other	Life Directions Cookbook	Horn & Stronach
Forsyth Medical Center	Gold	Health Promotion Program	KidSmart	Horn & Stronach
Forsyth Medical Center	Gold	Total Public Relations Program	Medical Park Hospital Clemmons	Horn & Stronach
Forsyth Medical Center	Gold	Employee Communication Program	Step-It-Up Stairwell Signs	Horn & Stronach
Forsyth Medical Center	Silver	Poster	The Value of One. The Values of Many	ABZ Design Group
Forsyth Medical Center	Silver	Brochure	Springwood Care Center	ABZ Design Group
Forsyth Medical Center	Silver	Annual Report	Destination Excellence	ABZ Design Group
Forsyth Medical Center	Bronze	Poster	Patient & Safety Go Hand in Hand	ABZ Design Group
Forsyth Medical Center	Bronze	Brochure	Forsyth Rehabilitation Center	ABZ Design Group
Forsyth Medical Center	Merit	Newsletter	Sarah Lee Ctr for Women's Health	Horn & Stronach
Fort Healthcare	Gold	Publication/External	Healthsource	StayWell Custom Communications
Fort Healthcare	Silver	Newspaper Advertising/Insert	Congratulations You're Having A Baby	Noise
Fort Healthcare	Silver	New Media	Caring for Life	Noise
Fort Healthcare	Bronze	Newspaper Advertising/Series	Caring For Life	Noise
Fort Healthcare	Bronze	Television Advertising/Single Spot	As Long As They're Healthy	Noise
Fort Healthcare	Merit	Total Adv Campaign (w/ TV)	Caring For Life	Noise
Franciscan Health System	Gold	Direct Mail	St. Anthony Prompt Care	GA Creative, Inc.
Frankfort Regional Medical Center	Bronze	New Media	Recruitment CD-Rom	Alexander Hughes Adv & Marketing, Inc.
Franklin & Seidelmann	Bronze	Direct Mail	Subspecialty Radiology Hospital Mailing	Goldstein Group Communications
Fremont Women's	Merit	Logo/Letterhead Design	Fremont Women's Identity Package	Lucky Dog Communications
French Hospital Medical Center	Gold	Newspaper Advertising/Insert	Copeland, Forbes & Rossi Cardiac Care	Rademaker Design
Frontier Health	Bronze	Newsletter	Frontier Times	
Frontier Health	Merit	Annual Report	Building on a Half Century of Service	
Gateway Health System	Bronze	Publication/External	Health Scope	StayWell Custom Communications
Geisinger Health System	Silver	Special Video	Sports Medicine	
Geisinger Health System	Silver	Annual Report		Aloysius Butler & Clark
Geisinger Health System	Bronze	Calendar	Nursing Calendar	AB + C
Gen-Probe	Gold	Employee Communication Program	The Power to Shape Our Future	NAS Recruitment Communications
Gen-Probe	Silver	Newspaper Advertising/Single Ad	The Power to Look Deeper	NAS Recruitment Communications
Gen-Probe	Bronze	Magazine Advertising/Single Ad	The Power to Look Deeper	NAS Recruitment Communications

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Gen-Probe	Merit	Newspaper Advertising/Single Ad	The Power to Look Deeper	NAS Recruitment Communications
Genesis Health System	Silver	Patient Handbook	The Heart Hero Handbook	
Genesis Health System	Merit	Newspaper Advertising/Single Ad	Take a Deep Breath	
George Washington University Hosp	Gold	Radio Advertising/Series	Gender Knee & Uterine Fibroids	Contrast Creative, Inc.
George Washington University Hosp	Silver	Newsletter	Health News Cancer Edition	StayWell
George Washington University Hosp	Bronze	Television Advertising/Series	GW Cancer Institute Campaign	Contrast Creative
George Washington University Hosp	Bronze	Publication/In-House	Med Stat News	
Georgetown Hospital System	Silver	Newspaper Advertising/Series	Smoke Free Campaign	Holmes & Company Advertising
Georgetown Hospital System	Silver	Total Adv Campaign (w/o TV)	GeorgetownHospitalSystem.org	Holmes & Company Advertising
Georgetown Hospital System	Merit	Newspaper Advertising/Single Ad	Dr. Clown	Holmes & Company Advertising
Georgetown University Hospital	Silver	Radio Advertising/Series	Cyberknife	Neathawk, Dubuque & Packett
Gillette Children's Specialty Healthcare	Silver	Television Advertising/Series	Cure Pity	GdB Advertising
Gillette Children's Specialty Healthcare	Merit	Total Advertising Campaign (w/ TV)	Cure Pity Campaign	GdB Advertising
Gillette Children's Specialty Healthcare	Merit	Special Event	Clinic Opening	
GN ReSound	Bronze	Publication/External	Hearing Health Advice	Priority Publications
Good Samaritan Hospital	Gold	Health Promotion Program	Sam the Moose Gives Health a Hand	
Good Samaritan Hospital	Silver	Professional Recruitment	Cruzn 4 PTs	
Good Samaritan Hospital	Silver	Newspaper Advertising/Insert	Real Life. Real Stories	R&J Group
Good Samaritan Hospital	Bronze	Radio Advertising/Single Spot	More Comfortable Mammogram	
Good Samaritan Hospital	Merit	Television Advertising/Series	Kearney Eye Institute	SCORR Marketing
Good Shepherd Medical Center	Silver	Television Advertising/Series	Choice	Groom Githeans Creative
Good Shepherd Rehab Network	Bronze	Annual Report	Report to the Community	Workhorse Design
Goodall Hospital	Gold	Other	Emergency Department Expansion	Joslin Lake Design
Goodall Hospital	Silver	Poster	Yeah, We Do That	Joslin Lake Design
Goodall Hospital	Merit	Special Event	Women's Health Expo	Joslin Lake Design
Goodall Hospital	Merit	Logo/Letterhead Design	Goodall Express	Joslin Lake Design
Goodall Hospital	Merit	Patient Handbook	Passport to Good Health	Joslin Lake Design
Goodall Hospital	Merit	Special Video	The Faces of Goodall Hospital	Joslin Lake Design
Goodall Hospital	Merit	Publication/External	Good Health	Joslin Lake Design
Grand View Hospital	Gold	Patient Handbook	Maternity Folder	Anara, Inc.
Grand View Hospital	Merit	Other	Farmer's Almanac	Anara, Inc.
Grand View Hospital	Merit	Health Promotion Program	Stroke Education Series	Anara, Inc.
Grand View Hospital	Merit	Annual Report		Anara, Inc.
Gratiot Medical Center	Merit	Radio Advertising/Series	Don't Wait	Bolger & Battle
Gratiot Medical Center	Merit	Direct Mail	Don't Wait	ClearRiver Advertising & Marketing
Great Falls Clinic	Gold	Special Event	What Women Want Expo Event Materials	Mercury Advertising
Great Falls Clinic	Gold	Employee Communication Program	Clinic Assets	Mercury Advertising
Great Falls Clinic	Merit	Radio Advertising/Series	High School Sports Radio Spots	Mercury Advertising
Great Plains Regional Medical Center	Bronze	Radio Advertising/Series	Testimonial Radio Series	Swanson Russell Associates
Great River Medical Center	Silver	Special Video	Pulse Beat	
Green Valley Ranch	Merit	Direct Mail		Weise Communications
Gundersen Lutheran Health System	Gold	Calendar	Employee Photo Contest Calendar	
Gundersen Lutheran Health System	Merit	Logo/Letterhead Design	Paula's Purse	
Gundersen Lutheran Health System	Merit	Newspaper Advertising/Insert	Try Us On	
Gwinnett Medical Center	Bronze	Logo/Letterhead Design	Path Logo	McRae
Gwinnett Medical Center	Merit	Magazine Advertising/Series	Your Game Our Plan	
Gwinnett Medical Center	Merit	Newsletter	From the Heart	
Hackensack University Medical Center	Gold	Total Advertising Campaign (w/ TV)	Extraordinary Care	Della Femina Rothschild Jeary
Hackensack University Medical Center	Merit	Annual Report	We Believe	
Hackley Healthcare Equipment	Bronze	Radio Advertising/Single Spot	Unitard	Obstructed View Studios
Hackley Hospital	Gold	Radio Advertising/Single Spot	Mind Racing	Obstructed View Studios
Hackley Orthotics & Prosthetics	Merit	Radio Advertising/Single Spot	15 Steps	Obstructed View Studios
Hackley Urgent Care Center	Silver	Radio Advertising/Single Spot	Lonesome Losers	Obstructed View Studios
Haemonetics	Merit	Magazine Advertising/Single Ad	OrthoPAT	Lehman Millet
Halifax Health	Bronze	Total Adv Campaign (w/o TV)	Healthy Start	
Hamilton Health Care System	Merit	Newspaper Advertising/Single Ad	Nurses Day Ad	Neathawk, Dubuque & Packett
Hancock Regional Hospital	Silver	Newspaper Advertising/Series	ER Famous Last Words	Timber Design Co Inc
Hancock Regional Hospital	Merit	Outdoor/Transit	ER Shrimp	Timber Design Co Inc
Hancock Regional Hospital	Merit	Annual Report	HumanKind Community Benefits Report	Timber Design Co Inc
Harbor-UCLA Medical Center	Bronze	Calendar	Expressions	
Harris County Hospital District	Gold	Annual Report		Phil Chrzanowski Design
Harrison Medical Center	Bronze	Publication/External	Harrison Health	Coffey Communications, Inc.
Hayes Green Beach Memorial Hospital	Merit	Web Site/Home Page		
HCR Manor Care	Gold	Radio Advertising/Single Spot	This Isn't Speed Dating	NAS Recruitment Communications
HCR Manor Care	Merit	Poster	The Career You'll Love	NAS Recruitment Communications
Health and Fitness Inst/LDS Hospital	Gold	Patient Handbook	Maintaining the Miracle	All Nite Graphics
Health First	Gold	Physician Referral Program	Shape of Your Heart	The Weinbach Group, Inc.
Health First	Gold	Direct Mail	Surfing for a Better Nursing Career?	NAS Recruitment Communications
Health First	Silver	Poster	Shape of Your Heart	The Weinbach Group, Inc.
Health First	Silver	Newsletter	First Look	The Weinbach Group, Inc.
Health First Health Plans	Merit	Direct Mail	Surf Is High. Price Is Low	The Weinbach Group, Inc.
Health First Health Plans	Merit	Television Advertising/Series	Dancing For Joy	The Weinbach Group, Inc.

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Health Partners	Silver	Imprinted Materials	U.S. Figure Skating Champ Sweatshirt	
Health Partners	Silver	Outdoor/Transit	Your Partners	
Health Partners	Merit	Outdoor/Transit	Skateboard	
Health Quest Systems	Merit	Employee Communication Pro	HQLearn.org	Albion Interactive
Healthcare Foundation No. Sonoma	Merit	Brochure	Capital Campaign	MacKenzie Digital Art
HealthEast Care System	Silver	Magazine Advertising/Single Ad	Great Employees Give Great Care	NAS Recruitment Communications
HealthEast Care System	Merit	Magazine Advertising/Series	Make HealthEast Your First Choice	NAS Recruitment Communications
HealthEast Care System	Merit	Other	Maternity Care	
Healthfirst	Silver	Total Adv Campaign (w/o TV)	Healthfirst Overall Branding Campaign	
Healthy Pet	Merit	Direct Mail	First Aid	Walter F. Cameron
Healthy@Home	Merit	Magazine Advertising/Single Ad	General Image Ad	Zander & Guinn & Millan
Heart Hospital of New Mexico	Gold	Television Advertising/Series	Care the Way it Should Be	Esparza Advertising
Heart Hospital of New Mexico	Gold	Total Adv Campaign (w/ TV)	Care The Way It Should Be	Esparza Advertising
Heart Hospital of New Mexico	Gold	Direct Mail	Valentine's Day Box	Esparza Advertising
Heart Hospital of New Mexico	Silver	Newspaper Advertising/Single Ad	Visiting Hours	Esparza Advertising
Heart Hospital of New Mexico	Silver	Radio Advertising/Single Spot	72-Inch	Esparza Advertising
Heart Hospital of New Mexico	Bronze	Newspaper Advertising/Series	Care The Way It Should Be	Esparza Advertising
Heart Hospital of New Mexico	Bronze	Radio Advertising/Series	Heart Scan CT	Esparza Advertising
Hendrick Medical Center	Silver	Direct Mail	Physician Recruitment	
Hendricks Regional Health	Silver	Television Advertising/Series	Treat People Better	Russell Herder
Hennepin County Medical Center	Silver	Outdoor/Transit	Every Life Matters	Russell Herder
Hennepin County Medical Center	Merit	Employee Communication Pro	Every Life Matters	Russell Herder
Henry Ford Health System	Bronze	Newspaper Advertising/Single Ad	Neuroscience Institute	Daniel Brian & Associates
Henry Ford Macomb Hospital	Merit	Poster	Mall Panels	Daniel Brian & Associates
Henry Ford West Bloomfield Hospital	Silver	Web Site/Home Page		Daniel Brian & Associates
Highline Medical Center	Merit	Direct Mail		Eastman Strategies
Highline Medical Center	Merit	Outdoor/Transit	Nurse Billboard Series	Eastman Strategies
Highmark	Gold	Newsletter	Looking Healthward	Coffey Communications, Inc.
Hill Physicians Medical Group	Gold	Publication/External	Hill Health	Wax Custom Communications
Hill Physicians Medical Group	Bronze	Total Adv Campaign (w/ TV)	The Smart Choice for Better Healthcare	RBG Marketing
Hill Physicians Medical Group	Bronze	Newsletter	Hill Health	Wax Custom Communications
Hillcrest Hospital	Merit	Special Video	Legacy of Leadership/Expansion Details	Adcom Communications
Hilton Head Regional Healthcare	Gold	Logo/Letterhead Design	Logo/Identity	BFG Communication
Hilton Head Regional Healthcare	Gold	Other	Holiday Card	BFG Communication
Hilton Head Regional Healthcare	Gold	Magazine Advertising/Series	Community Voices Campaign	BFG Communication
Hoboken University Medical Center	Bronze	Total Adv Campaign (w/ TV)		Erbach Communications Group
Hoboken University Medical Center	Bronze	Newsletter		Erbach Communications Group
Hoboken University Medical Center	Merit	Brochure	OB Brochure	Erbach Communications Group
Holland Hospital	Bronze	Publication/External	Healthy Life	Priority Publications
Holy Cross Hospital	Merit	Patient Handbook	Patient & Visitor Information Guide	
Holy Cross Hospital	Merit	Publication/In-House	Employee Direct on Genesis	
Holy Family Medical Center	Gold	Poster	Outpatient Services	Donovan Design
Holy Family Medical Center	Bronze	Newspaper Advertising/Single Ad	Imagine	Donovan Design
Holy Family Medical Center	Merit	Direct Mail	Imagine	Donovan Design
Holy Name Hospital	Gold	Magazine Advertising/Series	Imagine	Aloysius Butler & Clark
Holy Name Hospital	Merit	Newspaper Advertising/Series	Advertorials	Aloysius Butler & Clark
Holy Redeemer Health Systems	Silver	Publication/External	Lifelinks	StayWell Custom Communications
Holy Spirit Health System	Silver	Radio Advertising/Series	Branding Radio	TCG Advertising & Design
Holy Spirit Health System	Merit	Television Advertising/Series	Branding TV	TCG Advertising & Design
Horizon Blue Cross Blue Shield of NJ	Bronze	Calendar	Horizon	StayWell Custom Communications
Houston Northwest Medical Center	Gold	Calendar	Health & Wellness Calendar	StayWell Custom Communications
Houston Northwest Medical Center	Gold	Imprinted Materials	Heart Walk T-Shirt	Phil Chrzanowski Design
Houston Northwest Medical Center	Gold	Newspaper Advertising/Single Ad	Atrial Fibrillation Ad	Phil Chrzanowski Design
Houston Northwest Medical Center	Silver	Newspaper Advertising/Insert	GERD	Phil Chrzanowski Design
Houston Northwest Medical Center	Bronze	Direct Mail	Healthy Heart Kit for Women	Phil Chrzanowski Design
Hudson Health Plan	Silver	Web Site/Home Page		Med Touch
Hudson Hospital	Gold	Annual Report	Each Day, Healthier Together	Geiger Bevolo, Inc.
Hudson Hospital	Silver	Brochure	Maternity Care	GeigerBevolo, Inc.
Hudson Hospital	Bronze	Other	Patient and Guest Guide	a.p.meyer interactive
Hudson Hospital	Merit	Other	The Moment of Truth	Trick Communications, Inc.
Hudson Hospital	Merit	Newsletter	Thrive	GeigerBevolo, Inc.
Hudson Valley Urology, PC	Gold	Web Site/Home Page	HVUrology.com	Fastforward Communications
Hudson Valley Urology, PC	Silver	Magazine Advertising/Single Ad	His & Hers Urology Centers	Fastforward Communications
Hudson Valley Urology, PC	Merit	Total Adv Campaign (w/o TV)	Bladder and Continence Center	Fastforward Communications
Humana	Gold	Newspaper Advertising/Series	Medicare, Commercial, Consumer	Finelight
Humana	Gold	New Media	Humana Brand Web Banners	Finelight
Humana	Gold	Magazine Advertising/Series	Medicare, Commercial, Consumer	Finelight
Humana	Silver	Radio Advertising/Single Spot	Humana Brand Radio	Finelight
Humana	Bronze	Television Advertising/Single Spot		Finelight
Humana	Merit	Special Video	Cuban Pete Music Video	Michelsen Advertising
Humana	Merit	Newspaper Advertising/Series	Humana Diabetes	Michelsen Advertising
Humana	Merit	Total Adv Campaign (w/ TV)	Cuban Pete/Tropicana Campaign	Michelsen Advertising

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
Humana	Merit	Outdoor/Transit	Bus Shelter	Finelight
Humana Military Healthcare Services	Gold	Brochure	Diabetes & Asthma	Adhawks Advertising & PR
Humana, Inc.	Gold	Calendar	HAO Calendar	Wax Custom Communications
Humana, Inc.	Gold	Publication/In-House	HAO Magazine	Wax Custom Communications
Humana, Inc.	Gold	Newsletter	HAO Magazine-Special Edition	Wax Custom Communications
Humana, Inc.	Silver	Health Promotion Program	HAO Program	Wax Custom Communications
Humana, Inc.	Bronze	Other	HAO-Special Edition	Wax Custom Communications
Humana, Inc.	Bronze	Publication/External	HAO Magazine-Special Edition	Wax Custom Communications
Humana, Inc.	Merit	Other	Media Kit	Wax Custom Communications
Humility of Mary Health Partners	Bronze	Television Advertising/Series	Image Campaign	SPM Marketing & Communications
Humility of Mary Health Partners	Bronze	Outdoor/Transit	Image Campaign	SPM Marketing & Communications
Huntington Hospital	Silver	Special Event	West Tower Grand Opening	
Huntington Hospital	Merit	Newspaper Advertising/Series	West Tower Unwrapping Ads	
Hurley Medical Center	Gold	Brochure	Move in the Right Direction	Prism Marketing & Communications
Hurley Medical Center	Gold	Other	Welcome to Hurley Pediatrics	Weaver Design
Hurley Medical Center	Gold	Annual Report	Focus On	Weaver Design
Hurley Medical Center	Bronze	Radio Advertising/Series	We're Ready	Prism Marketing
Hurley Medical Center	Merit	Calendar	100 Years of Touching Lives	Weaver Design
Hurley Medical Center	Merit	Web Site/Home Page	Move In The Right Direction	Prism Marketing
Hurley Medical Center	Merit	Television Advertising/Series	We're Ready	Prism Marketing
Hurley Medical Center	Merit	Newsletter	Newsline	
Huron Hospital	Gold	Employee Communication Pro	Easy Access. Excellent Care.	HPM Consultants
Huron Hospital	Bronze	Brochure	The Crowns of Life	HPM Consultants
Huron Hospital	Bronze	Special Event	The Color Purple	HPM Consultants
Huron Hospital	Merit	Newsletter	Community Dialogue	HPM Consultants
Independence Blue Cross	Gold	Brochure	IBC Medicare Resource Guide	DMW
Independence Blue Cross	Merit	Newsletter	IBC Newsletter	DMW
Ingalls Health System	Merit	Direct Mail	Hip/Knee Pain & Spine Campaign	CPM Marketing Group, Inc.
Ingalls Healthcare System	Gold	Newsletter	Progress	Words & Pictures Inc
Ingalls Healthcare System	Merit	Magazine Advertising/Single Ad	Urgent Aid	Words & Pictures Inc
Ingham Regional Medical Center	Merit	Radio Advertising/Single Spot	Strong at Heart	Publicom, Inc.
Integra Med	Merit	Radio Advertising/Series	Voice of Authority	AdWorks
IntegraMed	Gold	Annual Report		
IntegraMed	Bronze	Publication/External	State of Fertility Report	Vanguard Communications
INTEGRIS Health	Gold	Patient Handbook	Baptist Medical Center Patient Guide	
INTEGRIS Health	Merit	Employee Communication Pro	Are You Part of It?	
INTEGRIS Health	Merit	Newsletter	Health Essentials	
INTEGRIS Health	Merit	Newsletter	Nurse's Notes	
Integris Health	Bronze	Television Advertising/Series	Integris TV Series	Ackerman McQueen
Integris Health	Bronze	Special Video	New Grove Advertorial	Ackerman McQueen
Integrity House	Gold	Special Event	Inaugural Integrity House Golf Classic	R & J Public Relations
Integrity House	Silver	Logo/Letterhead Design	New Integrity House Logo	R & J Public Relations
Intermountain Healthcare	Gold	Brochure	Brand Book	R&R Partners
Intermountain Healthcare	Silver	Newspaper Advertising/Series	Live Tag	R&R Partners
Intermountain Healthcare	Silver	Television Advertising/Series	Live TV Campaign	R&R Partners
Intermountain Healthcare	Merit	Radio Advertising/Series	Live Radio Campaign	R&R Partners
Intermountain Therapy Animals	Silver	Calendar	Classic Canines Calendar	All Nite Graphics
Int Union of Operating Engineers	Merit	Newsletter	Operating Engineer	StayWell Custom Communications
ION (Amer Bergen Specialty Group)	Silver	Publication/External	Oncologists Magazine	On Message
Iowa Health Physicians	Merit	Poster	practicexcellence	julsdesign, inc.
Iowa Health-Des Moines	Gold	Logo/Letterhead Design	Live Well	
Iowa Health-Des Moines	Bronze	Special Event	Understanding Me	
Iowa Health-Des Moines	Bronze	Health Promotion Program	Healthy Momentum	
Iowa Health-Des Moines	Merit	Poster	Flu Vaccine	
Iowa Hospital Association	Silver	Imprinted Materials	Ragbrai Jersey	julsdesign, inc.
Iowa Hospital Association	Merit	Radio Advertising/Single Spot	Fire Safety House	
Jackson Hospital	Merit	Special Video	Love What You Do	TotalCom Marketing
Jackson Hospital	Merit	Magazine Advertising/Series	This Is My Hospital	TotalCom Marketing
Jackson Hospital	Merit	Professional Recruitment	Love What You Do	TotalCom Marketing
James E. Telloian, DDS	Merit	Logo/Letterhead Design	James E. Telloian, DDS Brand I.D.	Golden Proportions Marketing
Jefferson Regional Medical Center	Silver	New Media	Careworks Works for You	NAS Recruitment Communications
Jewish Hospital	Merit	Magazine Advertising/Single Ad	You're There 24/7	Creative Alliance
Jewish Hospital	Merit	Direct Mail	Get Well Close	Creative Alliance
JFK Medical Center	Silver	Newspaper Advertising/Single Ad	Image Campaign	SPM Marketing & Communications
JFK Medical Center	Merit	Other	Internal Medicine Residency Program	Dowden Custom Media
John Stoddard Cancer Center	Merit	Poster	Cancer Survivor's Day	
Joslin Diabetes Center	Gold	Radio Advertising/Single Spot	Joslin Diabetes	Bennett Group
Joslin Diabetes Center	Merit	Magazine Advertising/Single Ad	Type A	Bennett Group
Kadlec Medical Center	Gold	Magazine Advertising/Single Ad	Breast Cancer	Sharp/Hartwig
Kadlec Medical Center	Silver	Professional Recruitment	Presentation Folder	Sara Nelson Design Ltd
Kadlec Medical Center	Silver	Television Advertising/Single Spot	Toddler	Image Works
Kadlec Medical Center	Merit	Radio Advertising/Single Spot	Ultrasound	Sharp Hartwig

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
Kadlec Medical Center	Merit	Imprinted Materials	Sunflower Seed Package	Sara Nelson Design Ltd
Kadlec Medical Center	Merit	Special Video	Community Health Journal	KEPR-TV
Kadlec Medical Center	Merit	Publication/External	Report to the Community	Sara Nelson Design Ltd
Kaiser Permanente	Gold	Television Advertising/Single Spot	Bonds	Pictures in a Row
Kaiser Permanente	Merit	Publication/External	Partners in Health	Coffey Communications, Inc.
Kaiser Permanente	Merit	Publication/External	Realize	McMurry
Karmanos Cancer Center	Gold	Newspaper Advertising/Single Ad		McCann - Erickson
Karmanos Cancer Center	Silver	Calendar	Karmanos Hope	
Karmanos Cancer Center	Silver	Radio Advertising/Series		McCann - Erickson
Kelsey-Seybold Clinic	Gold	Newspaper Advertising/Insert	Health Living	
Kelsey-Seybold Clinic	Merit	Special Event	Groundbreaking...KSC at the Vintage	
Kelsey-Seybold Clinic	Merit	Newsletter	Kaleidoscope	
Kelsey-Seybold Clinic	Merit	Logo/Letterhead Design	KelseyCare Concierge	
King's Daughters Hospital	Bronze	Total Adv Campaign (w/ TV)	Positioning Campaign	Prairie Dog
Kingman Regional Medical Center	Merit	Newspaper Advertising/Single Ad	Sleep Disorders Center	
Kings County Hospital Center	Merit	Other	Health Fair/Walk for Fitness	Two Dogs Design
Kings County Hospital Center	Merit	Newspaper Advertising/Single Ad	New Birthing Center	Two Dogs Design
Kings County Hospital Center	Merit	Brochure	Patient Services	Two Dogs Design
La Rabida Children's Hospital	Merit	Annual Report	Inspire/Every Day	
Lahey Clinic Medical Center	Gold	Imprinted Materials	Gordon Cancer Ctr Dedication	
Lahey Clinic Medical Center	Bronze	New Media	Lahey E-Mail Blasts	
Lahey Clinic Medical Center	Bronze	Special Video	Philanthopists of the Year	Incandescent Entertainment, Inc.
Lahey Clinic Medical Center	Merit	Other	Institute for Cosmetic Surgery	
Lahey Clinic Medical Center	Merit	Patient Handbook	Executive Health Capabilities	
Lahey Clinic Medical Center	Merit	Newsletter	Health & Wellness News	
Lake Hospital System	Silver	Brochure	Building for the Future	
Lake Hospital System	Merit	Special Event	triPoint Medical Center Groundbreaking	
Lake Hospital System	Merit	Outdoor/Transit	The Best Orthopaedic Care	Brokaw
Lakeshore Medical Clinic	Merit	Newspaper Advertising/Single Ad	TLC Urgent Care	Burczyk Creative Group
Lakeview Medical Center	Silver	Patient Handbook	Your Little One Has A Big Team	Sartori Agency
Lancaster General	Gold	Health Promotion Program	Live Well for Life	White Thompson
Lancaster General	Silver	Employee Communication Program	By Your Side	
Lancaster General Hospital	Gold	Newspaper Advertising/Insert	Live Well for Life	White/Thompson
Lancaster General Hospital	Merit	Special Event	Women's Expressions Invitation	White/Thompson
Lancaster General Hospital	Merit	Other	Women's Expression Program Cover	White/Thompson
Lane Regional Medical Center	Merit	Television Advertising/Single Spot	Lane Cardiology TV	Graham Group
Largo Medical Center	Bronze	Magazine Advertising/Single Ad	Superb Caring. It Runs in the Family	NAS Recruitment Communications
Largo Medical Center	Merit	Employee Communication Program	Get Up to 2,000 Dollars	NAS Recruitment Communications
Las Palmas Medical Center	Merit	Outdoor/Transit	Mobile Intensive Care Unit	Lara & Company Creative
Laurens County Health Care System	Silver	Annual Report	Annual Report Calendar	Bates Design, Inc.
Laurens County Health Care System	Merit	Web Site/Home Page		Coffey Communications, Inc.
Lawrence & Memorial	Silver	Annual Report	L & M Reports	Coffey Communications, Inc.
Lawrence Hospital Center	Merit	Web Site/Home Page		StayWell Custom Communications
LeBonheur Children's Medical Center	Gold	Brochure	Community Outreach Brochure	
LeBonheur Children's Medical Center	Gold	Total Public Relations Program	Neuroscience Institute	
LeBonheur Children's Medical Center	Silver	Calendar	LeBonheur Calendar	
LeBonheur Children's Medical Center	Silver	Patient Handbook	LeBonheur Inpatient Guide	
LeBonheur Children's Medical Center	Silver	New Media	Practical Parenting eNewsletter	
LeBonheur Children's Medical Center	Silver	Special Event	Demolition Event	
LeBonheur Children's Medical Center	Silver	Publication/External	LeBonheur Magazine	
LeBonheur Children's Medical Center	Bronze	Web Site/Home Page	lebonheur.staywellsolutionsonline.com	StayWell Custom Communications
LeBonheur Children's Medical Center	Bronze	Employee Communication Program	Wash Dog Campaign	
LeBonheur Children's Medical Center	Merit	Newsletter	LeBonheur Pediatric Notes	
Lee Memorial Health System	Gold	Newspaper Advertising/Insert	Healthy News	
Lee Memorial Health System	Silver	Publication/In-House	Connected	
Lee Memorial Health System	Merit	Calendar	Health and Wellness Calendar	
Legacy Health System	Gold	Poster	Employee Recognition	
Legacy Health System	Silver	Logo/Letterhead Design	Our Voice	
Legacy Health System	Merit	Professional Recruitment	Choose Us...Choose Legacy	
Levine Children's Hospital	Gold	Web Site/Home Page		
Levine Children's Hospital	Silver	Total Adv Campaign (w/o TV)		Neathawk, Dubuque & Packett
Levine Children's Hospital	Merit	Total Advertising Campaign (w/ TV)	Our World Campaign	Neathawk, Dubuque & Packett
Levine Children's Hospital	Merit	Publication/External	Carolinas Kids	Dowden Custom Media
Lexington Clinic	Silver	Television Advertising/Series	Get Well Connected	Meridian Communications
Lexington Medical Center	Bronze	Television Advertising/Single Spot	SC Obesity - Reunion	
Lexington Medical Center	Merit	Radio Advertising/Series	Lexington Orthopaedics	
Liberty Health-Jersey City Medical Center	Bronze	Total Advertising Campaign (w/o TV)		In Crisis Fusion Design, Inc.
Liberty Hospital	Gold	Newspaper Advertising/Single Ad	Heroes-Campaign:Blocked Arteries	Kuhn & Whittenborn Advertising
Liberty Hospital	Silver	Radio Advertising/Single Spot	Heroes-Campaign:Birthing Center	Kuhn & Whittenborn Advertising
Liberty Hospital	Silver	Total Adv Campaign (w/o TV)	Heroes-Maternity Campaign	Kuhn & Whittenborn Advertising
Lifebridge	Gold	Television Advertising/Single Spot	Breast Series	BVK
Lifebridge	Silver	Magazine Advertising/Single Ad	Know Your Number	BVK

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
Lifebridge	Merit	Web Site/Home Page	You Your Numbers Baltimore	BVK
LifeCare Hospitals	Silver	Web Site/Home Page		Lovell Communications, Inc.
Little Co of Mary Hosp/Healthcare Ctr	Gold	Poster	Women's Services Storybook	BVK
Little Co of Mary Hosp/Healthcare Ctr	Bronze	Logo/Letterhead Design	The Birth Center	BVK
Logan Memorial Hospital	Silver	Magazine Advertising/Single Ad	Our New Family	Earnhart & Friends
Logan Memorial Hospital	Bronze	Imprinted Materials	Family Healthfest	
Logan Memorial Hospital	Bronze	Outdoor/Transit	Bundles of Joy	Brentwood Communications
Loma Linda Univ Children's Hospital	Merit	Annual Report		Neathawk, Dubuque & Packett
Loma Linda Univ Medical Center	Silver	Calendar	Health & Wellness Calendar	StayWell Custom Communications
Loma Linda Univ Medical Center	Silver	Annual Report		
Loma Linda Univ Medical Center	Merit	New Media	LLUMC Perspectives	Earthbound Media Group
Loma Linda Univ Medical Center	Merit	Web Site/Home Page	LLUMC Protons	Earthbound Media Group
Loyola University Health System	Gold	Patient Handbook	Orthopaedic Patient Brochure	
Loyola University Health System	Merit	Total Adv Campaign (w/ TV)	Technology Campaign	
Loyola University Health System	Merit	Total Adv Campaign (w/o TV)	Urgent Care Campaign	
LRG Healthcare	Merit	Television Advertising/Single Spot	Women's Health	Bennett Group
Luther Midelfort	Gold	Television Advertising/Series	There's Only One	SPM Marketing & Communications
M.D. Anderson's Children's Cancer	Silver	Special Video	Innovation & Leadership	
M.D. Anderson's Children's Cancer	Bronze	New Media	Presents Patient Power	
M.D. Anderson's Children's Cancer	Merit	Total Adv Campaign (w/o TV)		The Richards Group
Maimonides Medical Center	Bronze	Newspaper Advertising/Series	Brooklyn Hospital	Della Femina Rothschild Jeary
Maine General Health	Gold	Publication/External	Maine General Health	Coffey Communications, Inc.
Maine General Health	Merit	Other	Healing Enhanced by Nature	Next, Inc.
Marengo Memorial Hospital	Silver	Total Adv Campaign (w/o TV)	Image Campaign	The Roberts Group, Inc.
Marietta Memorial Hospital	Bronze	Employee Communication Program	Jack & Jill on the Hill	Offenberger & White, Inc.
Marion General Hospital	Gold	Health Promotion Program	No More Puffin Campaign	Designs Group
Marion General Hospital	Merit	Imprinted Materials	Images Mouse Pad	Designs Group
Marion General Hospital	Merit	Calendar	Families	Karen Ruth Media Consultants
Marion General Hospital	Merit	Annual Report	The Community Through Our Eyes	Designs Group
Marshfield Clinic	Gold	Television Advertising/Series	Brand TV Series	Lindsay, Stone & Briggs
Marshfield Clinic	Gold	Total Adv Campaign (w/ TV)	Brand Campaign	Lindsay, Stone & Briggs
Marshfield Clinic	Bronze	Newspaper Advertising/Single Ad	Big Wheel	Lindsay, Stone & Briggs
Martin Memorial Health Systems	Silver	Health Promotion Program	Heartlink Program	
Martin Memorial Health Systems	Merit	Total Adv Campaign (w/ TV)	Heartsick: Cardiac Campaign	Franklin Street Marketing
Mary Free Rehabilitation Hospital	Gold	Other	Collateral Materials	Felder Communications Group, Inc.
Mary Free Rehabilitation Hospital	Silver	Television Advertising/Series		Felder Communications Group, Inc.
Mary Immaculate Hospital	Silver	Logo/Letterhead Design	Centennial Logo	Two Dogs Design
Maryland Hospital Association	Merit	Other	Nursing Executive Summary	Mullin/Ashley Associates
Massachusetts Dental Society	Silver	Publication/In-House	Access Update	
Massachusetts Dental Society	Merit	Brochure	Oral Health/Overall Health	
Massachusetts Dental Society	Merit	Publication/In-House	Journal of the Mass Dental Society	
Massachusetts Dental Society	Merit	Publication/External	Word of Mouth	
Massachusetts Dental Society	Merit	Special Video	Mobile Access to Care Van Video	
Massachusetts Dental Society	Merit	Magazine Advertising/Single Ad	Canning Tooth Decay Ad	
Mayo Clinic	Merit	Poster	Note to Self: Refer Someone Special	NAS Recruitment Communications
McKeown Cosmetic & Recon Surgery	Gold	Newspaper Advertising/Series	Cosmetic Campaign	The King Agency
McKesson	Gold	Magazine Advertising/Series	Relay Health Ad Campaign	Lehman Millet
McKesson Corporation	Merit	Web Site/Home Page	healthmart.staywellsolutionsonline.com	StayWell Custom Communications
McKesson Medication Management	Merit	Direct Mail	Gambling With Your Pharmacy Costs?	
McLaren Health Care	Merit	Annual Report		Olmstead Associates
McLeod Health	Gold	New Media	Minimally Invasive Cervical Spine Web	LHWH Advertising & PR
McLeod Health	Gold	Outdoor/Transit	Injuries Happen Fast	LHWH Advertising & PR
McLeod Health	Silver	Newspaper Advertising/Single Ad	Minimally Invasive Cervical Spine Web	LHWH Advertising & PR
McLeod Health	Silver	Television Advertising/Series	Urgent Care TV Campaign	LHWH Advertising & PR
McLeod Health	Bronze	Total Advertising Campaign (w/ TV)	Urgent Care Multi Media Campaign	LHWH Advertising & PR
McLeod Health	Merit	Magazine Advertising/Single Ad	Our Heart's In the Right Place	LHWH Advertising & PR
McLeod Health	Merit	Direct Mail	Mobile Mammography	LHWH Advertising & PR
MD Anderson Cancer Center	Silver	Brochure	A Journey of Discovery	NAS Recruitment Communications
Medica	Merit	Total Adv Campaign (w/o TV)	Solo State Fair Campaign	catchfire
Medica Foundation	Bronze	Annual Report		catchfire
Medical Center Hospital	Silver	Other	Discharge-Retirement Invitation	Hunt Advertising & Consulting, Inc.
Medical Center of Plano	Merit	Newsletter	Health Matters	StayWell Custom Communications
Medical Center of Plano	Merit	Magazine Advertising/Single Ad	Fastest D2B Time	Wishbone Graphics, Inc.
Medical Center of Plano	Merit	Direct Mail	Neurolink Physician Mailer	Wishbone Graphics, Inc.
Medical City Children's Hospital	Merit	Newspaper Advertising/Single Ad	Winning	NAS Recruitment Communications
Medical City Dallas Hospital	Gold	Publication/In-House	CityViews	Paula Mele Design
Medical City Dallas Hospital	Merit	Publication/External	IN Magazine	AAP Custom
Medical Error Reduction Program	Silver	Logo/Letterhead Design		3 Advertising
Medical Missions for Children	Merit	Logo/Letterhead Design	Let The Healing Begin	Palo
MediCorp/Mary Washington Hospital	Merit	Total Adv Campaign (w/ TV)	Image Campaign	To Market/Elevation
Medina General Hospital	Merit	Patient Handbook	Patient & Visitor Guide	
Melmedtronics, Inc.	Gold	Physician Referral Program	Make the Noise Stop for Your Patients	Brosco-Bartley Graphic Design

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
Melmedtronics, Inc.	Gold	Newspaper Advertising/Single Ad	Make the Noise Stop!	Brosco-Bartley Graphic Design
Melmedtronics, Inc.	Silver	Brochure	Make the Noise Stop	Brosco-Bartley Graphic Design
Melmedtronics, Inc.	Bronze	Web Site/Home Page	Make the Noise Stop	Brosco-Bartley Graphic Design
Memorial	Gold	Employee Communication Pro	Blood Donor Internal Campaign	BVK
Memorial Care Medical Centers	Gold	Newsletter	MemorialCare Quarterly	Marichich Brand Communications
Memorial Health System	Bronze	Magazine Advertising/Series	Weight Loss & Bariatric Center	
Memorial Health System	Merit	Annual Report		
Memorial Healthcare	Silver	Annual Report		
Memorial Healthcare	Merit	Other	Join the Courageous	
Memorial Healthcare	Merit	Special Event	Women's Nite Out	
Memorial Healthcare System	Bronze	Newspaper Advertising/Insert	Memorial Publication-Winter	
Memorial Healthcare System	Bronze	Newspaper Advertising/Insert	Joe DiMaggio Children's Hospital	
Memorial Healthcare System	Bronze	Total Adv Campaign (w/o TV)	Believe	
Memorial Healthcare System	Merit	Annual Report		
Memorial Hermann	Merit	Newsletter	Health Highlights	StayWell Custom Communications
Memorial Hospital	Silver	Other	Something Is Brewing	
Memorial Hospital & Health Care Ctr	Bronze	Radio Advertising/Single Spot	Bariatric Surgery	Sheehy & Associates
Memorial Hospital & Health Care Ctr	Merit	Total Adv Campaign (w/o TV)	Urgent Care Center Campaign	Sheehy & Associates
Memorial Hospital at Gulfport	Gold	Magazine Advertising/Series	MinorCare Word-of-the-Day	Transmedia Creative
Memorial Hospital at Gulfport	Bronze	Special Video	Standing Strong-Hurricane Katrina	Transmedia Creative
Memorial Hospital at Gulfport	Merit	Television Advertising/Single Spot	That's Gotta Hurt-MinorCare	Transmedia Creative
Memorial Hospital at Gulfport	Merit	Other	Stroke is a Race Against Time	Transmedia Creative
Memorial Hospital at Gulfport	Merit	Newspaper Advertising/Single Ad	Walk of Life-Nurses Week	Transmedia Creative
Memorial Hospital at Gulfport	Merit	Newsletter	Health & You	Transmedia Creative
Memorial Hospital of Tampa	Gold	Newsletter	Health Direct	McMurry, Inc.
Memorial Hospital of Union County	Merit	Newspaper Advertising/Series	There's More to Memorial	SPM Marketing & Communications
Memorial University Medical Center	Silver	Web Site/Home Page	Image Campaign	SPM Marketing & Communications
Memorial University Medical Center	Bronze	Total Adv Campaign (w/ TV)	Image Campaign	SPM Marketing & Communications
Mercy	Merit	Newsletter	Mercyside	StayWell Custom Communications
Mercy Hospital & Medical Center	Merit	Poster	Exceeding Excellence	NAS Recruitment Communications
Mercy Medical Center	Merit	Other	Condition "H" Campaign	
Mercy Medical Center	Merit	Publication/External	The Mercy Touch	
Mercy Regional Health Center	Merit	Television Advertising/Single Spot	Scrub In!	New Boston Creative Group
Meridian Health	Gold	Employee Communication Pro	Gallup Team Member Opinion Survey	
Meridian Health	Silver	Radio Advertising/Series	Taking Care of New Jersey	SPM Marketing & Communications
Meridian Health	Merit	Direct Mail	Meridian Physician Quality Report Card	
Meridian Health	Merit	Publication/External	Meridian HealthViews	
Meriter Hospital	Gold	Newsletter	Heartwise	StayWell Custom Communications
Methodist Health	Bronze	New Media	Interactive Podcasts	StayWell Custom Communications
Methodist Health System	Silver	Television Advertising/Series	Album	RD&F Advertising
Methodist Health System	Merit	Newspaper Advertising/Series	Charlton	RD&F Advertising
Methodist Health System	Merit	Direct Mail	Ortho	RD&F Advertising
Methodist Healthcare System	Silver	Employee Communication Pro	It's All About Me	CSD & Associates
Methodist Hospital of Sacramento	Merit	Newsletter	Health Link	DCP
Methodist Le Bonheur Healthcare	Gold	Total Adv Campaign (w/ TV)	Embracing the Miracle	Carpenter Sullivan Sossaman
Methodist Le Bonheur Healthcare	Merit	Health Promotion Program	Stroke Support Group Promotion	
Methodist Le Bonheur Healthcare	Merit	Outdoor/Transit	Total Joint Center	Carpenter Sullivan Sossaman
Methodist Le Bonheur Healthcare	Merit	Logo/Letterhead Design	Annual Fund Campaign	
Methodist Le Bonheur Healthcare	Merit	Calendar	Clinical Education	
Methodist Le Bonheur Healthcare	Merit	Brochure	Center of Excellence in Faith's Health	
Methodist Le Bonheur Healthcare	Merit	Other	Transplant Holiday Gathering Invitation	
Methodist Medical Center of Illinois	Gold	Television Advertising/Single Spot	The Real You	CCFC Advertising
Methodist Medical Ctr of Oak Ridge	Merit	Television Advertising/Single Spot	Think of This	Harrison O'Neal, Inc.
Metro Health	Silver	Special Event	New Metro Health Hospital Open Houses	
Metro Health	Silver	Employee Communication Pro	Grassroots Packet	
Metro Health	Bronze	Newspaper Advertising/Insert	Intro Your New Metro Health Hospital	
Metro Health	Merit	Poster	Believe in Hiring More People Like You	NAS Recruitment Communications
Metro Health	Merit	Web Site/Home Page	Corporate Website	The Image Group
Metro West Community Health Care	Gold	Total Adv Campaign (w/ TV)	Childhood Obesity Campaign	Inside Out Communications
Miami Children's Hospital	Merit	Newspaper Advertising/Single Ad	Top 100 Ad	Eisenberg and Associates
Miami Children's Hospital	Merit	Poster	Ambulatory Locations Campaign	Eisenberg and Associates
Miami Children's Hospital	Merit	Total Adv Campaign (w/o TV)	Doral Center Campaign	Eisenberg and Associates
Miami Children's Hospital	Merit	Annual Report		Eisenberg and Associates
Miami Children's Hospital	Merit	Radio Advertising/Series	Doctor Radio Campaign	Eisenberg and Associates
Miami Children's Hospital	Merit	Direct Mail	Award Direct Mail	Eisenberg and Associates
Michigan Dental Association	Gold	Television Advertising/Series	Alarm Series TV	SMZ Advertising
MidMichigan Health	Silver	Special Event	Strike Out Stroke with the Loons	ClearRiver Advertising & Marketing
MidMichigan Medical Center-Clare	Merit	Outdoor/Transit	Don't Wait	ClearRiver Advertising & Marketing
MidMichigan Medical Center-Midland	Gold	Other	Children's Educational Stroke Book	Bolger & Battle
MidMichigan Medical Center-Midland	Bronze	Patient Handbook	Heart Surgery Patient Prep Handbook	ClearRiver Advertising & Marketing
MidState Medical Center	Gold	Special Event	The Pink Partini	

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
MidState Medical Center	Silver	Employee Communication Pro	Employee Communications	
Miller-Dwan Foundation	Silver	Poster	Employee Poster	H. T. Klatzky & Associates
Miller-Dwan Foundation	Silver	Annual Report		H. T. Klatzky & Associates
Minneapolis Heart Institute/Brainerd	Gold	Newspaper Advertising/Series	Our Home is Where Your Heart Is	Johnson Group
Mission Health & Hospitals	Gold	Newspaper Advertising/Series	Do You Know Your Numbers?	CCL
Mission Health & Hospitals	Silver	Outdoor/Transit	CyberKnife	CCL
Mission Health & Hospitals	Bronze	Other	Concert in the Park	CCL
Mission Health & Hospitals	Bronze	Magazine Advertising/Single Ad	Chronic Back Pain	CCL
Mission Health & Hospitals	Merit	Magazine Advertising/Series	RACE-From the Outside In	CCL
Mission Health & Hospitals	Merit	Employee Communication Program	Infection Control	CCL
Mission Health & Hospitals	Merit	Television Advertising/Single Spot	Know Your Number	CCL
Mission Health & Hospitals	Merit	Employee Communication Program	I Am	CCL
Mississippi Health Partners	Gold	Newspaper Advertising/Single Ad	Care & Trust	Huffman & Rejebian, Inc.
Mississippi Health Partners	Gold	Magazine Advertising/Single Ad	Care & Trust	Huffman & Rejebian, Inc.
Monarch HealthCare	Gold	Newspaper Advertising/Insert	Just Ask Monarch	Triad Group
Monarch HealthCare	Merit	Outdoor/Transit	Monarch Has Answers	Triad Group
Monarch HealthCare	Merit	Direct Mail	Just Ask Monarch	Triad Group
Monarch HealthCare	Merit	Brochure	Healthy Looks Good On You	Triad Group
Monroe Carell Jr. Children's Hospital	Gold	New Media	The Kids Have the Summer Off	NAS Recruitment Communications
Monroe Clinic	Silver	Newspaper Advertising/Series		Noise
Monroe Clinic	Bronze	Total Adv Campaign (w/o TV)	Getting There Starts Here	Noise
Montefiore Medical Center	Gold	Physician Referral Program	Physician Announcement Card Series	
Montefiore Medical Center	Silver	New Media	Marketing Initiatives CD-ROM	
Montefiore Medical Center	Silver	Special Video	Heart Center 50th Anniversary	
Montefiore Medical Center	Silver	Radio Advertising/Single Spot	Parathyroid Surgery	Lorel Marketing Group
Montefiore Medical Center	Silver	Special Event	Cuisine Coeur Sain Cookbook & Invite	
Montefiore Medical Center	Silver	Health Promotion Program	Eat Yourself Healthy Nutrition Campaign	
Montefiore Medical Center	Silver	Employee Communication Pro	eScreen System	
Montefiore Medical Center	Bronze	Brochure	Bariatrics Brochure	Lorel Marketing Group
Montefiore Medical Center	Bronze	Newsletter	Consumer Newsletters	
Montefiore Medical Center	Merit	Web Site/Home Page	Professional Website	
Montefiore Medical Center	Merit	Special Video	Patient Safety Video	
Montefiore Medical Center	Merit	Total Adv Campaign (w/o TV)	Surgery Center	Lorel Marketing Group
Montefiore Medical Center	Merit	Total Adv Campaign (w/ TV)	Heart Center Campaign	Lorel Marketing Group
Morris Hospital & Healthcare Centers	Gold	Direct Mail	New Mover	Core Creative
Morris Hospital & Healthcare Centers	Merit	Newspaper Advertising/Single Ad	Immediate Care Grand Opening	Core Creative
Morristown Memorial Hospital	Bronze	Total Adv Campaign (w/o TV)	Pediatric Campaign	Gianettino & Meredith, Inc.
Morristown Memorial Hospital	Merit	Radio Advertising/Single Spot	Women's Services	Gianettino & Meredith, Inc.
Morristown Memorial Hospital	Merit	Newspaper Advertising/Single Ad	More 7 lb. 4 oz. Arrivals	Gianettino & Meredith, Inc.
Morton Plant Mease Foundation	Bronze	Other	Opportunities for Giving Book	
Morton Plant Mease Health Care	Gold	Calendar	Team Member Calendar	
Morton Plant Mease Health Care	Bronze	Health Promotion Program	Physician's Quarterly Newsletter	
Morton Plant Mease Health Care	Bronze	Direct Mail	Current Concepts in Sleep	
Moses Cone Health System	Merit	Newspaper Advertising/Series	Birth & Baby Ad Series	Redding Advertising, Inc.
Moses Cone Health System	Merit	Radio Advertising/Series	Barbara Muir/David Baker/Sandra Inman	Bouvier Kelly, Inc.
Mount Carmel	Gold	Radio Advertising/Series	Branding Campaign	BVK
Mount Carmel	Bronze	Television Advertising/Single Spot	Ode to Surgery	BVK
Mount Carmel	Merit	Magazine Advertising/Series	OSU Programs	BVK
Mount Clemens Regional Medical Ctr	Silver	Newspaper Advertising/Series	As Close As Trouble Itself	Publicom, Inc.
Mount Sinai	Silver	Publication/External	Medical Report	Wax Custom Communications
Mount Sinai Hospital	Merit	Brochure	Cardiovascular at Sinai	Kokapelli Communications Grp, Inc.
Mount Sinai Medical Center	Bronze	Direct Mail	New Mover Introduction	Knight Marketing Associates
Mount Sinai Medical Center	Merit	Employee Communication Pro	Sinai Superhero Campaign	Knight Marketing Associates
Mount Sinai Medical Center	Merit	Annual Report		Knight Marketing Associates
Mountain States Health Alliance	Merit	Magazine Advertising/Series	The More You Do	
Mountain States Health Alliance	Merit	Newspaper Advertising/Series	When I Grow Old	
Mountain States Health Alliance	Merit	Health Promotion Program	Kohl's Kids on the Move	
Mountain States Health Alliance	Merit	Patient Handbook	Help & Hope	
Mt. Carmel College of Nursing	Gold	Total Adv Campaign (w/o TV)	I Dreamed of Being a Nurse	BVK
Mt. Carmel College of Nursing	Silver	Radio Advertising/Series	I Dreamed of Being a Nurse	BVK
Mt. Carmel College of Nursing	Silver	Magazine Advertising/Series	I Dreamed of Being a Nurse	BVK
MultiCare	Silver	Radio Advertising/Single Spot	Gig Harbor Medical Park	
MultiCare	Bronze	Newspaper Advertising/Series	Mary Bridge Children's Hospital	
MultiCare	Merit	Newspaper Advertising/Insert	Gig Harbor Medical Park	
MultiCare	Merit	Radio Advertising/Series	Mary Bridge Children's Hospital	
Murial Kauffman Women's Heart Ctr	Gold	Television Advertising/Single Spot	Take Off the Blindfold	Dobies Healthcare Group
MVP Health Care	Gold	Radio Advertising/Series	MVP Open Enrollment	Media Logic
MVP Health Care	Silver	Newspaper Advertising/Series	MVP Open Enrollment	Media Logic
MVP Health Care	Bronze	Web Site/Home Page	Joinmvp.com	Media Logic
MVP Health Care	Bronze	Television Advertising/Series	MVP Open Enrollment	Media Logic
MVP Health Care	Bronze	Total Adv Campaign (w/ TV)	MVP Open Enrollment Campaign	Media Logic
MVP Health Care	Merit	New Media	Wellness Suite Tutorial	Media Logic

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
MVP Health Care	Merit	Special Video	Gold DVD	Media Logic
NAS Healthcare Consulting Ser Group	Gold	Professional Recruitment	We Have Bad News, and Good News	NAS Recruitment Communications
NAS Healthcare Consulting Ser Group	Merit	Magazine Advertising/Series	We Have Bad News, and Good News	NAS Recruitment Communications
Nash Health Care	Gold	New Media	Joint Replacement	Lewis Advertising
Nash Health Care	Bronze	Web Site/Home Page	Read My Story	Lewis Advertising
Nash Health Care	Merit	Direct Mail	Paper Dolls	Lewis Advertising
Nash Health Care	Merit	Newspaper Advertising/Single Ad	Ask Don	Lewis Advertising
Nashoba Valley Medical Center	Merit	Magazine Advertising/Single Ad	Stroke Testimonial	Albion Interactive
National Blood Service-UK	Merit	New Media	Give Blood	Gratterpalm, Ltd
National Independent Lifestyle Assoc	Merit	Publication/External	In Touch With Health	StayWell Custom Communications
National Park Medical Center	Gold	Magazine Advertising/Series	Health Image Campaign	EXIT Marketing
Nationwide Children's Hospital	Gold	Poster	Sports Medicine	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Physician Referral Program	Physician Transition Kit	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Logo/Letterhead Design	New Name/Identity	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Patient Handbook	Sibling Support Program	
Nationwide Children's Hospital	Gold	Newspaper Advertising/Series	Urgent Care	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Newspaper Advertising/Insert	Rededication Special Section	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Television Advertising/Single Spot	New Name/Identity	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Health Promotion Program	Diary-ah of Grossness	
Nationwide Children's Hospital	Gold	Magazine Advertising/Single Ad	New Name/Identity	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Gold	Publication/External	Kids Health	
Nationwide Children's Hospital	Silver	Other	It Must Come Out!	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Silver	Imprinted Materials	Logo Temporary Tattoo	
Nationwide Children's Hospital	Silver	Newspaper Advertising/Single Ad	New Name/Identity	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Silver	Publication/In-House	Spotlight	
Nationwide Children's Hospital	Silver	Employee Communication Pro	Name Change	
Nationwide Children's Hospital	Silver	Direct Mail	Health e-Hints	Conrad, Phillips and Vutech
Nationwide Children's Hospital	Silver	Newsletter	Change Their Tommorrow	
Nationwide Children's Hospital	Bronze	Brochure	Preparing for Cardiac Surgery	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Bronze	Television Advertising/Series	Pediatric HealthSource	
Nationwide Children's Hospital	Bronze	Special Event	Sports Medicine Grand Opening	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Merit	Web Site/Home Page		Conrad, Phillips & Vutech
Nationwide Children's Hospital	Merit	New Media	Vision Minute	Media Source
Nationwide Children's Hospital	Merit	Newspaper Advertising/Series	Change Their Tommorrow	Conrad, Phillips & Vutech
Nationwide Children's Hospital	Merit	Employee Communication Pro	Research Live	
Nationwide Children's Hospital	Merit	Publication/In-House	Translator	
Nationwide Children's Hospital	Merit	Direct Mail	New Name/Identity	Conrad, Phillips & Vutech
Nebraska Medical Center	Gold	Publication/External	Advancing Health	StayWell Custom Communications
Nestle Business Services North Amer	Gold	Employee Communication Pro	Health Holiday Card	Nationwide Better Health
Network Health Plan	Silver	Special Video	Network Cares	DMW
Network-Health	Gold	Special Event	Champion Your Health	
Network-Health	Silver	Imprinted Materials	10 Year Anniversary T-Shirt	
Network-Health	Merit	Radio Advertising/Series	Your Defense for Good Health	
Network-Health	Merit	Direct Mail	My Lead-Safety Coloring/Activity Book	
Network-Health	Merit	Newsletter	Great Health Plan. Great Price	
New England Sinai Hospital	Bronze	Total Adv Campaign (w/o TV)	Hospital Branding	Triad
New England Sinai Hospital	Merit	Other	Wi-Fi Campaign	Triad
New England Sinai Hospital	Merit	Publication/External	Capital Campaign	Triad
New York City Dept of Health	Silver	Newspaper Advertising/Series	Make a Doctor Part of Your Family	Fusion Design, Inc.
New York Methodist Hospital	Merit	Annual Report	Report to Our Community	
NicOx	Bronze	Special Event		Palio
Nifty after Fifty	Silver	Brochure	Never Too Late	Triad Group
Norman Regional Health System	Bronze	Newsletter	Pulse	
Norman Regional Health System	Merit	Annual Report	Life Source	
Norman Regional Health System	Merit	Television Advertising/Single Spot	Norman Delivers	Balcom Agency
Norman Regional Health System	Merit	Radio Advertising/Single Spot	Basketball	Balcom Agency
Norman Regional Health System	Merit	Newspaper Advertising/Single Ad	Doctor's Day Ad	
Norman Regional Health System	Merit	Television Advertising/Series	Norman. Another Name for Expert	Balcom Agency
North Kansas City Hospital	Merit	Calendar	50th Anniversary Calendar	
North Mississippi Medical Center	Silver	Total Advertising Campaign (w/ TV)	Read Between Lines-Heart Institute	Springboard Brand & Creative Strategy
North Mississippi Medical Center	Silver	Magazine Advertising/Series	I Have	Springboard Brand & Creative Strategy
North Mississippi Medical Center	Merit	Newspaper Advertising/Single Ad	Super Bowl	Springboard Brand & Creative Strategy
North Mississippi Medical Center	Merit	Total Advertising Campaign (w/ TV)	I Have	Springboard Brand & Creative Strategy
North Shore LIJ	Gold	Publication/External	Vitality	StayWell Custom Communications
North Shore LIJ	Merit	Newsletter	Kids First	StayWell Custom Communications
Northeastern Vermont Regional Hosp	Merit	Poster	Without Your Badge, You're Nobody	FLEK, Inc.
Northern Michigan Regional Hospitals	Merit	Direct Mail	Doc of the Bay	Olmstead Associates
Northern Westchester Hospital	Merit	Radio Advertising/Series	Cancer Center	Fastforward Communications
Northridge Hospital Medical Center	Gold	Health Promotion Program	Carole Pump Women's Center	
Northridge Hospital Medical Center	Merit	Publication/External	Health Speaks	
Northside Hospital	Bronze	Publication/External	Women First	Dowden Custom Media
Northwestern Memorial Hospital	Gold	Newspaper Advertising/Insert	A Grand Hopening	

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Northwestern Memorial Hospital	Gold	Total Public Relations Program	A Grand Hopening	iLevel Advertising
Northwestern Memorial Hospital	Gold	Annual Report		
Northwestern Memorial Hospital	Silver	Physician Referral Program	The Bluhm Cardiovascular Institute	
Northwestern Memorial Hospital	Silver	Imprinted Materials	March of Dimes Walk-A-Thon T-Shirt	
Northwestern Memorial Hospital	Bronze	Patient Handbook	Patient Welcome Folder	
Northwestern Memorial Hospital	Bronze	Television Advertising/Series	A Grand Hopening	iLevel Advertising
Northwestern Memorial Hospital	Bronze	Employee Communication Program	Prentice Women's Hospital Employee	
Northwestern Memorial Hospital	Merit	Web Site/Home Page	prentice.nmh.org	
Northwestern Memorial Hospital	Merit	Special Event	Speaking of Women's Health Conference	
Northwestern Memorial Hospital	Merit	Magazine Advertising/Series	A Grand Hopening	iLevel Advertising
Northwestern Memorial Hospital	Merit	Outdoor/Transit	A Grand Hopening	iLevel Advertising
Northwestern Memorial Hospital	Merit	Brochure	Guide to Prentice Women's Hospital	
Northwestern Memorial Hospital	Merit	Special Video	Speaking of Women's Health Conf	
Northwestern Memorial Hospital	Merit	Other	Service Line Collateral	Design-360, Inc.
Norton Healthcare	Silver	Other	Physician Informational Recruitment Kit	
Norton Healthcare	Silver	Total Public Relations Program	Habitat for Humanity	
Norton Healthcare	Merit	Publication/External	Cart Wheels	
Norton Healthcare	Merit	Physician Referral Program	Physician Services Informational Binder	
Nourish Medspa	Bronze	Logo/Letterhead Design		Words & Pictures Inc
Novant Health	Gold	Poster	Who Says Forsyth Medical Center is #1	ABZ Design Group
Novant Health	Silver	Employee Communication Pro	Vision 2010	ABZ Design Group
Novant Health	Merit	Health Promotion Program	Pandemic Flu Awareness Guide	ABZ Design Group
Novant Health	Merit	Newspaper Advertising/Single Ad	Who Says We're #1	ABZ Design Group
Novant Medical Group	Silver	Newspaper Advertising/Single Ad	Our Doctors Make All the Difference	ABZ Design Group
Novant Medical Group	Merit	Brochure	Recruiting Brochure	ABZ Design Group
Novartis	Merit	Magazine Advertising/Single Ad	Girathema Chance/Complete Response	Palio
Nutricia North America	Gold	Imprinted Materials	Neocate Junior Chocolate Lip Balm	
Nutricia North America	Silver	Other	KetoCal Recipe Booklet	
Nutricia North America	Merit	Imprinted Materials	Neocate Infant Lifesaver	
Nutricia North America	Merit	Magazine Advertising/Single Ad	Periflex Infant Journal Ad	
Nutricia North America	Merit	Imprinted Materials	Duocal Bag	
Nutricia North America	Merit	Health Promotion Program	Metabolic University	
Nutricia North America	Merit	Publication/External	Nutricia Metabolic Table Top Display	
Nutricia North America	Merit	Web Site/Home Page	MyKetoCal.com	
NYU Medical Center	Merit	Magazine Advertising/Single Ad	One Well Earned Reputation	Prism Marketing
NYU Rusk Institute	Merit	Magazine Advertising/Single Ad	The Measure of Success	Prism Marketing
OB-GYN Specialists, PC	Silver	Poster	Depression & Pregnancy	ME&V
Ohio Valley General Hospital	Merit	Professional Recruitment	Our Specialty is Doctors	Catalyst Advertising
OhioHealth	Gold	Outdoor/Transit	Grant "Cracked"	Fahlgren
OhioHealth	Silver	Web Site/Home Page	GetInTheGameOhio.com	Buchanan & Associates
OhioHealth	Merit	Physician Referral Program	Dublin Physician Tool Kit	Fahlgren
OhioHealth	Merit	Publication/In-House	Your Source for Straight Talk	
OhioHealth	Merit	Health Promotion Program	Pink Patrol	
OhioHealth	Merit	Total Adv Campaign (w/o TV)	Riverside Innovation	GSW
OhioHealth	Merit	Employee Communication Program	Dublin Methodist Hospital Opening	
Oklahoma Heart Institute	Gold	Radio Advertising/Series		Newsgroup Communications
Olympus America, Inc.	Merit	Other	Digestive Disease Week Conf Materials	Mangos, Inc.
OMC Regional Foundation	Bronze	Newsletter	Health Notes	StayWell Custom Communications
Omron	Gold	Radio Advertising/Single Spot	Warning	BVK
Omron	Silver	Radio Advertising/Single Spot	Safe	BVK
Omron	Bronze	Newspaper Advertising/Single Ad	Warning	BVK
Omron	Merit	Newspaper Advertising/Single Ad	Ron Santos	BVK
One Eighty Medical Skin Spa	Bronze	Logo/Letterhead Design	Identity Package	Davis Design
One Eighty Medical Skin Spa	Merit	Total Adv Campaign (w/o TV)	Skin Spa Campaign	Davis Design
Onslow Memorial Hospital	Silver	Publication/In-House		
Onslow Memorial Hospital	Bronze	Special Video	Patient Loyalty Recovery Video	
Onslow Memorial Hospital	Merit	Web Site/Home Page	www.onslowmemorial.org	
Onslow Memorial Hospital	Merit	Professional Recruitment	Physician Opportunities	
Onslow Memorial Hospital	Merit	Newspaper Advertising/Series		
Onslow Memorial Hospital	Merit	Radio Advertising/Series		
Onslow Memorial Hospital	Merit	Magazine Advertising/Series		
Orange Regional Medical Center	Silver	Newspaper Advertising/Series	Bone & Joint	Media Logic
Orange Regional Medical Center	Silver	Total Adv Campaign (w/o TV)	Oncology	Media Logic
Orange Regional Medical Center	Silver	Publication/In-House	Your Health	
Oratech	Gold	Logo/Letterhead Design		Walter F. Cameron
Oratech	Merit	Web Site/Home Page	www.oratech.com	Walter F. Cameron
Orlando Regional Healthcare	Merit	Magazine Advertising/Single Ad	Dear Kevin	NAS Recruitment Communications
Orlando Regional Healthcare	Merit	Direct Mail	Greetings, Graduate	NAS Recruitment Communications
Orthopaedic Hospital	Gold	Brochure	Research Center Brochure	The Phelps Group
OSF St. Mary Medical Center	Silver	Calendar		The Roberts Group, Inc.
Ottumwa Regional Health Center	Silver	Physician Referral Program	Physician Directory	
Ottumwa Regional Health Center	Merit	Employee Communication Pro	Standards of Behavior Booklet	

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Our Lady of the Lake Reg Med Ctr	Silver	Direct Mail	CMN Christmas Mailer	
Our Lady of the Lake Reg Med Ctr	Bronze	Calendar	CMN Calendar	
Our Lady of the Lake Reg Med Ctr	Bronze	Publication/In-House	A Tribute to Leadership	
Our Lady of the Lake Reg Med Ctr	Merit	Poster	Lake After Hours	
Our Lady of the Lake Reg Med Ctr	Merit	Newspaper Advertising/Series	CMN "Round It Up"	
Our Lady of the Lake Reg Med Ctr	Merit	Television Advertising/Series	CMN Miracle Kids	
Overlook Hospital	Silver	Radio Advertising/Single Spot	Stroke	Gianettino & Meredith, Inc.
Overlook Hospital	Bronze	Magazine Advertising/Single Ad	With a Stroke	Gianettino & Meredith, Inc.
Overlook Hospital	Merit	Publication/External	Overlook View-Khaliah Ali	
Owensboro Medical Health System	Bronze	Brochure	Wow	Springboard Brand & Creative Strategy
Owensboro Medical Health System	Bronze	Professional Recruitment	Wow	Springboard Brand & Creative Strategy
Palo Alto Medical Foundation	Merit	Total Adv Campaign (w/o TV)	Get Back in the Game	On Target Marketing
Paramount Health Care	Merit	Television Advertising/Series	Spring TV Campaign	Hart Associates
Paris Community Hospital	Merit	Other	Newspaper Insert	
Parkview Health	Merit	Imprinted Materials	Heart Walk T-Shirt	
Parkview Health	Merit	Television Advertising/Series	Parkview TV Campaign	Boyden & Youngblutt
Parkview Health	Merit	Magazine Advertising/Series	Parkview New Facilities/Services	Boyden & Youngblutt
Payton Manning Children's Hospital	Silver	Physician Referral Program	Pediatric Perspectives	Dowden Custom Media
Payton Manning Children's Hospital	Merit	Publication/External	Kid's Connection	Dowden Custom Media
Pediatric Home Service	Gold	Other	Collateral Material	Hatlingflint
Pediatric Home Service	Merit	Web Site/Home Page	Take 2	Hatlingflint
Pediatrics After Hours	Merit	Magazine Advertising/Series	Pediatrics After Hours	Wishbone Graphics, Inc.
Pediatrics After Hours	Merit	Poster	Physician Office Referral Poster	Wishbone Graphics, Inc.
Pediatrics After Hours	Merit	Logo/Letterhead Design	Pediatrics After Hours	Wishbone Graphics, Inc.
Peninsula, a Div/Parkwest Med Ctr	Gold	Calendar	Art of Healing Calendar	
Penn State Milton S. Hershey Med Ctr	Gold	Other	Psychiatric Residency Viewbook	
Penn State Milton S. Hershey Med Ctr	Gold	Employee Communication Pro	Club Clean Internal Communications	
Penn State Milton S. Hershey Med Ctr	Silver	Television Advertising/Single Spot	Penn State Hershey Cancer Center Spot	
Penn State Milton S. Hershey Med Ctr	Bronze	Special Video	Penn State Hershey Building Celebration	
Penn State Milton S. Hershey Med Ctr	Merit	Magazine Advertising/Series	The Benefit of Less is More	
Penn State Milton S. Hershey Med Ctr	Merit	Publication/In-House	Crescent	
Penn State Milton S. Hershey Med Ctr	Merit	Publication/External	Penn State Medicine Publication	
Penn State Milton S. Hershey Med Ctr	Merit	Newsletter	HVInnovations Newsletter	
Ph D X	Merit	Direct Mail	First Aid Kit	3 Advertising
PICA Group	Merit	Publication/External	Footlights	
Pioneer Valley Hospital	Gold	Logo/Letterhead Design	New Beginnings Identity	Jibe Media
Pleasant Valley Hospital	Merit	Brochure	Catalog of Services	Priority Publications
Pomona Valley Hospital Medical Ctr	Merit	Annual Report		Holmes & Company Advertising
Portage Health	Gold	Web Site/Home Page		
Portage Health	Silver	Logo/Letterhead Design	Mercy EMS Identity	
Portage Health	Bronze	Poster	Customer Satisfaction	
Portage Health	Bronze	Health Promotion Program	Lake Effect League Series	
Porter Strake Services	Bronze	Logo/Letterhead Design	Porter Starke Corporate Effects	Morse & Company Advertising
Portsmouth Regional Hospital	Silver	Outdoor/Transit	Anything Can Happen	Wilson & Gould
Presbyterian Hemby Children's Hosp	Merit	Magazine Advertising/Single Ad	Hemby Remarkable Heroes	ABZ Design Group
Presbyterian Hospital	Silver	Magazine Advertising/Single Ad	Remarkable Performers	ABZ Design Group
Preferred Medical Network	Gold	Web Site/Home Page	www.preferredmedical.net	Adhawks Advertising & PR
Premier Community Health	Silver	Newspaper Advertising/Insert	Huber Heights Health Fair Flyer	
Premier Community Health	Bronze	Calendar	Premier Health Update	
Premier Community Health	Merit	Health Promotion Program	Test for Life Campaign	
Premier Community Health	Merit	Brochure	Breast & Cervical Cancer	
Presbyterian Cardiovascular Institute	Merit	Brochure	Showcase Brochure	ABZ Design Group
Presbyterian Hospital	Gold	Poster	Children's ED	ABZ Design Group
Presbyterian Hospital	Silver	Outdoor/Transit	Community Care Cruiser	ABZ Design Group
Presbyterian Hospital	Bronze	Poster	Remarkable Performers	ABZ Design Group
Presbyterian Hospital of Dallas	Gold	Total Adv Campaign (w/o TV)	Fighter	Commerce House
Presbyterian Hospital of Dallas	Bronze	Health Promotion Program	Colonoscopy Clinic	
Presbyterian Hospital of Dallas	Merit	Web Site/Home Page	Weight Loss Surgery	
Presbyterian Hospital of Dallas	Merit	Special Event	Cocktails & Classic Cars Invitation	
Presbyterian Neurology	Silver	Physician Referral Program	Remarkable Neurology Care	ABZ Design Group
Presbyterian Neurology Center	Merit	Poster	Neurology Center	ABZ Design Group
Prevention MN	Silver	Television Advertising/Single Spot	Numbers	Roberts Communications, Inc.
Prevention MN	Merit	Outdoor/Transit	"Do"	Roberts Communications, Inc.
Primary Health Medical Group	Silver	Outdoor/Transit	Urgent Care	Davies Rourke Marketing
Princeton Healthcare System	Gold	New Media	Breast Health Center Flash Ad	
Princeton Healthcare System	Merit	Logo/Letterhead Design	Maternal Child Health	
Pro Health Care	Gold	Television Advertising/Series	Reason to Live	The Yes Men
Pro Health Care	Silver	Total Adv Campaign (w/ TV)	Reason to Live	The Yes Men
Pro-Options	Gold	Web Site/Home Page	www.Pro-Options.com	Walter F. Cameron
Progress West HealthCare Center	Gold	Television Advertising/Series	Progress Happens	BLR
ProMedica Health System	Gold	Calendar	Toledo Children's Hosp-School Cal	
ProMedica Health System	Gold	Imprinted Materials	Renaissance Celebration T-Shirt	

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
ProMedica Health System	Silver	Other	Renaissance VIP Invitation	
ProMedica Health System	Bronze	Brochure	Executive Physical Brochure	
ProMedica Health System	Merit	Logo/Letterhead Design	Take Heart Logo	Hart & Associates
ProMedica Health System	Merit	Outdoor/Transit	Flower Market Van	
ProMedica Health System	Merit	Special Event	Toledo Children's Hosp/Evening with...	Hart Associates
ProMedica Health System	Merit	Television Advertising/Series	Spring-Distinction Campaign	Hart Associates
Prostate Cancer Foundation	Gold	Annual Report	One Team. One Goal	Weise Communications
Provena Health	Gold	Publication/In-House	Dove Tales 10th Anniversary Edition	True North Custom Publishing
Provena Health	Silver	Patient Handbook		Green Light Creative
Provena Health	Silver	Health Promotion Program	Ticket for the Cure	Green Light Creative
Provena Health	Merit	Special Video	Convocation Videos	Morningstar Productions
Provena Health	Merit	Calendar	Nurses Calendar	Green Light Creative
Provena Health	Merit	Publication/External	One Life	True North Custom Publishing
Provena Health	Merit	Annual Report	Community Benefit Annual Report	Green Light Creative
Provena Mercy Medical Center	Merit	Health Promotion Program	Heart Aware	P. Brennan & Associates
Provena Saint Joseph Medical Center	Silver	Health Promotion Program	Cancer Care/Skin Cancer	Church & Main, Inc.
Provena Saint Joseph Medical Center	Merit	Total Adv Campaign (w/o TV)	Neurosciences	Church & Main, Inc.
Providence Health & Services	Gold	Special Video	Mission Statement and Core Values	
Providence Health & Services	Merit	Total Adv Campaign (w/o TV)	Cancer Services Marketing Campaign	
Providence Health & Services	Merit	Newsletter	The Art of Healing	
Providence Health & Services-Oregon	Merit	Publication/External	Providence Together	
Providence Medical Center	Bronze	Direct Mail	Bonner Springs	Kara Welter & Associates
Providence Medical Center	Merit	Professional Recruitment	PT Recruitment	Kara Welter & Associates
Providence Medical Center	Merit	Newsletter	In Good Health	Kara Welter & Associates
Puretone Hearing Solutions	Bronze	Total Adv Campaign (w/o TV)	Puretone Hearing Campaign	Joyce Design Solutions, LLC
Quest Diagnostics, Inc.	Silver	Magazine Advertising/Single Ad	Few Options Compare to...	Hungry Ad Guys
Quest Diagnostics, Inc.	Merit	Total Adv Campaign (w/o TV)	Your Times	Hungry Ad Guys
Radiological Assoc of Sacramento	Gold	Imprinted Materials	Wine Set	
Radiological Assoc of Sacramento	Gold	Total Public Relations Program	90th Anniversary PR Campaign	
Radiological Assoc of Sacramento	Silver	Web Site/Home Page		
Radiological Assoc of Sacramento	Silver	Special Video	Internal Education DVDs	
Radiological Assoc of Sacramento	Silver	Special Event	Patient Survey Event	
Radiological Assoc of Sacramento	Silver	Health Promotion Program	CME Campaign	
Radiological Assoc of Sacramento	Bronze	Imprinted Materials	ACS Making Strides T-Shirt	
Radiological Assoc of Sacramento	Merit	Health Promotion Program	DEXA Campaign	
Radiological Assoc of Sacramento	Merit	Newspaper Advertising/Single Ad	Breast Cancer Awareness	
Rainbow Babies & Children's Hosp	Merit	Newsletter	Under the Rainbow	StayWell Custom Communications
Raritan Bay Medical Center	Silver	Newsletter	Pulse	StayWell Custom Communications
Regional Alliance for Healthy Schools	Merit	Special Video		Lawrence Productions
Regional Medical Center/Anniston	Silver	Poster	No Smoking Allowed	Ellis Kaiser
Regional Medical Center/Anniston	Silver	Magazine Advertising/Single Ad	Harris Clark's Retirement Plans	Ellis Kaiser
Rehab Hospital of Cape and Islands	Bronze	Web Site/Home Page		Med Touch
Reid Hospital and Health Care Services	Gold	Professional Recruitment	Physician Recruitment Kit	Ten Adams Marketing & Advertising
Reid Hospital and Health Care Services	Merit	Total Adv Campaign (w/ TV)	More Than You Know	Ten Adams Marketing & Advertising
Reproductive Science Center	Silver	Physician Referral Program	Physician Referral Program	Triad
Resurrection Health Care	Silver	Direct Mail	ICC Direct Mail	Donovan Design
Resurrection Health Care	Merit	Web Site/Home Page	Online-www.reshealth.org	Swimmer Design
Resurrection HealthCare	Gold	Imprinted Materials	Resurrection Home Care Give Away	Terri Taylor Design
Resurrection HealthCare	Merit	Brochure	Resurrection Home Care	Terri Taylor Design
Resurrection Healthcare	Merit	Special Event	Monarch Ball Invitation	Moveo Integrated Branding
Resurrection Medical Center	Gold	Total Adv Campaign (w/o TV)	10 Reasons to See/Primary Care Phys	Donovan Design
Resurrection Medical Center	Merit	Brochure	TomoTherapy	Donovan Design
Rex Healthcare	Gold	Newspaper Advertising/Single Ad	Melanie Brooks	Neathawk, Dubuque & Packett
Rex Healthcare	Silver	Total Adv Campaign (w/ TV)	Image Campaign	Neathawk, Dubuque & Packett
Rex Healthcare	Bronze	Web Site/Home Page	rexhealth.com	Neathawk, Dubuque & Packett
Rex Healthcare	Merit	Publication/External	Your LIFE	Coffey Communications, Inc.
Robinson Memorial Hospital	Merit	Direct Mail	The Birthplace of Extraordinary Practices	NAS Recruitment Communications
Rochester General Hospital	Bronze	Web Site/Home Page	www.onlyrgh.com	SPM Marketing & Communications
Rockford Health System	Merit	Publication/External	Healthy Man	True North Custom Publishing
Rockingham Memorial Hospital	Silver	Patient Handbook	Cardiac Surgery Patient Handbook	
Rockingham Memorial Hospital	Merit	Special Video	DVD Video	Gravity Group
Rockingham Memorial Hospital	Merit	Publication/External	Health Quest	
Ronald McDonald House	Merit	Newsletter	Heart to Heart	JenC Design
Rowan Regional Medical Center	Merit	Total Adv Campaign (w/ TV)	Patient Testimonials	Lee Stewart's Creative Works!
Rush University Medical Center	Gold	New Media	Rush Stories Campaign	SPM Marketing & Communications
Rush North Shore Medical Center	Silver	Web Site/Home Page		StayWell Custom Communications
Rush North Shore Medical Center	Merit	Brochure	Healthcare As Unique As You	
Rush North Shore Medical Center	Merit	Total Public Relations Program	The Toast of the Town	
RUSH University Medical Center	Merit	Newsletter	Discover RUSH	Coffey Communications, Inc.
Rush University Medical Center	Silver	Magazine Advertising/Single Ad	Image Ad	SPM Marketing & Communications
Rush University Medical Center	Merit	Newspaper Advertising/Series	Expert	SPM Marketing & Communications

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Rush-Copley Medical Center	Gold	Brochure	Providing Advanced Cancer Care	
Rush-Copley Medical Center	Merit	Special Video	Peggy's Story	KinneyKusek
Rush-Copley Medical Center	Merit	Total Adv Campaign (w/ TV)	What Kind of Patient Are You?	
Russell Medical Center	Silver	Publication/External	Connections	Dowden Custom Media
Sacred Heart Hospital	Gold	Publication/External	Heart Beat	Dowden Custom Media
Saint Alphonsus Express Care	Silver	Radio Advertising/Series	Express Care Clinics	Closed Loop Marketing and Advertising
Saint Alphonsus Express Care	Merit	Television Advertising/Series	Express Care Clinics	Closed Loop Marketing and Advertising
Saint Alphonsus Express Care	Merit	Total Adv Campaign (w/ TV)	Express Care Clinics	Closed Loop Marketing and Advertising
Saint Alphonsus Express Care	Merit	Magazine Advertising/Single Ad	Express Care Clinics	Closed Loop Marketing and Advertising
Saint Alphonsus Reg Med Ctr	Bronze	Radio Advertising/Series	New Center for Advanced Healing	Closed Loop Marketing and Advertising
Saint Alphonsus Reg Med Ctr	Bronze	Magazine Advertising/Series	New Center for Advanced Healing	Closed Loop Marketing and Advertising
Saint Alphonsus Reg Med Ctr	Merit	Annual Report	Report to Community	Closed Loop Marketing and Advertising
Saint Alphonsus Reg Med Ctr	Merit	Newspaper Advertising/Series	New Center for Advanced Healing	Closed Loop Marketing and Advertising
Saint Anthony	Merit	Direct Mail	Championship Surgical Team	Seroka
Saint Anthony Medical Center	Gold	Calendar	Social Accountability Calendar	Moran Design Corp
Saint Anthony Medical Center	Merit	Total Adv Campaign (w/o TV)	The Birth Place Campaign	Moran Design Corp
Saint Barnabas Health Care System	Gold	Poster	A Celebration of Life	
Saint Barnabas Health Care System	Merit	Patient Handbook	Welcome	
Saint Barnabas Health Care System	Merit	Brochure	Your Life is Waiting	
Saint Francis Hospital	Silver	Poster	Not Sleeping Can Be Bad for Your Health	G Design
Saint Francis Hospital	Bronze	Newspaper Advertising/Insert	Concerned About Your Child's Behavior	G Design
Saint Francis Hospital	Bronze	Outdoor/Transit		G Design
Saint Francis Hospital	Merit	Poster	School Violence, Warnings, Weeping	G Design
Saint Francis Hospital	Merit	Direct Mail	Happy Birthday, Healthy Birthday	G Design
Saint Francis Hospital	Merit	Newspaper Advertising/Single Ad	You Can Choose Us!	G Design
Saint Francis Hospital	Merit	Brochure	A Good Home	G Design
Saint Francis Medical Center	Gold	Annual Report		The Roberts Group, Inc.
Saint Joseph Regional Medical Center	Silver	Television Advertising/Single Spot	Brenda Walker - Spine	St. Claire Group
Saint Joseph's Hospital	Gold	Radio Advertising/Series	Stairs/Hills	HWN Brand Marketing
Saint Joseph's Hospital	Merit	Magazine Advertising/Series	Is Your Heart in the Right Place	HWN Brand Marketing
Saint Margaret Mercy	Gold	Special Event	All Systems Go	Moran Design Corp.
Saint Margaret Mercy	Merit	Newspaper Advertising/Single Ad	What's In Store For You	Moran Design Corp.
Saint Thomas Health Services	Merit	Newsletter	Saint Thomas Heart	StayWell Custom Communications
Saint Vincent Catholic Medical Ctrs	Gold	Logo/Letterhead Design	Patient Satisfaction Campaign	Two Dogs Design
San Antonio Community Hospital	Gold	Publication/In-House	The Fountain	MDS
San Antonio Community Hospital	Bronze	Poster	Centennial History Wall	Ignite Design & Advertising, Inc.
San Antonio Community Hospital	Bronze	Other	Centennial Gala Invitation	Ignite Design & Advertising, Inc.
San Antonio Community Hospital	Bronze	Outdoor/Transit	Heart Center	Ignite Design & Advertising, Inc.
San Antonio Community Hospital	Merit	New Media	Heart Center Theatre Spot	Ignite Design & Advertising, Inc.
San Antonio Community Hospital	Merit	Total Adv Campaign (w/o TV)	Heart Center - Be There	Ignite Design & Advertising, Inc.
San Antonio Community Hospital	Merit	Logo/Letterhead Design	Healthy Beginnings	Ignite Design & Advertising, Inc.
San Antonio Community Hospital	Merit	Calendar	Health & Wellness Programs	MDS
San Francisco Health Plan	Bronze	Logo/Letterhead Design	Healthy San Francisco	
San Gabriel Valley Medical Center	Merit	Professional Recruitment	Our Staff Deserves the Best	DCP
San Juan Regional Medical Center	Silver	Radio Advertising/Series	Urgency vs Emergency	Esparza Advertising
Sanford Health	Silver	Total Adv Campaign (w/ TV)	Women's Dance	Lawrence & Schiller Inc
Sanford Health	Bronze	Television Advertising/Single Spot	Life is Beautiful	Lawrence & Schiller Inc
Sanford Health	Merit	Web Site/Home Page	Sanford Clinic Plastic Surgery	Lawrence & Schiller Inc
Santa Rosa Medical Center	Bronze	Magazine Advertising/Single Ad	Women's Center	Gordon & Breaux Marketing Com.
SCAN Health Plan	Merit	Television Advertising/Single Spot	Stories	Pictures in a Row
Sciele Pharma, Inc.	Silver	Patient Handbook	Fotamel Patient Education Booklet	Gemini Healthcare, LLC
Sciele Pharma, Inc.	Merit	Brochure	Fosteum Patient Brochure	Gemini Healthcare, LLC
Sciele Pharma, Inc.	Merit	Brochure	Fosteum Core Visual Aid	Gemini Healthcare, LLC
Scripps Health Foundation	Gold	Brochure	The Future of Healing	
Scripps Health Foundation	Silver	Special Video	Spinoff Video	
Scripps Health Foundation	Merit	Annual Report	Update Annual Report	
Scripps Health Foundation	Merit	Publication/External	Update Magazine	
Scripps Health Foundation	Merit	Other	Catch The Wave of Caring Employees	
Seattle Children's Hospital	Merit	Television Advertising/Single Spot	Anna Clise	Copacino & Fujikado
Seattle Children's Hospital	Merit	Radio Advertising/Single Spot	100 Years	Copacino & Fujikado
Senior Dimensions	Merit	Total Advertising Campaign (w/ TV)	Wished For/Retired Campaign	Virgen Advertising
Senior Dimensions	Merit	Television Advertising/Single Spot	Wished For	Virgen Advertising
Sequoia Hospital	Merit	Newsletter	Sequoia Health	DCP
Serve You-Custom Perscription	Merit	Web Site/Home Page	Serve-you-rx.com	DM Interactive
Shands HealthCare	Merit	Special Video	Raising Hope	Lewis Communications
Shands Jacksonville	Gold	Special Video	UF & Shands Jacksonville DVD	
Shands Jacksonville	Merit	Special Event	A Night for Heroes	
Sharp Community Medical Group	Silver	Newsletter	Living Well	StayWell Custom Communications
Shasta Regional Medical Center	Bronze	Health Promotion Program	Family Health	Abra Marketing
Shepard Medical Products	Gold	New Media	Care-mates.com/blog/	Genome-Communications, LLP
Shepherd Center	Silver	Other	Summer Externship	NAS Recruitment Communications
Sherman Health	Merit	Web Site/Home Page	ShermanHealth.com	Demi & Cooper Advertising

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
Sherman Health	Merit	Newspaper Advertising/Single Ad	Children's Memorial Partnership Ad	Demi & Cooper Advertising
Sherman Health	Merit	Direct Mail	Kid's Safety Fair	Demi & Cooper Advertising
Sherman Health	Merit	Brochure	Community Benefit Brochure	Demi & Cooper Advertising
Shields Health Care Group	Merit	Other	Oncology Center Mansfield	Imaj Communications & Design, Inc.
Shore Health System	Bronze	Newspaper Advertising/Single Ad	Tobacco Free Ad	Neathawk, Dubuque & Packett
Shore Health System	Merit	Total Adv Campaign (w/o TV)	Breast Health Campaign	Neathawk, Dubuque & Packett
Shore Health System	Merit	Brochure	Acute Rehab	Neathawk, Dubuque & Packett
Shriners Hospitals for Children	Bronze	Radio Advertising/Series	Leading the Way in Pediatric	
Siemens AG. Medical Solutions	Gold	Special Video	The Defining Moment in CT	Mangos, Inc.
Siemens AG. Medical Solutions	Silver	Other	The SOMATOM Definition Launch Pkg	Mangos, Inc.
Siemens AG. Medical Solutions	Silver	Magazine Advertising/Single Ad	The SOMATOM Definition Launch Ad	Mangos, Inc.
Siemens AG. Medical Solutions	Merit	Brochure	The SOMATOM Definition Era Brochure	Mangos, Inc.
Siemens Hearing Instruments	Gold	Brochure	Centra Active Brochure	Mangos, Inc.
Siemens Hearing Instruments	Silver	Television Advertising/Single Spot	It Doesn't Have To Be That Way	Mangos, Inc.
Siemens Hearing Instruments	Bronze	Special Video	Centra Active Product Video	Mangos, Inc.
Siemens Hearing Instruments	Bronze	Magazine Advertising/Series	Cielo 2 Active Ad Campaign	Mangos, Inc.
Siemens Medical Solutions	Gold	Special Event	Molecular Imaging Trade Show Booth	Mangos, Inc.
Siemens Medical Solutions	Merit	Special Video	HD-PET Product Launch Video	Mangos, Inc.
Sierra Neurosurgery Group	Merit	Web Site/Home Page		Estipona Group
Signature Healthcare Brockton Hosp	Gold	Outdoor/Transit	Get Well Card	Bennett Group
Signature Healthcare Brockton Hosp	Merit	Logo/Letterhead Design		Bennett Group
Silver Cross Hospital	Merit	Special Video	Building on Our Commitment	Res Publica Group
Silverton Hospital	Merit	Publication/External	Healthview	bbg Marketing
Sisters of St. Francis Health Serv, Inc.	Silver	Calendar	Northern Indiana Region Calendar	Moran Design Corp.
Smile Builderz	Gold	Brochure	Smile Builderz	Golden Proportions Marketing
Somerset Medical Center	Merit	Calendar	Wellness Calendar	
Somerset Medical Center	Merit	Brochure	Sleep for Life	
Somerset Medical Center	Merit	Total Public Relations Program	Sleep for Life Media Hits	
Sonora Regional Medical Center	Merit	Brochure	Imaging Center	
South Davis Community Hospital	Bronze	Direct Mail	Experience Something Extraordinary	NAS Recruitment Communications
South Pointe Hospital	Bronze	Total Public Relations Program	Celebrates 50 Years	AM Design Group
Southcoast Health System	Gold	Imprinted Materials	Luggage Tags	
Southcoast Health System	Gold	Total Public Relations Program	Commonwealth Care	
Southcoast Health System	Bronze	Annual Report		
Southcoast Health System	Merit	Professional Recruitment	Physician Recruitment Banners	
Southcoast Health System	Merit	Patient Handbook		
Southcoast Health System	Merit	Other	Coke Machine	
Southeast Missouri	Silver	Outdoor/Transit	Babies	BVK
Southern Ohio Medical Center	Merit	Total Advertising Campaign (w/ TV)	Saved My Life Campaign	KGB Advertising
Southwest Medical Associates	Merit	Newspaper Advertising/Series	Modern Medicine with a Human Touch	
Southwestern Vermont Health Care	Bronze	Professional Recruitment	Physician Recruitment	Med Touch
Southwestern Vermont Medical Ctr	Silver	Special Video	Green Mountains	Bennett Group
Southwestern Vermont Medical Ctr	Merit	Professional Recruitment	Fall is Traditionally	Bennett Group
Spartanburg Regional Health System	Silver	Newspaper Advertising/Single Ad	Woman's Branded	Riggs
Spine Universe, LLC	Gold	Logo/Letterhead Design		
Spine Universe, LLC	Gold	New Media	Spine Advisor eNewsletter	
Spine Universe, LLC	Merit	Web Site/Home Page	Homepage	
Spirit Health Group	Gold	Special Event	Day of Dance	
Spirit Health Group	Gold	Health Promotion Program	Get What You Need Out of Life	
Spirit Health Group	Gold	Publication/External	Spirit of Woman Magazine	
Spirit Health Group	Bronze	Publication/In-House	Consumer Newsletter	
St John's Hospital	Silver	Radio Advertising/Single Spot	Mammography	BVK
St John's Hospital	Bronze	Newspaper Advertising/Single Ad	Digital Mammography	BVK
St. Anthony Hospital	Gold	Television Advertising/Series	Saints In Action	Insight Creative Group
St. Anthony Hospital	Gold	Special Video	The Spirit Within 2007	Insight Creative Group
St. Anthony's Health Care	Gold	Special Event	Breast Center Open House	
St. Anthony's Health Care Foundation	Merit	Calendar	Team Member Calendar	
St. Anthony's Health Care Foundation	Merit	Special Event	Hollywood Nights Invitation	
St. Anthony's Health Care Foundation	Merit	Newsletter	The Legacy	
St. Anthony's Medical Center	Merit	Direct Mail	Consumer Heart	The Roberts Group, Inc.
St. Charles Hospital	Bronze	Brochure	Rehabilitation	Zone 5
St. David's Healthcare	Gold	Total Adv Campaign (w/o TV)	Positioning Campaign	Prairie Dog
St. David's Healthcare	Bronze	Web Site/Home Page	Women's Services Careers	NAS Recruitment Communications
St. Elizabeth Hospital	Silver	Special Event	Banquet	Mind Worx Marketing
St. Elizabeth Hospital	Merit	Magazine Advertising/Series	Services Ad Series	Mind Worx Marketing
St. Elizabeth Hospital	Merit	Television Advertising/Series	Services TV Commercials	Mind Worx Marketing
St. Elizabeth Hospital	Merit	Radio Advertising/Single Spot		Mind Worx Marketing
St. Elizabeth Medical Center	Gold	Television Advertising/Series	Image Television Series	SPM Marketing & Communications
St. Elizabeth Regional Health	Silver	Calendar	Community Calendar	Haan Marketing + Communications
St. Elizabeth Regional Health	Bronze	Newspaper Advertising/Series	Way of Life	Haan Marketing + Communications
St. Elizabeth Regional Health	Merit	Television Advertising/Single Spot	Imagine	Haan Marketing + Communications
St. Elizabeth Regional Health	Merit	Total Adv Campaign (w/ TV)	Way of Life	Haan Marketing + Communications

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
St. Francis Hospital of Evanston	Merit	Magazine Advertising/Series	Ad Campaign	Moveo Integrated Branding
St. John Health System	Silver	Magazine Advertising/Series		Brogan & Partners
St. John Health System	Merit	Television Advertising/Single Spot	Cancer Opera	Brogan & Partners
St. John Health System	Merit	Other	Executive Center Presentation Package	Brothers & Co.
St. John Health System	Merit	Outdoor/Transit	Women's Center	Brothers & Co.
St. John's Health System	Gold	Television Advertising/Series	Image Campaign	SPM Marketing & Communications
St. John's Hospital	Silver	Newsletter		Priority Publications
St. John's Mercy Medical Center	Gold	Outdoor/Transit	Children's Hospital Campaign	SPM Marketing & Communications
St. John's Mercy Medical Center	Bronze	Newspaper Advertising/Single Ad	Children's Hospital Campaign	SPM Marketing & Communications
St. John's Regional Medical Center	Gold	Newsletter	St. John's Health	DCP
St. Joseph Healthcare	Bronze	Poster	Life Is A Journey	Triad Group
St. Joseph Hospital	Gold	Direct Mail	New Movers	Aloysius Butler & Clark
St. Joseph Hospital	Merit	Other	Tobacco Treatment Coaster	Aloysius Butler & Clark
St. Joseph Medical Center	Merit	Newspaper Advertising/Insert	St. Joseph Stroke Center	Trozzolo Communications
St. Joseph Medical Center	Merit	Employee Communication Program	Building the Vision	
St. Joseph Medical Center	Merit	Publication/In-House	The Carpenter's Staff	
St. Joseph's Healthcare System	Gold	Total Public Relations Program	The Women's Heart Ctr at St. Joseph's	
St. Joseph's Healthcare System	Merit	Brochure	The Women's Heart Ctr at St. Joseph's	DesignSpeak
St. Joseph's Hospital	Bronze	Poster	Diabetes Day	
St. Joseph's Hospital	Bronze	Annual Report	Transformation	Sartori Agency
St. Joseph's Hospital	Merit	Calendar	Baptist Team Member Calendar	
St. Joseph's Hospital	Merit	Publication/External	Spirit	
St. Joseph's Hospital Foundation	Bronze	Special Event	Stepping Out Gala	
St. Luke's Health Care Foundation	Merit	Annual Report		ME&V
St. Luke's Health Foundation Child	Gold	Total Adv Campaign (w/o TV)	You Have the Power to Protect a Child	ME&V
St. Luke's Hospital	Merit	Total Adv Campaign (w/o TV)	Long Term Birth Control	ME&V
St. Mary Medical Center	Gold	Total Adv Campaign (w/o TV)	Chest Pain Emergency Center	Benham Advertising
St. Mary's Health Center	Merit	Newspaper Advertising/Single Ad	Imagine An Exceptional Career	NAS Recruitment Communications
St. Mary's Healthcare Sys for Children	Gold	Annual Report		Fastforward Communications
St. Mary's Healthcare Sys for Children	Merit	Brochure	Major Gifts Brochure	Fastforward Communications
St. Mary's Healthcare Sys for Children	Merit	Newsletter	St. Mary's Kids News	Fastforward Communications
St. Mary's Hospital	Gold	Professional Recruitment	Healthcare Careers Come w/Water View	Aloysius, Butler and Clark
St. Mary's Hospital	Bronze	Patient Handbook	Guiding Your Journey	
St. Mary's Medical Center	Gold	Special Video	Cyberknife Longform Video	ME&V
St. Mary's Medical Center	Merit	Television Advertising/Single Spot	Cyberknife	ME&V
St. Vincent Health Center	Merit	Direct Mail	There's Never Been a Better Time to...	NAS Recruitment Communications
St. Vincent Heart Center of Indiana	Gold	Television Advertising/Single Spot	Staff/Patients - Period	St. Claire Group
St. Vincent Hospital	Gold	Web Site/Home Page	My Story	Publicis Indianapolis
St. Vincent Hospital	Gold	Newspaper Advertising/Series	Tiny Successes	Publicis Indianapolis
St. Vincent Hospital	Gold	Newspaper Advertising/Insert	Centers of Excellence	Publicis Indianapolis
St. Vincent Hospital	Gold	Television Advertising/Single Spot	Nursing-Place of Emotions	Publicis Indianapolis
St. Vincent Hospital	Gold	Publication/In-House	Kids Connection	Publicis Indianapolis
St. Vincent Hospital	Silver	Professional Recruitment		Publicis Indianapolis
St. Vincent Hospital	Silver	Total Adv Campaign (w/ TV)	Nicholas	Publicis Indianapolis
St. Vincent Hospital	Bronze	Brochure	Expectant Mom	Publicis Indianapolis
St. Vincent Hospital	Bronze	Patient Handbook		Publicis Indianapolis
St. Vincent Hospital	Merit	Calendar	Desk Calendar	Publicis Indianapolis
St. Vincent Hospital	Merit	Special Event	Key to the Cure	Publicis Indianapolis
St. Vincent Hospital	Merit	Other	Board Briefs	Publicis Indianapolis
St. Vincent's Comprehensive Cancer	Gold	Radio Advertising/Series		Sawtooth Health
St. Vincent Camel/St. Vincent Hospital	Gold	Publication/External	Healthy Spirit	Dowden Custom Media
Ste Genevieve County Memorial Hosp	Merit	New Media	Emergency Department Podcast	
Ste Genevieve County Memorial Hosp	Merit	Brochure	Women's Health Childbirth Center	
Stevens Hospital	Bronze	Web Site/Home Page	www.stevenshospital.org	Coffey Communications, Inc.
Stockamp	Merit	Magazine Advertising/Single Ad	They Wanted the Best	Gard Communications
Summa Health System	Gold	Annual Report		Knox Marketing
Summa Health System	Merit	Newspaper Advertising/Single Ad	U.S. News "10 Years" Ad	Knox Marketing
Sundale Rehab/Long Term Care	Gold	Logo/Letterhead Design		Blaine Turner Advertising
Sunrise Hospital	Silver	Publication/In-House	Yearend Report	Lucky Dog Communications
Sutter Health	Gold	Publication/In-House	Inside Sutter Health	
Swedish Medical Center	Gold	Patient Handbook	Swedish Executive Health	Worker Bees, Inc.
Swedish Medical Center	Gold	Magazine Advertising/Series	An Urgent Reason to Give to Swedish	
Swedish Medical Center	Gold	Direct Mail	Swedish Pediatric ER	
Swedish Medical Center	Silver	Physician Referral Program	iheartswedish.org	
Swedish Medical Center	Bronze	Special Event	Swedish Cancer Institute 75th Anniv	
Swedish Medical Center	Bronze	Employee Communication Pro	Introducing a New CEO	
Swedish Medical Center	Bronze	Annual Report	Best of	
Swedish Medical Center	Merit	Radio Advertising/Series	Living the Oath	
Sycamore Village	Merit	Newspaper Advertising/Single Ad	Finally...	Marketing Dynamics
Symbio Solutions	Gold	Web Site/Home Page		On Message
Tampa General Hospital	Gold	Brochure	Lung Transplant	FKQ Advertising & Marketing

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
Tampa General Hospital	Silver	Employee Communication Pro	Flu Shot Campaign	FKQ Advertising & Marketing
Tampa General Hospital	Bronze	Web Site/Home Page		Maverick Interactive, Inc.
Tampa General Hospital	Merit	Total Adv Campaign (w/o TV)	Consumer's Choice Campaign	FKQ Advertising & Marketing
Tampa General Hospital	Merit	Special Event	Foundation Gala Invite Package	FKQ Advertising & Marketing
Tampa General Hospital	Merit	Magazine Advertising/Single Ad	Tampa Bay Lightning Program Ad	FKQ Advertising & Marketing
Tampa General Hospital	Merit	Brochure	Cardiac Transplant	FKQ Advertising & Marketing
Tampa General Hospital	Merit	Other	Expansion Fact Sheet	FKQ Advertising & Marketing
Tanner Health System	Gold	Physician Referral Program	Physician Referral Postcard w/Magnet	
Target Corporation	Silver	Web Site/Home Page	Healthy.Target.com	StayWell Custom Communications
Temple University Health System	Merit	Publication/In-House	Capsule	
Temple University Health System	Merit	Physician Referral Program	Radiation Oncology Physicians	
Tenet Healthcare	Gold	Newspaper Advertising/Single Ad	Gender Cardiac	Swanson Russell Associates
Tenet Healthcare	Silver	Direct Mail	Gender Knee	Swanson Russell Associates
Terrebone General Medical Center	Bronze	Newspaper Advertising/Series	It All Begins Here	Red Square Agency
Texas Children's Cancer Center	Bronze	Other	Texas Legend Gala	Active Imagination
Texas Health Resources	Bronze	Publication/In-House	The Source	
Texas Health Resources	Merit	Poster	Living Our Promise	
The Bellevue Hospital	Merit	Logo/Letterhead Design	Wellness Logo	
The Chester County Hospital	Merit	Publication/External	Synapse	The Bing Group
The Children's Hospital	Bronze	Patient Handbook	General Inpatient Guide	Sterling Rice Group
The Children's Hospital	Merit	Patient Handbook	Preparing for Surgery	Sterling Rice Group
The Children's Hospital	Merit	Magazine Advertising/Single Ad	New Hospital	Sterling Rice Group
The Children's Hospital	Merit	Television Advertising/Single Spot	Nightlight	Sterling Rice Group
The Children's Hospital	Merit	Total Adv/Campaign (w/ TV)	Opening Soon	Sterling Rice Group
The Children's Hospital	Merit	Publication/External	OK Kids	StayWell Custom Communications
The Children's Hospital of Philadelphia	Silver	Annual Report	We Care	StayWell Custom Communications
The Children's Medical Ctr of Dayton	Bronze	Direct Mail	To The Ends of the Earth	Insights Direct
The Christ Hospital	Gold	Logo/Letterhead Design		Ten Adams Marketing & Advertising
The Christ Hospital	Gold	Special Video	Making The World A Better Place	Ten Adams Marketing & Advertising
The Christ Hospital	Gold	Special Event	The New Brand Celebration	Ten Adams Marketing & Advertising
The Christ Hospital	Silver	Other	Employee Thank You Invitation	Ten Adams Marketing & Advertising
The Christ Hospital	Silver	Television Advertising/Single Spot	Brilliantly	Brogan & Partners
The Christ Hospital	Silver	Radio Advertising/Series		Brogan & Partners
The Christ Hospital	Silver	Publication/External	Women's Health Today	Dowden Custom Media
The Christ Hospital	Bronze	Employee Communication Pro	Internal Rollout	Ten Adams
The Don Monti Memorial Research	Merit	Publication/External		Priority Publications
The Iowa Clinic	Bronze	Imprinted Materials	Fair T-Shirt	julsdesign, inc.
The Iowa Clinic	Merit	Other	Medical Imaging Holiday Card	julsdesign, inc.
The Iowa Clinic	Merit	Special Event	Bras for the Cause	julsdesign, inc.
The James Cancer Hospital	Bronze	Magazine Advertising/Series	The James Sports Program	Northlich
The Lifetime Healthcare Companies	Bronze	Publication/In-House	Lifetime's	
The Methodist Hospital	Merit	Special Video	Leding Medicine-Stroke Awareness	
The Methodist Hospital System	Silver	Imprinted Materials	Methodist/Texans Mouse Pad	
The Methodist Hospital System	Bronze	Publication/External	Leading Medicine	
The Metro Health System	Merit	Special Video	Re-Imagining Rehabilitation	
The Midwifery Group at Swedish	Gold	Poster	Poster Series	Weise Communications
The Midwifery Group at Swedish	Bronze	Newspaper Advertising/Series		Weise Communications
The Nebraska Medical Center	Gold	Television Advertising/Single Spot	Star of Courage-Marg & Kay	Writing the Range
The Nebraska Medical Center	Gold	Radio Advertising/Series	Not All Hospitals Are Alike	Writing the Range
The Nebraska Medical Center	Gold	Magazine Advertising/Single Ad	Star of Courage-Marg & Kay	Daake
The Nebraska Medical Center	Silver	Web Site/Home Page	NebraskaMed.com	
The Nebraska Medical Center	Silver	Newspaper Advertising/Series	This Is The Time, This Is The Place	Daake
The Nebraska Medical Center	Silver	Magazine Advertising/Series	Not All Hospitals Are Alike	Daake
The Nebraska Medical Center	Bronze	Poster	JD Power Again	Daake
The Nebraska Medical Center	Bronze	Television Advertising/Series	Not All Hospitals Are Alike	Writing the Range
The Nebraska Medical Center	Silver	Logo/Letterhead Design	Community Hospital	
The Nebraska Medical Center	Merit	Total Adv Campaign (w/ TV)	Not All Hospitals Are Alike	Writing the Range/Daake
The Nebraska Medical Center	Merit	Publication/In-House	The Week	
The Nebraska Medical Center	Merit	Publication/External	One Thousand One	
The Nebraska Medical Center	Merit	Total Adv Campaign (w/ TV)	This Is The Time, This Is The Place	Writing the Range/Daake
The Ohio State University Med Center	Gold	Special Event	EMS Week Campaign	Northlich
The Ohio State University Med Center	Gold	Total Adv Campaign (w/o TV)	Arrhythmia	Northlich
The Ohio State University Med Center	Gold	Publication/External	Frontiers	General Learning Communications
The Ohio State University Med Center	Gold	Direct Mail	Stereotaxis	Northlich
The Ohio State University Med Center	Silver	Total Public Relations Program	Heart Month Cooking Demonstration	Northlich
The Ohio State University Medi Center	Bronze	Newspaper Advertising/Series	US News & World Report	Northlich
The Ohio State University Med Center	Bronze	Publication/In-House	Insight	
The Ohio State University Med Center	Merit	Newspaper Advertising/Single Ad	Donate Life	Northlich
The Scarborough Hospital	Silver	Newspaper Advertising/Insert		Company B Communications
The Scooter Store	Merit	Other	TSS Physician's Reference Guide	On Message
The Swier Clinic	Gold	Poster	Movie Slides	Aloysius Butler & Clark

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
The Swier Clinic	Gold	Outdoor/Transit	Body of Work	Aloysius Butler & Clark
The University of Chicago	Bronze	Annual Report	...the Future of Personalized Medicine	Words & Pictures Inc
The University of Chicago Med Center	Silver	Radio Advertising/Single Spot	Meet the Experts	CCFC Advertising
The University of Chicago Med Center	Merit	Publication/External	Medicine on the Midway	Words & Pictures Inc
The University of Chicago Med Center	Merit	Magazine Advertising/Single Ad	The Little Man	CCFC Advertising
The University of Kansas Hospital	Bronze	Total Advertising Campaign (w/ TV)	Image Campaign	SPM Marketing & Communications
The University of Kansas Hospital	Merit	Newspaper Advertising/Series	Advancing the Power of Medicine	SPM Marketing & Communications
The University of Kansas Hospital	Merit	Newspaper Advertising/Single Ad	US News & World Report	SPM Marketing & Communications
The University of Toledo Medl Center	Merit	Total Adv Campaign (w/o TV)	Ortho 24 Hour Campaign	
The Western Pennsylvania Hospital	Silver	Brochure	West Penn Burn Center	
The Western Pennsylvania Hospital	Silver	Publication/In-House	Professional Paradigms-Magnet Issue	
The Western Pennsylvania Hospital	Merit	Special Video	Magnet Recognition Video	
The Western Pennsylvania Hospital	Silver	Total Public Relations Program	Women's and Infant's Care Center	
The William W. Backus Hospital	Merit	Publication/External	Healthy Connections	Miranda Creative
TheraMatrix	Merit	Direct Mail	While You Help Your Patients	NAS Recruitment Communications
Thomas Jefferson University Hospitals	Merit	Total Advertising Campaign (w/ TV)	When It Matters - Neurology	Radio Outhouse
Thomas Jefferson University Hospitals	Merit	Outdoor/Transit	Go With the Flow	
Thompson Cancer Survival Center	Silver	Television Advertising/Series	MDA TV Campaign	Harrison O'Neal, Inc.
Thompson Cancer Survival Center	Bronze	Television Advertising/Single Spot	MDA TV Single	Harrison O'Neal, Inc.
Thompson Cancer Survival Center	Bronze	Total Advertising Campaign (w/ TV)	MDA Multi Campaign	Harrison O'Neal, Inc.
Thompson Cancer Survival Center	Merit	Newspaper Advertising/Series	MDA Print Campaign	Harrison O'Neal, Inc.
Thompson Cancer Survival Center	Merit	Newspaper Advertising/Single Ad	MDA Print Single	Harrison O'Neal, Inc.
Tift Health	Gold	Calendar	ON Health	True North Custom Publishing
Total Spine Specialists	Gold	Physician Referral Program		ABZ Design Group
Trident Health System	Merit	Magazine Advertising/Single Ad	Relax	
Trinity Mother Frances Hospital	Gold	Total Advertising Campaign (w/ TV)	Image	SPM Marketing & Communications
Trover Health System	Merit	Total Adv Campaign (w/o TV)	System Rebranding	
Tufts-New England Medical Center	Gold	Radio Advertising/Single Spot	Pediatric Specialty Center	Jennings
Tufts-New England Medical Center	Silver	Total Adv Campaign (w/o TV)	Children's Activity Book	Jennings
Tufts-New England Medical Center	Merit	Brochure	Children's Activity Book	Jennings
Tufts-New England Medical Center	Merit	Newspaper Advertising/Series	Children's Activity Book	Jennings
Tufts-New England Medical Center	Merit	Direct Mail	Children's Activity Book	Jennings
Tufts-New England Medical Center	Merit	Magazine Advertising/Series	Children's Activity Book	Jennings
Tufts-New England Medical Center	Merit	Outdoor/Transit	Children's Activity Book	Jennings
U.S. Army	Gold	Newspaper Advertising/Series	Amry Stong Testimonials	NAS Recruitment Communications
U.S. Army	Gold	Special Video	U.S. Army Stong	NAS Recruitment Communications
U.S. Army	Silver	Total Adv Campaign (w/o TV)	U.S. Army Stong	NAS Recruitment Communications
U.S. Army	Merit	Newspaper Advertising/Single Ad	We've Battled Typhus, Malaria	NAS Recruitment Communications
UK Healthcare	Silver	Newspaper Advertising/Series	Heart Care Banner Ad	
UK Healthcare	Silver	Magazine Advertising/Series	Arts Publications Series	
UM/Sylvester Comprehensive Cancer Center	Merit	New Media	Hope Against Cancer	The Weinbach Group, Inc.
UMDNJ-Robert Wood Johnson Med	Merit	Publication/External	Robert Wood Johnson Medicine	
UNC Health Care	Merit	Newspaper Advertising/Single Ad	Women's Mood Disorder	Jennings
UNC Healthcare	Gold	Logo/Letterhead Design	li'l'Heels at Play	MSA
UNC Healthcare	Gold	Professional Recruitment	Professional Recruitment	MSA
UNC Healthcare	Gold	Newspaper Advertising/Series	Caring	MSA
UNC Healthcare	Silver	Radio Advertising/Series	Branded Ad Campaign	MSA
UNC Healthcare	Silver	Total Adv Campaign (w/ TV)	Caring	MSA
UNC Healthcare	Bronze	Special Event	Children's Hospital Radiothon	MSA
UNC Healthcare	Bronze	Magazine Advertising/Series	Caring	MSA
UNC Healthcare	Merit	Television Advertising/Series	Branded Ad Campaign	MSA
Union Hospital	Silver	Total Public Relations Program	Fairhill Races Campaign	Aloysius Butler & Clark
United Community & Family Services	Merit	Annual Report	UCFS Annual Report	Miranda Creative
United Health Services	Gold	Television Advertising/Single Spot	Digital Mammography	BVK
United Health Services	Gold	Radio Advertising/Series	The Right Stuff	BVK
United Health Services Inc	Merit	Outdoor/Transit	Green Machine	
United Healthcare	Silver	Newsletter	Healthy Mind, Healthy Body	Carrot
United Healthcare	Bronze	New Media	Healthy Mind, Healthy Body	
United Healthcare	Merit	Brochure	Healthcare With a Difference	
United Healthcare	Merit	Other	Definity HRA Activation Guide	Giebink Design
United Healthcare	Merit	Total Adv Campaign (w/o TV)	Open Enrollment Campaign	CRC Marketing Solutions
UnitedHealthcare	Merit	Poster	Health Assessment Promotion Poster	
UnitedHealthcare	Merit	Direct Mail	Elegant System-Cancer Screening	CRC Marketing Solutions
Unity Health System	Merit	Special Event	Baby Love	Dixon Schwabl
Unity Health System Foundation	Silver	Special Event	An Evening to Remember Tuscany Style	Calm & Sense Communications, Ltd.
Unity Healthcare	Silver	Television Advertising/Single Spot	Girl	Haan Marketing + Communications
Unity Healthcare	Merit	Total Adv Campaign (w/ TV)	All for You	Haan Marketing + Communications
Univera Healthcare	Gold	Health Promotion Program	Fun 2Bfit Program	
Univera Healthcare	Bronze	Direct Mail	Medicare Fulfillment Kit	DMW
Univera Healthcare	Merit	Other	Active Anytime Collateral	DMW
University Head and Neck Associates	Bronze	Other	Practice Folder	Words & Pictures Inc

INSTITUTION	AWARD	CATEGORY	ENTRY TITLE	AGENCY
University Health Care System	Merit	Brochure	Service Line Brochure Series	
University Health Care System	Merit	Newspaper Advertising/Series	Image Campaign	
University Health System	Merit	Calendar	NICU Calendar	
University Health System	Merit	Employee Communication Program	Teaching With The Stars	
University Health System	Merit	Annual Report		ESD & Associates
University Health System	Merit	Special Event	Southeast Clinic 10 Year Anniversary	
Univ Health System-Eastern NC	Merit	Radio Advertising/Single Spot	Doug In Rightfield	Jennings
University Hospital	Gold	Total Advertising Campaign (w/ TV)	University Image Campaign	HWN Brand Marketing
University Medical Center at Princeton	Gold	Magazine Advertising/Single Ad	Stroke Ad	Neathawk, Dubuque & Packett
Univ of California,Irvine Medical Ctr	Gold	Newsletter	UCI Health Quarterly	Maricich Brand Communications
Univ of California,San Diego Med Ctr	Bronze	Total Adv Campaign (w/o TV)	Image Campaign	SPM Marketing & Communications
University of Iowa Health Care	Bronze	Television Advertising/Single Spot	Image Campaign	SPM Marketing & Communications
University of Iowa Health Care	Merit	Brochure	Image Campaign	SPM Marketing & Communications
University of Iowa Hospitals/Clinics	Silver	Newsletter	Well & Good	Benson & Hepker Design
University of Iowa Hospitals/Clinics	Merit	Publication/External	Pacemaker	Benson & Hepker Design
University of Maryland Medical Center	Merit	Direct Mail	Today	NAS Recruitment Communications
Univ of MI Comprehensive Cancer Ctr	Silver	Publication/External	Thrive	GLC Custom Publishing
University of Michigan Healthcare Sys	Bronze	Television Advertising/Single Spot	Ralph's Story	Pictures in a Row
Univ of Michigan Kellogg Eye Center	Gold	Annual Report	Our Knowledge is Your Vision	
Univ of Michigan Women's Health Pro	Merit	Newsletter	Women's Health	GLC Custom Publishing
Univ of Minnesota Children's Hospital	Gold	Television Advertising/Series	Image Campaign	SPM Marketing & Communications
Univ of Minnesota Children's Hospital	Gold	Total Advertising Campaign (w/ TV)	Image Campaign	SPM Marketing & Communications
Univ of Minnesota Children's Hospital	Silver	Radio Advertising/Series	Image Campaign	SPM Marketing & Communications
Univ of New Mexico Cancer Center	Bronze	Total Advertising Campaign (w/ TV)		Phy Camp Rick Johnson & Co, Inc.
Univ of Pennsylvania Health System	Bronze	Radio Advertising/Single Spot	Booth Bartolozzi Balderston Ortho	
Univ of Pennsylvania Health System	Merit	Brochure	Cardiovascular Surgery Clinical Activity	
Univ of Pennsylvania Health System	Merit	Newsletter	Penn Health for Women	
Univ of Pennsylvania Health System	Merit	Web Site/Home Page	www.pennhealth.com/obgyn/news	
Univ of Rochester Medical Center	Gold	Magazine Advertising/Single Ad	Plastics/About Face	
Univ of Rochester Medical Center	Silver	Newspaper Advertising/Single Ad	Plastics/About Face	
Univ of Southern California Care	Gold	Special Video	Doctors of USC, JumboTron Video	Swanson Russell Associates
Univ of Southern California Care	Gold	Magazine Advertising/Series	Doctors of USC	Swanson Russell Associates
University of Southern California Care	Silver	Total Advertising Campaign (w/ TV)	Doctors of USC	Swanson Russell Associates
Univ of TX M.D. Anderson Cancer Ctr	Bronze	Physician Referral Program	Physician Oncology Toolkit	Blue C Studios
Univ of TX M.D. Anderson Cancer Ctr	Bronze	Other	Physician Oncology Toolkit	Blue C Studios
Univ of TX M.D. Anderson Cancer Ctr	Bronze	Direct Mail	Physician Oncology Toolkit	Blue C Studios
University of Virginia Health System	Gold	Health Promotion Program	Club Rev	
University of Virginia Health System	Merit	Physician Referral Program	Atrial Fibrillation Case Study	
University of Virginia Health System	Merit	Other	Commitment to Community	
University of Virginia Health System	Merit	Annual Report	Inspired Medicine	
University of Virginia Medical Center	Silver	Web Site/Home Page	Nurse Recruitment Website	Lewis Communications
University of Virginia Medical Center	Silver	Direct Mail		Lewis Communications
UPMC	Gold	Brochure	Enterprise Services	
UPMC	Gold	Publication/In-House	Magee Matters	
UPMC	Silver	Calendar	A New Beginning	
UPMC	Silver	Other	Destination Hope	
UPMC	Silver	Publication/In-House	Extra!	
UPMC	Merit	Direct Mail	World-Class Care. Closer to Home	
UPMC	Merit	Publication/External	Health Journal	
UPMC Health Plan	Silver	Annual Report	Changing the Landscape of Health Care	
US Family Health Plan	Merit	Television Advertising/Series	Year of the Military Family	Marion Montgomery, Inc.
UT Southwestern Medical Ctr at Dallas	Silver	Television Advertising/Series	Fighter, Explorer, Racer	Lewis Communications
UT Southwestern Medical Ctr at Dallas	Bronze	Newspaper Advertising/Single Ad	Warrior	Lewis Communications
Valley Preferred	Silver	Newspaper Advertising/Single Ad		Keenan-Nagle Advertising, Inc.
Valley Preferred	Silver	Magazine Advertising/Single Ad		Keenan-Nagle Advertising, Inc.
Valley Preferred	Merit	Radio Advertising/Single Spot	Flash Ad	Keenan-Nagle Advertising, Inc.
Valley Preferred	Merit	Annual Report		Keenan-Nagle Advertising, Inc.
Valley View Regional Hospital	Merit	Magazine Advertising/Single Ad	Welcome Home	
Vanderbilt Medical Center	Gold	Imprinted Materials	Where Heart Is Headed	Lewis Communications
Vanderbilt Medical Center	Gold	Web Site/Home Page	Heart Microsite	Lewis Communications
Vanderbilt Medical Center	Gold	Newspaper Advertising/Single Ad	Escalator	Lewis Communications
Vanderbilt Medical Center	Gold	Television Advertising/Series	Yearbook/Revolution/Midsdirection/...	Lewis Communications
Vanderbilt Medical Center	Gold	Radio Advertising/Series	Surprise/Ever Changing	Lewis Communications
Vanderbilt Medical Center	Gold	Total Adv Campaign (w/ TV)	Heart Campaign	Lewis Communications
Vanderbilt Medical Center	Gold	Magazine Advertising/Series	Physician to Physician Heart Campaign	Lewis Communications
Vanderbilt Medical Center	Bronze	Poster	Heart	Lewis Communications
Vanderbilt Medical Center	Bronze	New Media	Your Future is Looking Bright	NAS Recruitment Communications
Vanderbilt Medical Center	Bronze	Magazine Advertising/Single Ad	Honest Question Ad	Lewis Communications
Vanderbilt Medical Center	Merit	Radio Advertising/Single Spot	The Kick is UP	NAS Recruitment Communications
Vassar Brothers Medical Center	Merit	Poster	Quality	Albion Interactive
VCU Health System	Gold	Outdoor/Transit	Breakthrough	Neathawk, Dubuque & Packett
VCU Health System	Silver	Poster	Pre-Occupied	Neathawk, Dubuque & Packett

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
VCU Health System	Silver	Brochure	Thoracic Brochure	Neathawk, Dubuque & Packett
VCU Health System	Merit	Direct Mail	All the Facets of a Brilliant Career	NAS Recruitment Communications
VCU Medical Center	Merit	Annual Report		
VCU Medical Center	Merit	Newsletter	The Globe	
VHA, Inc.	Silver	Publication/External	Alliance Magazine	Propel
VHA, Inc.	Merit	Web Site/Home Page	VHA.com	Latitude
Virtua Health	Gold	Special Event	Women's Health Symposium	
Virtua Health	Bronze	Newsletter	Virtua Physician A Quarterly Review	
Virtua Health	Merit	Poster	Virtua Experience Poster Campaign	
Visiogen, Inc.	Merit	Web Site/Home Page		Maricich Brand Communications
Vista Care	Gold	Physician Referral Program	Physician Referral Program	
Vista Care	Merit	New Media	Trinity Towers Virtual Tour	
Wake Forest Medical Center	Silver	Newspaper Advertising/Series	Brenner Children's Hospital Campaign	Lewis Communications
Wake Forest Medical Center	Merit	Outdoor/Transit	Brenner Children's Hospital Campaign	Lewis Communications
Wake Forest University Baptist Med Ctr	Bronze	Health Promotion Program	Wash Up	
Wake Forest University Baptist Med Ctr	Merit	Health Promotion Program	We're Tobacco Free	
Wake Forest University Baptist Med Ctr	Merit	Other	Fast Forward: Medicine Today	M Creative
Walla Walla General Hospital	Bronze	Newsletter	Your Health Matters	Coffey Communications, Inc.
Warren Hospital	Bronze	Radio Advertising/Single Spot	Where Caring is Our Calling	R&J Group
Washington County Hospital	Merit	Poster	Girlz World	
Washington County Hospital	Merit	Magazine Advertising/Single Ad	Wound Center	
Washington Dental Service	Merit	Total Adv Campaign (w/ TV)	Go Team	Copacino & Fujikado
Washington Hospital Center	Silver	Total Adv Campaign (w/o TV)	GI Campaign	Neathawk, Dubuque & Packett
Washington Hospital Center	Bronze	Radio Advertising/Single Spot	Informed Consumer	Neathawk, Dubuque & Packett
Washington Hospital Center	Merit	Direct Mail	Stroke Postcard (Physician)	Silver Marketing
Weiss Hospital	Gold	Brochure	Joint University	Words & Pictures Inc
Weiss Hospital	Gold	Logo/Letterhead Design	Joint University	Words & Pictures Inc
Weiss Hospital	Merit	Patient Handbook	Weiss Guide	Words & Pictures Inc
Well Care	Gold	Calendar	Health & Wellness Calendar	StayWell Custom Communications
Wellcare Health Plans	Merit	Calendar	Medicare Producer	
Wellcare Health Plans	Merit	Logo/Letterhead Design	Ohana	
Wellcare Health Plans	Merit	Health Promotion Program	Keep Kids Safe	
Wellington Regional Medical Center	Gold	Patient Handbook	Once Upon A Family	UHS Corporate
Wellmark Blue Cross and Blue Shield	Silver	Logo/Letterhead Design	Collaboration on Quality Program	
Wellmark Blue Cross and Blue Shield	Silver	Professional Recruitment	Summer Intern Program	
Wellmark Blue Cross and Blue Shield	Silver	Publication/In-House	Blue Views	
Wellmark Blue Cross and Blue Shield	Bronze	Radio Advertising/Single Spot	Medicare Annual Enrollment Period	
Wellmark Blue Cross and Blue Shield	Bronze	Health Promotion Program	Whole Health Dimensions Campaign	
Wellmark Blue Cross and Blue Shield	Bronze	Employee Communication Program	Wellmark Culture Counts!	
Wellmark Blue Cross and Blue Shield	Merit	Brochure	Simply Blue Health Plans for Individuals	
Wellmark Blue Cross and Blue Shield	Merit	Logo/Letterhead Design	Whole Health Dimensions	Yamamoto, Moss, MacKenzie
Wellmark Blue Cross and Blue Shield	Merit	Publication/External	Blue Magazine	
Wellmark Blue Cross and Blue Shield	Merit	Calendar	Wellmark Employee Calendar	
Wellmark Blue Cross and Blue Shield	Merit	Poster	Medicare "Call Me" Flyer	
Wellmark Blue Cross and Blue Shield	Merit	Newspaper Advertising/Single Ad	Simply Blue	
Wellmark Blue Cross and Blue Shield	Bronze	Newsletter	Blue	Wax Custom Communications
Wellmont Health System	Silver	Health Promotion Program	HeartStrong Woman	
Wellmont Health System	Merit	Newspaper Advertising/Insert	The Wellmont Connection	
WellStar Health System	Silver	Publication/External	Health and You	StayWell Custom Communications
West Boca Medical Center	Silver	Direct Mail	Pediatric ER Mailer	Knight Marketing Associates
West Boca Medical Center	Merit	Magazine Advertising/Single Ad	Robotic Surgery Ad	Knight Marketing Associates
West Suburban Medical Center	Merit	Total Public Relations Program	ER Groundbreaking	Donovan Design
West Virginia Plastic Surgery	Bronze	Web Site/Home Page		Blaine Turner Advertising
West Virginia University Hospital	Gold	Poster	M.A.R.C. It!	
West Virginia University Hospital	Merit	Magazine Advertising/Single Ad	WVU Vein Center	
Westchester Medical Center	Silver	Special Video	Nurse Recruitment Video	Fastforward Communications
Wheaton Franciscan Healthcare	Gold	Magazine Advertising/Single Ad	Massage	Jigsaw, LLC
Wheaton Franciscan Healthcare	Merit	Total Advertising Campaign (w/ TV)	Expect More	Jigsaw, LLC
Wheaton Franciscan Healthcare	Merit	Television Advertising/Single Spot	Where Are You?	Jigsaw, LLC
Wheaton Franciscan Mental Health	Gold	Imprinted Materials	Many Faces	
Wheaton Franciscan Mental Health	Gold	Outdoor/Transit	Many Faces	
Wheaton Franciscan Mental Health	Silver	Imprinted Materials	Many Faces	
Wheaton Franciscan Mental Health	Bronze	Television Advertising/Series	Many Faces	
Wheaton Franciscan Mental Health	Merit	Newspaper Advertising/Series	Many Faces	
Wheaton Franciscan Mental Health	Merit	Total Advertising Campaign (w/ TV)	Many Faces	
Wheaton Franciscan Mental Health	Merit	Brochure	Center for Employee Assistance	
White Memorial Medical Center	Silver	Magazine Advertising/Series	Tilley Hill/Morales/Born in East LA	Enlace Communications
White Memorial Medical Center	Merit	Special Event	Three Critical Days for CCRNs	NAS Recruitment Communications
White Memorial Medical Center	Merit	Employee Communication Pro	I Will	CM Bell Company, Inc.
White Memorial Medical Center	Merit	Brochure	The Hospital of the Future	NAS Recruitment Communications
White Memorial Medical Center	Merit	Direct Mail	Everything Changes for the Better	NAS Recruitment Communications
Winchester Hospital	Silver	New Media	MRI Email Campaign	Bennett Group

<b>INSTITUTION</b>	<b>AWARD</b>	<b>CATEGORY</b>	<b>ENTRY TITLE</b>	<b>AGENCY</b>
Winnie Palmer Hospital	Merit	Poster		NAS Recruitment Communications
Winthrop University Hospital	Gold	Magazine Advertising/Single Ad	I'm Fighting Lung Cancer	KZS Advertising
Winthrop University Hospital	Merit	Outdoor/Transit	Care Without Compromise	KZS Advertising
Witham Health Services	Silver	Total Advertising Campaign (w/ TV)	Small Hospital Services Campaign	Ten Adams Marketing & Advertising
Witham Health Services	Merit	Television Advertising/Series	Small Hospital Services	Ten Adams Marketing & Advertising
Wittingham-York Care Centers	Silver	Logo/Letterhead Design	Yes We Can	Marketing Dynamics
Woman's Center for Wellness	Gold	Radio Advertising/Single Spot	Woman's Fitness	BBR Creative
Women's Institute	Gold	Patient Handbook	Patient Information Handbook	
Women's Life Imaging Center	Gold	Radio Advertising/Single Spot	Women's Life Imaging	Bennett Group
Yakima Valley Memorial Hospital	Merit	Web Site/Home Page	www.yakimamemorial.org	Coffey Communications, Inc.
Yakima Valley Memorial	Bronze	Magazine Advertising/Single Ad	Naturally Beautiful	Sara Nelson Design Ltd
Yale-New Haven Hospital	Silver	Patient Handbook	Welcome to Yale-New Haven Hospital	
Yale-New Haven Hospital	Silver	Television Advertising/Series	Big Question/Strong Words/Count	Mason, Inc.
Yale-New Haven Hospital	Silver	Publication/External	Yale-New Haven	
Yale-New Haven Hospital	Merit	Publication/In-House	The Bulletin	
Zoasis/Healthy Smile	Merit	Publication/External	Healthy Practice	StayWell Custom Communications