

BEST of SHOW

31st Annual Healthcare Advertising Awards

For the 31st Annual Healthcare Advertising Awards we have recognized a select number of entries for their outstanding creativity exemplified in their advertising. Congratulations to these institutions for their Best of Show designation.

Thomas Jefferson University Hospitals

Philadelphia, PA
Jefferson Cardiovascular Branding Campaign
Total Advertising Campaign with Television
Lewis Communications
Birmingham, AL

Dana-Farber Cancer Center

Boston, MA
You Have Us
Total Integrated Marketing Campaign
SPM Marketing and Communications
LaGrange, IL

Sunrise Children's Hospital

Henderson, NV
Head, Shoulders, Knees & Toes
Total Advertising Campaign with Television
Prairie Dog/TCG
Kansas City, MO

Children's Hospital Lehigh Valley Health

Allentown, PA
Through a Child's Eyes
Television Advertising—Series
Mangos
Malvern, PA

ProHealth Care

Waukesha, WI
The Way You Should Be Treated
Total Advertising Campaign with Television
BVK
Milwaukee, WI

The Ohio State University Comprehensive Cancer

Columbus, OH
There is No Routine Cancer
Total Advertising Campaign without Television
M&C Saatchi LA
Santa Monica, CA

American Society for Dermatologic Surgery

Rolling Meadows, IL
Expertise for the Life of Your Skin
Magazine Advertising—Series
Springboard Brand & Creative Strategy
Arlington Heights, IL

DermOne Dermatology Centers

Toms River, NJ
DermOne Advertising Campaign
Total Advertising Campaign without Television
Maricich Healthcare Communications
Irvine, CA

Delaware Division of Public Health

I Am a Smoker
Television Advertising
ab+c Creative Intelligence
Wilmington, DE

Blue Cross Blue Shield of Louisiana

Baton Rouge, LA
BCBSLA Mobile App
Mobile Media Content

USMD Hospital

Irving, TX
When You Have Prostate Cancer
Magazine Advertising—Series
Balcom Agency
Fort Worth, TX

Cleveland Clinic of Florida

eHealthlines eBlast
New Media Content
Wax Custom Communications
Miami, FL

HealthAlliance of the Hudson Valley

HealthAlliance & You
Publication
Krames StayWell
Evanston, IL

Signature Healthcare

Brockton, MA
Pediatric Hospitalist
Radio Advertising
Jennings
Chapel Hill, NC

Lexington Medical Center

West Columbia, SC
Lexington Oncology/Cancer Services Campaign
Magazine Advertising—Series

Excellus BlueCross BlueShield

Rochester, NY
ER
Radio Advertising
Roberts Communications
Rochester, NY

Temple Health

Philadelphia, PA
Tomorrow is Here—Anthem
Newspaper Advertising—Series

Nantucket Cottage Hospital

Nantucket, MA
Rehab Ad
Magazine Advertising
Bennett Group
Boston, MA

Memorial Hospital of Union County

Marysville, OH
Size Matters
Television Advertising
Knox Marketing, Inc.
Akron, OH