

# BEST of SHOW

## 32nd Annual Healthcare Advertising Awards

For the 32nd 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.

### **UPMC Health Plan**

Pittsburgh, PA

[www.upmchealthplan.com](http://www.upmchealthplan.com)

Institutional Website

#### **Chemistry Communications**

Pittsburgh, PA

### **Signature Health**

Brockton, MA

Patient Video Series

Special Video Production

#### **Jennings**

Chapel Hill, NC

### **Beaumont Hospital**

Royal Oak, MI

Karmanos Birth Center Opening

Special Promotional Materials

#### **Curtis Group**

Bloomfield Hills, MI

### **Humana Active Outlook**

Guidance Center Overview Video

Digital Video

#### **Wax Custom Communications**

Miami, FL

### **Texas Health Presbyterian Hospital Dallas**

Dallas, TX

Moving Forward

Television Advertising

#### **Commerce House**

Dallas, TX

### **New Mexico Health Insurance Exchange**

Albuquerque, NM

Accidental Spokesman

Television Advertising

#### **BVK**

Milwaukee, WI

### **Lexington Medical Center**

West Columbia, SC

I Am A Heart Attack

Television Advertising–Series

### **Kettering Health Network**

Miamisburg, OH

Maternity Ad Series

Outdoor Advertising

### **Thomas Jefferson University and Hospitals**

Philadelphia, PA

A World of Discovery–Enterprise Report

Annual Report

### **Presbyterian Health Plan**

Boxing/Basketball/Tennis

Television Advertising–Series

#### **3 Advertising**

Albuquerque, NM

### **Saint Thomas Health System**

Nashville, TN

Nothing Shall Be Impossible

Total Advertising Campaign with Television

#### **BOHAN Advertising**

Nashville, TN

### **Blue Shield of California**

San Francisco, CA

We're Not Done

Television Advertising

#### **GKV**

Baltimore, MD

### **Stony Brook Medicine**

Stony Brook, NY

Stony Brook Children's Campaign

Television Advertising–Series

#### **Lewis Communications**

Birmingham, AL

### **Edward-Elmhurst Healthcare**

Healthy Driven

Total Integrated Marketing Campaign

#### **Maricich Healthcare Communications**

Irvine, CA

### **Brigham and Women's Hospital**

Boston, MA

BWH Elegant Solutions Campaign

Newspaper Advertising–Series

#### **SPM Marketing & Communications**

LaGrange, IL

### **Susquehanna Health**

Williamsport, PA

Susquehanna Health

Newsletter

#### **StayWell**

Yardley, PA

### **Westchester Medical Center**

Valhalla, NY

Patient Stories Radio

Radio Advertising–Series

#### **Bennett Group**

Boston, MA