

# BEST of SHOW

## 33rd Annual Healthcare Advertising Awards

For the 33rd 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.

**Exeter Hospital**

Exeter, NH

*What Moves You*

*Total Advertising Campaign*

**Bennett Group**

Boston, MA

**North Mississippi Medical Center**

Tupelo, MS

*What Connected Feels Like*

*Magazine Advertising*

**Springboard Brand & Creative Strategy**

Arlington Heights, IL

**Lehigh Valley Health Network**

Better Medicine

Newsletter

**StayWell, LLC**

Yardley, PA

**Dana-Farber Cancer Institute**

Boston, MA

*Discover. Care. Believe. Campaign*

*Total Integrated Marketing Campaign*

**SPM Marketing and Communications**

La Grange, IL

**Wheaton Franciscan Medical Group**

Milwaukee, WI

*Disaster/Mirror/Cold*

*Radio Advertising*

**Jigsaw, LLC**

Milwaukee, WI

**Lawrence General Hospital**

Lawrence, MA

*Today Brand Elevation Campaign*

*Total Advertising Campaign*

**Jennings**

Chapel Hill, NC

**University of Iowa Children's Hospital**

Iowa City, IA

*Perfect Match*

*Television Advertising*

**Lewis Communications**

Birmingham, AL

**Blue Cross Blue Shield**

*You Know What to Bring*

*Magazine Advertising*

**HYC Health**

Chicago, IL

**Northside Hospital**

Atlanta, GA

*Brag Shirt*

*Imprinted Materials*

**Intermountain Healthcare**

Salt Lake City, UT

*Live Well-The Future*

*Television Advertising*

**Factory/R&R Partners**

Salt Lake City, UT

**Tidelands Health**

Murrells Inlet, SC

*Breast Cancer Awareness Gatefold Ad*

*Magazine Advertising*

**Moffitt Cancer Center**

Tampa, FL

*Courage Campaign*

*Total Integrated Marketing Campaign*

**BVK**

Milwaukee, WI

**Humana**

*Bold Moves*

**Wax Custom Communications**

Miami, FL

**Akron Children's Hospital**

Akron, OH

*ExtraOrdinary Stories & One New Beginning*

*Special Video Production*

**Knox Marketing, Inc.**

Akron, OH

**Erlanger Health System**

Chattanooga, TN

*Stroke/Squeaky*

*Television Advertising*

**The Johnson Group**

Chattanooga, TN

**Blue Cross and Blue Shield of Louisiana**

Baton Rouge, LA

*Together Strong TV*

*Television Advertising*

**NYU Langone Medical Center**

New York, NY

*Orthopedics Ad Campaign*

*Total Advertising Campaign*