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
  - Faktory/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