For the 35th 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.

**Moffitt Cancer Center**
Tampa, FL
Shaving
Television Advertising—Single
BVK
Milwaukee, WI

**Froedtert Health**
Menomonee Falls, WI
Cancer Perspective Print Ad
Newspaper Advertising
SPM Marketing and Communications
La Grange, IL

**City of Hope**
Duarte, CA
“The Miracle of Science with Soul” Campaign
Total Advertising Campaign with Television
Interplanetary, Inc.
New York, NY

**Lexington Medical Center**
West Columbia, SC
The State Special Section; Ortho
Newspaper Advertising

**Penn Medicine**
Philadelphia, PA
Penn Medicine’s Immunotherapy Cancer Breakthrough Campaign
Total Advertising Campaign with Television
Ronin Advertising
Coral Gables, FL

**South Nassau Communities Hospital**
Oceanside, NY
Truth in Medicine Campaign
Total Advertising Campaign with Television
Wax Custom Communications
Miami, FL

**Oishei Children's Hospital**
Buffalo, NY
Children’s is Moving–9 Month Campaign
Total Advertising Campaign without Television
The Martin Group
Buffalo, NY

**SSM Health**
St. Louis, MO
SSM Health Presence Advertising Campaign
Television Advertising—Single

**Blue Cross Blue Shield Blue Care Network of Michigan**
Good Health
Newsletter
StayWell, LLC
Yardley, PA

**RWJBarnabas Health**
West Orange, NJ
Not a Walker
Poster

**SmithGifford**
Falls Church, VA

**UHS**
Binghamton, NY
Stay Healthy Cancer, Issue 2017
Newsletter

**GLC**
Skokie, IL

**UnitedHealthcare Medicare & Retirement Marketing**
Minnetonka, MN
Houston Chronicle Cover Wrap
Newspaper Advertising—Single
Periscope
Minneapolis, MN

**Blue Cross and Blue Shield of Louisiana**
Baton Rouge, LA
“They Say”
Television Advertising—Single

**Tidelands Health**
Murrells Inlet, SC
“Better is”
Newspaper–Series

**Lake Health**
Concord Township, OH
Glitz: Music in Medicine T-Shirt
Imprinted Materials

**Kaiser Permanente**
Oakland, CA
“Overcome”
Digital Video
Translation LLC
San Francisco, CA

**Stanford Health Care**
Stanford, CA
Imagine what we can do for you
Magazine Advertising—Series
mono
San Francisco, CA

**Spectrum Healthcare Partners**
South Portland, ME
Spectrum Orthopedic Television Spot
Television Advertising—Single
Jennings
Chapel Hill, NC