For the 36th 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.

**The University of Kansas Health System**
Kansas City, KS
- Setting the Record Straight Campaign
- Total Advertising Campaign with Television
- SPM Marketing and Communications
  - La Grange, IL

**Baylor University Medical Center**
Dallas, TX
- Baylor Innovations Fall 2017
- Publication/External
- Wax Custom Communications
  - Miami, FL

**Great Lakes Cancer Care**
Buffalo, NY
- Newspaper Advertising–Single Ad
- The Martin Group
  - Buffalo, NY

**Providence Little Company of Mary**
Torrance, CA
- Where to Go for Best Care
- Posters
- Zamboo
  - Los Angeles, CA

**AUHealth/Children’s Hospital of Georgia**
Augusta, GA
- Power of Kids
- Social Media Content
- Ten Adams
  - Evansville, IN

**Children’s Mercy Kansas City**
Kansas City, MO
- Brand Campaign
- Television Advertising–Series
- Prairie Dog
  - Kansas City, MO

**Lexington Medical Center**
Columbia, SC
- Carolina Women’s Physicians
- Magazine Advertising–Series

**Kettering Health Network**
Miamisburg, OH
- Lights of Love Campaign
- Special Event

**Erlanger Health System**
Chattanooga, TN
- World Class Heart Campaign
- Total Advertising Campaign with Television
  - The Johnson Group
    - Chattanooga, TN

**Mayo Clinic Health System**
La Crosse, WI
- Choose Extraordinary Care
- Total Integrated Marketing Campaign
- Vendi
  - La Crosse, WI

**MUSC**
Charleston, SC
- MUSC Access TV Series
- Television Advertising–Series
- Lewis Communications
  - Birmingham, AL

**Highmark Blue Cross Blue Shield Delaware**
Pittsburgh, PA
- Choosy Blue Hen
- Total Integrated Marketing Campaign
- Partners + Napier
  - Rochester, NY

**Stony Brook Advanced Specialty Care**
Stony Brook, NY
- Here
- Digital Marketing Program
  - Austin Williams
    - Hauppauge, NY

**Stanford Health Care**
Stanford, CA
- Precision Health
- Magazine Advertising–Series

**United Health Foundation**
Nashville, TN
- Community Health Matters
- Health Promotion Program
- Lovell Communications
  - Nashville, TN

**Tallahassee Memorial Hospital**
Tallahassee, FL
- Wolfson
- Total Advertising Campaign with Television
  - The Mitchell’s Agency
    - Tallahassee, FL

**Sutter Health**
Emeryville, CA
- A Thousand Things
- Television Advertising–Single Spot
  - BarrettSF
    - San Francisco, CA

**Health Care Service Corporation**
Chicago, IL
- You Know What to Bring
- Total Advertising Campaign with Television
  - MERGE Chicago
    - Chicago, IL