BEST of SHOW

37th Annual Healthcare Advertising Awards

For the 37th 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
- Courage 3.0 Campaign
- Total Advertising Campaign With Television
- BVK
  - Milwaukee, WI

**Cooper University Health Care**
Camden, NJ
- Cooper University Health Care 2019 GERD Direct Mail
- Direct Mail
- Healthgrades
  - Madison, WI

**Beaumont**
Southfield, MI
- “Be Extraordinary” Recruitment Assets Professional Recruitment Program

**AtlanticCare**
Egg Harbor, NJ
- Alien, Barry, Rick & Susan Digital Video
- Digital Video
- Aloysius Butler & Clark
  - Wilmington, DE

**Bayhealth**
Dover, DE
- Neurosurgery Community Talk
- Digital Marketing Program
- J & P Stoecca, LLC
  - Vero Beach, FL

**Takeda Pharmaceutical Company, Ltd**
Camila and The Shadow of Dengue Employee Communication Program
- W2O
  - San Francisco, CA

**Asante**
Medford, OR
- Community Lives Here
- Total Advertising Campaign With Television
- Prairie Dog
  - Kansas City, MO

**DGDH-German Dental Hygiene Association**
Still Cleans Like This
- Newspaper Advertising-Single
- WEFRA LIFE

**Children’s Hospital & Medical Center**
Omaha, NE
- Anything Can Be Radio
- Radio Advertising-Series

**Blue Cross Blue Shield of Michigan**
Detroit, MI
- Alexa Skill and Google Action
- New Media Content
- DP+
  - Farmington, MI

**Lexington Medical Center**
West Columbia, SC
- Pet Therapy Trading Cards
- Other

**ProHEALTH Dental**
Lake Success, NY
- “ProHealthy” Digital Marketing Program
- Austin Williams
  - Hauppauge, NY

**MedStar Southern Maryland Hospital Center**
Clinton, MD
- Connections Publication—In House
- BVK

**Kettering Health Network**
Miamisburg, OH
- Dayton Dragons Emergency LED Animation
- Online Display/Electronic Ads

**AdventHealth**
Altamonte, FL
- The Feel Whole Challenge
- Special Event ZEsquared
  - Tampa, FL

**Children’s Health**
Dallas, TX
- Children’s Health Kids Rule Campaign
- Total Advertising Campaign With Television
- Colle McVoy
  - Minneapolis, MN

**Lake Health**
Concord Township, OH
- Lake Health Pinterest Page
- Social Media Content

**Sutter Health**
Emeryville, CA
- Sutter Health TV
- Television Advertising-Series
- barre3SF
  - San Francisco, CA

**Cleveland Clinic**
Beachwood, OH
- Total TV Campaign-Cleveland Clinic
- TV Advertising-Series
- R/GA & ADCOM
  - Chicago, IL

**Froedtert & The Medical College of Wisconsin**
Menomonee Falls, WI
- Fans of Possible Trauma Patient Story-Brian TV Spot
- TV Advertising-Single Spot
- SPM Marketing & Communications
  - La Grange, IL

**ICPCN (International Children’s Palliative Care Network)**
Lenzkirch, Germany
- Love Is
- Magazine Advertising-Series
- MENSCH Kreativagentur
  - München, Germany

**Health Care Service Corporation (BCBS of IL, TX, OK, MT, NM)**
Chicago, IL
- Covered
- Television Advertising-Single Spot
- MERGE Chicago
  - Chicago, IL

**Penn Medicine**
Philadelphia, PA
- Penn Medicine Precision Medicine
- Total Advertising Campaign With Television
- TILT
  - Birmingham, MI

**CoxHealth**
Springfield, MO
- Hello, Convenience
- Radio Advertising-Series
- Walz Tetrakich Advertising
  - Mission, KS