

2013
CardioVascular
ADVERTISING AWARDS

JUDGE'S CHOICE

ProMedica -- Toledo, OH

Hart -- Maumee, OH

Award: Judge's Choice

Entry Name: "We're Ready"

Group: Healthcare System

Category: Total Advertising Campaigns

The Valley Hospital -- Paramus, NJ

Core Creative -- Milwaukee, WI

Award: Judge's Choice

Entry Name: The Valley Hospital Cardiology Campaign

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

Congratulations!

2013 *CardioVascular* ADVERTISING AWARDS

(By Healthcare Facility)

Adena Health System -- Chillicothe, OH

Creative Spot -- Columbus, OH

Award: Gold

Entry Name: Adena Health System 2013 How Old

Is Your Heart Campaign

Group: Healthcare System

Category: Direct Mail - Series

Adena Health System -- Chillicothe, OH

Creative Spot -- Columbus, OH

Award: Silver

Entry Name: Adena Health System 2013 Cardio Radio Campaign

Group: Healthcare System

Category: Radio - Series

Adventist Health Care -- Gaithersburg, MD

Award: Gold

Entry Name: Building A Better Heart

Group: Hospital 150 - 299 beds

Category: TV/Video Advertising - Single

Banner Health -- Phoenix, AZ

O'Brien Advertising -- Denver, CO

Award: Gold

Entry Name: Banner Health What's Your Heart Age 2013 Online

Group: Healthcare System

Category: Website Banner Ads

Barnabas Health

Barnabas Health Advertising & Communications

-- Mt. Laurel, NJ

Award: Gold

Entry Name: Barnabas Health Heart Centers Brochure

Group: Healthcare System

Category: Brochure - Single

CardioVascular Institute at Beth Israel Deaconess

Medical Center -- Boston, MA

Award: Gold

Entry Name: Walkin' Around Boston

Group: Academic Medical Center

Category: TV/Video Advertising - Single

Carient Heart & Vascular -- Manassas, VA

Award: Silver

Entry Name: Dr. Ilkhanoff Announcement

Group: Medical Practice (Non-Hospital)

Category: Direct Mail - Single

Carilion Clinic -- Roanoke, VA

Award: Silver

Entry Name: Carilion Clinic's Leading Edge

Group: Academic Medical Center

Category: Physician Referral - Series

Christiana Care Health System -- New Castle, DE

Award: Silver

Entry Name: Christiana Care Neurointerventional Surgery

Group: Academic Medical Center

Category: Magazine Advertising - Single

Community Medical Center

Barnabas Health Advertising & Communications

-- Mt. Laurel, NJ

Award: Silver

Entry Name: "No Choice"

Group: Hospital over 500 beds

Category: Radio - Single

2013 *CardioVascular* ADVERTISING AWARDS

(By Healthcare Facility)

Continuum Health Partners -- New York, NY

Award: Gold

Entry Name: Coronary Artery Calcium Scan Brochure

Group: Hospital over 500 beds

Category: Brochure - Single

Duke University Hospital -- Durham, NC

Contrast Creative -- Cary, NC

Award: Silver

Entry Name: Sam's Story

Group: Hospital over 500 beds

Category: TV/Video Advertising - Single

Erlanger -- Chattanooga, TN

The Johnson Group -- Chattanooga, TN

Award: Gold

Entry Name: Women's Cardiology Ad

Group: Healthcare System

Category: Magazine Advertising - Single

Erlanger -- Chattanooga, TN

The Johnson Group -- Chattanooga, TN

Award: Gold

Entry Name: Couch TV

Group: Healthcare System

Category: TV/Video Advertising - Single

Erlanger -- Chattanooga, TN

The Johnson Group -- Chattanooga, TN

Award: Silver

Entry Name: Cardiology TV

Group: Healthcare System

Category: TV/Video Advertising - Series

Firelands Regional Medical Center -- Sandusky, OH

Edgewater Graphics -- Vermilion, OH

Award: Gold

Entry Name: Accredited Heart Center Billboard

Group: Hospital 150 - 299 beds

Category: Billboard Design - Single

Firelands Regional Medical Center -- Sandusky, OH

Edgewater Graphics -- Vermilion, OH

Award: Silver

Entry Name: "What Makes Your Heart Complete" Campaign

Group: Hospital 150 - 299 beds

Category: Total Advertising Campaigns

Geisinger Health System -- Danville, PA

AB+C Creative Intelligence -- Wilmington, DE

Award: Gold

Entry Name: Geisinger Heart & Vascular Institute Box Mailer

Group: Hospital over 500 beds

Category: Direct Mail - Single

George Washington University Hospital -- Washington, DC

Contrast Creative -- Cary, NC

Award: Silver

Entry Name: Time

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Single

Intermountain Healthcare -- Salt Lake City, UT

Faktory/R&R Partners -- Salt Lake City, UT

Award: Gold

Entry Name: 2013 Heart Broadcast Campaign

Group: Hospital over 500 beds

Category: Total Advertising Campaigns

2013 *CardioVascular* ADVERTISING AWARDS

(By Healthcare Facility)

Intermountain Healthcare -- Salt Lake City, UT

Faktory/R&R Partners -- Salt Lake City, UT

Award: Gold

Entry Name: "The Look"

Group: Hospital over 500 beds

Category: TV/Video Advertising - Single

Lafayette General Medical Center -- Lafayette, LA

Award: Gold

Entry Name: Lafayette General - Cardiology Radio

Group: Hospital 300 - 499 beds

Category: Radio - Single

Lafayette General Medical Center -- Lafayette, LA

Award: Gold

Entry Name: Lafayette General - Cardiology Radio

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Single

Lake Health -- Concord, OH

Knox Marketing, Inc. -- Akron, OH

Award: Silver

Entry Name: Close to Home

Group: Healthcare System

Category: Direct Mail - Single

Lawrence General Hospital -- Lawrence, MA

360 Branding & Communications -- Boston, MA

Award: Silver

Entry Name: Lawrence General Hospital - ACE Accreditation

Magazine Ad

Group: Hospital 150 - 299 beds

Category: Magazine Advertising - Single

Lawrence General Hospital -- Lawrence, MA

360 Branding & Communications -- Boston, MA

Award: Silver

Entry Name: Lawrence General Hospital - ACE Accreditation
Billboard

Group: Hospital 150 - 299 beds

Category: Billboard Design - Single

Louis and Peachs Owens Heart Hospital -- Tyler, TX

Award: Gold

Entry Name: A New Day In Heart Care Poster

Group: Heart Hospital/Vascular Hospital

Category: Poster/Display - Single

Louis and Peachs Owens Heart Hospital -- Tyler, TX

Award: Gold

Entry Name: A New Day In Heart Care Billboard

Group: Heart Hospital/Vascular Hospital

Category: Billboard Design - Single

Louis and Peachs Owens Heart Hospital -- Tyler, TX

Award: Silver

Entry Name: A New Day In Heart Care Brochure

Group: Heart Hospital/Vascular Hospital

Category: Brochure - Single

Memorial Hospital of Union County -- Marysville, OH

Knox Marketing, Inc. -- Akron, OH

Award: Gold

Entry Name: I Choose Campaign

Group: Hospital under 149 beds

Category: Total Advertising Campaigns

MidMichigan Health -- Midland, MI

ClearRiver Advertising & Marketing -- Midland, MI

Award: Gold

Entry Name: STEMI Flyer Series

Group: Hospital 150 - 299 beds

Category: Flyer - Series

2013 *CardioVascular* ADVERTISING AWARDS

(By Healthcare Facility)

MidMichigan Health -- Midland, MI

ClearRiver Advertising & Marketing -- Midland, MI

Award: Gold

Entry Name: Cardiovascular Emergency Summit Invitation

Group: Healthcare System

Category: Invitations

MidMichigan Health -- Midland, MI

ClearRiver Advertising & Marketing -- Midland, MI

Award: Silver

Entry Name: How To Rescue Your Heart Brochure Series

Group: Healthcare System

Category: Brochure - Series

Newark Beth Israel Medical Center

Barnabas Health Advertising & Communications

-- Mt. Laurel, NJ

Award: Bronze

Entry Name: Cardiac Rock Stars Campaign

Group: Hospital over 500 beds

Category: Total Advertising Campaigns

Ochsner Health System -- New Orleans, LA

Award: Gold

Entry Name: Ochsner Cardiology Connections Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

OhioHealth -- Columbus, OH

PRISM Marketing -- New Albany, OH

Award: Gold

Entry Name: OhioHealth and Vascular Clinical Program Updates

Group: Healthcare System

Category: Physician Referral - Series

OhioHealth -- Columbus, OH

PRISM Marketing -- New Albany, OH

Award: Silver

Entry Name: OhioHealth and Vascular Clinical Program Updates

Group: Healthcare System

Category: Newsletter & Series

Optum -- Golden Valley, MN

Optum Marketing Services -- Golden Valley, MN

Award: Gold

Entry Name: Taking Charge of Your Heart Disease

Group: Other

Category: Newsletter - Single

OSF Saint Francis Medical Center -- Peoria, IL

Muller Bressler Brown/Hippo -- Leawood, KS

Award: Silver

Entry Name: Know Your EF Score

Group: Hospital over 500 beds

Category: Total Advertising Campaigns

Overlook Medical Center -- Summit, NJ

The DavidHenry Agency -- Westfield, NJ

Award: Silver

Entry Name: Overlook View - February 2012 Issue

Group: Hospital over 500 beds

Category: Publication - Single

Peace River Heart Institute -- Port Charlotte, FL

AcrobatAnt -- Tulsa, OK

Award: Gold

Entry Name: Milestones

Group: Heart Hospital/Vascular Hospital

Category: TV/Video Advertising - Series

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(By Healthcare Facility)

ProMedica -- Toledo, OH
Hart -- Maumee, OH
Award: Judge's Choice
Entry Name: "We're Ready"
Group: Healthcare System
Category: Total Advertising Campaigns

Providence Health & Services -- Portland, OR
Award: Bronze
Entry Name: Providence Play Smart
Group: Healthcare System
Category: Total Advertising Campaigns

Robert Wood Johnson University Hospital -
- New Brunswick, NJ
PACE Advertising Agency -- New York, NY
Award: Gold
Entry Name: Being the Best Means...
Group: Academic Medical Center
Category: Total Advertising Campaigns

Rush University Medical Center -- Chicago, IL
SPM Advertising -- LaGrange, IL
Award: Gold
Entry Name: Heart and Vascular Services TV Ad Series
Group: Academic Medical Center
Category: TV/Video Advertising - Series

Salinas Valley Memorial Healthcare System -- Salinas, CA
Award: Gold
Entry Name: Celebrating Heart Month
Group: Hospital 150 - 299 beds
Category: Newspaper Ad - Series

Salinas Valley Memorial Healthcare System -- Salinas, CA
Award: Silver
Entry Name: Celebrating Heart Month
Group: Hospital 150 - 299 beds
Category: TV/Video Advertising - Single

San Juan Regional Medical Center -- Farmington, NM
Award: Gold
Entry Name: San Juan Regional Heart Center Educational Heart Campaign
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

Signature Healthcare -- Brockton, MA
Jennings -- Chapel Hill, NC
Award: Gold
Entry Name: Signature Healthcare - Dr. Geagea Video
Group: Hospital 150 - 299 beds
Category: Special Video Production - Single

Signature Healthcare -- Brockton, MA
Jennings -- Chapel Hill, NC
Award: Gold
Entry Name: Signature Healthcare - Cardiology Video Series
Group: Hospital 150 - 299 beds
Category: Special Video Production - Series

St. Agnes Hospital
Crosby Marketing Communications -- Annapolis, MD
Award: Gold
Entry Name: St. Agnes Hospital Women's Heart Center
Group: Hospital 300 - 499 beds
Category: Flyer - Series

St. Agnes Hospital
Crosby Marketing Communications -- Annapolis, MD
Award: Silver
Entry Name: St. Agnes Hospital Women's Heart Center
Group: Hospital 300 - 499 beds
Category: Newspaper Ad - Single

2013 *CardioVascular* ADVERTISING AWARDS

(By Healthcare Facility)

St. Luke's Health System -- Boise, ID

Award: Gold

Entry Name: St. Luke's Heart Outcomes - Referral Guide 2013

Group: Healthcare System

Category: Physician Referral - Single

St. Mary's Medical Center -- Huntington, WV

Franklin Street -- Richmond, VA

Award: Silver

Entry Name: St. Mary's Medical Center Cardiac Campaign

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Series

St. Vincent's Medical Center -- Bridgeport, CT

Franklin Street -- Richmond, VA

Award: Gold

Entry Name: St. Vincent's Medical Center TAUR T-Shirt

Group: Hospital 300 - 499 beds

Category: Other/Misc

The Carolinas Center for Medical Excellence -- Columbia, SC

Contrast Creative -- Cary, NC

Award: Gold

Entry Name: The Signs Are Everywhere PSA

Group: Non-Profit Organization

Category: Special Video Production - Single

The Heart Hospital Baylor Plano -- Plano, TX

Revel United -- Dallas, TX

Award: Gold

Entry Name: 2011 Outcomes Report

Group: Heart Hospital/Vascular Hospital

Category: Annual Report

The Heart Hospital Baylor Plano -- Plano, TX

Revel United -- Dallas, TX

Award: Silver

Entry Name: The Heart Hospital Baylor Plano Brand Ad

Group: Heart Hospital/Vascular Hospital

Category: Magazine Advertising - Single

The Heart Institute -- Staten Island, NY

Fifteen Degrees -- New York, NY

Award: Bronze

Entry Name: The Heart Institute - Breakthroughs Are In Our Blood

Group: Heart Hospital/Vascular Hospital

Category: Newspaper Ad - Series

The Heart Institute -- Staten Island, NY

Fifteen Degrees -- New York, NY

Award: Gold

Entry Name: The Heart Institute Logo

Group: Heart Hospital/Vascular Hospital

Category: Logo Design/Letterhead

The Heart Institute -- Staten Island, NY

Fifteen Degrees -- New York, NY

Award: Gold

Entry Name: The Heart Institute - Website

Group: Heart Hospital/Vascular Hospital

Category: Website

The Heart Institute -- Staten Island, NY

Fifteen Degrees -- New York, NY

Award: Gold

Entry Name: The Heart Institute - Web Banners

Group: Heart Hospital/Vascular Hospital

Category: Website Banner Ads

The Heart Institute -- Staten Island, NY

Fifteen Degrees -- New York, NY

Award: Silver

Entry Name: The Heart Institute - Blood Cells

Group: Heart Hospital/Vascular Hospital

Category: TV/Video Advertising - Single

2013 *CardioVascular* ADVERTISING AWARDS

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The Valley Hospital -- Paramus, NJ

Core Creative -- Milwaukee, WI

Award: Judge's Choice

Entry Name: The Valley Hospital Cardiology Campaign

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

UnitedHealthcare

CRC Marketing Solutions -- Eden Prairie, MN

Award: Silver

Entry Name: Small Steps Campaign

Group: HMO/PPO/Managed Care/Insurance

Category: Total Advertising Campaigns

University of Virginia Health System -- Charlottesville, VA

Award: Gold

Entry Name: UVA Heart Health Flyer

Group: Healthcare System

Category: Flyer - Single

University of Virginia Health System -- Charlottesville, VA

Award: Gold

Entry Name: UVA Red Dress Direct Mail

Group: Healthcare System

Category: Direct Mail - Single

University of Virginia Health System -- Charlottesville, VA

Award: Silver

Entry Name: "UVA" "Numbers" "Patient Education"

Group: Healthcare System

Category: Patient Education - Single

University of Virginia Health System -- Charlottesville, VA

Award: Silver

Entry Name: "UVA Club Red " "Get Started" " Brochure"

Group: Healthcare System

Category: Brochure - Single

Yakima Regional Medical & Cardiac Center -- Yakima, WA

Print Solutions -- Yakima, WA

Award: Gold

Entry Name: Where's Cardiogram?

Group: Hospital 150 - 299 beds

Category: Poster/Display - Single

Yakima Regional Medical & Cardiac Center -- Yakima, WA

Print Solutions -- Yakima, WA

Award: Silver

Entry Name: Women's Heart: Know the Symptoms

Group: Hospital 150 - 299 beds

Category: Magazine Advertising - Series

ZOLL -- Pittsburgh, PA

Award: Gold

Entry Name: [I WEAR IT BECAUSE...]

Group: Medical Devices / Equipment

Category: Website Banner Ads

ZOLL -- Pittsburgh, PA

Award: Gold

Entry Name: [I WEAR IT BECAUSE...]

Group: Medical Devices / Equipment

Category: Magazine Advertising - Series

ZOLL -- Pittsburgh, PA

Award: Gold

Entry Name: [I WEAR IT BECAUSE...]

Group: Medical Devices / Equipment

Category: Total Advertising Campaigns

To the best of our knowledge, all winners are listed above.
We apologize in advance if any mistakes have been made.

**Thanks again for your participation in the
2013 CardioVascular Advertising Awards Program.
Congratulations on the superior work submitted!**