

2014
CardioVascular
ADVERTISING AWARDS

JUDGE'S CHOICE

Ellis Medicine -- Schenectady, NY

Smith + Jones -- Troy, NY

Award: Judge's Choice

Entry Name: 2014 Women & Heart Disease Campaign

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

**MN Heart Health Program, University of
Minnesota Medical School** -- Minneapolis, MN

Russell Herder -- Minneapolis, MN

Award: Judge's Choice

Entry Name: Minnesota Heart Health Program Campaign

Group: Academic Medical Center

Category: Total Advertising Campaigns

Congratulations!

2014
CardioVascular
ADVERTISING AWARDS

(By Healthcare Facility)

Bay Medical Center Sacred Heart

- Panama City, FL

Agency: Kidd Group - Tallahassee, FL

Award: Gold

Entry Name: "One Heart"

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Single

Broward Health - Ft. Lauderdale, FL

Award: Gold

Entry Name: Cardiac Campaign Heart

Age Website

Group: Healthcare System

Category: Website

Broward Health - Ft. Lauderdale, FL

Award: Silver

Entry Name: Cardiac Heart Age Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

Catholic Health System - Buffalo, NY

Award: Bronze

Entry Name: Catholic Health Vascular

Quality Report

Group: Healthcare System

Category: Publication - Single

Christiana Care Health System

- New Castle, DE

Award: Silver

Entry Name: Center for Heart & Vascular
Health / Women Heart Mailer

Group: Healthcare System

Category: Direct Mail - Single

Detroit Medical Center - Detroit, MI

Award: Bronze

Entry Name: Detroit Medical Center Heart
Hospital Launch

Group: Healthcare System

Category: Total Advertising Campaigns

Duke University Hospital - Durham, NC

Agency: Contrast Creative, Inc. - Cary, NC

Award: Silver

Entry Name: Every Breath You Take

Group: Hospital over 500 beds

Category: Special Video Production - Single

Ellis Medicine - Schenectady, NY

Agency: Smith + Jones - Troy, NY

Award: Judge's Choice

Entry Name: 2014 Women & Heart
Disease Campaign

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

2014
CardioVascular
ADVERTISING AWARDS

(By Healthcare Facility)

Florida Hospital - Orlando, FL

Award: Silver

Entry Name: Heart Smart Women

Campaign

Group:Healthcare System

Category: Total Advertising Campaigns

Freeman Health System - Joplin, MO

Agency: Choice Marketing - Joplin, MO

Award: Silver

Entry Name: Closer Than You Think

Group:Healthcare System

Category: Total Advertising Campaigns

Geisinger Health System - Geisinger

Community Medical Center - Danville, PA

Award: Gold

Entry Name: Heart& Vascular Institute

- Go Geisinger

Group:Hospital 150 - 299 beds

Category: Magazine Publication - Single

Georgetown Hospital System

- Murrells Inlet, SC

Award: Gold

Entry Name: We put the "H" TV

Group:Healthcare System

Category: TV/Video Advertising - Single

Good Samaritan Hospital Medical Center

- West Islip, NY

Award: Silver

Entry Name: Open Heart Surgery

Group:Hospital 300 - 499 beds

Category: Total Advertising Campaigns

Health First - Melbourne, FL

Award: Gold

Entry Name: Health First "We've Got Heart"

Group:Healthcare System

Category: Billboard Design - Single

Health First - Melbourne, FL

Award: Silver

Entry Name: Health First "We've Got Heart"

Group:Healthcare System

Category: TV/Video Advertising - Single

Heart of Lancaster and Lancaster Regional

Medical Centers - Lancaster, PA

Agency: AcrobatAnt - Tulsa, OK

Award: Silver

Entry Name: I Know Where to Go

Group:Hospital 300 - 499 beds

Category: Special Video Production - Series

2014
CardioVascular
ADVERTISING AWARDS

(By Healthcare Facility)

HeartCaring - Boca Raton, FL

Agency: Spirit Health Group
- Boca Raton, FL

Award: Bronze

Entry Name: HeartCaring Newsletters

Group: Hospital 150 - 299 beds

Category: Newsletter - Series

HeartCaring - Boca Raton, FL

Agency: Spirit Health Group
- Boca Raton, FL

Award: Silver

Entry Name: HeartCaring Patient Education

Group: Hospital 150 - 299 beds

Category: Patient Education - Series

HeartCaring - Boca Raton, FL

Agency: Spirit Health Group
- Boca Raton, FL

Award: Silver

Entry Name: Get Screened Today

Group: Hospital 150 - 299 beds

Category: Direct Mail - Single

Intermountain Healthcare

- Salt Lake City, UT

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

Award: Gold

Entry Name: INTMTN.2014.Heart.TV.Series

Group: Hospital over 500 beds

Category: TV/Video Advertising - Single

Jewish Hospital - Louisville, KY

Agency: Creative Alliance - Louisville, KY
Award: Bronze

Entry Name: Jewish Hospital - Valvano

Group: Hospital 300 - 499 beds

Category: TV/Video Advertising - Single

Longview Regional Medical Center

- Longview, TX

Agency: Creative Alliance - Louisville, KY
Award: Gold

Entry Name: Longview Regional Heart
Print Campaign

Group: Medical Practice (Non-Hospital)

Category: Magazine Advertising - Series

Louis and Peaches Owen Heart Hospital

- Tyler, TX

Award: Bronze

Entry Name: A New Day in Heart Care 1
0' x 20' Display

Group: Heart Hospital/Vascular Hospital

Category: Poster/Display - Single

Louis and Peaches Owen Heart Hospital

- Tyler, TX

Award: Bronze

Entry Name: Women With Heart Campaign

Group: Heart Hospital/Vascular Hospital

Category: Total Advertising Campaigns

2014
CardioVascular
ADVERTISING AWARDS

(By Healthcare Facility)

McKenzie Willamette Medical Center

- Springfield, OR

Agency: Creative Alliance - Louisville, KY

Award: Silver

Entry Name: Waiting Elevator Wrap

Group: Hospital under 149 beds

Category: Poster/Display - Single

MedStar Heart Institute - Washington, DC

Agency: ab+c Creative Intelligence

- Wilmington, DE

Award: Gold

Entry Name: MedStar Heart Institute

a-Fib Campaign

Group: Healthcare System

Category: Total Advertising Campaigns

MidMichigan Health - Midland, MI

Agency: ClearRiver Advertising &
Marketing - Midland, MI

Award: Bronze

Entry Name: Cardiovascular Displays

Group: Healthcare System

Category: Poster/Display - Series

MidMichigan Health - Midland, MI

Agency: ClearRiver Advertising &
Marketing - Midland, MI

Award: Gold

Entry Name: Cardiovascular Physician

Procedure Guide

Group: Healthcare System

Category: Physician Referral - Single

**MN Heart Health Program, University of
Minnesota Medical School**

- Minneapolis, MN

Agency: Russell Herder - Minneapolis, MN

Award: Judge's Choice

Entry Name: Minnesota Heart Health

Program Campaign

Group: Academic Medical Center

Category: Total Advertising Campaigns

Parkview Health - Fort Wayne, IN

Agency: Boyden & Youngblutt

- Fort Wayne, IN

Award: Gold

Entry Name: Heart Institute Annual Report

Group: Healthcare System

Category: Annual Report

Passport Health Plan - Louisville, KY

Award: Bronze

Entry Name: Healthy Heart Program Logo

Group: HMO / PPO / Managed Care /
Insurance

Category: Logo Design/Letterhead

Passport Health Plan - Louisville, KY

Award: Gold

Entry Name: Getting on the Right Track

Group: HMO / PPO / Managed Care /
Insurance

Category: Patient Education - Single

2014
CardioVascular
ADVERTISING AWARDS

(By Healthcare Facility)

Piedmont Healthcare - Atlanta, GA
Agency: Tailfin Marketing - Atlanta, GA
Award: Gold
Entry Name: www.piedmontred.org
Group:Healthcare System
Category: Website

Roper St. Francis - Charleston, SC
Award: Bronze
Entry Name: www.rsfh.com/healthyfamilies
Group:Healthcare System
Category: Patient Education - Series

Rush University Medical Center
- Chicago, IL
Agency: Rush Powers Media - Chicago, IL
Award: Silver
Entry Name: Treating Heart Attacks at Rush
Group:Hospital over 500 beds
Category: Special Video Production
- Single

Saint Francis Hospital - Memphis
- Memphis, TN
Agency: G Design - Memphis, TN
Award: Gold
Entry Name: Live Smart for Your Heart
Group:Hospital over 500 beds
Category: Advertising Specialty

Saint Francis Hospital - Memphis
- Memphis, TN
Agency: G Design - Memphis, TN
Award: Gold
Entry Name: Live Smart for Your Heart
Group:Hospital over 500 beds
Category: Flyer - Single

Saint Peter's University Hospital
- New Brunswick, NJ
Agency: SGW Integrated Marketing
Communications - Monville, NJ
Award: Bronze
Entry Name: Lumivascular Technology
Campaign
Group:Hospital 300 - 499 beds
Category: Total Advertising Campaigns

Signature Healthcare - Brockton, MA
Agency: Jennings - Chapel Hill, NC
Award: Gold
Entry Name: Cardiologist Video Series
Group:Hospital 150 - 299 beds
Category: TV/Video Advertising - Series

Spectranetics - Colorado Springs, CO
Award: Gold
Entry Name: Spectranetics Sim Bus Takes
Country by Storm
Group:Physician Training
Category: Special Event

2014
CardioVascular
ADVERTISING AWARDS

(By Healthcare Facility)

St. Francis Hospital - Port Washington, NY

Agency: Della Femina Advertising
- New York, NY

Award: Bronze

Entry Name: "Tara Funk"

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

St. Luke's Health System - Boise, ID

Award: Bronze

Entry Name: St. Luke's Heart Month 2014

Group: Healthcare System

Category: Total Advertising Campaigns

St. Mary Medical Center - Langhorne, PA

Beacon Fey - Towson, MD

Award: Bronze

Entry Name: Heart Surgery for People Who
Can't Have Heart Surgery

Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

St. Vincent's Medical Center

- Bridgeport, CT

Agency: Franklin Street - Richmond, VA

Award: Gold

Entry Name: "Gentler Hands, Sharper
Minds" Group: Hospital 300 - 499 beds

Category: Total Advertising Campaigns

Texas Health Presbyterian Hospital Denton

- Denton, TX

Agency: Commerce House - Dallas, TX

Award: Bronze

Entry Name: Don't fail your heart.

Group: Hospital 150 - 299 beds

Category: Direct Mail - Single

Texas Health Presbyterian Hospital Denton

- Denton, TX

Agency: Commerce House - Dallas, TX

Award: Silver

Entry Name: "Whatever makes you tick,
we'll keep it ticking"

Group: Hospital 150 - 299 beds

Category: Newspaper Ad - Single

UNC Health Care - Chapel Hill, NC

Agency: MSA - Raleigh, NC

Award: Gold

Entry Name: UNC Heart & Vascular Network

Group: Heart Hospital/Vascular Hospital

Category: Total Advertising Campaigns

University of Maryland Baltimore

Washington Medical Center

- Glen Burnie, MD

Agency: McMurry/TMG - Phoenix, AZ

Award: Silver

Entry Name: A Textbook Recovery

Group: Hospital 300 - 499 beds

Category: Publication - Single