2017 CardioVascular ADVERTISING AWARDS

## JUDGE'S CHOICE

**Saint Agnes Medical Center** -- Fresno, CA
**Prairie Dog | TCG** -- Kansas City, MO
Entry Name:
Saint Agnes Medical Center - Miracles
Group: Hospital 300 - 499 beds
Category: Total Advertising Campaigns

*Congratulations!*

# 2017 CardioVascular ADVERTISING AWARDS

*(By Healthcare Facility)*

**Adventist HealthCare Washington**
**Adventist Hospital** -- Takoma Park, MD
Award: Gold
Entry Name: Washington Adventist Hospital TAVR Radio Ad
Group: Hospital 150 - 299 beds
Category: Radio - Single

**Adventist HealthCare Washington**
**Adventist Hospital** -- Takoma Park, MD
Award: Gold
Entry Name: Washington Adventist Hospital Cardiovascular Surgery Physician
Folder Group: Hospital 150 - 299 beds
Category: Physician Referral - Single

**Appalachian Regional Healthcare**
-- Lexington, KY
bloc MKTG -- Lexington, KY
Award: Gold
Entry Name: ARH Cardiovascular & Thoracic Associates Billboards
Group: Healthcare System
Category: Billboard Design - Series

**Appalachian Regional Healthcare**
-- Lexington, KY
bloc MKTG -- Lexington, KY
Award: Gold
Entry Name: ARH Cardiovascular & Thoracic Associates Campaign Logo
Group: Healthcare System
Category: Logo Design/Letterhead

**Appalachian Regional Healthcare**
-- Lexington, KY
bloc MKTG -- Lexington, KY
Award: Silver
Entry Name: ARH Cardiovascular & Thoracic Associates Invitation
Group: Healthcare System
Category: Invitations

**CHI Memorial Hospital Chattanooga**
-- Chattanooga, TN
Award: Silver
Entry Name: CHI Memorial - Cardiac Campaign 2017
Group: Healthcare System
Category: TV/Video Advertising - Series

# 2017 CardioVascular ADVERTISING AWARDS

*(By Healthcare Facility)*

**Christiana Care Health System**
-- New Castle, DE
Award: Bronze
Entry Name: Dr. Banerji Ad
Group: Healthcare System
Category: Magazine Advertising - Single

**Christiana Care Health System**
-- New Castle, DE
Award: Silver
Entry Name: Dr. Banerji Direct Mail
Group: Healthcare System
Category: Direct Mail - Single

**Deborah Heart and Lung Center**
-- Browns Mills, NJ
Princeton Strategic Communications
-- Trenton, NJ
Award: Gold
Entry Name: The Watchman
Group: Non-Profit Organization
Category: Total Advertising Campaigns

**Erlanger Heart and Lung Institute**
-- Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Bronze
Entry Name: Launch TV Campaign
Group: Academic Medical Center
Category: TV/Video Advertising - Series

**Erlanger Heart and Lung Institute**
-- Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Bronze
Entry Name: World-Class Heart Care
Group: Academic Medical Center
Category: Billboard Design - Series

**Erlanger Heart and Lung Institute**
-- Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Gold
Entry Name: Special Forces 60
Group: Academic Medical Center
Category: TV/Video Advertising - Single

**Erlanger Heart and Lung Institute**
-- Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Gold
Entry Name: ECMO
Group: Academic Medical Center
Category: Newspaper Ad - Single

**Erlanger Heart and Lung Institute**
-- Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Gold
Entry Name: World-Class Heart Care with Extension
Group: Academic Medical Center
Category: Billboard Design - Single

# 2017 CardioVascular ADVERTISING AWARDS

*(By Healthcare Facility)*

**Erlanger Heart and Lung Institute**
**--** Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Silver
Entry Name: Launch Campaign
Group: Academic Medical Center
Category: Total Advertising Campaigns

**Erlanger Heart and Lung Institute**
**--** Chattanooga, TN
The Johnson Group -- Chattanooga, TN
Award: Silver
Entry Name: Airport Wall Graphic
Group: Academic Medical Center
Category: Poster/Display - Single

**Florida Hospital** -- Orlando, FL
Brown Parker Demarinis -- Boca Raton, FL
Award: Gold
Entry Name: Florida Hospital Life Is Amazing
Group: Hospital over 500 beds
Category: Total Advertising Campaigns

**Houston Methodist Sugar Land Hospital**
**--** Sugar Land, TX
Award: Silver
Entry Name: 10 Year Heart Anniversary
Group: Hospital 300 - 499 beds
Category: Magazine Publication - Single

**Lexington Medical Center**
-- West Columbia, SC
Award: Gold
Entry Name: The State Heart Special Section
Group: Hospital 300 - 499 beds
Category: Publication - Single

**Lexington Medical Center**
-- West Columbia, SC
Award: Silver
Entry Name: 2015 Cardiovascular Annual Report
Group: Hospital 300 - 499 beds
Category: Annual Report

**Liberty Hospital** -- Liberty, MO
Red Crow Marketing -- Springfield, MO
Award: Silver
Entry Name: Whole-Hearted
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

**Mercy Health** -- Youngstown, OH
Knox Markerting -- Akron, OH
Award: Gold
Entry Name: Mercy Cardio Print
Group: Hospital over 500 beds
Category: Newspaper Ad - Series

# 2017 CardioVascular ADVERTISING AWARDS

*(By Healthcare Facility)*

**MidMichigan Health** -- Midland, MI
ClearRiver -- Midland, MI
Award: Gold
Entry Name: To Your Health - Heart & Vascular Edition
Group: Healthcare System
Category: E-newsletter - Series

**MidMichigan Health** -- Midland, MI
ClearRiver -- Midland, MI
Award: Gold
Entry Name: Cardiovascular Patient Testimonials
Group: Healthcare System
Category: Patient Education - Series

**MidMichigan Health** -- Midland, MI
ClearRiver -- Midland, MI
Award: Silver
Entry Name: Lou E Loon Hands Only CPR Demonstration Video
Group: Healthcare System
Category: Special Video Production - Single

**Orange Regional Medical Center** -- Middletown, NY
Focus Media -- Goshen, NY
Award: Gold
Entry Name: Orange Regional Medical Center - Cardio Excellence
Group: Hospital 300 - 499 beds
Category: TV/Video Advertising - Single

**Portneuf Health Partners** -- Pocatello, ID
Smith & Jones -- Troy, NY
Award: Gold
Entry Name: Portneuf Health Partners Cardiac Campaign
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

**Portneuf Health Partners** -- Pocatello, ID
Smith & Jones -- Troy, NY
Award: Silver
Entry Name: Portneuf Health Partners Cardiac: TV
Group: Hospital 150 - 299 beds
Category: TV/Video Advertising - Single

**RWJBarnabas Health** -- West Orange, NJ
SmithGifford -- Falls Church, VA
Award: Bronze
Entry Name: RWJBarnabas Health Heart Transplant
Group: Healthcare System
Category: Total Advertising Campaigns

**Saint Agnes Medical Center** -- Fresno, CA
Prairie Dog | TCG -- Kansas City, MO
Award: Judge's Choice
Entry Name: Saint Agnes Medical Center - Miracles
Group: Hospital 300 - 499 beds
Category: Total Advertising Campaigns

# 2017 CardioVascular ADVERTISING AWARDS

*(By Healthcare Facility)*

**Select Health of South Carolina**
-- North Charleston, SC
Award: Gold
Entry Name: Power Over Heart Disease: My Heart First Workbook
Group: HMO / PPO / Managed Care / Insurance
Category: Patient Education - Single

**Slidell Memorial Hospital** -- Slidell, LA
Pelican Creative Services
-- Covington, LA
Award: Gold
Entry Name: Call 911 Campaign
Group: Hospital 150 - 299 beds
Category: Magazine Advertising - Single

**Summa Health** -- Akron, OH
Knox Markerting -- Akron, OH
Award: Silver
Entry Name: Gary's Story
Group: Healthcare System
Category: TV/Video Advertising - Single

**The Heart Hospital Baylor Plano**
-- Plano, TX
Revel United -- Richardson, TX
Award: Gold
Entry Name: Outcomes Report 2016
Group: Heart/ Vascular Hospital
Category: Annual Report

**The Heart Hospital Baylor Plano**
-- Plano, TX
Revel United -- Richardson, TX
Award: Gold
Entry Name: I&Q Video 2016
Group: Heart Hospital/Vascular Hospital
Category: Special Video Production - Single

**Thibodaux Regional Medical Center**
-- Thibodaux, LA
TotalCom Marketing -- Tuscaloosa, AL
Award: Bronze
Entry Name: Heartbeat Away Campaign Featuring Archie Manning
Group: Hospital 150 - 299 beds
Category: Total Advertising Campaigns

**White Plains Hospital** -- White Plains, NY
Smith & Jones -- Troy, NY
Award: Gold
Entry Name: White Plains Hospital Cardiac Campaign
Group: Hospital 300 - 499 beds
Category: Website Banner Ads

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 2017 CardioVascular Advertising Awards. Congratulations on the superior work submitted.**