

# 2011 eHEALTHCARE LEADERSHIP AWARD WINNERS

## BEST INTEGRATED MARKETING CAMPAIGN

### Hospital under 200 Beds

Silver **Arnold Palmer Hospital for Children, FL.** “Meet our Kids” campaign ([www.meetourkids.org](http://www.meetourkids.org)). Agency: Push.

### Hospital 200-399 beds

Gold **Miami Children’s Hospital.** Hospital services development campaign

Gold **Northwestern Lake Forest Hospital, IL.** Cardiology marketing campaign

Silver **Children’s National Medical Center, DC.** Campaign to drive volume at outpatient centers. Agency: SPM Marketing & Communications

Distinction **Woman’s Hospital, LA.** Campaign to expand awareness of surgical and colonoscopy services. Agency: Covalent Logic

### Hospital 400+ beds

Platinum **The Children’s Hospital of Philadelphia.** “Birth of a Breakthrough” campaign

Platinum **Fletcher Allen Health Care, VT.** Cardiology and Orthopedics campaign

Gold **Iowa Health - Des Moines.** OB/GYN clinics campaign. Agency: Blue Compass Interactive

### Healthcare System

Platinum **Baylor Health Care System, TX.** “For Woman, For Life” campaign ([www.BaylorHealth.com/FWFL2011](http://www.BaylorHealth.com/FWFL2011))

Gold **Ochsner Health System, LA.** “Ochsner Goes Pink” campaign ([www.ochsner.org/pink](http://www.ochsner.org/pink))

Silver **Nebraska Methodist Health System.** “Methodist: The Meaning of Care” campaign

Silver **UAB Health System, AL.** “Women and Infants” campaign. Agency: Cayenne Creative

Distinction **Unity Health System, NY.** New movers campaign (<http://my.unityhealth.org/NMOB9705>). Agency: CPM Marketing Group

Distinction **Indiana University Health.** Rebranding campaign. Agency: TrendyMinds and HYConnect

Distinction **Texas Health Resources.** “Texas Health Moms” campaign ([www.texashealth.org/moms](http://www.texashealth.org/moms))

Distinction **Aurora Health Care, WI.** Women’s OB campaign

### Hospital Subsite/Center of Excellence

Platinum **OhioHealth.** Campaign to promote involvement in Lifetime network’s “Born Every Minute” television program

Platinum **Touro Infirmary, LA.** “31 Days of Pink” campaign ([www.31DaysofPink.com](http://www.31DaysofPink.com)). Agency: BBR Creative

Gold **Mission Hospital, CA.** “Pinky Pledge” campaign ([www.PinkyPledge.com](http://www.PinkyPledge.com))

Silver **Illinois Neurological Institute.** Campaign to promote organization’s Spine Institute ([www.ini.org/spine](http://www.ini.org/spine))

Distinction **Broward Health, FL.** “Mammo-Palooza” campaign ([www.birthofamom.com](http://www.birthofamom.com)). Agency: Beber Silverstein Group

### Medical Practice/ Clinic

- Gold **Springfield Clinic, IL.** Campaign in conjunction with “Colorectal Cancer Awareness Month”
- Distinction **Southeast Pain Care, NC.** “Reset Your Limits” campaign ([www.resetyourlimits.com](http://www.resetyourlimits.com))

#### **Healthcare Association/ Professional Society**

- Platinum **The British Columbia Association of Optometrists,** Canada. Campaign to promote eye health. Agency: Edelman

#### **HMO/PPO/Other Insurers**

- Platinum **Ohio Association of Health Plans (Medicaid Managed Care Plans).** Campaign to promote Medicaid Managed Care. ([www.ohiohealthcarehome.com](http://www.ohiohealthcarehome.com)). Agency: The Milenthal Group
- Silver **Blue Cross and Blue Shield of Louisiana.** Flu shot campaign (<http://shotla.com>)

#### **Physician/Clinician-Focused Site**

- Platinum **Cleveland Clinic Center for Continuing Education.** “16th Annual Diabetes Day CME” event
- Distinction **International Medical Information.** Ireland. Re-launch of brand in Netherlands ([www.urologienews.eu](http://www.urologienews.eu))

#### **Other Healthcare Sites**

- Gold **Children’s National Medical Center, DC.** Campaign to support the Obesity Institute ([www.childrensnational.org/Obesity-Institute](http://www.childrensnational.org/Obesity-Institute))
- Distinction **Scripps Center for Integrative Medicine, CA.** Campaign to support center. Agency: Baldwin Publishing