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## HealthLeaders Media Announces Winners of Its First Annual Marketing Awards Contest

MARBLEHEAD, Mass.--(BUSINESS WIRE)--HealthLeaders Media ([www.healthleadersmedia.com](http://www.healthleadersmedia.com)), a multimedia company dedicated to meeting the business information needs of healthcare marketing professionals nationwide, has announced the winners of its first Marketing Awards contest.

This annual event, sponsored by Thomson Healthcare, recognizes the nation's best healthcare marketing campaigns in six categories: Best Branding Campaign, Best Service-Line Campaign, Best Direct-to-Consumer Campaign, Best Campaign Marketing to Physicians, Best Internal Communications Campaign, and Best Marketing Quality Campaign.

In addition, one organization has been chosen as winner of the Best Integrated Marketing Campaign—sponsored by Thomson Healthcare.

Winning campaigns were selected based on their overall look and quality, their creativity, how well they conveyed their intended message, and how well they met their intended objectives.

First-, second-, and third-place winners were chosen for small, medium, and large hospitals. The awards will be revealed during an Awards Ceremony and Luncheon on Friday, November 9, 2007, at the Hilton New York in Manhattan.

The winning organizations include:

- Abington Memorial Hospital, Abington, PA
- Advocate Health Care, Oak Brook, IL
- Banner Alzheimer's Institute, Phoenix, AZ
- Baylor Health Care System, Dallas, TX
- Bronson Healthcare Group, Kalamazoo, MI
- Carilion New River Valley, Christiansburg, VA
- Chandler Regional Medical Center, Chandler, AZ
- Clarian Health, Indianapolis, IN
- Cleveland Clinic, Cleveland, OH
- Cogent Healthcare, Brentwood, TN
- Covenant Health System, Lubbock, TX
- Duke University Health Systems, Durham, NC
- Fairmont General Hospital, Fairmont, WV
- Franciscan Health System, Tacoma, WA
- Good Samaritan Hospital, Suffern, NY
- Grant Medical Center, Columbus, OH
- Grinnell Regional Medical Center, Grinnell, IA
- Holy Name Hospital, Teaneck, NJ

- INTEGRIS Health, Oklahoma City, OK
- Jordan Hospital, Plymouth, MA
- Lodi Community Hospital, Lodi, OH
- Marengo Memorial Hospital, Marengo, IA
- MedStar Health/Union Memorial Hospital, Baltimore, MD
- Mercy Gilbert Medical Center, Gilbert, AZ
- OhioHealth, Columbus, OH
- Onslow Memorial Hospital, Jacksonville, NC
- Piedmont Hospital, Atlanta, GA
- Poudre Valley Health System, Fort Collins, CO
- Queen of Peace Hospital, New Prague, MN
- Radiological Associates of Sacramento, Sacramento, CA
- Riverside Methodist Hospital, Columbus, OH
- Sacred Heart Hospital, Eau Claire, WI
- Skaggs Community Health Center, Branson, MO
- St. Elizabeth Hospital, Gonzalez, LA
- St. Francis Hospital, Indianapolis, IN
- St. Vincent Healthcare, Billings, MT
- Texas Health Resources, Arlington, TX
- Touro Infirmary, New Orleans, LA
- WakeMed Health and Hospitals, Raleigh, NC

Several winning organizations will participate in a roundtable discussion during the HealthLeaders Marketing Awards event on November 9, at the Hilton New York. The event will also feature a keynote address from Rhoda Weiss, CEO of the 31,000-member Public Relations Society of America and the founding president of the Society for Healthcare Strategy and Market Development (SHSMD). Ms. Weiss will share her insight on hot healthcare marketing trends, as well as discuss ways any organization can use new media in their campaigns.

To register for the event or find out more information, go to [www.healthleadersmarketingawards.com/event.php](http://www.healthleadersmarketingawards.com/event.php) or call the HealthLeaders Media seminar registration center at 800/753-0131.

### **About HealthLeaders Media**

HealthLeaders Media ([www.healthleadersmedia.com](http://www.healthleadersmedia.com)) is a leading multimedia company dedicated to meeting the business information needs of more than 100,000 healthcare executives and key decision makers nationwide. As an integrated media company, HealthLeaders Media consists of the monthly *HealthLeaders* magazine, four healthcare marketing newsletters, and live events. Advertising vehicles include print ads, online sponsorships, banner ads, e-mails, Web casts, audioconferences, roundtables, and custom publishing products.

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