

The 16th Annual  
**National  
Health Information  
Awards<sup>SM</sup>**



2009  
**Winners**

[www.healthawards.com](http://www.healthawards.com)

# The National Health Information Awards<sup>SM</sup>

In 1994, the *National Health Information Awards<sup>SM</sup>* program was introduced to recognize the nation's best consumer health information programs and materials. As the first awards program of its kind, it is open to all those who produce materials that address the growing information needs of health care consumers. This recognition program is organized by the Health Information Resource Center<sup>SM</sup>, a national clearinghouse for consumer health information professionals.

In May and June of 2009, more than 1,000 entries for the 16th annual *National Health Information Awards<sup>SM</sup>* were judged by a panel of health information experts. The judges' biographies are listed in sidebars throughout this booklet. Entries were grouped and judged by *Class, Division and Category*, with the target audience noted. Using a rating scale of one to 100, each judge evaluated entries for health information content, creativity and overall excellence. The scores were then totaled and averaged. Gold, Silver, Bronze and Merit certificates were awarded on the basis of these averaged scores. (To avoid conflict of interest, no entry submitted by an organization represented by a judge was reviewed by a panel on which that judge served.)

## Best of Show Award

*Presented to*

**Univera Healthcare**

*For*

***Univera Healthcare's Fun 2B Fit Initiative***

*In the Category of*

**Total Health Information Program**

## Consumer Decision-Making Information

### Book

- BRONZE 2009 CalorieKing Calorie, Fat & Carbohydrate Counter  
**CalorieKing Publications**  
*Business (Private) less than 50 employees*
- BRONZE Heal Pelvic Pain: A Proven Stretching, Strengthening, and Nutrition Program for Relieving Pain, Incontinence, IBS, and Other Symptoms WITHOUT SURGERY  
**McGraw-Hill**  
*Media/Publishing*
- MERIT Great American Heart Hoax  
**BenBella Books**  
*Media/Publishing*

### Booklet/Brochure/Pamphlet

- GOLD You Can Quit Smoking  
**The Medical Foundation**  
*Community Organization (nonprofit)*
- SILVER Medicare & You 2009  
**Centers for Medicare & Medicaid Services**  
*Government (Public Sector)*
- SILVER Vasectomy brochure  
**Healthy Advice Networks**  
*Media/Publishing*
- SILVER "Health Savings Accounts: A Health-Wise Investment for Your Future"  
**Optum Health Financial Services**  
*Business (Private) 50+ employees*
- SILVER OmniPod Pediatrics Marketing Brochure  
**WhyDesignWorks**  
*Consumer Products*
- BRONZE 2009 Benefit Plan Summary  
**Blue Cross & Blue Shield Association**  
*Insurance Company*
- BRONZE How to Use Your Health Plan (English, Spanish, Chinese handbooks)  
**Health Research for Action, UC Berkeley School of Public Health**  
*Education*
- BRONZE Women & Depression Booklet  
**MediciGlobal**  
*Pharmaceutical Company*
- BRONZE The First Fifty Years  
**Washington Hospital Center**  
*Hospital/Health Care System*

- MERIT LTC Blue Feel Good  
**DMW Worldwide LLC**  
*Insurance Company*
- MERIT Senior Health  
**Intermountain Healthcare**  
*Hospital/Health Care System*
- MERIT Welcome Baby  
**Pomona Valley Hospital Medical Center**  
*Hospital/Health Care System*
- MERIT Military Pathways Marketing Brochure  
**Screening for Mental Health**  
*Government (Public Sector)*
- MERIT Plastic Surgery Center Brochure  
**Summit Medical Group**  
*Physician/Group Practice*

### Calendar

- BRONZE A Healthier You: 2009 Wall Calendar  
**Wellmark Blue Cross and Blue Shield**  
*Insurance Company*
- MERIT 2008 Live Total Health Calendar  
**The ROC Group**  
*Business (Private) 50+ employees*

### Direct Mail

- GOLD OmniPod Consumer Direct Mail  
**WhyDesignWorks**  
*Consumer Products*
- BRONZE Medicare Resource Guide Mailing  
**DMW Worldwide LLC**  
*Insurance Company*
- MERIT The NIH Stroke Program at WHC  
**Silver Marketing**  
*Hospital/Health Care System*
- MERIT Blue Choice Hispanic Campaign  
**Silver Marketing**  
*Insurance Company*

### Magazine

- BRONZE Healthy Connections  
**Excela Health**  
*Hospital/Health Care System*
- BRONZE Get Healthy  
**Norton Healthcare Marketing & Communications**  
*Hospital/Health Care System*
- MERIT Peninsula Health  
**Mills-Peninsula Health Services**  
*Hospital/Health Care System*
- MERIT Healthpoint Magazine  
**Mills-Peninsula Health Services**  
*Hospital/Health Care System*

## 2009 JUDGES

**Larry Axmaker EdD, PhD** of Molalla, OR is mostly retired after a 45-year career as a psychologist, university professor, health educator, and health/medical writer. He continues to write in between trips to warm climates and spending time with his family and friends. Mr. Axmaker is a prostate cancer survivor and recently wrote and illustrated a book: *Real Men Get Prostate Cancer Too*.

**Julie Salefski Blaszak** is Vice President, Creative Services at StayWell Custom Communications in Evanston, IL. She leads the Design and Creative Services team of art directors and designers who are responsible for the development of custom print publications for hospitals, health plans, and other organizations nationally. Her responsibilities also include corporate brand identity and marketing outreach, as well as the company website. With 25 years' experience in interactive and direct marketing, she applies this expertise to the development of products that generate consumer response.

**Holly Brooks** is Marketing Communications Manager for JBS International, Inc. in North Bethesda, MD. JBS is a consulting firm that provides a broad and diverse set of health, education, social, and IT services to government customers and the private sector. Ms. Brooks has over 20 years' experience in the marketing, communications, and publishing fields. At JBS, she oversees the corporate website and manages the development of client and corporate marketing materials. She also serves as a senior marketing specialist for many JBS projects, developing and implementing marketing plans and materials to promote their print and online products.

**Susan Cottman** is the Associate Editor at Oakstone Publishing, LLC, Birmingham, AL. She has been Managing Editor of *Personal Best* print and online publications since 1999. Ms. Cottman also serves as oversight officer and specialist in Canadian and lower-literacy publications and custom calendars. She was managing editor of a medico-legal newsletter reporting on disability and injury issues for workers compensation and casualty adjusters for seven years.

MERIT Communicare – Women & Children's Issue  
**Northeast Georgia Health System**  
*Hospital/Health Care System*

MERIT Real Health  
**Smart & Strong**  
*Media/Publishing*

### **Magazine Ad**

BRONZE OmniPod Consumer Ad  
**WhyDesignWorks**  
*Consumer Products*

### **Magazine/Newspaper/Newsletter Article**

GOLD Supermarket Smarts: Fresh, Frozen, and Canned Poultry  
**Diabetes Self-Management**  
*Media/Publishing*

SILVER The Key to Your Health  
**AARP Segunda Juventud Magazine**  
*Association/Professional Society*

SILVER Digital images speed care & fine-tune accuracy  
**Group Health Cooperative**  
*HMO/Managed Care System*

SILVER There's a pill for that  
**Redbook**  
*Media/Publishing*

SILVER What's really in your food?  
**Redbook**  
*Media/Publishing*

SILVER Can Juice Really Make You Healthier?  
**Shape**  
*Media/Publishing*

SILVER 4 Medical Tests That Might Save Your Life  
**Shape**  
*Media/Publishing*

SILVER The Best Ways to Cut 100, 250, and 500+ Calories  
**Shape**  
*Media/Publishing*

SILVER Shape's 2nd Annual Best Snack Awards  
**Shape**  
*Media/Publishing*

BRONZE Diabetes Basics: Eating on the Go  
**Diabetes Self-Management**  
*Media/Publishing*

BRONZE The Fitness Healthy Food Awards  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

BRONZE 10 Smart Ways To Slash Your Health Care Bills  
**Shape**  
*Media/Publishing*

MERIT Carmen Marc Valvo: Making A Fashion Statement  
**AARP Segunda Juventud Magazine**  
*Association/Professional Society*

MERIT 10 Reasons To Call The Doctor Now  
**Parents Magazine / Meredith Corp.**  
*Media/Publishing*

MERIT The New Disease-Fighting Foods  
**Shape**  
*Media/Publishing*

MERIT Turn Back Time, Without Surgery  
**Shape**  
*Media/Publishing*

### **Newsletter**

MERIT Advancing Health  
**Bloomington Hospital**  
*Hospital/Health Care System*

### **Newspaper/Newsletter Ad**

BRONZE Ad / Baseball Orthopedics & Sports Medicine  
**Multicare Health Systems**  
*Hospital/Health Care System*

MERIT Ad / Cardiac 8L Open House 11-15-08  
**Multicare Health Systems**  
*Hospital/Health Care System*

### **Other/Miscellaneous Material**

BRONZE Caregiver Getting Started Packet  
**Centers for Medicare & Medicaid Services**  
*Government (Public Sector)*

MERIT The Journey of a Lifetime Begins Here  
**Excelsa Health**  
*Hospital/Health Care System*

MERIT Yes, You Can! Convention Banners  
**Healthways**  
*Consumer Products*

### **Poster**

SILVER Restless Legs Syndrome: Jerks Poster  
**MediciGlobal**  
*Pharmaceutical Company*

MERIT Look to the Label Poster  
**Learning ZoneXpress**  
*Business (Private) less than 50 employees*

MERIT Not Now!  
**North Carolina Healthy Start Foundation**  
*Community Organization (nonprofit)*

### **Total Health Information Program**

SILVER Excelsa Health Orthopedics  
**Excelsa Health**  
*Hospital/Health Care System*

SILVER The Cancer Survival Toolbox  
**National Coalition for Cancer Survivorship**  
*Community Organization (nonprofit)*

BRONZE Chill Out Challenge Kit  
**Alere**  
*Business (Private) 50+ employees*

BRONZE First Tooth, First Exam  
**Native American Professional Parent Resources, Inc.**  
*Community Organization (nonprofit)*

MERIT Chug-A-Jug Challenge Kit  
**Alere**  
*Business (Private) 50+ employees*

MERIT Babysitter's Training Participant Set  
**American Red Cross**  
*Community Organization (nonprofit)*

MERIT Tampa Tribune 4 YOU Ask The Experts Column  
**USF Health Communications – University of South Florida**  
*Education*

### **Total Special Health Event Program**

SILVER Children's Hospital Foundation "Just for Kids" Campaign  
**Norton Healthcare Marketing & Communications**  
*Hospital/Health Care System*

### **TV Ad**

MERIT Renee's Story  
**Bloomington Hospital**  
*Hospital/Health Care System*

MERIT Rehab Services at Alta Vista  
**Ottumwa Regional Health Center**  
*Hospital/Health Care System*

### **Video**

BRONZE Transforming the Patient Experience  
**Dartmouth-Hitchcock Medical Center**  
*Hospital/Health Care System*

- BRONZE No More Hand-Me-Down  
Research Film  
**National Heart, Lung, and  
Blood Institute and NERI**  
Government (Public Sector)
- MERIT Breastfeeding: You Can Do It!  
**L.A. Publishing**  
Media/Publishing
- MERIT Access to healthcare Video  
**Spectrum Health Hospitals**  
Hospital/Health Care System
- MERIT St. Barnabas Infomercial  
**St. Barnabas Health System**  
Hospital/Health Care System

## Health Promotion/ Disease and Injury Prevention Information

### Book

- GOLD A Family Guide to First Aid and  
Emergency Preparedness  
**American Red Cross**  
Community Organization  
(nonprofit)
- GOLD Well Informed: your guide to  
health and vitality  
**The WorkCare Group, Inc.**  
Media/Publishing
- GOLD Self-Care Essentials  
**Wellness Council of America**  
Community Organization  
(nonprofit)
- BRONZE Sex And The Heart  
**Addicus Books**  
Media/Publishing
- BRONZE How to Build a Fit Company  
**American Specialty Health**  
HMO/Managed Care System
- BRONZE Weight Loss Confidential Journal  
**Houghton Mifflin Harcourt**  
Media/Publishing
- MERIT Health at Every Size  
**BenBella Books**  
Media/Publishing
- MERIT The Complete Mental  
Health Director  
**Grey House Publishing**  
Media/Publishing
- MERIT Sammie Sportz  
My Summer of Sports Safety  
**Health New England**  
HMO/Managed Care System
- MERIT Weight Loss Confidential  
**Houghton Mifflin Harcourt**  
Media/Publishing
- MERIT Substance Abuse Prevention:  
The Missing Pieces  
**J & B Products, Inc.**  
Business (Private) less than  
50 employees

### Booklet/Brochure/Pamphlet

- GOLD EMS Visual Language Translator  
**Kwikpoint**  
Business (Private) less than  
50 employees
- GOLD El libro del ambarazo y del bebe  
**March of Dimes**  
Community Organization  
(nonprofit)
- GOLD Time Out For Health Campaign  
**StayWell Health Management**  
Business (Private) 50+ employees
- SILVER Bright Futures Activity Book  
**American Academy  
of Pediatrics**  
Association/Professional Society
- SILVER Puberty in Girls brochure  
**Healthy Advice Networks**  
Media/Publishing
- SILVER A Walking Program For You  
**Hope Health**  
Business (Private) less than  
50 employees
- SILVER Quitting Tobacco: your journey  
to freedom  
**Intermountain Healthcare**  
Hospital/Health Care System
- SILVER MyPyramid for  
Preschoolers Tablet  
**Learning ZoneXpress**  
Business (Private) less than  
50 employees
- SILVER When You Want to Try Again:  
Thinking About Pregnancy  
**March of Dimes**  
Community Organization  
(nonprofit)
- SILVER Depression Booklet  
**MediciGlobal**  
Pharmaceutical Company
- SILVER Wanna Be B.A.D.?  
**Orange County Health  
Department**  
Government (Public Sector)
- SILVER Zero Fatalities: Sixteen  
Reasons Why Zero Is The  
Only Acceptable Number  
**Utah Dept. of Health Violence  
& Injury Prevention Program**  
Government (Public Sector)
- BRONZE You Can Quit –  
giving up tobacco  
**Ceridian / Military OneSource**  
Business (Private) 50+ employees

## JUDGES (continued)

**Dan Dunlop** is President and CEO of Jennings, a North Carolina-based healthcare branding and advertising agency. He is a marketer, blogger, writer and frequent speaker at national and regional conferences, having served on the faculty of numerous conferences. His experience as a brand strategist includes work with numerous hospitals and health systems including Tufts-New England Medical Center, UNC Health Care, Rex Healthcare, Lexington Medical Center and University Health Systems of Eastern Carolina.

**Sharon Erdman** serves as Creative Director for Strategic Design at Mayo Clinic, Rochester, MN, where her team develops creative solutions to advance Mayo's mission through design. Ms. Erdman's team has received multiple design awards in the areas of patient education and healthcare communications. Prior to joining Mayo Clinic, she served over 15 years as art and creative director in the entertainment/educational industries for clients including Disney®, PBS® and Discovery Channel®.

**Sharon R. Foster** is a Senior Health Writer for Perot Systems Corporation, a government contractor. She specializes in writing and web content management in the Washington, DC area. Prior to her current position, Ms. Foster spent over 10 years in the health writing and communications field. Through her non-profit work, she wrote about women's health, health disparities, pharmaceuticals and health promotion/prevention.

**Amanda Goetz** is the Communication Program Manager at SuperSibs! in Rolling Meadows, IL, a national nonprofit organization that supports brothers and sisters of children with cancer. Ms. Goetz has a variety of experience in the marketing communications industry, previously working as a Web Writer at the University of Notre Dame Law School as well as roles at Red Chicago Marketing and The Silverman Group in Chicago. She holds a M.S. in Health Communication from Boston University and a B.A. in English Writing from St. Mary's College of Notre Dame.

**Amy Gross** is the Associate Research Manager for Artcraft Health Education in Flemington, NJ. In this role, she writes content for patient and health care professional education tools. Her areas of



MERIT Healthy Living Magazine  
**Tanner Health System**  
*Hospital/Health Care System*

### **Magazine/Newspaper/ Newsletter Article**

GOLD Pain-Proof Your Back  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

SILVER "Sticker shock? Save money on prescription drugs"  
**Carrot**  
*Insurance Company*

SILVER Dreaming of Better Sleep  
**Family Circle Magazine of Meredith Corporation**  
*Media/Publishing*

SILVER What's Going On Down There?  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

SILVER Are You at Risk for a Heart Attack?  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

SILVER Exercise Does That?  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

SILVER Skin concerns demystified  
**Group Health Cooperative**  
*HMO/Managed Care System*

SILVER The Killer In Your Medicine Cabinet  
**Ladies' Home Journal**  
*Media/Publishing*

SILVER Forbidden Foods  
**Parents Magazine / Meredith Corp.**  
*Media/Publishing*

SILVER Fire Alarm  
**Parents Magazine / Meredith Corp.**  
*Media/Publishing*

SILVER Fight Cancer In Your Kitchen  
**Shape**  
*Media/Publishing*

SILVER What Top Docs Wish You Knew About Heart Disease  
**Shape**  
*Media/Publishing*

SILVER The 9 Most Common Kitchen Mistakes Even Healthy Women Make  
**Shape**  
*Media/Publishing*

BRONZE His Secret Sex Questions  
**Cosmopolitan magazine**  
*Media/Publishing*

BRONZE Your Seven Biggest Health Questions  
**Cosmopolitan magazine**  
*Media/Publishing*

BRONZE The New Women's Health Threat  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

BRONZE The Skin Cancer Risk You Don't Know  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*

BRONZE Living healthy success stories  
**Group Health Cooperative**  
*HMO/Managed Care System*

BRONZE Blood sugar basics  
**Group Health Cooperative**  
*HMO/Managed Care System*

BRONZE Funny Business  
**Health & Fitness Sports Magazine**  
*Media/Publishing*

BRONZE Can you spot the hidden heart dangers?  
**Redbook**  
*Media/Publishing*

BRONZE 8 Things You Always Wanted to Know About Dieting (But Never Knew Who To Ask)  
**Shape**  
*Media/Publishing*

BRONZE Make This Your Year  
**Shape**  
*Media/Publishing*

BRONZE Be Your Healthiest Today  
**Shape**  
*Media/Publishing*

BRONZE The Diet Secrets of Slim Women  
**Shape**  
*Media/Publishing*

BRONZE 15 Foods That Can Save Your Heart  
**Shape**  
*Media/Publishing*

BRONZE The 5 Key Nutrients Even Healthy Women Skimp On  
**Shape**  
*Media/Publishing*

BRONZE 5 Reasons You Should Read Another Piece About Skin Cancer  
**Shape**  
*Media/Publishing*

MERIT Getting your 40 winks  
**Group Health Cooperative**  
*HMO/Managed Care System*

## **JUDGES (continued)**

specialty include peripheral neuropathy, stroke, and kidney disease. After graduating with honors with a BA in psychology and English, Ms. Gross spent 6 years writing for the engineering and pharmaceutical industries before joining Artcraft Health Education in 2008.

**Jodi L. Herbon-Sjong** is the Project Manager for Creative Services at Astellas Pharma US, Inc. in Deerfield, IL. She has been with the company for nearly 19 years, developing the Creative Services department from the ground up. Her core objective is to manage design in the areas of print, animation, and training materials for the entire Astellas company. Ms. Herbon-Sjong has a B.S. in Interior Design and has evolved her design knowledge into graphic design through self-training and core advanced courses.

**Monaé Johnson, MPH, MBS**, is the Director of Medical Writing Research and Patient Education at Artcraft Health Education in Flemington, NJ. She brings years of clinical research experience working with physicians in various academic and hospital settings. Ms. Johnson completed her Masters degree in Public Health. While employed at the Johns Hopkins School of Medicine and the Kennedy Krieger Institute, she worked to tackle access to healthcare issues, while improving barriers to care for underserved populations in Baltimore City.

**Jane Lange** owns Bada Bing Marketing, LLC in Slinger, WI, a marketing consulting firm providing services to national B2B, nonprofits, healthcare and senior housing corporations. Her extensive background in publishing and broadcasting has served well in winning over 25 national awards for her clients.

**Kathleen Merz** serves as Creative and Editorial Director for *Healthy Advice* Waiting Room Network and Exam Room programs in Cincinnati, OH. Her primary focus is to oversee the creative direction for the print and digital programs in Specialty physician offices. Formerly, Ms. Merz served as scientific editor for *Public Health Reports*, a journal publication from the National Institutes of Health. She was also executive director of *Writer's Digest* magazine and editor of *Personal Journaling* magazine.

MERIT	Eat Fruits & Veggies to Lose Weight & Lower the Risk of Type 2 Diabetes <b>Hager Sharp</b> <i>Government (Public Sector)</i>	BRONZE	Special Report: Women's Heart Health <b>Family Circle Magazine of Meredith Corporation</b> <i>Media/Publishing</i>	MERIT	Healthy Happenings <b>StayWell Custom Communications</b> <i>Hospital/Health Care System</i>
MERIT	The Healthy Back Book <b>Ladies' Home Journal</b> <i>Media/Publishing</i>	BRONZE	Ten Ways to Prevent Type 2 Diabetes Series <b>Hager Sharp</b> <i>Government (Public Sector)</i>	MERIT	Your Child's Health <b>StayWell Custom Communications</b> <i>Hospital/Health Care System</i>
MERIT	Partners in Wellness The Importance of a Positive Doctor-Patient Relationship <b>Multiple Sclerosis Association of America</b> <i>Community Organization (nonprofit)</i>	BRONZE	Health Net Federal Services' Healthy Living Newsletter <b>Health Net Federal Services, LLC</b> <i>HMO/Managed Care System</i>	<b><i>Other/Miscellaneous Material</i></b>	
MERIT	Stay Safe In The Sun <b>Parents Magazine / Meredith Corp.</b> <i>Media/Publishing</i>	<b><i>Newsletter</i></b>		GOLD	My Healthy-Eating Solution: Strategies and tools to take action <b>Mayo Clinic Health Solutions</b> <i>Hospital/Health Care System</i>
MERIT	Surprising News About Diabetes <b>Parents Magazine / Meredith Corp.</b> <i>Media/Publishing</i>	BRONZE	Delaware Blue Member Newsletter <b>Blue Cross Blue Shield of Delaware</b> <i>Insurance Company</i>	GOLD	2008 Annual Report <b>National Kidney Foundation</b> <i>Community Organization (nonprofit)</i>
MERIT	Take Charge Of Your Work Life! <b>Shape</b> <i>Media/Publishing</i>	BRONZE	Inside Children's <b>Fine Point PR &amp; Advertising</b> <i>Hospital/Health Care System</i>	SILVER	Personal Needle Disposal Unit <b>Promotions Unlimited</b> <i>Business (Private) less than 50 employees</i>
MERIT	The 100% Satisfaction Diet <b>Shape</b> <i>Media/Publishing</i>	BRONZE	Hope Health Letter – June 2008 <b>Hope Health</b> <i>Business (Private) less than 50 employees</i>	SILVER	AccentHealth – Blood Pressure Check <b>Turner Private Networks – AccentHealth</b> <i>Media/Publishing</i>
MERIT	The Healthiest Salads On The Planet <b>Shape</b> <i>Media/Publishing</i>	BRONZE	Mayo Clinic EmbodyHealth, September 2008 <b>Mayo Clinic (Mayo Clinic Health Solutions, CE5)</b> <i>Hospital/Health Care System</i>	BRONZE	The Facts About HPV 3-D Display <b>Health Edco</b> <i>Business (Private) 50+ employees</i>
MERIT	The Health Risk Most Women Ignore <b>Shape</b> <i>Media/Publishing</i>	MERIT	Foundations July/August 2008 <b>Balfour Beatty</b> <i>Business (Private) 50+ employees</i>	BRONZE	Health Net Federal Services' Food & Exercise Log <b>Health Net Federal Services, LLC</b> <i>HMO/Managed Care System</i>
MERIT	The Skeptic's Guide To Going Green <b>Shape</b> <i>Media/Publishing</i>	MERIT	Healthy Mind, Healthy Body Jan. '09 <b>Carrot</b> <i>Insurance Company</i>	BRONZE	AccentHealth – PAD – Peripheral Arterial Disease <b>Turner Private Networks – AccentHealth</b> <i>Media/Publishing</i>
MERIT	Gorgeous For Life <b>Shape</b> <i>Media/Publishing</i>	MERIT	Mayo Clinic EmbodyHealth, October 2008 <b>Mayo Clinic (Mayo Clinic Health Solutions, CE5)</b> <i>Hospital/Health Care System</i>	BRONZE	AccentHealth – Alzheimer's Disease <b>Turner Private Networks – AccentHealth</b> <i>Media/Publishing</i>
<b><i>Magazine/Newspaper/Newsletter Article Series</i></b>		MERIT	NHF Headlines #165 <b>National Headache Foundation</b> <i>Association/Professional Society</i>	MERIT	Breastmilk is Organic T-Shirt <b>Childbirth Graphics</b> <i>Business (Private) 50+ employees</i>
GOLD	Better Health Care Handbook <b>Family Circle Magazine of Meredith Corporation</b> <i>Media/Publishing</i>	MERIT	North Carolina Child Care Health and Safety Bulletin August 2008 <b>North Carolina Child Care Health &amp; Safety Resource Center</b> <i>Other/Miscellaneous</i>	MERIT	Health Net Federal Services' 20 Tips for a Healthy Pregnancy Tip Sheet <b>Health Net Federal Services, LLC</b> <i>HMO/Managed Care System</i>
GOLD	Does Cholesterol Really Count? / Would You Know If You Were Having A Heart Attack? <b>Ladies' Home Journal</b> <i>Media/Publishing</i>	MERIT	Bye Bye Sugar: The Perils of Sugar <b>Nutrition News</b> <i>Education</i>	MERIT	Quit Butts – Your Smoking Cessation Program <b>help New England, llc</b> <i>Business (Private) less than 50 employees</i>
GOLD	Women's 'Silent' Cancers / Harmful Hysterectomies <b>Ladies' Home Journal</b> <i>Media/Publishing</i>				



MERIT Diabetic Foot Examination Mirror  
**Promotions Unlimited**  
*Business (Private) less than  
50 employees*

MERIT The MammaCare Personal  
Learning System with  
Palpation Pacing  
**The Mammatech Corporation**  
*Other/Miscellaneous*

MERIT AccentHealth — Recovering from  
a Heart Attack  
**Turner Private Networks**  
— **AccentHealth**  
*Media/Publishing*

### Poster

GOLD Methamphetamine Awareness  
& Prevention Poster  
**Centerstone**  
*Community Organization  
(nonprofit)*

GOLD LIVESTRONG at School  
Teaching Guide & Classroom  
Poster, Grades 3-6  
**Lance Armstrong Foundation**  
*Community Organization  
(nonprofit)*

GOLD Add It Up Poster Set  
**Learning ZoneXpress**  
*Business (Private) less than  
50 employees*

BRONZE Healthy Warnings Poster Set  
**Learning ZoneXpress**  
*Business (Private) less than  
50 employees*

MERIT Portion Puzzle Compilation Poster  
**Learning ZoneXpress**  
*Business (Private) less than  
50 employees*

MERIT Have a Heyday with Your  
Health Poster  
**Learning ZoneXpress**  
*Business (Private) less than  
50 employees*

MERIT Carewise Personal Wellness  
Programs — Awareness Poster  
**SHPS**  
*Business (Private) 50+ employees*

### Public Service Ad

GOLD Methamphetamine Awareness:  
Prevention PSA  
**Centerstone**  
*Community Organization  
(nonprofit)*

GOLD Suicide Prevention PSA  
featuring Gary Sinise  
**Office of Veterans  
Health Communications,  
Department of V.A.**  
*Government (Public Sector)*

SILVER Suicide Prevention PSA featuring  
Deborah Norville  
**Office of Veterans Health  
Communications, Department  
of V.A.**  
*Government (Public Sector)*

### Radio Reporting

SILVER "I'm a gonna"  
**Closing the Gap in  
Health Care, Inc.**  
*Business (Private) less than  
50 employees*

### Total Health Information Program

GOLD dLife and Splenda Diabetes  
Food and Nutrition Starter Kit  
**dLife**  
*Media/Publishing*

GOLD Univera Healthcare's  
Fun 2B Fit Initiative  
**Univera Healthcare**  
*HMO/Managed Care System*

SILVER Get to the Heart of Your Health  
**Aetna Customized  
Communications Group**  
*Other/Miscellaneous*

SILVER What Moves U Challenge  
**American Heart Association**  
*Education*

SILVER HAP Weight Wise<sup>SM</sup> Program  
Participant Guide  
**Health Alliance Plan**  
*HMO/Managed Care System*

SILVER Working Well<sup>TM</sup> Poster Series  
**Oakstone Publishing**  
*Media/Publishing*

SILVER Healthy Strides<sup>TM</sup> Poster Series  
**Oakstone Publishing**  
*Media/Publishing*

SILVER Save This Brain  
**Russell Herder**  
*Hospital/Health Care System*

BRONZE Smart Choices for Healthy Living  
Wellness Campaign  
**Aetna Customized  
Communications Group**  
*Other/Miscellaneous*

BRONZE Florida Department of Health  
— Tobacco Free Florida  
**Florida Department of Health,  
Bureau of Tobacco Prevention  
Program**  
*Government (Public Sector)*

BRONZE My Sister's Keeper campaign  
**Premier Community Health**  
*Community Organization  
(nonprofit)*

## JUDGES (continued)

**Sharee Morse** has been the Owner and Creative Director of Morse & Company Advertising Communications, Michigan City, IN, for more than 15 years. Under her creative leadership, Morse & Company is proud to have claimed over 85 international and national design and marketing awards. Prior to Morse & Company, she was the sole proprietor of her own award-winning commercial art studio, Sharee Morse Studio. Ms. Morse received her degree in Education and Art from Ball State University, and continued her study of art as a graduate student at Indiana University.

**Pam O'Brien** is the Executive Editor of *Fitness* magazine, New York, NY, where she directs the magazine's health, nutrition and fitness coverage. She has been Articles Director at *Organic Style* magazine, responsible for reporting, writing and editing news and health stories; Executive Editor of *Ladies' Home Journal*, where she worked closely with experts from the National Institutes of Health to put together the magazine's bi-annual breaking news reports on the state of women's health; and a senior editor at *More* magazine, specializing in health articles. Ms. O'Brien has appeared on many national TV programs, including Today, The Early Show, Fox News Live and CNN Headline News.

**Charlene Padovani, MA, CHES** is the Health Initiatives Manager for the Northwest Suburban Region of the American Cancer Society, Arlington Heights, IL. She oversees a staff that is responsible for providing cancer prevention and early detection programming to corporations and community groups in the Northwest suburbs. Additionally, she and her staff implement ACS advocacy initiatives such as Smoke-free Illinois and provide cancer patients and families services such as wigs, referrals, support groups, transportation to treatment and more. Ms. Padovani is a master's prepared certified health education specialist. She has more than 20 years of experience in planning, organizing and implementing health promotion programs in a variety of settings including public health, managed care, hospitals and academia.

- BRONZE CareWise Nurseline General Newsletter and Postcards  
**SHPS**  
*Business (Private) 50+ employees*
- BRONZE Wachovia Healthy Connections New Member Kit  
**SHPS**  
*Business (Private) 50+ employees*
- BRONZE Your Habits, Your Energy & Your GPA  
**Strike It Healthy Weight & Health Management Systems, LLC**  
*Business (Private) less than 50 employees*
- BRONZE "On the Road to Wellness" Health Assessment Promotion  
**UnitedHealthcare, Consumer Communications Solutions**  
*Insurance Company*
- BRONZE Walkfit  
**University of California, Davis**  
*Education*
- MERIT Worksite Education Program  
**American Specialty Health**  
*HMO/Managed Care System*
- MERIT The Amazing Food Detective  
**Educational Theatre Programs**  
*Hospital/Health Care System*
- MERIT Short Circuiting Stress  
**Gordian Health Solutions**  
*Other/Miscellaneous*
- MERIT Health Net Federal Services' Eat Right! Healthy Recipes  
**Health Net Federal Services, LLC**  
*HMO/Managed Care System*
- MERIT Test For Life  
**Premier Community Health**  
*Community Organization (nonprofit)*
- MERIT AOA Total Program  
**Purohit Navigation**  
*Medical Communications*
- MERIT Promoting Fitness and Healthy Lifestyles of Older Adults  
**SIT AND BE FIT**  
*Community Organization (nonprofit)*
- MERIT 2009 Reach Out Now Materials  
**Substance Abuse and Mental Health Services Administration (SAMHSA) / Center for Substance Abuse Prevention (CSAP)**  
*Government (Public Sector)*
- MERIT A-B-C-1-2-3 Healthy Kids in Tennessee  
**Tn. Cancer Coalition (TC4)**  
*Community Organization (nonprofit)*

- MERIT Healthy Living  
**WorldDoc, Inc.**  
*Business (Private) 50+ employees*

### **Total Special Health Event Program**

- SILVER The Countdown to the NEW You Challenge  
**National Rural Electric Cooperative Association (NRECA)**  
*Association/Professional Society*
- BRONZE Recess By The River  
**American Heart Association**  
*Community Organization (nonprofit)*
- MERIT 2009 Children's Dental Health Month  
**Native American Professional Parent Resources, Inc.**  
*Community Organization (nonprofit)*
- MERIT Living Well, Learning Well  
**New Courtland**  
*Community Organization (nonprofit)*

### **TV Ad**

- BRONZE Florida Department of Health – Tobacco Free Florida "Video Game"  
**Florida Department of Health, Bureau of Tobacco Prevention Program**  
*Government (Public Sector)*

### **Video**

- GOLD Bruce Linton: A Diabetes Life With No Limits  
**dLife**  
*Media/Publishing*
- GOLD Protect! Don't Infect!  
**Orange County Health Department**  
*Government (Public Sector)*
- SILVER The SilverSneakers Experience  
**Healthways**  
*Consumer Products*
- SILVER Preterm Labor: Reduce Your Risk & Learn the Signs  
**InJoy Videos**  
*Business (Private) less than 50 employees*
- BRONZE POP (guys): Protecting the Disability Community  
**Schwab Rehabilitation Hospital**  
*Hospital/Health Care System*
- BRONZE FASD: The Effects Are Irreversible  
**Texas Dept. of State Health Services, WIC Program**  
*Government (Public Sector)*

- MERIT Project PACE Video  
**Dana-Farber Cancer Institute**  
*Hospital/Health Care System*
- MERIT "A Healthy Mouth, A Healthy You"  
**Delta Dental**  
*Insurance Company*
- MERIT You cannot get HIV ladatt!  
**Hawaii Student Television (HSTV)**  
*Education*
- MERIT Better Breastfeeding: Your Guide to a Healthy Start  
**InJoy Videos**  
*Business (Private) less than 50 employees*
- MERIT Action Words PSA  
**KaBOOM!**  
*Community Organization (nonprofit)*
- MERIT Breakfast Because Video  
**Learning ZoneXpress**  
*Business (Private) less than 50 employees*

## **Other/Miscellaneous Health Information**

### **Book**

- SILVER Norton Stories: A collection of Norton Healthcare stories to warm the heart  
**Norton Healthcare Marketing & Communications**  
*Hospital/Health Care System*

### **Booklet/Brochure/Pamphlet**

- BRONZE Capabilities Brochure  
**The Roberts Group, Inc.**  
*Other/Miscellaneous*
- MERIT SilverSneakers Member Handbook  
**Healthways**  
*Consumer Products*
- MERIT 2009 Iowa Health System State Legislative Agenda  
**Iowa Health System**  
*Hospital/Health Care System*
- MERIT Foundation Annual Report 2007  
**Multicare Health Systems**  
*Hospital/Health Care System*
- MERIT Norton Healthcare Foundation: Transforming Lives  
**Norton Healthcare Marketing & Communications**  
*Hospital/Health Care System*
- MERIT 2007 Report to Our Employees  
**Norton Healthcare Marketing & Communications**  
*Hospital/Health Care System*

## Calendar

- SILVER ORS Be Healthy Calendar  
**Aetna Customized Communications Group**  
*Other/Miscellaneous*
- MERIT Be Healthy Try One Thing Planner  
**Aetna Customized Communications Group**  
*Other/Miscellaneous*
- MERIT Humana Live It Up!  
Member Calendar 2009  
**Wax Custom Communications**  
*HMO/Managed Care System*

## Logo Design

- MERIT CJE SeniorLife Pomegranate Logo  
**CJE SeniorLife**  
*Community Organization (nonprofit)*

## Magazine

- MERIT The Best Advice You'll Ever Get  
**Fit Pregnancy magazine**  
*Media/Publishing*
- MERIT Baylor Innovations  
**Wax Custom Communications**  
*HMO/Managed Care System*
- MERIT Baylor Innovations Winter 2009  
**Wax Custom Communications**  
*HMO/Managed Care System*

## Magazine/Newspaper/ Newsletter Article

- GOLD Could You Save Someone's Life?  
**Fitness Magazine of Meredith Corporation**  
*Media/Publishing*
- GOLD Healthy Traveling  
**Mayo Clinic Women's HealthSource**  
*Media/Publishing*
- GOLD 10 symptoms not to ignore  
**Mayo Clinic Women's HealthSource**  
*Media/Publishing*
- SILVER The Shape of Your Sex Life  
**Shape**  
*Media/Publishing*
- SILVER How Does My Diet Rate?  
**Shape**  
*Media/Publishing*
- BRONZE Facing the unexpected  
**Group Health Cooperative**  
*HMO/Managed Care System*
- BRONZE Elbow pain (April 2008)  
**Mayo Clinic Health Letter**  
*Media/Publishing*

- MERIT Breast imaging (February 2008)  
**Mayo Clinic Health Letter**  
*Media/Publishing*
- MERIT Excessive sweating (May 2008)  
**Mayo Clinic Health Letter**  
*Media/Publishing*
- MERIT The Mother Daughter Bond  
**Shape**  
*Media/Publishing*
- MERIT Little Steps, Big Results: How To Change Your Life In One Week  
**Shape**  
*Media/Publishing*
- MERIT Helping Young Offenders Return to Communities  
**Substance Abuse and Mental Health Services Administration**  
*Government (Public Sector)*
- MERIT Suicide Prevention: New Media Increase Options  
**Substance Abuse and Mental Health Services Administration**  
*Government (Public Sector)*
- MERIT Veterans & Their Families: A SAMHSA Priority  
**Substance Abuse and Mental Health Services Administration**  
*Government (Public Sector)*

## Magazine/Newspaper/ Newsletter Article Series

- GOLD Absolute Advantage  
**Wellness Council of America**  
*Community Organization (nonprofit)*
- MERIT ATTITUDE  
**Knox Marketing Inc.**  
*Media/Publishing*
- MERIT Thrive  
**Knox Marketing Inc.**  
*Media/Publishing*

## Newsletter

- GOLD April 2008 issue  
**Mayo Clinic Women's HealthSource**  
*Media/Publishing*
- SILVER Live It Up! November 2008  
**Wax Custom Communications**  
*HMO/Managed Care System*
- MERIT Mayo Clinic Health Letter June 2008 Issue  
**Mayo Clinic Health Letter**  
*Media/Publishing*
- MERIT Norton News  
**Norton Healthcare Marketing & Communications**  
*Hospital/Health Care System*

## JUDGES (continued)

**Dr. Don R. Powell** is the President and CEO of the American Institute for Preventive Medicine, Farmington Hills, MI, a URAC Accredited Wellness Company. The Institute is a leading developer and provider of health and productivity management programs. Over 13,000 corporations, hospitals, MCOs, unions, and government agencies use its health risk appraisal, lifestyle change programs, health coaching, self-care guides, newsletters, and health education materials. Dr. Powell is a licensed psychologist who earned his Ph.D. from the University of Michigan. He is the author of fourteen best-selling books including *Healthier at Home* and *A Year of Health Hints*.

**Manda Rice** is the Manager of Community Outreach at Toledo Children's Hospital, a 151-bed pediatric hospital in northwestern Ohio. Ms. Rice manages the outreach and community service activities of the hospital, including programs that address childhood obesity, teen dating violence, special needs children, healthy and safe childcare, and injury prevention.

**Trent Richardson** is a Senior Designer at Astellas Pharma US, Inc., Deerfield, IL, with more than eight years experience in the Biotech and Pharmaceutical industries. He is an accomplished Designer and Illustrator and possesses a master's degree in Biomedical Visualization in addition to his undergraduate studies in Biology and Studio Art.

**Leslie Schmidt** is Art Director for StayWell Custom Communications in Evanston, IL.

**Regina Wiethop** is Senior Designer for StayWell Custom Communications in Evanston, IL. Prior to joining StayWell, Ms. Wiethop spent several years working for business-to-business advertising and graphic design agencies, where she designed promotional materials including print ads, brochures, direct mail, newsletters, catalogues and more. In addition, she has extensive experience in production coordination and project management which contributes significantly to her work at StayWell Custom Communications.

- MERIT Health Lines Fall 2008  
**Wax Custom Communications**  
*Hospital/Health Care System*
- MERIT Delaware Blue Winter 2009  
**Wax Custom Communications**  
*HMO/Managed Care System*
- MERIT HAO Summer 2008  
**Wax Custom Communications**  
*HMO/Managed Care System*
- MERIT Provider Connection Winter 2009  
**Wax Custom Communications**  
*Physician/Group Practice*
- MERIT Sano Spring 2008  
**Wax Custom Communications**  
*HMO/Managed Care System*
- MERIT My Smoke-Free Future:  
Strategies and tools to  
take action  
**Mayo Clinic Health Solutions**  
*Hospital/Health Care System*
- MERIT You're Invited –  
Brockton Rox invitation  
**Network Health**  
*HMO/Managed Care System*
- MERIT 2007 Report to Our Community  
**Norton Healthcare Marketing  
& Communications**  
*Hospital/Health Care System*
- MERIT We Got the Beat – 2008  
Hemophilia Camp Program  
**Simms & Mclvor Inc.**  
*Pharmaceutical Company*
- MERIT Achievements/Learning – 2008  
Diabetes Camp Program  
**Simms & Mclvor Inc.**  
*Pharmaceutical Company*
- MERIT AANS Invitation  
**The Roberts Group, Inc.**  
*Hospital/Health Care System*
- SILVER Your First Year with Diabetes,  
What to do month by month  
**Garnero Designs, LLC &  
American Diabetes Assoc.**  
*Association/Professional Society*
- BRONZE Get Better! (bilingual)  
Communication Cards for  
Kids & Adults  
**American Cancer Society**  
*Association/Professional Society*
- BRONZE Bladder Matters: A Guide to  
Managing Overactive Bladder  
**Astellas**  
*Pharmaceutical Company*
- BRONZE Your Healthy Pregnancy  
(Workbook)  
**Krames**  
*Media/Publishing*
- BRONZE MDA ALS Caregiver's Guide  
**Muscular Dystrophy  
Association**  
*Association/Professional Society*
- BRONZE The CareWise Guide:  
Self-Care from Head to Toe  
**SHPS**  
*Business (Private) 50+ employees*

### **Newspaper/Newsletter Ad**

- BRONZE Father's Day Ad  
**The Roberts Group, Inc.**  
*Hospital/Health Care System*
- MERIT Mother's Day Ad  
**The Roberts Group, Inc.**  
*Hospital/Health Care System*
- BRONZE The Moose with Loose Poops  
**The Hippocratic Press**  
*Media/Publishing*

### **Other/Miscellaneous Material**

- GOLD HAO Special Edition 2009  
**Wax Custom Communications**  
*HMO/Managed Care System*
- SILVER My Weight Solution: Strategies  
and tools to take action  
**Mayo Clinic Health Solutions**  
*Hospital/Health Care System*
- SILVER Wyeth Supports Camp – 2008  
Hemophilia Camp Program  
**Simms & Mclvor Inc.**  
*Pharmaceutical Company*
- SILVER 2008 Annual Report  
**The Roberts Group, Inc.**  
*Hospital/Health Care System*
- BRONZE What You Can Expect in  
Short-Term Rehabilitation  
**Beth Abraham Family of  
Health Services**  
*Hospital/Health Care System*
- BRONZE CJE SeniorLife Annual Report  
**CJE SeniorLife**  
*Community Organization  
(nonprofit)*
- BRONZE Can Do More Education  
Activities Rewards –  
2008 Diabetes Camp Program  
**Simms & Mclvor Inc.**  
*Pharmaceutical Company*
- MERIT 2009 Overseas Network  
Providers Directory  
**Blue Cross & Blue Shield  
Association**  
*Insurance Company*
- BRONZE CJE SeniorLife Annual  
Fundraising Video  
**CJE SeniorLife**  
*Community Organization  
(nonprofit)*
- BRONZE Good Days, Bad Days  
**Fanlight Productions**  
*Media/Publishing*
- MERIT Collecting Blood Samples:  
Do It Right the First Time  
**Texas Department of State  
Health Services**  
*Government (Public Sector)*

### **Video**

- BRONZE The CareWise Guide:  
Self-Care from Head to Toe  
**SHPS**  
*Business (Private) 50+ employees*
- BRONZE Eating Well Through Cancer  
**Arcraft Health Education**  
*Medical Communications*
- MERIT Good Beats Blood Pressure  
Management Book  
**UCare**  
*HMO/Managed Care System*

### **Booklet/Brochure/Pamphlet**

- GOLD ADHD brochure  
**Healthy Advice Networks**  
*Media/Publishing*
- GOLD Alzheimer's Disease:  
Unraveling the Mystery  
**JBS International Inc.**  
*Business (Private) 50+ employees*
- GOLD Autonomic Dysfunction in Teens  
**Mayo Clinic**  
*Hospital/Health Care System*
- GOLD Nourish: Carewise Personal  
Wellness Program for Nourish  
Workbook  
**SHPS**  
*Business (Private) 50+ employees*
- SILVER Diabetes "Get in the Zone"  
Brochure  
**Arkansas Foundation for  
Medical Care**  
*Community Organization  
(nonprofit)*

## ***Patient Education Information***

### **Book**

- GOLD What Helped Get Me Through:  
Cancer Survivors Share...  
**American Cancer Society**  
*Association/Professional Society*
- GOLD Raising a Child With Arthritis:  
A Parent's Guide  
**Arthritis Foundation**  
*Community Organization  
(nonprofit)*
- SILVER Cancer Caregiving A to Z:  
An At-Home Guide for  
Patients and Families  
**American Cancer Society**  
*Association/Professional Society*

SILVER	Diverticular Disease brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	BRONZE	Preparing for Transplant: Body, Mind and Spirit <b>Mayo Clinic</b> <i>Hospital/Health Care System</i>	MERIT	High Blood Pressure brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
SILVER	Irritable Bowel Syndrome brochure (HAD) <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	BRONZE	For Women with Diabetes: Your Guide to Pregnancy <b>National Institute of Diabetes and Digestive and Kidney Diseases</b> <i>Government (Public Sector)</i>	MERIT	Diabetes brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
SILVER	Irritable Bowel Syndrome brochure (HAF) <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	BRONZE	Healthy Mom, Healthy Baby <b>North Carolina Healthy Start Foundation</b> <i>Community Organization (nonprofit)</i>	MERIT	Crohn's Disease brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
SILVER	Frequent Bladder Urges and Leakage brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	BRONZE	Mama Saludable, Bebe Saludable <b>North Carolina Healthy Start Foundation</b> <i>Community Organization (nonprofit)</i>	MERIT	COPD brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
SILVER	Transplantation: What Do I Need to Know? <b>Massachusetts General Hospital Transplant Center</b> <i>Hospital/Health Care System</i>	BRONZE	Irritable Bowel Syndrome <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>	MERIT	Inside RA LIVE Patient Binder <b>Hudson Medical Communications</b> <i>Medical Communications</i>
SILVER	NCI's Chemotherapy Side Effects Sheets <b>National Cancer Institute</b> <i>Government (Public Sector)</i>	BRONZE	Somatuline Depot Patient Kit <b>Purohit Navigation</b> <i>Medical Communications</i>	MERIT	Living with heart failure <b>Intermountain Healthcare</b> <i>Hospital/Health Care System</i>
SILVER	Gastroparesis and Chronic Dyspepsia <b>Temple University Health System</b> <i>Hospital/Health Care System</i>	BRONZE	Journey: Carewise Personal Wellness Program Journey <b>SHPS</b> <i>Business (Private) 50+ employees</i>	MERIT	Understanding Angina <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Femara Patient Guide <b>Headcan</b> <i>Hospital/Health Care System</i>	BRONZE	Sexuality and Cancer <b>The University of Texas M.D. Anderson Cancer Center</b> <i>Hospital/Health Care System</i>	MERIT	Maternal Health Consult <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Kidney Stones brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	MERIT	Sickle Cell Hydroxyurea Brochure <b>Arkansas Foundation for Medical Care</b> <i>Community Organization (nonprofit)</i>	MERIT	Chiropractic Care for Neck Pain <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Heartburn and Acid Reflux Disease brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	BRONZE	Fiber brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	MERIT	Signs and Symptoms: Asthma in Children <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Frequent Bladder Urges brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	MERIT	BD Staying on Target: Can Flexible Therapy Provide More Freedom <b>BD – Becton Dickinson</b> <i>Pharmaceutical Company</i>	MERIT	Hip Arthroscopy <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Shaking Your Salt Habit <b>Krames</b> <i>Media/Publishing</i>	MERIT	BD Staying on Target: Carb Counting <b>BD – Becton Dickinson</b> <i>Pharmaceutical Company</i>	MERIT	Understanding Atrial Fibrillation <b>Krames</b> <i>Media/Publishing</i>
BRONZE	High Blood Pressure in African Americans <b>Krames</b> <i>Media/Publishing</i>	MERIT	Staying on Target – Your Insulin Adjustment Workbook <b>BD – Becton Dickinson</b> <i>Pharmaceutical Company</i>	MERIT	Procedures for Diagnosing Chest and Lung Problems <b>Krames</b> <i>Media/Publishing</i>
BRONZE	The Chiropractic Back Book <b>Krames</b> <i>Media/Publishing</i>	MERIT	Health Diary <b>DaVita, Inc.</b> <i>Hospital/Health Care System</i>	MERIT	Facts About Pneumonia <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Teen Orthodontics <b>Krames</b> <i>Media/Publishing</i>	MERIT	Cholesterol brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	MERIT	Caregiver's Guide for Chronic Lung Disease <b>Krames</b> <i>Media/Publishing</i>
		MERIT	ED (Erectile Dysfunction) brochure <b>Healthy Advice Networks</b> <i>Media/Publishing</i>	MERIT	Cosmetic Procedures <b>Krames</b> <i>Media/Publishing</i>
				MERIT	Irritable Bowel Syndrome <b>Krames</b> <i>Media/Publishing</i>
				MERIT	Facts About Tobacco Use <b>Krames</b> <i>Media/Publishing</i>

MERIT	Chiropractic Care for Carpal Tunnel Syndrome <b>Krames</b> <i>Media/Publishing</i>	MERIT	Partners in Care <b>The Methodist Hospital System</b> <i>Hospital/Health Care System</i>	BRONZE	HAO Fall 2008 <b>Wax Custom Communications</b> <i>HMO/Managed Care System</i>	
MERIT	Headaches <b>Krames</b> <i>Media/Publishing</i>	MERIT	Survivorship: Living With, Through and Beyond Cancer <b>The University of Texas M.D. Anderson Cancer Center</b> <i>Hospital/Health Care System</i>	MERIT	Anaphylaxis: A Guide for You and Me <b>Allergy &amp; Asthma Network Mothers of Asthmatics</b> <i>Community Organization (nonprofit)</i>	
MERIT	Cosmetic Bonding <b>Krames</b> <i>Media/Publishing</i>	MERIT	AvMed Individual Health Information Kit <b>Wax Custom Communications</b> <i>HMO/Managed Care System</i>	MERIT	Diabetes Self-Management July/August 2008 <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	
MERIT	Birth Control <b>Krames</b> <i>Media/Publishing</i>	<hr/> <b>Calendar</b> <hr/>			MERIT	destinations <b>StayWell Custom Communications</b> <i>Hospital/Health Care System</i>
MERIT	Your Cardiac Catheterization <b>Krames</b> <i>Media/Publishing</i>	BRONZE	Asthma Health Education Program Calendar <b>American Institute for Preventive Medicine</b> <i>Business (Private) less than 50 employees</i>	<hr/> <b>Magazine/Newspaper/ Newsletter Article</b> <hr/>		
MERIT	Your Child's Heart Surgery, Elementary School <b>Mayo Clinic – Section of Patient Education</b> <i>Hospital/Health Care System</i>	BRONZE	2009 Weight Mgt. Health Education Program Pocket Calendar <b>Horizon Blue Cross Blue Shield of NJ</b> <i>HMO/Managed Care System</i>	GOLD	Insulin Therapy for Type 2 Diabetes: Getting Started <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	
MERIT	Barrett's Esophagus <b>National Institute of Diabetes and Digestive and Kidney Diseases</b> <i>Government (Public Sector)</i>	BRONZE	Increlex Calendar <b>Purohit Navigation</b> <i>Medical Communications</i>	GOLD	Powerful 40 from the Cleveland Clinic <b>Meredith Corporation</b> <i>Media/Publishing</i>	
MERIT	Pancreatitis <b>National Institute of Diabetes and Digestive and Kidney Diseases</b> <i>Government (Public Sector)</i>	MERIT	Alere Health Planner English & Spanish Editions <b>American Custom Publishing Corporation</b> <i>Other/Miscellaneous</i>	GOLD	The Scoop on Hidden Sodium <b>Meredith Corporation</b> <i>Media/Publishing</i>	
MERIT	What I need to know about Diabetes Medicines <b>National Institute of Diabetes and Digestive and Kidney Diseases</b> <i>Government (Public Sector)</i>	<hr/> <b>Direct Mail</b> <hr/>			GOLD	MS Research Update 2008 <b>Multiple Sclerosis Association of America</b> <i>Community Organization (nonprofit)</i>
MERIT	Stuttering <b>National Institute on Deafness and Other Communication Disorders</b> <i>Government (Public Sector)</i>	MERIT	Welcome Home – New Movers <b>CPM Marketing Group</b> <i>Hospital/Health Care System</i>	SILVER	Getting a Good Night's Sleep <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	
MERIT	Breast Cancer <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>	MERIT	Embracing the Miracle of Life <b>CPM Marketing Group</b> <i>Hospital/Health Care System</i>	SILVER	Caring for Your Amazing Hands <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	
MERIT	STDs: Sexually Transmitted Diseases <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>	MERIT	The Art of Healing Hearts <b>CPM Marketing Group</b> <i>Hospital/Health Care System</i>	SILVER	Laughter – Is It Really the Best Medicine? <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	
MERIT	Stroke: Protecting Your Brain <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>	<hr/> <b>Magazine</b> <hr/>			SILVER	Preventing Lyme Disease <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
MERIT	About Metabolic Syndrome <b>Strike It Healthy Weight &amp; Health Management Systems, LLC</b> <i>Business (Private) less than 50 employees</i>	GOLD	Diabetic Living Winter 2008 <b>Meredith Corporation</b> <i>Media/Publishing</i>	SILVER	What Is Yoga? <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	
		SILVER	Walgreens Diabetes & You, Holiday 2008 Issue <b>H. Crimson Inc.</b> <i>Pharmacy/Drug Store</i>	SILVER	What It Means to Be Resilient <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	
		SILVER	POZ <b>Smart &amp; Strong</b> <i>Media/Publishing</i>	SILVER	Diabetes Basics: Using the Label to Improve Your Table <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	

SILVER	Diabetes Quiz: How Much Do You Know About Athlete's Foot? <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	Your First Visit to a New Doctor <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	BRONZE	"My Stomach Hurts!" <b>Parents Magazine / Meredith Corp.</b> <i>Media/Publishing</i>
SILVER	Sports & Fitness: Yoga: Uniting Body, Mind and Spirit <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	When Your Legs Ache: Peripheral Arterial Disease and Diabetes <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	When Bread Is The Enemy <b>Parents Magazine / Meredith Corp.</b> <i>Media/Publishing</i>
SILVER	Drugs That Can Worsen Diabetes Control <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	How Well Do You Know Your Diabetes Management Plan? <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	Boost Your Energy and Drop Pounds <b>Shape</b> <i>Media/Publishing</i>
SILVER	Sports & Fitness: Making Exercise More Fun <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	Continuous Glucose Monitoring: Making Sense of Your Numbers <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	What's Really Making Your Back Hurt <b>Shape</b> <i>Media/Publishing</i>
SILVER	Need Health Care, Will Travel <b>Fitness Magazine of Meredith Corporation</b> <i>Media/Publishing</i>	BRONZE	Anti-Inflammatory Diets: Hype or Hope? <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	BRONZE	Gyno Problems You Shouldn't Ignore <b>Shape</b> <i>Media/Publishing</i>
SILVER	Are Your Health Records at Risk? <b>Fitness Magazine of Meredith Corporation</b> <i>Media/Publishing</i>	BRONZE	When Viagra Doesn't Work: Treating Erectile Dysfunction <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	MERIT	Talking With Your Doctor <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
SILVER	Step Up <b>MediZine</b> <i>Consumer Products</i>	BRONZE	Top Tips for Healthier Eating <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	MERIT	Making Universal Design Work for You <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
SILVER	Breaking the Autoimmune Code <b>MediZine</b> <i>Consumer Products</i>	BRONZE	Food Scoring for Better Nutrition <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	MERIT	Easier Computing <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
SILVER	The Amazing Life of a Fat Cell <b>MediZine</b> <i>Consumer Products</i>	BRONZE	Advances in Medical Technology: Improving Diabetes Care <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	MERIT	What Is Quality of Life? <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
SILVER	Get Smart About Asthma <b>Parents Magazine / Meredith Corp.</b> <i>Media/Publishing</i>	BRONZE	Diabetes Basics: What to Expect in the Hospital <b>Diabetes Self-Management</b> <i>Media/Publishing</i>	MERIT	Managing RA Flare-Ups <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
SILVER	The Truth About ADHD <b>Parents Magazine / Meredith Corp.</b> <i>Media/Publishing</i>	BRONZE	Attention, Shoppers! Health Exam in Aisle 2 <b>Fitness Magazine of Meredith Corporation</b> <i>Media/Publishing</i>	MERIT	Drugs and the Aging Body <b>Arthritis Self-Management</b> <i>Media/Publishing</i>
SILVER	Beating Breast Cancer <b>Shape</b> <i>Media/Publishing</i>	BRONZE	A New Look at Diabetes <b>JAM Communications</b> <i>Media/Publishing</i>	MERIT	Diabetes Resources: All About Walking <b>Diabetes Self-Management</b> <i>Media/Publishing</i>
SILVER	14 Allergy Strategies That Bring Relief FAST <b>Shape</b> <i>Media/Publishing</i>	BRONZE	Better Solutions <b>MediZine</b> <i>Consumer Products</i>	MERIT	Diabetes Basics: Keeping Your Eyes Healthy <b>Diabetes Self-Management</b> <i>Media/Publishing</i>
BRONZE	Taking Your Medicines Safely <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	BRONZE	Stopping the Hurt <b>MediZine</b> <i>Consumer Products</i>	MERIT	Glycemic: Index Update <b>Diabetes Self-Management</b> <i>Media/Publishing</i>
BRONZE	Is Weight-Loss Surgery Right for Me? <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	BRONZE	Stop the Hurt <b>MediZine</b> <i>Consumer Products</i>	MERIT	Diabetes Basics: Thinking About Having a Baby <b>Diabetes Self-Management</b> <i>Media/Publishing</i>
BRONZE	Getting Disability Benefits <b>Arthritis Self-Management</b> <i>Media/Publishing</i>	BRONZE	Clean & Green <b>MediZine</b> <i>Consumer Products</i>	MERIT	Type 2 Diabetes: Are We Closer to Knowing "Why?" <b>Diabetes Self-Management</b> <i>Media/Publishing</i>

MERIT	Life's Breath <b>MediZine</b> <i>Consumer Products</i>
MERIT	Eyesight Insights <b>MediZine</b> <i>Consumer Products</i>
MERIT	Bioidentical Hormones <b>MediZine</b> <i>Consumer Products</i>
MERIT	Seizing the Moment <b>MediZine</b> <i>Consumer Products</i>
MERIT	"Not Enough ZZZzzzs?" Quest magazine March/April 2008 <b>Muscular Dystrophy Association</b> <i>Association/Professional Society</i>

### Magazine/Newspaper/ Newsletter Article Series

GOLD	Living Without Limits for Kids <b>AmerisourceBergen</b> <i>Pharmacy/Drug Store</i>
GOLD	Recipe Makeovers <b>Diabetes Self-Management</b> <i>Media/Publishing</i>
GOLD	Autism Series <b>Redbook</b> <i>Media/Publishing</i>
SILVER	Living Without Limits <b>AmerisourceBergen</b> <i>Pharmacy/Drug Store</i>

### Newsletter

BRONZE	Living Without Limits <b>AmerisourceBergen</b> <i>Pharmacy/Drug Store</i>
BRONZE	Living Without Limits for Kids <b>AmerisourceBergen</b> <i>Pharmacy/Drug Store</i>
BRONZE	Health Today <b>CPM Marketing Group</b> <i>Hospital/Health Care System</i>
MERIT	RA Today <b>Arthritis Foundation</b> <i>Community Organization (nonprofit)</i>
MERIT	Kids Get Arthritis Too <b>Arthritis Foundation</b> <i>Community Organization (nonprofit)</i>
MERIT	InTouch Newsletter <b>PVHMC Cancer Center</b> <i>Hospital/Health Care System</i>
MERIT	Energize: Carewise Personal Wellness Program for Energize <b>SHPS</b> <i>Business (Private) 50+ employees</i>

### Other/Miscellaneous Material

SILVER	How to Keep Your New Kidney Healthy After Transplant <b>Artcraft Health Education</b> <i>Medical Communications</i>
SILVER	Symbicort Bronchus Model <b>Artcraft Health Education</b> <i>Medical Communications</i>
SILVER	Cancer Treatment Binder <b>Knox Marketing Inc.</b> <i>Media/Publishing</i>
SILVER	The Cancer Survival Toolbox: Living with Multiple Myeloma <b>National Coalition for Cancer Survivorship</b> <i>Community Organization (nonprofit)</i>
SILVER	AccentHealth — Developmental Milestones <b>Turner Private Networks — AccentHealth</b> <i>Media/Publishing</i>
BRONZE	Sokal Score Calculator <b>Headcan</b> <i>Hospital/Health Care System</i>
BRONZE	Bariatric Flip Chart <b>Knox Marketing Inc.</b> <i>Media/Publishing</i>
BRONZE	Mercy Starts With Me <b>Mercy Health System</b> <i>Hospital/Health Care System</i>
BRONZE	Educational injection cube <b>Promotions Unlimited</b> <i>Business (Private) less than 50 employees</i>
BRONZE	AccentHealth — Picky Eaters <b>Turner Private Networks — AccentHealth</b> <i>Media/Publishing</i>
BRONZE	AccentHealth — Lupus <b>Turner Private Networks — AccentHealth</b> <i>Media/Publishing</i>
MERIT	Breast Cancer Model with Tear Pad <b>Artcraft Health Education</b> <i>Medical Communications</i>
MERIT	Patient Peripheral Neuropathy Awareness Kit <b>Artcraft Health Education</b> <i>Medical Communications</i>
MERIT	BenzaClin Taking Care of Your Skin Easel (Spanish) <b>Artcraft Health Education</b> <i>Medical Communications</i>
MERIT	Biaxin Pediatric Tips <b>Headcan</b> <i>Pharmacy/Drug Store</i>

MERIT	Abbott Cad Risk Calculator (European) <b>Headcan</b> <i>Hospital/Health Care System</i>
MERIT	Purdue Pain Assessment Tool <b>Headcan</b> <i>Hospital/Health Care System</i>
MERIT	Post Stent Educational Kit <b>Headcan</b> <i>Hospital/Health Care System</i>
MERIT	Inside RA LIVE Small Flipchart <b>Hudson Medical Communications</b> <i>Medical Communications</i>
MERIT	2007 Norton Cancer Institute Annual Report <b>Norton Healthcare Marketing &amp; Communications</b> <i>Hospital/Health Care System</i>
MERIT	AccentHealth — Breastfeeding <b>Turner Private Networks — AccentHealth</b> <i>Media/Publishing</i>
MERIT	AccentHealth — Introducing a Sibling <b>Turner Private Networks — AccentHealth</b> <i>Media/Publishing</i>

### Photo/Illustration

GOLD	Healthy Advice for Your Child Medical Illustrations flip chart <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
MERIT	Healthy Advice for You and Your Family Medical Illustrations flip chart <b>Healthy Advice Networks</b> <i>Media/Publishing</i>

### Poster

GOLD	Eloxatin Colon Poster <b>Headcan</b> <i>Hospital/Health Care System</i>
SILVER	Guide To Prostate Health <b>AccentHealth</b> <i>Media/Publishing</i>
SILVER	Know the Warning Signs of Kidney Transplant Rejection Poster <b>Artcraft Health Education</b> <i>Medical Communications</i>
SILVER	Memory Loss & Alzheimer's Disease (Sept. 08) <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>
BRONZE	Guide To Healthy Eating <b>AccentHealth</b> <i>Media/Publishing</i>



MERIT	Guide To Heart Health <b>AccentHealth</b> <i>Media/Publishing</i>
MERIT	Guide To Reducing Stress <b>AccentHealth</b> <i>Media/Publishing</i>
MERIT	Osteoarthritis (OA) of the Knee <b>Artcraft Health Education</b> <i>Medical Communications</i>
MERIT	Colorectal Cancer (March 08) <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>
MERIT	Preventing Strokes (May 2008) <b>Pri-Med Patient Education Center</b> <i>Media/Publishing</i>
MERIT	Feeling Lost Poster <b>Screening for Mental Health</b> <i>Government (Public Sector)</i>
MERIT	SOS: Signs of Suicide Poster <b>Screening for Mental Health</b> <i>Education</i>

### Radio Ad

BRONZE	Temple Lung Center Radio Ads <b>Temple University Health System</b> <i>Hospital/Health Care System</i>
MERIT	Radio Ad: Financial Concerns of Cancer Survivors <b>Lance Armstrong Foundation</b> <i>Community Organization (nonprofit)</i>

### Radio Reporting

BRONZE	Your Waistline <b>Closing the Gap in Health Care, Inc.</b> <i>Business (Private) less than 50 employees</i>
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### Total Health Information Program

GOLD	Healthy Advice for You and Your Family <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
GOLD	LIVESTRONG Guidebook <b>Lance Armstrong Foundation</b> <i>Community Organization (nonprofit)</i>
GOLD	The Teaching Book module of 'scripts from Pritchett & Hull <b>Pritchett &amp; Hull Associates, Inc.</b> <i>Business (Private) less than 50 employees</i>
SILVER	Cerezyme Patient Support Program <b>Big Arrow Group</b> <i>Pharmaceutical Company</i>

SILVER	Primary Care, Waiting Room Network <b>Healthy Advice Networks</b> <i>Education</i>
SILVER	Advice for Your Child <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
BRONZE	JumpStart <b>Alzheimer's Family Services Center</b> <i>Community Organization (nonprofit)</i>
BRONZE	Tamiflu Influenza Kit <b>Headcan</b> <i>Nurses/Allied Health Professionals</i>
BRONZE	Healthy Advice Urology <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
BRONZE	Open Airways for Schools <b>Krames</b> <i>Media/Publishing</i>
BRONZE	Shine: Carewise Personal Wellness Program for Pre-Disease <b>SHPS</b> <i>Business (Private) 50+ employees</i>
MERIT	Taxotere Patient Booklet Library <b>Headcan</b> <i>Hospital/Health Care System</i>
MERIT	Pegasys Resource Tools <b>Headcan</b> <i>Hospital/Health Care System</i>
MERIT	Creating Racial/Ethnic Equities in Diabetes Healthcare <b>Health Management Corporation</b> <i>Other/Miscellaneous</i>
MERIT	Healthy Advice Patient Info handouts for Adults: Spanish-Language Series <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
MERIT	Healthy Advice Patient Info handouts for Parents: Spanish-Language Series <b>Healthy Advice Networks</b> <i>Media/Publishing</i>
MERIT	Arthritis Care, Waiting Room Network <b>Healthy Advice Networks</b> <i>Education</i>
MERIT	Balance: Carewise Personal Wellness Program for Weight Management <b>SHPS</b> <i>Business (Private) 50+ employees</i>
MERIT	Creating Racial/Ethnic Equities in Diabetes Healthcare <b>WellPoint, INC./HMC</b> <i>Other/Miscellaneous</i>

### Total Special Health Event Program

MERIT	The Many Faces of Breast Cancer <b>Zeno Group</b> <i>Pharmaceutical Company</i>
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### TV Ad

GOLD	"Medical Minute Extra" with Dr. Jacob <b>The Roberts Group, Inc.</b> <i>Hospital/Health Care System</i>
MERIT	"Medical Minute Extra" with Dr. Heid <b>The Roberts Group, Inc.</b> <i>Hospital/Health Care System</i>
MERIT	"Medical Minute Extra" with Dr. Christian-Ritter <b>The Roberts Group, Inc.</b> <i>Hospital/Health Care System</i>

### Video

GOLD	Old Wives' Tales: Breast Cancer and Bras <b>Healthy Advice Networks</b> <i>Education</i>
GOLD	Healthy Eating Tips: Serving Size Reminders <b>Healthy Advice Networks</b> <i>Education</i>
GOLD	Skin Myths on Trial: Acne Care <b>Healthy Advice Networks</b> <i>Education</i>
GOLD	After An Attempt: A Video Guide for Survivors of Suicide Attempts <b>ICF MACRO</b> <i>Business (Private) 50+ employees</i>
GOLD	Brain Port <b>Serac Adventure Films</b> <i>Business (Private) less than 50 employees</i>
GOLD	Skin Cancer Prevention <b>The University of Texas M.D. Anderson Cancer Center</b> <i>Hospital/Health Care System</i>
SILVER	Smoking and Your Skin <b>Healthy Advice Networks</b> <i>Education</i>
SILVER	Positions for Labor: Maternal Movement & Optimal Fetal Positioning <b>InJoy Videos</b> <i>Business (Private) less than 50 employees</i>
SILVER	Living with an Ileostomy <b>Mayo Clinic</b> <i>Hospital/Health Care System</i>
BRONZE	Transplant Patient Education Series — Lung <b>Corporate Edge, Inc.</b> <i>Hospital/Health Care System</i>

BRONZE	Facing Ovarian Cancer: A Woman's Guide <b>Fanlight Productions</b> <i>Media/Publishing</i>	MERIT	Making Connections: The Doctor-Patient Relationship <b>Aquarius Health Care Media</b> <i>Business (Private) less than 50 employees</i>	MERIT	Quick Quiz: Eating Disorder Signs <b>Healthy Advice Networks</b> <i>Education</i>
BRONZE	Looking Ahead: Choices for Medical Care When You're Seriously Ill <b>Health Dialog</b> <i>Other/Miscellaneous</i>	MERIT	Eloxatin Therapy Patient Introduction To Treatment Tool <b>Headcan</b> <i>Hospital/Health Care System</i>	MERIT	HPV Vaccine <b>Healthy Advice Networks</b> <i>Education</i>
BRONZE	Spotting Skin Cancer as Easy as ABCD <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	Food and Your Face <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	Kegels and Incontinence <b>Healthy Advice Networks</b> <i>Education</i>
BRONZE	ICD Treatments <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	Birth Control in Your 40s <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	Diabetes-Friendly Food Shopping Tips <b>Healthy Advice Networks</b> <i>Education</i>
BRONZE	Diabetes Compliance: Foot Problems <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	Make the Most of Your Doctor Visit <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	LIVESTRONG: A Podcast Series for Young Adults with Cancer <b>Lance Armstrong Foundation</b> <i>Community Organization (nonprofit)</i>
BRONZE	Your Premature Baby: 3 Volume Set <b>InJoy Videos</b> <i>Business (Private) less than 50 employees</i>	MERIT	Heartburn and Gum <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	Your Facial Plastic Surgery <b>Mayo Clinic Rochester</b> <i>Hospital/Health Care System</i>
BRONZE	Understanding and Managing Your Bowel Function <b>The University of Texas M.D. Anderson Cancer Center</b> <i>Hospital/Health Care System</i>	MERIT	Understanding Salt Substitutes <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	How I Got My Life Back For Teens With Chronic Pain and Fatigue <b>Mayo Clinic Section of Patient Education</b> <i>Hospital/Health Care System</i>
		MERIT	Treating Actinic Keratoses <b>Healthy Advice Networks</b> <i>Education</i>	MERIT	A Different Kind of Courage DVD <b>Screening for Mental Health</b> <i>Government (Public Sector)</i>

***Thank you again to all of our entrants and judges!***

*Interested in serving as a judge for the 2010 awards program?*

Complete a **Call for Judges** request at [www.healthawards.com](http://www.healthawards.com),  
e-mail us at [info@healthawards.com](mailto:info@healthawards.com),  
or call Patricia Henze at **847-816-8660**.



## About the Health Information Resource Center<sup>SM</sup>

The Health Information Resource Center<sup>SM</sup> (HIRC) is a national clearinghouse for consumer health information professionals.

In addition to the **National Health Information Awards<sup>SM</sup>**, other HIRC programs include: the **Web Health Awards<sup>SM</sup>**, **Family Health & Fitness Day USA<sup>SM</sup>**, and **National Women's Health & Fitness Day<sup>SM</sup>**.

Both fitness events are held annually, in late September. Visit **[www.fitnessday.com](http://www.fitnessday.com)** for complete details.

For more information on any of these products and services, please call the HIRC at 847-816-8660, Fax: 847-816-8662.

E-mail: [info@healthprograms.com](mailto:info@healthprograms.com)

***Congratulations  
to all of this year's winners!***



# Plan Now For 2010!

*17th Annual National Health Information Awards*

**For Entry and Sponsorship Information:**

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The Health Information Resource Center (HIRC), a national private sector clearinghouse for consumer health information programs and materials, was founded in 1994 to provide information and referral services to professionals. It coordinates the annual *National Health Information Awards*<sup>SM</sup>, the *Web Health Awards*<sup>SM</sup>, *National Women's Health & Fitness Day*<sup>SM</sup> and *Family Health & Fitness Day USA*<sup>SM</sup>.

For information on HIRC membership, programs and materials, contact Patricia Henze, Executive Director, at 800-828-8225.