

20TH ANNUAL



winners

2013

*Honoring The Nation's Best
Consumer Health Programs and Materials*

Submitted by: AARP

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	The Health Care Law and Medicare	Consumer Decision-Making Information	Other	Association / Professional Society	Booklet / Brochure / Pamphlet	AARP

Submitted by: AccentHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Guide to Crohn's Disease	Patient Education Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth

MERIT	Guide to Being Active	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth
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MERIT	Guide to Fitness Favorites	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth
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MERIT	Guide to a Healthy Home	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth
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MERIT	Guide to Men's Health	Consumer Decision-Making Information	Other	Media / Publishing	Poster	AccentHealth
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MERIT	Guide to Super Foods	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Poster	AccentHealth
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Submitted by: Adventist HealthCare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	From Stroke to Slopes	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Hospital / Health Care System	Video	Adventist HealthCare

Submitted by: Aging with Dignity

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Voicing My Choices: A Planning Guide for Adolescents & Young Adults	Consumer Decision-Making Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Aging with Dignity

Submitted by: Allergy & Asthma Network Mothers of Asthmatics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	My Personal Allergy & Asthma Guide	Patient Education Information	Other	Community Organization (nonprofit)	Book	Allergy & Asthma Network Mothers of Asthmatics

Submitted by: Alzheimer's Foundation of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Care Advantage Spring 2012	Other / Miscellaneous Health Information	Other	Community Organization (nonprofit)	Magazine	Alzheimer's Foundation of America

Submitted by: American Academy of Pediatrics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	A Minute for Kids Radio Program	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Association / Professional Society	Other/Miscellaneous Material	American Academy of Pediatrics

Submitted by: American Baby

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Top Docs Talk Shots (August 2012)	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	American Baby

Submitted by: American Cancer Society

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Picture Your Life After Cancer	Other / Miscellaneous Health Information	All Adults 21+ years	Association / Professional Society	Book	American Cancer Society/ New York Times
SILVER	And They Still Bloom	Other / Miscellaneous Health Information	Children: birth-12 years and/or their parents	Association / Professional Society	Book	American Cancer Society

Submitted by: American Custom Publishing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	2013 HMSA Akamai Advantage Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Calendar	ACP
BRONZE	2013 Health Net Medicare Programs 2013 Calendar & Stickers	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Calendar	ACP
MERIT	Prime Time Living 2013 Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Calendar	ACP
MERIT	Oklahoma Insurance Dept. 2013 Health Planner	Consumer Decision-Making Information	Older Adults 60+ years	Government	Calendar	ACP
MERIT	2013 Health Planner	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Community Organization (nonprofit)	Calendar	ACP
MERIT	ADRC Health Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Government	Calendar	ACP
MERIT	Bankers Life 2013 Health Planner	Consumer Decision-Making Information	Older Adults 60+ years	Insurance Company	Calendar	ACP
MERIT	SARCOA Area Agency on Aging Health Calendar	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Community Organization (nonprofit)	Calendar	ACP

MERIT	My Healthy Living Plan	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Booklet / Brochure / Pamphlet	ACP
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Submitted by: American Heart Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Simple Cooking with Heart	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Total Health Information Program	American Heart Association

SILVER	Simple Cooking with Heart Demonstration Kit	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Heart Association
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Submitted by: American Heart Association / American Stroke Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Stroke Camps, Stroke Connection, Summer 2012	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine / Newspaper / Newsletter Article	American Heart Association / American Stroke Association

BRONZE	Stroke Connection, Fall 2012	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine	American Heart Association / American Stroke Association
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BRONZE	Stroke Connection, Summer 2012	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine	American Heart Association / American Stroke Association
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BRONZE	Stroke Connection, Spring 2012	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine	American Heart Association / American Stroke Association
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MERIT	Blink Once, Stroke Connection, Fall 2012	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine / Newspaper / Newsletter Article	American Heart Association / American Stroke Association
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MERIT	Growing Up A Survivor, Stroke Connection Jan/Feb 2012	Patient Education Information	All Adults 21+ years	Association / Professional Society	Magazine / Newspaper / Newsletter Article	American Heart Association / American Stroke Association
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Submitted by: American Specialty Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Lenovo Wellness Brochure	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	Lenovo
BRONZE	Earth Day Posters	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Poster	American Specialty Health
BRONZE	Mercedes-Benz Wellness Logo	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Logo Design	Mercedes-Benz
BRONZE	Pebble Do's & Don'ts Video	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Video	American Specialty Health
BRONZE	Culture of Health "I Don't Have Time To" Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Insurance Company	Total Health Information Program	ExxonMobil
MERIT	Healthyroads Newsletter	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Newspaper / Newsletter Ad	American Specialty Health
MERIT	Healthyroads Get on the Path Video	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Video	American Specialty Health
MERIT	Practitioner Recruitment Postcards	Other / Miscellaneous Health Information	All Adults 21+ years	Insurance Company	Direct Mail	American Specialty Health

Submitted by: Arkansas Foundation for Medical Care

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	AFMC "Bless Your Heart" Health Ministry Toolkit	Health Promotion / Disease and Injury Prevention Information	Other	Community Organization (nonprofit)	Other/Miscellaneous Material	Arkansas Foundation for Medical Care

Submitted by: Arnold Worldwide & Plowshare Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	"Terrie's Voice Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
SILVER	"Michael's Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
SILVER	"Nathan's Working Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Radio Ad	Centers for Disease Control and Prevention
SILVER	"Terrie's Voice Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Radio Ad	Centers for Disease Control and Prevention
BRONZE	"Nathan's Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
BRONZE	"Terrie"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Magazine Ad	Centers for Disease Control and Prevention
BRONZE	"Tiffany's Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention
MERIT	"Nathan"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Magazine	Centers for Disease Control and Prevention
MERIT	"Bill's Reason Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Radio Ad	Centers for Disease Control and Prevention
MERIT	"Bill's Tip"	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	TV Ad	Centers for Disease Control and Prevention

Submitted by: Artcraft Health Education

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Common Lung Conditions Education Slider	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Other/Miscellaneous Material	Teva
GOLD	Multiple Myeloma Resource Center	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Celgene
BRONZE	Your Liver and Chronic Hepatitis B	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Other/Miscellaneous Material	Gilead
BRONZE	Understanding Allergic Rhinitis Education Slider	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Other/Miscellaneous Material	Sunovion
BRONZE	Are You Sure that's All it Is Educational Poster	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Poster	Otsuka
BRONZE	Reducing Risk of Stroke from Afib Education Resource	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Other/Miscellaneous Material	Janssen
BRONZE	VPD 411 Education Campaign	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Poster	Pfizer

Submitted by: Arthritis Self Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Gout: Understood, But Undertreated	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self Management
BRONZE	Complementary and Alternative Medicine for RA	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self Management
MERIT	A Guide to Preventive Care	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self Management

MERIT	November / December 2012	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine	Arthritis Self Management
MERIT	RA and Diabetes: Is There a Link	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self Management
MERIT	Questions & Answers: No Insurance	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Arthritis Self Management

Submitted by: **Bandages & Boo-Boos Press**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Malcolm Finney, Medical Detective: The Case of Itch and Rash	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Book	Bandages & Boo-Boos Press

Submitted by: **Booz Allen Hamilton**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Health Promotion and Wellness (HPW) Brochure	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Booklet / Brochure / Pamphlet	Navy and Marine Corps Public Health Center (NMCPHC)

Submitted by: **Bottom Line Marketing & Public Relations**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	ThedaCare Physicians Let the Numbers Speak Campaign	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	ThedaCare / Bottom Line Marketing & Public Relations

Submitted by: **Brightsky**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	The Link	Patient Education Information	Other	Business (less than 500 employees)	Newsletter	Brightsky

Submitted by: Catchfire

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Storytellers — Merrill's Story Video	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Video	UHC Medicare & Retirement Marketing
GOLD	Connector Model Education	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	UHC Medicare & Retirement Marketing
BRONZE	Peanut Butter Drive Poster	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications Agency	Poster	UHC Medicare & Retirement Marketing
BRONZE	National Medicare Education Week Magazine Ad	Patient Education Information	Older Adults 60+ years	Medical Communications Agency	Magazine Ad	UHC Medicare & Retirement Marketing
MERIT	Wellview Video	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Video	UHC Employer & Individual Marketing
MERIT	Solutions for Caregivers Video	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Video	UHC Medicare & Retirement Marketing

Submitted by: Centene Corporation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	OFF the Chain — All About Asthma	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Book	Centene Corporation
BRONZE	Off the Chain — Teens & Pregnancy	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Book	Centene Corporation
MERIT	Darby Boingg Helps A Friend On A Foster Care Journey	Patient Education Information	Children: birth-12 years and/or their parents	Health Plan	Book	Centene Corporation
MERIT	Dad — Little Word...Big Deal	Patient Education Information	All Adults 21+ years	Health Plan	Book	Centene Corporation

Submitted by: Chemistry

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Here's the Plan	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Total Health Information Program	UPMC Health Plan

Submitted by: CNN and AccentHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Battling Obesity--Inspiring Stories of Success	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Video	Accent Health and CNN
BRONZE	Diabetes Dogs	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Media / Publishing	Video	Accent Health and CNN
MERIT	Tourette's Syndrome to Grammy Nomination	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Media / Publishing	Video	Accent Health and CNN
MERIT	Skin-to-Skin Kangaroo Care for Newborns	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Video	Accent Health and CNN
MERIT	All-round Allstar	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Media / Publishing	Video	Accent Health and CNN
MERIT	Kidney Disease and Healthy Diet	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Accent Health and CNN
MERIT	Understanding Developmental Milestones	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Video	Accent Health and CNN

Submitted by: Coffey Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Your Story Summer 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Magazine	Presbyterian Health Plan

MERIT	Discover Winter 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Rush Oak Park Hospital
MERIT	Shine - Your Healthy Living Magazine Fall 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Methodist Dallas Medical Center
MERIT	Health Today Summer 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Peach Health St. Joseph Medical Center
MERIT	Health Connections Fall 2012	Consumer Decision-Making Information	Older Adults 60+ years	Health Plan	Magazine	Regence Blue Shield of Idaho
MERIT	Discover Rush Winter 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Rush University Medical Center
MERIT	Healthwise Summer 2012	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Southeastern Regional Medical Center

Submitted by: Consumer Communication Solutions (CSS) of UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"No one has money to burn" mailer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Direct Mail	Whole Foods Market

Submitted by: Consumer Communication Solutions (CSS) of UntedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Man: An Owner's Manual	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Consumer Communication Solutions (CSS) of UntedHealthcare

Submitted by: CPM Healthgrades

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Norton's Women's Care Promotional Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications	Newsletter	Norton Healthcare Agency

SILVER	2012-13 Bariatric Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	North Kansas City Hospital
BRONZE	Division E.R Campaign	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	HCA - East - North Florida Division
BRONZE	New E.D. Campaign	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	Martha Jefferson Hospital
MERIT	Rex Orthopedic Campaign FY12	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	Rex Healthcare
MERIT	FY12 Orthopedics Follow-up Campaign	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	Wayne State University Physicians Group
MERIT	New Brand Commercials	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Video	Group Health Cooperative of Eau Claire

Submitted by: CRT/Tanaka

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	The Medicine Abuse Project	Other / Miscellaneous Health Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Total Health Information Program	CRT/Tanaka for the Partnership at Drugfree.org

Submitted by: DaVita Health Care Partners

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	The Compass	Patient Education Information	All Adults 21+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	Patient Pathways
SILVER	Kidney Smart, Volume 2	Patient Education Information	All Adults 21+ years	Business (500+ employees)	Magazine	DaVita
SILVER	Kidney Diet Delights	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	DaVita

Submitted by: Diabetes Self-Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Your Annual Comprehensive Foot Exam	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Getting Educated and Staying Educated	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Continuous Glucose Monitoring: Troubleshooting Common Problems	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Supermarket Smarts: Health Food Choices for Older Shoppers	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Diabetes Quiz: How Much Do You Know About High and Low Blood Glucose?	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management
MERIT	Disability Resources	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Diabetes Self-Management

Submitted by: Draftfcb

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	CariDee Direct Mail	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	Draftfcb
BRONZE	Integrated CariDee Warrior Campaign	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Total Health Information Program	Draftfcb
MERIT	CariDee In-Office Brochure	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Draftfcb
MERIT	CariDee 60 Second Spot	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	TV Ad	Draftfcb

Submitted by: Edelman

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Recovery Month 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Total Health Information Program	The Substance Abuse and Mental Health Services Administration

Submitted by: Elsevier-ExitCare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Otitis Externa	Patient Education Information	All Adults 21+ years	Media / Publishing	Other/Miscellaneous Material	Elsevier-ExitCare

Submitted by: ETR Associates

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	HIV Facts for Teens	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
GOLD	Stop STD: Tips for Men / Tips for Women	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
SILVER	HPV: Tips for Men / Tips for Women	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
SILVER	MyPlate on a Budget	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
SILVER	12 Reasons: Use Condoms to Make Sex Better	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
BRONZE	Eat Smart: Get the MyPlate Habit!	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
BRONZE	Using Condoms: Male Condom / Female Condom	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates

MERIT	Know Your Numbers	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates
MERIT	Birth Control: A Review of the Methods Power Point	Other / Miscellaneous Health Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	ETR Associates
MERIT	Sexually Transmitted Disease: A Review of the Facts Power Point	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	ETR Associates
MERIT	Condom Facts	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Booklet / Brochure / Pamphlet	ETR Associates

Submitted by: Evive Health, LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"Look at it This Way": Finding Local Doctors (Male Version)	Consumer Decision-Making Information	All Adults 21+ years	Business (less than 500 employees)	Direct Mail	Evive Health, LLC

Submitted by: Excellus BlueCross BlueShield

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Understanding Medicare & Your Options	Consumer Decision-Making Information	Older Adults 60+ years	Health Plan	Booklet / Brochure / Pamphlet	Univera Healthcare
MERIT	2013 Univera Healthcare Wellness Calendar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Calendar	Univera Healthcare
MERIT	Take Charge Community Report: High Blood Pressure	Patient Education Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Univera Healthcare
MERIT	Understanding COPD brochure	Patient Education Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Univera Healthcare
MERIT	Bladder Control Does Matter Brochure	Patient Education Information	Older Adults 60+ years	Health Plan	Booklet / Brochure / Pamphlet	Univera Healthcare

Submitted by: FFF Enterprises

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	IG Living! Magazine August-September 2012 Issue	Patient Education Information	All Adults 21+ years	Business (less than 500 employees)	Magazine	FFF Enterprises

Submitted by: Fine Point Public Relations & Advertising

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Inside Children's	Health Promotion / Disease and Injury Prevention Information	Other	Hospital / Health Care System	Newsletter	Akron Children's Hospital

Submitted by: Fisher Center for Alzheimer's Research Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Preserving your Memory Magazine	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Media / Publishing	Magazine	Fisher Center forFisher Center for Alzheimer's Research Foundation

Submitted by: Fitness Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Danger in the Air	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
SILVER	"Why I Gave Up My Breasts"	Health Promotion / Disease and Injury Prevention Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
SILVER	FITNESS Body Lab (3-part series)	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article Series	Fitness Magazine
SILVER	Big Fat Lie	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
SILVER	Germ's at the Gym	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine

BRONZE	Rehab Your Bad Habits	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
BRONZE	Watch Your Back	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
BRONZE	Health Lies Trainers Tell	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
BRONZE	Should You Swallow?	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
BRONZE	Healthy Eating Made Easy	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
MERIT	Make Tonight a Total Snoozefest	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
MERIT	Prescription For Danger	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
MERIT	Cold-Proof Your Winter	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
MERIT	Pedi-Cures	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine
MERIT	What's Your Diet Downfall?	Consumer Decision-Making Information	Other	Media / Publishing	Magazine / Newspaper / Newsletter Article	Fitness Magazine

Submitted by: Franklyn Healthcom

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	healthFORWARD 2.0 / Diabetes Management	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Total Health Information Program	Sanofi
BRONZE	healthFORWARD 2.0 / Health Fair Event	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Pharmaceutical Company	Total Special Health Event Program	Sanofi

BRONZE	healthFORWARD 2.0 / Educating African Americans with Diabetes	Other / Miscellaneous Health Information	All Adults 21+ years	Pharmaceutical Company	Total Health Information Program	Sanofi
MERIT	healthFORWARD 2.0 / Educating Latinos with Diabetes	Other / Miscellaneous Health Information	All Adults 21+ years	Pharmaceutical Company	Total Health Information Program	Sanofi

Submitted by: GA Creative

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Franciscan Family Birth Center	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Magazine Ad	Franciscan Health System
MERIT	Franciscan Family Birth Center	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	TV Ad	Franciscan Health System

Submitted by: Gemini Healthcare LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Viagra Body of Evidence Brochure	Other / Miscellaneous Health Information	All Adults 21+ years	Pharmaceutical Company	Booklet / Brochure / Pamphlet	Pfizer Inc.

Submitted by: GlaxoSmithKline

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Asthma Quest™ Activity Book	Patient Education Information	Children: birth-12 years and/or their parents	Pharmaceutical Company	Booklet / Brochure / Pamphlet	GlaxoSmithKline
MERIT	ASK® About COPD	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Booklet / Brochure / Pamphlet	GlaxoSmithKline
MERIT	Important tests and exams to help manage diabetes	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Poster	GlaxoSmithKline

Submitted by: Good Samaritan Hospital Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Career Center Campaign	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Good Samaritan Hospital Medical Center

Submitted by: H. Crimson Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Walgreens Diabetes & You, Holiday 2012/Winter 2013 Issue	Patient Education Information	All Adults 21+ years	Pharmacy / Drug Store	Magazine	H. Crimson Inc.

BRONZE	Walgreens Diabetes & You, Summer 2012 Issue	Patient Education Information	All Adults 21+ years	Pharmacy / Drug Store	Magazine	H. Crimson Inc.
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BRONZE	Walgreens Heart Health & You, Spring 2013 Issue	Patient Education Information	All Adults 21+ years	Pharmacy / Drug Store	Magazine	H. Crimson Inc.
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Submitted by: Hager Sharp Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Choose More than 50 Ways to Prevent Type 2 Diabetes	Patient Education Information	All Adults 21+ years	Government	Booklet / Brochure / Pamphlet	National Diabetes Education Program (NDEP)

BRONZE	Take Care of Your Feet for a Lifetime	Patient Education Information	All Adults 21+ years	Government	Booklet / Brochure / Pamphlet	National Diabetes Education Program (NDEP)
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Submitted by: Headcan Health Education Media

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Biphentin Sprinkling Tool	Consumer Decision-Making Information	Children: birth-12 years and/or their parents	Pharmaceutical Company	Other/Miscellaneous Material	Purdue

SILVER	SJIA Caregiver Workbook	Patient Education Information	Children: birth-12 years and/or their parents	Nurses / Allied Health Professionals	Booklet / Brochure / Pamphlet	Roche
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SILVER	The ABCs of Diabetes	Other / Miscellaneous Health Information	All Adults 21+ years	Pharmacy / Drug Store	Total Health Information Program	Walmart Pharmacy
SILVER	The Art of Adherence in HIV	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Physician / Group Practice	Total Health Information Program	Bristol Meyers Squibb
BRONZE	Sleep Matters	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Physician / Group Practice	Other/Miscellaneous Material	Meda Valeant
MERIT	COPD-Circle of Care	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Physician / Group Practice	Total Health Information Program	Astra Zeneca
MERIT	Pharmacy Brochures	Consumer Decision-Making Information	All Adults 21+ years	Pharmacy / Drug Store	Total Health Information Program	Walmart Pharmacy
MERIT	Your Velcade Lifebook	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Nurses / Allied Health Professionals	Booklet / Brochure / Pamphlet	Janssen
MERIT	Major Depressive Disorder	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Pharmaceutical Company	Other/Miscellaneous Material	Astra Zeneca

Submitted by: Health Advocate, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	The Impact of Domestic Violence on the Workplace	Other / Miscellaneous Health Information	All Adults 21+ years	Other / Miscellaneous	Booklet / Brochure / Pamphlet	Health Advocate, Inc.

Submitted by: Health and Wellness Partners

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Understanding ADHD Brochure for Children	Patient Education Information	Other	Pharmaceutical Company	Booklet / Brochure / Pamphlet	Shire / Health and Wellness Partners
MERIT	ADHD: A Shared Focus	Patient Education Information	Other	Pharmaceutical Company	Total Health Information Program	Shire / Health and Wellness Partners

Submitted by: Health Designs, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Heart of the Matter	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Booklet / Brochure / Pamphlet	Health Designs, Inc.

Submitted by: Health Edco

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Energy Crisis Display	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Other/Miscellaneous Material	Health Edco

BRONZE	Fizz to Fat™ Display	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Business (less than 500 employees)	Other/Miscellaneous Material	Health Edco
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Submitted by: Health Net of California

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	2012 Fit Families for Life DVD [Running time (English): 73 minutes]	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Video	Health Net of California

MERIT	2012 ReThink Your Drink / My Plate Poster	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Poster	Health Net of California
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Submitted by: Hope Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Smoking Cessation	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Poster	Hope Health

MERIT	Hope Health Letter — November 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Newsletter	Hope Health
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Submitted by: Hospital for Special Surgery

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Health Connection-Hospital for Special Surgery's Good Health Newsletter	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Newsletter	Hospital for Special Surgery

Submitted by: Humana Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Medicare Smart Summary	Patient Education Information	Older Adults 60+ years	Health Plan	Other/Miscellaneous Material	Humana Inc.

Submitted by: Humana Vitality

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Humana Vitality Newsletter	Health Promotion / Disease and Injury Prevention Information	Other	Health Plan	Newsletter	Humana Vitality

Submitted by: Informed Medical Decisions, Inc (D/B/A InformedDNA)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Genetica Y Embarazo (Genetics and Pregnancy)	Patient Education Information	Other	Other / Miscellaneous	Booklet / Brochure / Pamphlet	Informed Medical Decisions, Inc (D/B/A InformedDNA)

Submitted by: International Diabetes Center at Park Nicollet

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Pregnancy Planning and Care for Women with Diabetes	Patient Education Information	Other	Hospital / Health Care System	Booklet / Brochure / Pamphlet	International Diabetes Center at Park Nicollet
SILVER	Type 1 Diabetes: The First Step	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	International Diabetes Center at Park Nicollet

BRONZE	My Insulin Plan — English	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	International Diabetes Center at Park Nicollet
MERIT	Insulin BASICS	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Book	International Diabetes Center at Park Nicollet

Submitted by: Invivo Communications Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Effient Patient Stent Video	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Video	Invivo Communications & DDB New York

Submitted by: JBS International, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Preventing Alzheimer's Disease - What Do We Know?	Patient Education Information	Older Adults 60+ years	Government	Booklet / Brochure / Pamphlet	National Institute on Aging, National Institutes of Health

Submitted by: KDH Research & Communication

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Project PENCIL: Protecting the Educational Needs of Chronically Ill Learners	Other / Miscellaneous Health Information	Children: birth-12 years and/or their parents	Business (less than 500 employees)	Other/Miscellaneous Material	KDH Research & Communication
SILVER	The Cochlear Implant Toolkit	Other / Miscellaneous Health Information	Children: birth-12 years and/or their parents	Business (less than 500 employees)	Total Health Information Program	KDH Research & Communication

Submitted by: Klick Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Turn to Help	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Pharmaceutical Company	Total Health Information Program	Klick Health, Ogilvy Common Health and Reckitt Benckiser

Submitted by: Krames StayWell Strategic Partnership Division

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Stroke Connection® Special Edition: Changes in Behavior & Emotion After Stroke	Patient Education Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Heart Association/American Stroke Association
GOLD	Stroke Connections® Special Edition: Communication Challenges After Stroke	Patient Education Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Heart Association/American Stroke Association
GOLD	Stroke Connection® Special Edition: Caring for Stroke Survivors	Patient Education Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Heart Association/American Stroke Association
SILVER	Stroke Connection® Special Edition	Patient Education Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Heart Association/American Stroke Association
BRONZE	Facts About Outdoor Air Pollution and Your Health	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Lung Association
BRONZE	Facts About Indoor Air Pollution and Your Health	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	American Lung Association

Submitted by: Kwikpoint

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	CLERC English-Vietnamese Medical Visual Language Translator	Other / Miscellaneous Health Information	Other	Business (less than 500 employees)	Other/Miscellaneous Material	Kwikpoint

Submitted by: Ladies' Home Journal

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	A Non-Neurotic Guide to Germs	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
SILVER	Cancer, You Don't Scare Me!	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal

SILVER	Stop the Pain	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
SILVER	Keep Your Knees and Hips Happy	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
BRONZE	Under The Shadow of Alzheimer's	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
BRONZE	Iron Maiden	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
MERIT	A Girl's Guide to Her Colon	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
MERIT	It Doesn't Have to be Sad	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
MERIT	Need a Pill? Here, Take Mine	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
MERIT	Killer Heels	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal
MERIT	Let Me Tell You What It's Like to Have Skin Cancer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Ladies' Home Journal

Submitted by: Learning ZoneXpress

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Live 54321+10® for Kids Poster	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
GOLD	Active Kids MyPlate Poster	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
SILVER	Sugar Shockers Foods Poster and Handout	Consumer Decision-Making Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress

SILVER	MyPlate for Older Adults Poster and Handout	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Consumer Product Company	Poster	Learning ZoneXpress
SILVER	A Healthy Habit: Eating Well With MyPlate Tri-fold Brochure	Consumer Decision-Making Information	All Adults 21+ years	Consumer Product Company	Booklet / Brochure / Pamphlet	Learning ZoneXpress
BRONZE	Handy Portions Poster and Handout	Consumer Decision-Making Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
BRONZE	Active MyPlate Poster	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Consumer Product Company	Poster	Learning ZoneXpress
MERIT	A Healthy Habit: Shake the Salt Habit Tri-fold Brochure	Consumer Decision-Making Information	All Adults 21+ years	Consumer Product Company	Booklet / Brochure / Pamphlet	Learning ZoneXpress
MERIT	Sugar Shockers Poster and Handout	Consumer Decision-Making Information	Adolescents / Young Adults: 13-20 years and/or their parents	Consumer Product Company	Poster	Learning ZoneXpress
MERIT	A Healthy Habit: Sugar Shockers Tri-fold Brochure	Consumer Decision-Making Information	All Adults 21+ years	Consumer Product Company	Booklet / Brochure / Pamphlet	Learning ZoneXpress
MERIT	A Healthy Habit: Breakfast Basics Tri-fold Brochure	Consumer Decision-Making Information	All Adults 21+ years	Consumer Product Company	Booklet / Brochure / Pamphlet	Learning ZoneXpress

Submitted by: LHC Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Celebrating our purpose	Consumer Decision-Making Information	Other	Business (500+ employees)	Video	LHC Group

Submitted by: Macular Degeneration Partnership

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Macular Degeneration: What You Need To Know	Patient Education Information	Older Adults 60+ years	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Macular Degeneration Partnership

Submitted by: Martin Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Andrea McCauley Stroke Patient	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Mary Washington

Submitted by: Massachusetts Dental Society

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	"Have One, By One" TV Commercial	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Association / Professional Society	TV Ad	Massachusetts Dental Society
MERIT	Word of Mouth	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Newsletter	Massachusetts Dental Society
MERIT	"Have One, By One" Print Ad	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Association / Professional Society	Newsletter	Massachusetts Dental Society

Submitted by: Mayo Clinic

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Adult Scoliosis	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Mayo Clinic Health Letter
SILVER	Living with Bipolar Disorder	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
SILVER	Preventing Teen Suicide	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Hospital / Health Care System	Video	Mayo Clinic
SILVER	Diaphragm Pacing	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic

BRONZE	The Benefits of a Good Night's Sleep	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
BRONZE	Lateral Hip Pain	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
BRONZE	Laparoscopic Kidney Surgery	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
BRONZE	Treating Positional Plagiocephaly	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Coping with a Mental Health Crisis in the Family	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Managing Advanced Liver Cancer	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic
MERIT	Kids! How to Relax When You Need to Relax	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Flap Surgery: Legs	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Your Child's Concussion	Patient Education Information	Children: birth-12 years and/or their parents	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Surgery on the Extrahepatic Bile Duct, Duodenum, Papilla or Pancreas	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Mayo Clinic
MERIT	Life After Upper Limb Amputation	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	Mayo Clinic

Submitted by: Mayo Clinic (Mayo Clinic Global Business Solutions)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Mayo Clinic EmbodyHealth — January 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Newsletter	Mayo Clinic (Mayo Clinic Global Business Solutions)

MERIT	Mayo Clinic EmbodyHealth — November 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Newsletter	Mayo Clinic (Mayo Clinic Global Business Solutions)
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Submitted by: McKesson Care Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Health Prevention Campaign (Flu & Mammogram)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Other / Miscellaneous	Total Health Information Program	BCBSA Federal Employee Program (FEP)
MERIT	Do Something Special for Someone You Love...	Health Promotion / Disease and Injury Prevention Information	Other	Other / Miscellaneous	Direct Mail	BCBSA Federal Employee Program (FEP)

Submitted by: Medical Education Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Help, I Need Dialysis!	Patient Education Information	All Adults 21+ years	Other / Miscellaneous	Book	Medical Education Institute

Submitted by: Mehigan, Bellone & Associates

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	At A Glances 2013	Other / Miscellaneous Health Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	NYS Dept. of Civil Service, Employee Benefits Division
MERIT	Choices 2013 — Active & Retiree	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Book	NYS Dept. of Civil Service, Employee Benefits Division

Submitted by: Milner-Fenwick, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	OP-008 Total Knee Replacement Surgery	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Milner-Fenwick, Inc.
MERIT	HA-102 Preparing for Heart Surgery	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	Milner-Fenwick, Inc.

Submitted by: Minnesota Board on Aging (MBA)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Before A Move Consider Your Options	Consumer Decision-Making Information	Older Adults 60+ years	Government	Booklet / Brochure / Pamphlet	Minnesota Board on Aging (MBA)

Submitted by: Multiple Sclerosis Association of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	How To S.E.A.R.C.H. For The Right Therapy For You	Patient Education Information	All Adults 21+ years	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	The Multiple Sclerosis Association of America

Submitted by: National MS Society, Greater Illinois Chapter

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Annual Report 2011: Living Our Values	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	National MS Society, Greater Illinois Chapter

MERIT	Moving Toward A Cure: Mission Video 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Video	National MS Society, Greater Illinois Chapter
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MERIT	Bike MS: Tour de Farms logo 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Association / Professional Society	Logo Design	National MS Society, Greater Illinois Chapter
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Submitted by: Network Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Healthy Flyer: Add Color to Your Day	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Other/Miscellaneous Material	Network Health

BRONZE	Integrated Care Team Brochure	Other / Miscellaneous Health Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	Network Health
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MERIT	Healthy Flyer: Prepare For Your Baby's Doctor Visits	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Health Plan	Other/Miscellaneous Material	Network Health
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<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	network health	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Booklet / Brochure / Pamphlet	Network Health

Submitted by: North Carolina Healthy Start Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Baby's Safe Sleep	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	North Carolina Healthy Start Foundation

Submitted by: NorthBay Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Wellspring	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Magazine	NorthBay Healthcare

Submitted by: Norton Healthcare Marketing and Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	"Everyday Entrees" Get Healthy Cookbook	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Book	Norton Healthcare

GOLD	Cart Wheels Winter 2012 issue	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Norton Healthcare
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GOLD	The Art of Healing	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Norton Healthcare
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SILVER	Life Shouldn't Stop for Cancer	Consumer Decision-Making Information	All Adults 21+ years	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Norton Healthcare
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MERIT	Get Healthy Oct/Nov/Dec 2012 issue	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Norton Healthcare
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Submitted by: Nurtur

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	OneLife logo	Other / Miscellaneous Health Information	All Adults 21+ years	Business (500+ employees)	Logo Design	Nurtur Health for Onondaga County
MERIT	Work-Life/EAP Postcard Series — Program Engagement	Other / Miscellaneous Health Information	All Adults 21+ years	Business (less than 500 employees)	Total Health Information Program	Nurtur
MERIT	Monthly Wellness Postcard Series	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (less than 500 employees)	Total Health Information Program	Nurtur

Submitted by: Oakstone Publishing LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Best Bites 2013: Small Steps, Big Rewards Calendar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Calendar	Oakstone Publishing LLC
MERIT	Personal Best 4.u October 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Newsletter	Oakstone Publishing LLC
MERIT	Personal Best 4.u December 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Newsletter	Oakstone Publishing LLC
MERIT	YOGH 2013: The Joy of Wellness Calendar	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Calendar	Oakstone Publishing LLC

Submitted by: Ogilvy Public Relations

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Centers for Disease Control and Prevention's i2i: What RU Looking 4 Youth Communications Program	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Government	Total Health Information Program	Centers for Disease Control and Prevention With Ogilvy Public

Submitted by: Ogilvy Washington

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	No Excuses & No Hay Excusas (Spanish)	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Government	TV Ad	Centers for Disease Control & Prevention
SILVER	"Control"	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Government	TV Ad	Centers for Disease Control & Prevention
BRONZE	"No Excuses"	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Government	Poster	Centers for Disease Control & Prevention
<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Obesity: The Little Things	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Government	Video	U.S. Department of Health & Human Services

Submitted by: Optum

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Telephonic Wellness Coaching Full Population Mailer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Direct Mail	Optum
BRONZE	Quit Guide (Ready, Set, Stop!)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	Optum
BRONZE	Nurseline Full Population Mailer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Direct Mail	OptumHealth
BRONZE	Nurseline/Wellness Combination Mailer	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	OptumHealth
MERIT	Prevention Is Power	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Total Special Health Event Program	Optum
MERIT	To Sir With Love	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Total Special Health Event Program	Optum

MERIT	Targeted Nurseline Campaign	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Booklet / Brochure / Pamphlet	OptumHealth
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<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Sprint Alive! Health Advocacy Campaign	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Poster	Sprint

MERIT	Sprint Alive! Health Advocacy Campaign	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Other/Miscellaneous Material	Sprint
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Submitted by: Palladian Partners, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	CDC Vital Signs: Where's the sodium?	Consumer Decision-Making Information	Children: birth-12 years and/or their parents	Business (less than 500 employees)	Booklet / Brochure / Pamphlet	Centers for Disease Control and Prevention

Submitted by: Parents Magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Picky, Picky, Picky	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine

GOLD	What's Your Cold and Flu IQ?	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
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GOLD	The Right Way To Treat An Ear Infection	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
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SILVER	Obesity Hits Home: Little Kids, Big Problems / Fighting Weight	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article Series	Parents Magazine
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SILVER	The Sad Truth About Drowning	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
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SILVER	Attention For ADHD	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
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BRONZE	Is Your Child Safe In The Car?	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
BRONZE	Could Your Child Have Diabetes?	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
BRONZE	Protect Your Child From A Predator	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
MERIT	Allergy Action Plan	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine
MERIT	12 Symptoms You Can't Ignore	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Parents Magazine

Submitted by: Park Nicollet Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Supporting Grieving Children and Teens	Other / Miscellaneous Health Information	Other	Hospital / Health Care System	Booklet / Brochure / Pamphlet	Park Nicollet Methodist Hospital Hospice
BRONZE	Comfort Love Respect. Your Care Guide for Hospice	Patient Education Information	Other	Hospital / Health Care System	Other/Miscellaneous Material	Park Nicollet Methodist Hospital Hospice
MERIT	A Woman's Care Guide to Heart Health: Don't Miss a Beat of Life	Health Promotion / Disease and Injury Prevention Information	Other	Hospital / Health Care System	Other/Miscellaneous Material	Park Nicollet Heart and Vascular Center

Submitted by: PatientPoint

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Understanding Glaucoma	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
SILVER	Dermatology, Waiting Room Program	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint

BRONZE	PatientPoint Rheumatology	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	PatientPoint
BRONZE	PatientPoint Gastroenterology	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	PatientPoint
BRONZE	Food Heroes: Bananas and Heart Health	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
BRONZE	Puberty in Girls brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
BRONZE	PatientPoint Pediatrics	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Total Health Information Program	PatientPoint
BRONZE	Allergic Emergencies brochure	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
BRONZE	Hidden Sources of Salt	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
BRONZE	Spanish Make Diabetes a Family Commitment poster	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Poster	PatientPoint
MERIT	Understanding Insulin brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Chronic Pain brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Exercising After a Heart Attack	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
MERIT	Symptom Assessment Guide	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Incontinence brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint

MERIT	Rheumatoid Arthritis brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Your Child's Skin brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Bedwetting brochure	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	PatientPoint Urology	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	PatientPoint
MERIT	Adult Vaccines brochure	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Crohn's Disease brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Erectile Dysfunction brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Ulcerative Colitis brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	OB/GYN, Waiting Room Program	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
MERIT	PatientPoint Primary Exam Room Program	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	PatientPoint
MERIT	Treating Prostate Cancer brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Fever and Pain brochure	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Cold and Cough brochure	Patient Education Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint

MERIT	Type 2 Diabetes brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	High Blood Pressure brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Low Testosterone brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Healthy Eating with Diabetes	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
MERIT	Patient Safety and Quality Care Campaign, Hospital Waiting Room Program	Patient Education Information	All Adults 21+ years	Media / Publishing	Total Health Information Program	PatientPoint
MERIT	Psoriatic Arthritis brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Managing Lupus brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Acid Reflux Disease brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Managing Your Weight brochure	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Aspirin Dosage and Your Health	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
MERIT	Managing Gout brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Picky Eating brochure	Health Promotion / Disease and Injury Prevention Information	Children: birth-12 years and/or their parents	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Heartburn and Acid Reflux brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint

MERIT	Kidney Stones brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Giving Yourself a Breast Exam	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint
MERIT	Enlarged Prostate brochure	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	PatientPoint
MERIT	Glaucoma: Know Your Risk	Patient Education Information	All Adults 21+ years	Media / Publishing	Video	PatientPoint

Submitted by: Planned Parenthood Federation of America, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	HPV And Pap Tests — Questions & Answers	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Planned Parenthood Federation of America, Inc.
MERIT	Your Contraceptive Choices	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Community Organization (nonprofit)	Booklet / Brochure / Pamphlet	Planned Parenthood Federation of America, Inc.

Submitted by: Presbyterian Manors of Mid-America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	PATH (Post-Acute To Home) Logo	Consumer Decision-Making Information	Older Adults 60+ years	Other / Miscellaneous	Logo Design	Presbyterian Manors of Mid-America
MERIT	Making Sense of Medicare: An Overview of Skilled Nursing Coverage	Consumer Decision-Making Information	Older Adults 60+ years	Other / Miscellaneous	Booklet / Brochure / Pamphlet	Presbyterian Manors of Mid-America

Submitted by: Pritchett & Hull Associates, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Blood Pressure Control a matter of choices	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.

MERIT	Angioplasty & Stents for narrowed arteries and vein bypass grafts	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.
MERIT	Cardiac Catheterization and other diagnostic tests and radiological procedures	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.
MERIT	Angina learn about coronary heart disease and how to prevent it	Patient Education Information	All Adults 21+ years	Media / Publishing	Booklet / Brochure / Pamphlet	Pritchett & Hull Associates, Inc.

Submitted by: Redbook magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Lessons from the OB-Gyn Files (August 2012)	Other / Miscellaneous Health Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Redbook
BRONZE	Anti-aging From the Inside Out (October 2012)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Redbook
MERIT	The Sleep Test Every Woman Needs (December 2012)	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Redbook
MERIT	Antibiotics are not candy (June 2012)	Consumer Decision-Making Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Redbook

Submitted by: Remedy Health Media

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Special Report: In Focus: Adult ADHD	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy Health Media
BRONZE	Special Report: The Skeptic's Guide to Happiness	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy Health Media
MERIT	Johns Hopkins Medicine Health After 50, March 2012	Other / Miscellaneous Health Information	Other	Media / Publishing	Newsletter	Remedy Health Media

MERIT	Special Report: The Survival Guide to Caregiving	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy Health Media
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MERIT	Special Report: How to Revive Your Sex Life	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	Remedy Health Media
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Submitted by: Roska Healthcare Advertising

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	YERVOY Your Voyage After Treatment Brochure	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Bristol-Myers Squibb

MERIT	b-care Unbranded Hepatitis B Resource Guide	Patient Education Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Bristol-Myers Squibb
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Submitted by: Ruder Finn

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	TSC Teen and Young Adult Guides	Patient Education Information	Adolescents / Young Adults: 13-20 years and/or their parents	Pharmaceutical Company	Other/Miscellaneous Material	Novartis

MERIT	"Tsc Talk - Did You Know?" Awareness Video	Patient Education Information	All Adults 21+ years	Pharmaceutical Company	Video	Novartis
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Submitted by: Russell Herder

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Ask About Aspirin Poster	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Education	Poster	Partners in Prevention — University of Minnesota

Submitted by: Scleroderma Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	"Scleroderma Voice" Magazine--Winter 2012	Patient Education Information	All Adults 21+ years	Community Organization (nonprofit)	Magazine	Scleroderma Foundation

Submitted by: **Senior Living Residences**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Alzheimer's Information Program	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Business (500+ employees)	Total Health Information Program	Senior Living Residences

Submitted by: **Sentara Healthcare, Health and Preventive Services**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Eating for Life Program	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Total Health Information Program	Sentara Healthcare, Health & Preventive Services

BRONZE	Eating for Life Program	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Video	Sentara Healthcare, Health & Preventive Services
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Submitted by: **Sinclair Institute**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Live Better Love Better-- 12 Ways to Boost Your Libido	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Video	Sinclair Institute

Submitted by: **Smart + Strong**

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Healing the Hurt	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	POZ

BRONZE	Real Health Fall 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Media / Publishing	Magazine	Real Health
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BRONZE	POZ December 2012	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine	POZ
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MERIT	The Right to Give Life	Patient Education Information	All Adults 21+ years	Media / Publishing	Magazine / Newspaper / Newsletter Article	POZ
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Submitted by: Tailwind

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	International Paper "Welcome to Cigna Enrollment Guide"	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Booklet / Brochure / Pamphlet	Tailwind

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	JPMorgan Chase & Co. "Change Is Good. (and Easy.)"	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Direct Mail	Tailwind

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Western Union "Moving Your Health For Better"	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Newsletter	Tailwind

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	TBC "Better Health Event" Campaign	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Total Health Information Program	Tailwind

Submitted by: The Agency Inside Harte-Hanks

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Medicare ReadyCenter Education Video Series	Consumer Decision-Making Information	Older Adults 60+ years	Health Plan	Video	Horizon Blue Cross Blue Shield of New Jersey

BRONZE	Turning Age 65 Campaign	Consumer Decision-Making Information	Older Adults 60+ years	Health Plan	Direct Mail	Horizon Blue Cross Blue Shield of New Jersey
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BRONZE	"Go With Blue" Fulfillment Kit	Other / Miscellaneous Health Information	All Adults 21+ years	Health Plan	Direct Mail	Blue Cross of Northeastern Pennsylvania
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Submitted by: The Martin Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Maintaining a Reputation, Transforming Healthcare: Kaleida Health's Millard Fillmore Gates Circle Hospital Moving to the New Gates Vascular Institute	Consumer Decision-Making Information	All Adults 21+ years	Medical Communications Agency	Total Health Information Program	The Martin Group

Submitted by: The University of Chicago Medicine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Imagine (Spring 2013)	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	The University of Chicago Medicine
BRONZE	Imagine (Winter 2013)	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	The University of Chicago Medicine
MERIT	Imagine (Summer 2013)	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	The University of Chicago Medicine
MERIT	Imagine (Fall 2013)	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	The University of Chicago Medicine

Submitted by: The University of Texas MD Anderson Cancer Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	Phase I Clinical Trials: Access to Hope	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	The University of Texas MD Anderson Cancer Center
MERIT	Head and Neck Radiation Treatment	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	The University of Texas MD Anderson Cancer Center
MERIT	Hemipelvectomy	Patient Education Information	All Adults 21+ years	Hospital / Health Care System	Video	The University of Texas MD Anderson Cancer Center

Submitted by: The Vision Council

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
GOLD	Digital Eye Strain Report (2012): Screens, Phones, Tablets and More: Keeping Your Eyes Safe in a Digital Age	Consumer Decision-Making Information	All Adults 21+ years	Association / Professional Society	Booklet / Brochure / Pamphlet	The Vision Council
SILVER	The Bureau of Missing Sunglasses Campaign (May 2012)	Consumer Decision-Making Information	All Adults 21+ years	Association / Professional Society	Total Health Information Program	The Vision Council

Submitted by: Tufts Health Plan Medicare Preferred

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	2013 Wellness Guide	Health Promotion / Disease and Injury Prevention Information	Older Adults 60+ years	Health Plan	Magazine	Tufts Health Plan Medicare Preferred

Submitted by: UCare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
BRONZE	UCare Connect Quick Start Guide	Consumer Decision-Making Information	All Adults 21+ years	Health Plan	Booklet / Brochure / Pamphlet	UCare
MERIT	Parents' Guide	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Book	UCare
MERIT	Healthy Portions Cutting Board	Health Promotion / Disease and Injury Prevention Information	Adolescents / Young Adults: 13-20 years and/or their parents	Health Plan	Other/Miscellaneous Material	UCare

Submitted by: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Navigating Your Health: City and County of Denver 2013 Benefits	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	UnitedHealthcare
SILVER	State of Colorado 2013/2014 Benefit Administrator Webkey	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Other/Miscellaneous Material	UnitedHealthcare

MERIT	State of Colorado 2013/2014 Benefit Enrollment Guide	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Booklet / Brochure / Pamphlet	UnitedHealthcare
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Submitted by: UnitedHealthcare/Optum

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Healthy Mind Healthy Body Issue 2 2012	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Newsletter	UnitedHealthcare/Optum

MERIT	Taking Care October 2012	Consumer Decision-Making Information	All Adults 21+ years	Insurance Company	Newsletter	Optum
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Submitted by: Vendi Advertising, LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	Still In The Picture	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Medical Communications Agency	TV Ad	Vendi Advertising, LLC

Submitted by: Walker Marketing, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
MERIT	What Matters Most — Gaston Hospice	Consumer Decision-Making Information	All Adults 21+ years	Community Organization (nonprofit)	Video	Walker Marketing, Inc.

Submitted by: Wax Custom Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	HAO Magazine Summer 2012	Other / Miscellaneous Health Information	Older Adults 60+ years	Health Plan	Magazine	Humana Active Outlook

BRONZE	Baylor Innovations Summer 2012	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Baylor University Medical Center of Dallas
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BRONZE	Hill Health Winter 2012	Consumer Decision-Making Information	All Adults 21+ years	Physician / Group Practice	Newsletter	Hill Physicians
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MERIT	Newspaper Ad (Baby)	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Hospital / Health Care System	Newsletter	Richmond University Medical Center
MERIT	Well Aware Fall 2012	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine	Atlantic Health System
MERIT	Hill Health Fall 2012	Consumer Decision-Making Information	All Adults 21+ years	Physician / Group Practice	Newsletter	Hill Physicians
MERIT	Well Aware Kids Fall 2012	Other / Miscellaneous Health Information	Adolescents / Young Adults: 13-20 years and/or their parents	Hospital / Health Care System	Magazine	Atlantic Health System
MERIT	Magazine Ads (Series)	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Magazine / Newspaper / Newsletter Article Series	Sheridan Healthcare

Submitted by: Wellness Council of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Fitness That Works	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Book	Wellness Council of America
SILVER	Stop Stress This Minute	Health Promotion / Disease and Injury Prevention Information	All Adults 21+ years	Community Organization (nonprofit)	Book	Wellness Council of America

Submitted by: Words & Pictures, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CLASS</u>	<u>AUDIENCE</u>	<u>DIVISION</u>	<u>CATEGORY</u>	<u>CREDITED TO</u>
SILVER	Reimagined. Redefined. Realized. The University of Chicago Department of Surgery Annual Report 2012	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Other/Miscellaneous Material	Words & Pictures, Inc.
MERIT	"Extraordinary People Doing Extraordinary Things" The University of Chicago Department of Medicine Annual Report 2012	Other / Miscellaneous Health Information	All Adults 21+ years	Hospital / Health Care System	Other/Miscellaneous Material	Words & Pictures, Inc.