

# BEST of SHOW

## 39th Annual Healthcare Advertising Awards

For the 39th Annual Healthcare Advertising Awards we have recognized a select number of entries for their outstanding creativity exemplified in their advertising. Congratulations to these institutions for their Best of Show designation.

**University of Maryland Medical System**

Baltimore, MD  
UMMS "A Better State of Care" Campaign  
Total Advertising Campaign  
**SPM, part of SPM Group**  
La Grange, IL

**CareMount Medical**

New York, NY  
Welcome To Our New Providers!  
Total Digital Marketing Program  
**DavidHenry Marketing & Media**  
Westfield, NJ

**Lexington Medical Center**

West Columbia, SC  
Be Well Rocket  
Installations

**CDC National Center for Injury Prevention and Control (NCIPC)**

Atlanta, GA  
Fentanyl PSA  
Digital Video Ad  
**Brunet-Garcia**  
Jacksonville, FL

**PENNY-Markt GmbH**

Koln, Germany  
The Wish  
Television Advertising-Single  
**Serviceplan Group SE & Co. KG**  
Munich, Germany

**Delaware Counsel on Gambling Problems**

Wilmington, DE  
Don Ciccanowski Campaign  
Total Digital Marketing Program  
**Aloysius Butler & Clark (AB&C)**  
Wilmington, DE

**University of Colorado Medicine**

Aurora, CO  
We CU Video Spot  
Digital Video Ad  
**Trickey Jennus**  
Tampa, FL

**Crozer Health**

Drexel Hill, PA  
"Your Home for Healthy" Brand Landing Page  
Website  
**Moveo**  
Chicago, IL

**Norman Regional Health System**

Norman, OK  
Oh baby!  
Online Display Ad  
**Balcom Agency**  
Fort Worth, TX

**SoutheastHEALTH**

Cape Girardeau, MO  
SoutheastHEALTH  
Website  
**Coffey Communications**  
Walla Walla, WA

**Catholic Health**

Melville, NY  
Catholic Health Brand Launch TV Ad  
Television Advertising-Single  
**Real Chemistry**

**Samaritan Medical Center**

Watertown, NY  
Samaritan Branding Digital Campaign  
Total Digital Marketing Program  
**The Martin Group**  
Buffalo, NY

**AdventHealth**

Altamonte Springs, FL  
Bariatrics DREAM Event  
Special Event

**Initiative "Happy Red Day"**

First day of menstruation  
Newspaper Advertising-Series  
**Schmittgall Werbeagentur GmbH**  
Stuttgart, Germany

**Salinas Valley Memorial Healthcare System**

Salinas, CA  
New Year 2021 Video  
COVID Response Materials

**University of Maryland Medical Center**

Baltimore, MD  
Prostate Cancer Branded Content Campaign  
Electronic Advertising

**UMC Health System**

Lubbock, TX  
UMC Passion in Action  
COVID Response Materials

**MedStar Southern Maryland Hospital Center**

Clinton, MD  
Facebook Posts  
Social Media Content

**OptumRx**

Arlington Heights, IL  
b2b-ebook-rising-cost-orr  
E-Publication

**Overlake Medical Center & Clinics**

Bellevue, WA  
Get Your Mammogram  
Television Advertising-Single  
**Soulcraft All Stars**

**Kettering Health**

Miamisburg, OH  
Kettering Health "Brand Anthems" + "Scenarios"  
Television Advertising-Series  
**Ten Adams**  
Evansville, IN

**Karmanos Cancer Institute**

Detroit, MI  
Ring the Bell: 60 TV  
Television Advertising-Single  
**DP+**  
Farmington Hills, MI

**Community Care Plan**

Miami, FL  
Voice of the Community Campaign  
Equality & Diversity Promotion  
**Wax Custom Communications**  
Miami, FL