

# BEST of SHOW

## 41st Annual Healthcare Advertising Awards

For the 41st 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.

**Froedtert & The Medical College of Wisconsin**

Menomonee Falls, WI  
Television Advertising-Single  
Froedtert & The Medical College of Wisconsin "Let  
Push Ahead"-Anthem  
**Unlock Health**  
Nashville, TN

**Minnesota Department of Human Services**

Minneapolis, MN  
Television Advertising-Single  
Know the Dangers TV Commercial  
**Russell Herder**  
Minneapolis, MN

**Allegheny Health Network**

Pittsburgh, PA  
Health Promotion Program  
Cai & Kate  
**Mower**  
Syracuse, NY

**Baptist Health**

Little Rock, AR  
Television Advertising Campaign  
Baptist Health Women's Health Campaign  
**Stone Ward**  
Little Rock, AR

**ThedaCare Inc.**

Neenah, WI  
Integrated Marketing Campaign  
ThedaCare LifeInspired Campaign  
**Core Creative**  
Milwaukee, WI

**AdventHealth**

Altamonte Springs, FL  
Special Event  
Conference on Mission Event

**STADA Consumer Health Deutschland GmbH**

Magazine Advertising-Single  
Multilind "Feel comfortable again"  
**Schmitt Werbeagentur GmbH**  
Stuttgart, Germany

**Children's Wisconsin**

Milwaukee, WI  
Online Publications  
Children's Wisconsin Herma Heart Institute Overview

**Children's Nebraska**

Omaha, NE  
Social Media Content  
Heart Hats: Love for Children's Tiniest Patients

**Loyola Medicine**

Chicago, IL  
Total Advertising Campaign  
At Our Best  
**Ayni Brigade LLC**  
New York, NY

**UPMC Health Plan**

Pittsburgh, PA  
Installations  
Pittsburgh International Airport  
**Chemistry**  
Pittsburgh, PA

**AtlantiCare**

Egg Harbor Township, NJ  
Radio Advertising-Series  
Put the Fun Back in Your Food Radio  
**Aloysius Butler & Clark (AB&C)**  
Wilmington, DE

**Catholic Health**

Melville, NY  
Radio Advertising-Single  
Cancer Institute Radio Ad  
**Real Chemistry**  
Melville, NY

**Florida SHOTS**

Jacksonville, FL  
Email Creative  
Accuracy Counts Email Series  
**Fors Marsh**  
Jacksonville, FL

**Mass General Brigham**

Somerville, MA  
Magazine Advertising-Series  
Spirit Magazine Print Ads  
**BoatHouse**  
Waltham, MA

**American Choice Healthcare**

Miami Lakes, FL  
Total Digital Marketing Program  
Physician Acquisition Campaign  
**WAX**  
Miami, FL

**Tallahassee Memorial HealthCare**

Tallahassee, FL  
Magazine Advertising-Single  
Cancer Fight  
**The Mitchells Agency**  
Tallahassee, FL

**Wellstar Health System**

Marietta, GA  
Magazine Advertising-Single  
Wellstar MCG Health Ad