

2009 HCC San Diego Finest Awards
Awards by Category

| Award | Category | Sub-Category | Entry Title | Company |
|--------|-----------------------|-----------------------------------|---|---|
| SILVER | Advertising | Direct Mail/Direct Response | Vascular Disease Preventive Screenings Mailer | Sharp HealthCare |
| GOLD | Advertising | Less Than Page Ads – Color or B&W | Sharp Coronado Hospital Service Line Ad Campaign | Sharp HealthCare |
| GOLD | Advertising | Multi-media Campaigns | "It's Time" Online and Outdoor | San Diego Hospice and The Institute for Palliative Medicine |
| SILVER | Advertising | Multi-media Campaigns | Fall Open Enrollment - 2009 | Scripps Health |
| GOLD | Advertising | Multi-media Campaigns | New Sharp Memorial Hospital Campaign | Sharp HealthCare |
| GOLD | Advertising | Non-traditional Marketing Tactics | Health Habits, Healthy Life Calendar | Sharp Rees-Stealy Medical Centers |
| SILVER | Advertising | Radio – Series | Fall 2009 Open Enrollment Radio Spot | Scripps Health |
| GOLD | Advertising | Radio – Series | KPRI FM | Scripps Health |
| SILVER | Advertising | Radio – Single Commercial | Sharp Grossmont Hospital Emergency & Critical Care Center | Sharp Grossmont Hospital |
| SILVER | Advertising | Single Page Ads – Color or B&W, s | Avoid the Domino Effect | Chuck Buck Associates |
| GOLD | Advertising | Television - Series | :90 Mini Documentary Campaign | Sharp HealthCare |
| SILVER | Advertising | Television - Single Commercial | Stories of The Sharp Experience | Sharp HealthCare |
| GOLD | Advertising | Television - Single Commercial | 90 Mini Documentary - Wheelchair Dancing | Sharp HealthCare |
| SILVER | Audio/Visual | External Video Programs | Gen-Probe APTIMA HPV Video | ScienceMedia Inc. |
| GOLD | Audio/Visual | External Video Programs | The Truth About Trauma | Trauma Research & Education Foundation |
| SILVER | Audio/Visual | External Video Programs | Sharp Grossmont Hospital Emergency & Critical Care Center | Sharp Grossmont Hospital |
| GOLD | Audio/Visual | Internal Video Programs | "Hit Me With the Flu Shot" | Alvarado Hospital |
| SILVER | Audio/Visual | Internal Video Programs | Year in review Flash Presentation | American Specialty Health |
| GOLD | Audio/Visual | Internal Video Programs | 2008 Year in Review | Scripps Health |
| SILVER | Audio/Visual | Internal Video Programs | Health Science High and Middle College Video | Sharp HealthCare |
| GOLD | Off the Wall | | AMN Social Media Online Reputation Management | AMN Healthcare |
| SILVER | Off the Wall | | Wall Calendar - Inspirations | San Diego Hospice and Institute for Palliative Medicine |
| GOLD | Off the Wall | | Ana's Story | Scripps Memorial Hospital La Jolla |
| SILVER | Off the Wall | | Patient Concierge Guide | Scripps Mercy Hospital |
| SILVER | Online Communications | E-zines and Internet Newsletters | Healthyroads Health Tip E-mail Series | American Specialty Health |
| GOLD | Online Communications | E-zines and Internet Newsletters | NurseZone.com Newsletter | AMN Healthcare |
| GOLD | Online Communications | Intranets | AMN Connections | AMN Healthcare |
| GOLD | Online Communications | Web Advertising | NurseConnect.com Travel Nurse E-mail Campaign | AMN Healthcare |
| GOLD | Online Communications | Web Advertising | Bariatric Surgery Campaign | Scripps Health |
| SILVER | Online Communications | Web Advertising | Sharp HealthCare - New Sharp Memorial Hospital Microsite | Sharp HealthCare |

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| GOLD | Online Communications | Web Sites – New function or Feature | Consumer-Friendly Listing of Clinical Trials on Scripps.org | Scripps Health |
| SILVER | Online Communications | Web Sites – New or Redesigned | PlatinumSelect.org Web Site | AMN Healthcare |
| GOLD | Online Communications | Web Sites – New or Redesigned | RACMonitor.com | RACMonitor, LLC |
| GOLD | Online Communications | Web Sites – New or Redesigned | Sharp HealthCare - Sharp.com Redesign | Sharp HealthCare |
| SILVER | Public Relations Campaigns | Community Relations | Community Service Committee | American Specialty Health |
| GOLD | Public Relations Campaigns | Community Relations | Social Media & Scripps Health | Scripps Health |
| SILVER | Public Relations Campaigns | Community Relations | Scripps Mercy Toby Wells YMCA and Scripps Mercy Health Fair | Scripps Mercy Hospital |
| GOLD | Public Relations Campaigns | Health and Wellness Awareness Campaign | How to Build a Fit Company | American Specialty Health |
| SILVER | Public Relations Campaigns | Health and Wellness Awareness Campaign | Community Health Education Lecture Series | Scripps Health |
| GOLD | Public Relations Campaigns | Health and Wellness Awareness Campaign | Scripps Wellness Program | Scripps Health |
| GOLD | Public Relations Campaigns | Internal Communications | Wellness Communications Campaign | American Specialty Health |
| SILVER | Public Relations Campaigns | Internal Communications | AMN Brand Preview Teaser Campaign | AMN Healthcare |
| GOLD | Public Relations Campaigns | Internal Communications | Scripps Health Academy | Scripps Health |
| SILVER | Public Relations Campaigns | Internal Communications | "Catch the Wave" Employee Campaign | Sharp Chula Vista Medical Center |
| GOLD | Public Relations Campaigns | Investor/Donor/Board Relations | The New Sharp Memorial Hospital Donor Dedication Event | Sharp HealthCare |
| GOLD | Public Relations Campaigns | Media Relations | Sexual Medicine | Alvarado Hospital |
| SILVER | Public Relations Campaigns | Media Relations | Scripps Wellness Day 2009 Event | Scripps Health |
| GOLD | Public Relations Campaigns | Media Relations | New Sharp Memorial Hospital Grand Opening | Sharp HealthCare |
| GOLD | Public Relations Campaigns | Overall Public Relations Campaign | 25th Trauma Anniversary | Scripps Health |
| GOLD | Public Relations Campaigns | Public Service/Advocacy | CEO Survey of Clinical Workforce Issues | AMN Healthcare |
| SILVER | Public Relations Campaigns | Targeting the Hispanic Market | Healthyroads Member Materials | American Specialty Health |
| SILVER | Public Relations Campaigns | Targeting the Hispanic Market | Bilingual Health Tip Postcards | Sharp HealthCare |
| SILVER | Publications, Collateral & Design | Brand Identity/Logo Creation | Receptos Inc. Logo Design | Alden Marketing Communications |
| GOLD | Publications, Collateral & Design | Brand Identity/Logo Creation | Engage Creative Group | American Specialty Health |
| SILVER | Publications, Collateral & Design | Brochure - Series (3 or more colors) | Active&Fit Program | American Specialty Health |
| GOLD | Publications, Collateral & Design | Brochure - Series (3 or more colors) | Healthyroads Fitness Kit Booklets | American Specialty Health |
| GOLD | Publications, Collateral & Design | Brochure - Series (3 or more colors) | Customized Benefits Toolkits | Scripps Health |
| SILVER | Publications, Collateral & Design | Brochure - Series (3 or more colors) | Scripps Health Distinguished Speaker Series | Scripps Health Foundation |
| GOLD | Publications, Collateral & Design | Brochures - Series(3 or more colors) | Scripps Health Foundation Stewardship Report | Scripps Health Foundation |
| SILVER | Publications, Collateral & Design | Brochures - Single (3 or more colors) | 2008 Year in Review Brochure | American Specialty Health |

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| GOLD | Publications, Collateral & Design | Brochures - Single (3 or more colors) | 2009 Health Plan Sales Brochure | American Specialty Health |
| SILVER | Publications, Collateral & Design | Brochures - Single (3 or more colors) | Sharp HospiceCare 2009 Conference Brochure | Sharp Grossmont Hospital |
| SILVER | Publications, Collateral & Design | Exhibits | Blood Drive Triptych | Scripps Mercy Hospital |
| GOLD | Publications, Collateral & Design | Give-away Items design | New year's Resolution Magnet | American Specialty Health |
| SILVER | Publications, Collateral & Design | Give-away Items design | Gross Brand Travel Green Promotion | AMN Healthcare |
| SILVER | Publications, Collateral & Design | Give-away items design | Sisters of Mercy Bookmark | Scripps Mercy Hospital |
| GOLD | Publications, Collateral & Design | Give-away items design | my Sharp Water Bottle | Sharp Rees-Stealy Medical Centers |
| SILVER | Publications, Collateral & Design | Invitations (3 or more colors) | Advanced Spine Institute Open House | Alvarado Hospital |
| GOLD | Publications, Collateral & Design | Invitations (3 or more colors) | Sharp Grossmont Hospital C.O.R.E. Awards Invitation | Sharp Grossmont Hospital |
| SILVER | Publications, Collateral & Design | Invitations (3 or more colors) | Sharp HealthCare Foundation Golf Tournament | Sharp HealthCare |
| GOLD | Publications, Collateral & Design | Magazines - External | Update Magazine | Scripps Health Foundation |
| GOLD | Publications, Collateral & Design | Magazines - Internal | Experience Sharp Magazine | Sharp HealthCare |
| SILVER | Publications, Collateral & Design | Newsletters - External (3 or more colors) | Healthroads Newsletter | American Specialty Health |
| GOLD | Publications, Collateral & Design | Newsletters - External (3 or more colors) | Newsletter - You Matter | San Diego Hospice and Institute for Palliative Medicine |
| SILVER | Publications, Collateral & Design | Newsletters - External (3 or more colors) | Scripps Health Connections | Scripps Health |
| GOLD | Publications, Collateral & Design | Newsletters - External (3 or more colors) | Empowering Health& Healing | Scripps Health |
| SILVER | Publications, Collateral & Design | Newsletters - Internal (3 or more colors) | The Resource | Scripps Health |
| GOLD | Publications, Collateral & Design | Newsletters - Internal (3 or more colors) | Inside Scripps | Scripps Health |
| SILVER | Publications, Collateral & Design | Posters - 3 or more colors | H1N1 Flu Posters | American Specialty Health |
| GOLD | Publications, Collateral & Design | Posters - 3 or more colors | Quit Smoking for Your Sweetie Poster | American Specialty Health |
| GOLD | Publications, Collateral & Design | Special Publications | Stress Management Guide | American Specialty Health |
| SILVER | Publications, Collateral & Design | Special Publications | The AMN Advantage | AMN Healthcare |
| GOLD | Publications, Collateral & Design | Special Publications | Leo the Robot Coloring Book | Scripps Health |
| GOLD | Special Events | Multi-day Event or Observance | The Power of One Campaign | Scripps Coastal Medical Center |
| SILVER | Special Events | Multi-day Event or Observance | 2009 Health Matters Series | Sharp Rees-Stealy Medical Centers |
| SILVER | Special Events | Single-day Event or Observance | Wellness Day 2009 | Scripps Health |
| GOLD | Special Events | Single-day Event or Observance | Community Open House - New Sharp Memorial Hospital | Sharp HealthCare |
| SILVER | Writing | Feature Article | Kidney Donation Feature | Scripps Health |
| GOLD | Writing | Feature Article | Rebounding from Cancer | Scripps Health Foundation |
| SILVER | Writing | News Release or Pitch Letter | Healthroads Fit Company Awards Pitch Letter | American Specialty Health |

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| GOLD | Writing | News Release or Pitch Letter | Individualized care Through Genetic Testing | Scripps Health |
| SILVER | Writing | News Release or Pitch Letter | Scripps Health Foundation \$10 Million Gift Announcement | Scripps Health Foundation |
| SILVER | Writing | Op-Ed/Editorial | Why Wellness Sells Itself | American Specialty Health |
| GOLD | Writing | Op-Ed/Editorial | Protecting Hospitals During Disasters | Scripps Health |
| SILVER | Writing | Speech | ACHE Chair-Elect Address | Scripps Health |
| GOLD | Writing | White Papers/Annual Reports | A New Era of Medicine: Scripps 2008 Annual Report | Scripps Health |