

Health Care Communicators of San Diego  
2008 Finest Awards Winners

Award	Category	Sub-Category	Entry Title	Company
BRONZE	Off the Wall		A Letter of Thanks	Sharp HealthCare
SILVER	Off the Wall		Scripps Mobile Billboard Program	Scripps Health
GOLD	Off the Wall		Twitter & Social Media: <a href="http://www.twitter.com/ScrippsHealth">www.twitter.com/ScrippsHealth</a>	Scripps Health
BRONZE	Advertising	Multi-media Campaigns	Open Enrollment Campaign: Fall 2008	Scripps Health
SILVER	Advertising	Multi-media Campaigns	Scripps 2008 Recruitment Campaign	Scripps Health
GOLD	Advertising	Multi-media Campaigns	Malcolm Baldrige National Quality Award Announcement Campaign	Sharp HealthCare
GOLD	Advertising	Full-Page Ads	NursesRx Print Advertising Series	AMN Healthcare, Inc.
SILVER	Advertising	Less Than a Full-Page Ad	Nurses Week Print Ad	Sharp HealthCare
GOLD	Advertising	Less Than a Full-Page Ad	Robotics Print Advertising	Scripps Mercy Hospital
BRONZE	Advertising	Direct Mail/Direct Response	System New Movers CRM Campaign	Sharp HealthCare
SILVER	Advertising	Direct Mail/Direct Response	Recruitment Nursing Open House Postcard	Sharp HealthCare
GOLD	Advertising	Direct Mail/Direct Response	Jean McLaughlin Women's Center Postcard Series	Palomar Pomerado Health
BRONZE	Advertising	Non-Traditional Marketing Tactics	Patient Room Slide Show	Scripps Mercy Hospital
SILVER	Advertising	Non-Traditional Marketing Tactics	Heart Walk T-shirt	Sharp HealthCare
GOLD	Advertising	Non-Traditional Marketing Tactics	March for Babies T-shirt	Sharp HealthCare
BRONZE	Advertising	Radio - Single Commercial (any length)	Mark & Cheryl	Sharp HealthCare
BRONZE	Advertising	Television - Single commercial (any length)	Anthem	Sharp HealthCare
SILVER	Advertising	Television - Single commercial (any length)	2008 Sharp Experience Documentary	Sharp HealthCare
BRONZE	Advertising	Billboard or Other Outdoor Ads	Look No Further Campaign	Sharp Grossmont Hospital
SILVER	Advertising	Billboard or Other Outdoor Ads	Robotic Billboard Advertising	Scripps Mercy Hospital
BRONZE	Public Relations Campaigns	Overall Public Relations Campaign	Golden Phoenix 2008	Scripps Health
SILVER	Public Relations Campaigns	Overall Public Relations Campaign	Healthyroads Wellness Program	American Specialty Health
GOLD	Public Relations Campaigns	Overall Public Relations Campaign	Proposition E Campaign	Sharp Chula Vista Medical Center
SILVER	Public Relations Campaigns	Media Relations	Scripps Genomic Medicine "Welllderly Study"	Scripps Health
SILVER	Public Relations Campaigns	Media Relations	Iris the Robot	Palomar Pomerado Health
GOLD	Public Relations Campaigns	Media Relations	2007 Malcolm Baldrige National Quality Award	Sharp HealthCare
GOLD	Public Relations Campaigns	Government Relations	Scripps Health Academy	Scripps Mercy Hospital
BRONZE	Public Relations Campaigns	Community Relations	OASIS Senior Community Lectures	Scripps Mercy Hospital
SILVER	Public Relations Campaigns	Community Relations	Cell Culture Exhibit/Awareness Campaign	BIOCOM
GOLD	Public Relations Campaigns	Community Relations	Scripps Health Distinguished Speaker Series	Scripps Health Foundation
BRONZE	Public Relations Campaigns	Internal Communications	ASH Wellness Communications Campaign	American Specialty Health
SILVER	Public Relations Campaigns	Internal Communications	2008 Employee Opinion Survey	Sharp HealthCare
GOLD	Public Relations Campaigns	Internal Communications	Vaccinate in '08 Campaign	Scripps Mercy Hospital
BRONZE	Public Relations Campaigns	Targeting the Hispanic Market	Healthyroads Wellness Programs	American Specialty Health
SILVER	Public Relations Campaigns	Targeting the Hispanic Market	Bilingual Health Tip Postcards	Sharp HealthCare
GOLD	Public Relations Campaigns	Targeting the Hispanic Market	Hablando de la Salud de la Mujer Latina Women's Health Conference	Sharp HealthCare
GOLD	Public Relations Campaigns	Investor/Donor/Board Relations	The Campaign for Scripps Encinitas	Scripps Health Foundation
BRONZE	Public Relations Campaigns	Health and Wellness Awareness Campaign	Empowering Health and Healing	Scripps Health
SILVER	Public Relations Campaigns	Health and Wellness Awareness Campaign	How to Build a Fit Company	American Specialty Health
GOLD	Public Relations Campaigns	Health and Wellness Awareness Campaign	Scripps Wellness Program	Scripps Health
SILVER	Writing	News Release or Pitch Letter	New Year's Eve Safety	Scripps Mercy Hospital
BRONZE	Writing	Feature Article	"Toast to Life"	Scripps Health Foundation
SILVER	Writing	Feature Article	Saving Kaitlin	RedFlash Group
SILVER	Writing	White Papers/Annual Reports	The Elizabeth Hospice 2007-2008 Annual Report	The Elizabeth Hospice
GOLD	Writing	White Papers/Annual Reports	Our Promise - Scripps 2007 Annual Report	Scripps Health
BRONZE	Publications, Collateral & Design	Newsletter - External (3 or more colors)	You Matter Newsletter	San Diego Hospice and The Institute for Palliative Medicine
BRONZE	Publications, Collateral & Design	Newsletters - External (3 or more colors)	The Silver Slate	American Specialty Health
BRONZE	Publications, Collateral & Design	Newsletters - External (3 or more colors)	Scripps Health Connections	Scripps Health
SILVER	Publications, Collateral & Design	Newsletters - External (3 or more colors)	Empowering Health and Healing	Scripps Health
BRONZE	Publications, Collateral & Design	Newsletter - Internal (1 or 2 colors)	Rady Children's Today	Rady Children's Hospital - San Diego
BRONZE	Publications, Collateral & Design	Newsletter - Internal (3 or more colors)	Mercy M.D. Newsletter	Scripps Mercy Hospital
BRONZE	Publications, Collateral & Design	Newsletter - Internal (3 or more colors)	Mercy Nurse	Scripps Mercy Hospital
GOLD	Publications, Collateral & Design	Newsletter - Internal (3 or more colors)	The Resource Newsletter	Scripps Health
SILVER	Publications, Collateral & Design	Magazines - External	The HealthSource/The BabySource Magazine	Palomar Pomerado Health
GOLD	Publications, Collateral & Design	Magazines - External	Update Magazine	Scripps Health Foundation
SILVER	Publications, Collateral & Design	Magazines - Internal	Experience Sharp Magazine	Sharp HealthCare
BRONZE	Publications, Collateral & Design	Press Kits	SDHIPM Press Kit	San Diego Hospice and The Institute for Palliative Medicine
BRONZE	Publications, Collateral & Design	Special Publications	Year in Review	Scripps Mercy Hospital
SILVER	Publications, Collateral & Design	Special Publications	You Can Save a Life at School	RedFlash Group
GOLD	Publications, Collateral & Design	Special Publications	Weight Management Manual	American Specialty Health
BRONZE	Publications, Collateral & Design	Brochures - Single (3 or more colors)	Behavioral Health Brochure and Inserts	Scripps Mercy Hospital
SILVER	Publications, Collateral & Design	Brochures - Single (3 or more colors)	Year-in-Review	American Specialty Health
GOLD	Public Relations Campaigns	Brochures - Single (3 or more colors)	Rexin-G Brochure "Targeting Cancer from the Inside"	AldenEm
BRONZE	Publications, Collateral & Design	Brochures - Series (3 or more colors)	You Matter Brochure Series	San Diego Hospice and The Institute for Palliative Medicine
SILVER	Publications, Collateral & Design	Brochures - Series (3 or more colors)	Scripps Clinic Division of Neurology Brochures	Scripps Clinic
GOLD	Publications, Collateral & Design	Brochures - Series (3 or more colors)	Adult Supplemental Guides	American Specialty Health
GOLD	Publications, Collateral & Design	Exhibits - Show exhibits, booths, etc.	ASH Fitness Display	American Specialty Health
BRONZE	Publications, Collateral & Design	Posters (3 or more colors)	New Years Resolution Poster Series	American Specialty Health
SILVER	Publications, Collateral & Design	Posters (3 or more colors)	Great Place to Work Poster	Scripps Health
GOLD	Publications, Collateral & Design	Posters (3 or more colors)	8th Annual Trauma Luau "WIPEOUT!"	Scripps Memorial Hospital La Jolla
BRONZE	Publications, Collateral & Design	Invitations (3 or more colors)	Breakfast with da Vinci	Scripps Mercy Hospital
SILVER	Publications, Collateral & Design	Invitations (3 or more colors)	Invitation to the 38th Annual Mercy Ball, April in Paris	Scripps Health Foundation
SILVER	Publications, Collateral & Design	Invitations (3 or more colors)	Making Magic Happen, All-Staff Invitation	Sharp HealthCare
GOLD	Publications, Collateral & Design	Invitations (3 or more colors)	Sharp HealthCare Foundation Golf Tournament	Sharp HealthCare
BRONZE	Publications, Collateral & Design	Give-Away Items Design	"Magic" Floaty Pen	Sharp HealthCare
SILVER	Publications, Collateral & Design	Give-Away Items Design	All-Staff Inspirational Magic Box	Sharp HealthCare
GOLD	Publications, Collateral & Design	Give-Away Items Design	American Mobile "California is Calling" promotion	AMN Healthcare, Inc.
BRONZE	Publications, Collateral & Design	Brand Identity/Logo Creation	Journey to Beacon	Scripps Memorial Hospital La Jolla
SILVER	Publications, Collateral & Design	Brand Identity/Logo Creation	Skinny Gene Project Logo/Brand Identity	Alternative Strategies
BRONZE	Audio/Visual	Internal Video Programs	Scripps Mercy Medical Staff - "A Look Back at 2007"	Scripps Mercy Hospital
SILVER	Audio/Visual	Internal Video Programs	Year-in-Review	American Specialty Health
GOLD	Audio/Visual	Internal Video Programs	Year in Review 2007	Scripps Memorial Hospital La Jolla
GOLD	Audio/Visual	External Video Programs	2008 Mercy Ball	Scripps Health Foundation
BRONZE	Special Events	External Single Day Event or Observance: Budget less than \$25,000	YMCA and Scripps Mercy Hospital Health Fair	Scripps Mercy Hospital
SILVER	Special Events	External Single Day Event or Observance: Budget less than \$25,000	Breakfast with da Vinci	Scripps Mercy Hospital
BRONZE	Special Events	External Single-Day Event or Observance: Budget more than \$25,000	Carnevale di Venezia Gala	Grossmont Hospital Foundation
SILVER	Special Events	External Single-Day Event or Observance: Budget more than \$25,000	Scripps Health Foundation's 38th Annual Mercy Ball April in Paris	Scripps Health Foundation
GOLD	Special Events	External Single Day Event or Observance: Budget more than \$25,000	Speaking of Women's Health Conference	Sharp HealthCare
BRONZE	Special Events	External Multiple-day Event or Observance: Budget less than \$25,000	"Home for the Holidays"	Scripps Mercy Hospital
SILVER	Special Events	External Multiple-day Event or Observance: Budget less than \$25,000	Scripps Pit Stop at the San Diego International Auto Show	Scripps Health
GOLD	Special Events	External Multiple-day Event or Observance: Budget less than \$25,000	Recruitment Nursing Open House Events	Sharp HealthCare
SILVER	Special Events	External Multiple-Day Event or Observance: Budget more than \$25,000	Sharp HospiceCare Benefit Regatta	Grossmont Hospital Foundation
GOLD	Special Events	External Multiple-Day Event or Observance: Budget more than \$25,000	Natural Supplements: An Evidence-Based Update	Scripps Health
BRONZE	Special Events	Internal Single-day Event or Observance	2008 Corporate Awards Banquet	American Specialty Health
SILVER	Special Events	Internal Single-day Event or Observance	Doctors' Day 2008	Sharp Grossmont Hospital
BRONZE	Special Events	Internal Multiple-day Event or Observance	Holiday Challenge	American Specialty Health
SILVER	Special Events	Internal Multiple-day Event or Observance	Hospital Week 2008	Scripps Mercy Hospital
GOLD	Special Events	Internal Multiple-day Event or Observance	Nurses Week	Scripps Mercy Hospital
BRONZE	Online Communications	Web Sites	FitnessCoach.com	American Specialty Health
SILVER	Online Communications	Web Sites	Scripps.org Redevelopment	Scripps Health
GOLD	Online Communications	Web Sites	NurseZone.com	AMN Healthcare, Inc.
BRONZE	Online Communications	Web Sites - New function or feature	Healthyroads.com Incentives Program	American Specialty Health
SILVER	Online Communications	Web Sites - New functions or features	Scripps.org for Mobile Devices: <a href="http://mobile.scripps.org">http://mobile.scripps.org</a>	Scripps Health
GOLD	Online Communications	Web Sites - New functions or features	Flu Tracker	Sharp HealthCare
GOLD	Online Communications	Intranets	SDHIPM Intranet	San Diego Hospice and The Institute for Palliative Medicine
SILVER	Online Communications	E-Zines and Internet Newsletters	ASH News Flash	American Specialty Health
GOLD	Online Communications	E-Zines and Internet Newsletters	NurseConnect.com - Your Professional Connection e-Newsletter	AMN Healthcare, Inc.
SILVER	Online Communications	Web Advertising	Open Enrollment AdWords: <a href="http://www.Scripps.org/caring">www.Scripps.org/caring</a>	Scripps Health