



Congratulations

ADVERTISING CAMPAIGN

Spirit Gala 2011

Mountain States Health Alliance

ANNUAL REPORT

Report to the Community

Williamson Medical Center

AUDIOVISUALS

The One Who Knows

East Tennessee Children's Hospital

BROCHURE

"Oh Baby!" Obstetrics Brochure

Williamson Medical Center

DIRECT MAIL

Double the Fitness.

Double the Fun.

Blount Memorial Hospital

DESIGN/GRAPHICS

Sassafras Ball

Blount Memorial Hospital

DISPLAYS

Prostate Cancer,

A Positive Diagnosis

University of Tennessee Medical Center

MARKETING PROGRAMS

The Clinic at Walmart

Blount Memorial Hospital

MEDIA RELATIONS

Calcium Scores:

Don't Miss a Beat

Blount Memorial Hospital

ONE-TIME PUBLICATION

Diabetes Management

Resource Guide

Blount Memorial Hospital

OUTDOOR PAID ADVERTISING

FWCH Emergency

Department Billboard

Mountain States Health Alliance

PHOTOGRAPHY

Disaster Drill:

Emergency Room

Blount Memorial Hospital

POTPOURRI

Cardiac Surgery Webcast

Memorial Health Care System

PRINT PAID ADVERTISING – SERIES

Progress Ads

Blount Memorial Hospital

PRINT PAID ADVERTISING – SINGLE

Memorial Day Ad

Blount Memorial Hospital

PUBLICATIONS – EXTERNAL

It's About Children

East Tennessee Children's Hospital

PUBLICATIONS – INTERNAL

Hand Hygiene Initiative

Wellmont Health System

PUBLIC RELATIONS PROGRAM – EXTERNAL

Prostate Cancer Awareness

Activities and Screenings

University of Tennessee Medical Center

PUBLIC SERVICE PROJECT

Drug Take-Back Day

Blount Memorial Hospital

SOCIAL MEDIA TOOL

East Tennessee Kids –

That's Our App for That!

East Tennessee Children's Hospital

TELEVISION PAID ADVERTISING – SERIES

Flu Vaccinations for Employees

Wellmont Health System

TELEVISION PAID ADVERTISING – SINGLE

Fighting Breast Cancer

Maury Regional Medical Center

TELEVISION PAID ADVERTISING – SINGLE

CyberKnife

University of Tennessee Medical Center

WEBSITE

The Wellmont News on Wellnet

Wellmont Health System

WRITING

Healing Environment Striking a

Chord at Wellmont

Wellmont Health System