



Congratulations

BEST IN SHOW

Le Bonheur Children's Hospital

Grand Opening Celebration

ADVERTISING CAMPAIGN

Blount Memorial Hospital
 Everything and Everyone You Need

ADVERTISING CAMPAIGN

Methodist Le Bonheur Healthcare
 The Women's and Children's Pavilion

ANNUAL REPORT

Mountain States Health Alliance
 Oncology Annual Report

AUDIOVISUALS

East Tennessee Children's Hospital
 The World's Greatest

BROCHURE

Blount Memorial Hospital
 Focus on Fitness Brochures

DIRECT MAIL

Blount Memorial Hospital
 Family Medicine at Tellico West

DESIGN/GRAPHICS

Le Bonheur Children's Hospital
 Le Bonheur Children's Hospital
 New Logo

DESIGN/GRAPHICS

Mountain States Health Alliance
 Orthopedics and Cardiovascular Posters

DISPLAYS

Mountain States Health Alliance
 Spine Center Pull-Up Screen

MARKETING PROGRAMS

Blount Memorial Hospital
 Blount Memorial is No. 1 in Tennessee

MEDIA RELATIONS

Le Bonheur Children's Hospital
 H1N1 Flu Communications

ONE-TIME PUBLICATION

LeConte Medical Center
 LeConte Opening
 Newspaper Insert

ONE-TIME PUBLICATION

Mountain States Health Alliance
 Niswonger Children's Hospital
 Admissions Booklet

OUTDOOR PAID ADVERTISING

Blount Memorial Hospital
 Celebrate Sober

PHOTOGRAPHY

Blount Memorial Hospital
 Adventure Challenge

POTPOURRI

Mountain States Health Alliance
 Diva for a Day Campaign

PRINT PAID ADVERTISING – SINGLE

Blount Memorial Hospital
 Memorial Day Ad

PRINT PAID ADVERTISING – SERIES

Mountain States Health Alliance
 Think First Assist Ad Series

PRINT PAID ADVERTISING – SINGLE

LeConte Medical Center
 LeConte Medical Center – Now Open

PUBLICATIONS – EXTERNAL

St. Jude Children's Research Hospital
 Promise Magazine

PUBLICATIONS – INTERNAL

Wellmont Health System
 The eCommunication Connection

PUBLIC RELATIONS PROGRAM – EXTERNAL

Le Bonheur Children's Hospital
 Grand Opening Celebration

PUBLIC RELATIONS PROGRAM – INTERNAL

LeConte Medical Center
 In-room Patient/Visitor Guide

PUBLIC SERVICE PROJECT

East Tennessee Children's Hospital
 Breakfast Basics

PUBLIC SERVICE PROJECT

St. Jude Children's Research Hospital
 St. Jude Medical Minute

SOCIAL MEDIA PROGRAM

Methodist Le Bonheur Healthcare
 Women's and Children's Pavilion
 Facebook

SOCIAL MEDIA PROGRAM

University of Tennessee Medical Center
 University of Tennessee Medical Center
 Social Media Program

SOCIAL MEDIA TOOL

Wellmont Health System
 Gimme Three Shots

TELEVISION PAID ADVERTISING – SERIES

Le Bonheur Children's Hospital
 An Amazing Children's Story

TELEVISION PAID ADVERTISING – SINGLE

Wellmont Health System
 Candy Hearts

WEBSITE

Mountain States Health Alliance
 MSHA Website

WEBSITE

Memorial Health Care System
 Memorial Website

WRITING

MedSolutions
 MedSolutions Opinion Editorial

WRITING

University of Tennessee Medical Center
 Cancer Patient Fought
 to Save Lives of Others