

Entry period opens for the 2009 HealthLeaders Media Marketing Awards Program with 11 new categories

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HealthLeaders Media is accepting entries for the [2009 HealthLeaders Media Marketing Awards Program](#) through May 29, 2009. Campaigns launched during 2008 are eligible and may be submitted in one of [22 categories](#).

The program, in its third year, now offers nine more categories for hospitals and health systems to submit their campaigns for consideration, including individual categories for service lines (cardiology, oncology, neurology, orthopedics, and women's health), fundraising, staff recruitment, annual reports, multicultural, and a global category for non-U.S. hospitals. In addition, two new categories expand the program into other settings: health plans and physician practices.

A combination of field judges and HealthLeaders Media editors review the entries and assign Platinum, Gold, Silver, and Distinction awards for each category, based on organization size. They use criteria that heavily weights campaign results, such as measurement of return on investment. From all hospital and health system entries, the judges also choose a Best in Show winner by organization size.

“Every healthcare marketing professional loves to win awards,” says Susan E. Dubuque, President of Neathawk Dubuque & Packett, and a member of the judges' panel for three years. “Awards based on creativity and executions are wonderful. But the ones that really are coveted in my book are those based on results—the real measure of your marketing efforts. Who wouldn't be proud to win a HealthLeaders Media Marketing Award? This is an achievement that will make even your CFO smile!”

Winners will be revealed during the [HealthLeaders Media Marketing Experience 09](#) on October 14 at The Palmer House in Chicago.

[Past award recipients](#) include facilities like Mayo Clinic, Catholic Healthcare West, Shriner's, Cleveland Clinic, Georgetown, and Clarian West Medical Center, Helen DeVos Children's Hospital, Lodi (Ohio) Community Hospital, Franciscan Health System in Tacoma, WA., and Holy Name Hospital in Teaneck, NJ. To learn more about the program, the official rules, and frequently asked questions, visit www.hlmma.com or call 800/753-0131.

“Healthcare marketing is moving beyond its roots into exciting new areas of the patient experience and nurturing the brand,” says Matt Cann, publisher of HealthLeaders Media. “We are honored that HealthLeaders Media is in a place to hold up the best in healthcare marketing as an example to those marketers testing a new path.”

The HealthLeaders Media Marketing Experience 09, supported by Professional Research Consultants, Inc. and SPM Marketing and Communications, gives marketers a one-of-a-kind opportunity to explore concepts, share ideas, and work together to solve today's toughest healthcare marketing challenges. It's not a conference, it's an experience, and participants will dig deep into the Patient Experience, led by Chief Experience Officer of [Starizon](#), Gary Adamson, and apply the concepts they learn during hands-on activities. To learn more about the Experience and what's planned, bookmark www.hlmma.com.

About HealthLeaders Media

HealthLeaders Media serves the information needs of C-level and top executives in healthcare. HealthLeaders Magazine subscribers find solutions-oriented, practical advice on management trends and strategy with real world solutions to run the nation's leading healthcare organizations. The HealthLeaders Media online audience receives current and relevant information through the Daily News, delivered each morning to their email inbox, as well as 10 other topic-specific email newsletters. HealthLeaders Media continually produces award winning print, online, and event resources for its audiences in Healthcare Leadership, Finance, Marketing, and Technology markets. Additional information can be found at www.healthleadersmedia.com

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