



2016 PRISM & CITATION AWARD WINNERS

BEST OF SHOW

Erlanger Health System
Television Paid Advertising – Series
World Class TV Campaign

PRISMS

Cookeville Regional Medical Center
Print Paid Advertising – Single Ad
20th Heart

Regional One Health
Print Paid Advertising - Series
Your Life. Our Passion.

Cookeville Regional Medical Center
Television Paid Advertising – Single Ad
“See My Family Again”

Erlanger Health System
Television Paid Advertising – Series
World Class TV Campaign

Cookeville Regional Medical Center
Outdoor Paid Advertising
Baby of the Month

Erlanger Health System
Advertising Campaign
LifeForce Integrated Campaign

Erlanger Health System
Advertising Campaign
World Class Integrated Campaign

Cookeville Regional Medical Center
External Publications
Seasons magazine

Henry County Medical Center
One-Time Publication
Total Hip & Total Knee Replacement Books

Cookeville Regional Medical Center
Video
Women’s Center Free Mammos

Covenant Health
Digital Advertising – Single Ad
Survivor of a Broken Heart – Twice

Regional One Health
Digital Advertising – Campaign
Regional One Health Digital Campaign

Covenant Health
Physician Relations/Marketing
2015 Cardiac Service Line Report

Regional One Health
Media Relations
Center for Innovation Launch

Henry County Medical Center
Social Media Program
#TuneinTuesday

Erlanger Health System
Fundraising Campaign
Children’s Hospital Capital Campaign

Regional One Health
Event Marketing/Promotion
East Campus Open House

CITATIONS

Henry County Medical Center
“Every Beat Counts” Heart Health Fair
External Public Relations Program

Cookeville Regional Medical Center
Summer Series
Radio Paid Advertising – Series

Henry County Medical Center
10 Things to Do with Kids This Summer
Direct Mail

Erlanger Health System
Children’s Cancer Integrated Campaign
Advertising Campaign

Cookeville Regional Medical Center
The Review
Annual Report

Covenant Health
2015 Cardiac Service Line Report
One-Time Publication

Cookeville Regional Medical Center
New Physician Announcements
Physician Relations/Marketing

Henry County Medical Center
Move! Today Move! For Life
Brand Development

CHI Memorial
Dr. Judy Anderson
Social Media Program

Erlanger Health System
Children’s Emergency Social Media
Social Media Program

Henry County Medical Center
Move! Billboard
Outdoor Paid Advertising

Cookeville Regional Medical Center
Mams for Moms
Event Marketing/Promotion

Regional One Health
East Campus Media
Media Relations