



Tri-City Medical Center

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Tri-City Medical Center Public Affairs and Marketing Department Receives Numerous National and Regional Awards

Oceanside – Tri-City Medical Center’s Public Affairs and Marketing Department has spent the last 18 months working successfully on all fronts to improve the image and increase public awareness of the hospital. For those efforts, the department has earned itself a slew of prestigious national awards in print, web and video media.

The 27th Annual Healthcare Advertising Awards, the oldest, largest, and most widely respected healthcare advertising awards competition in the country, honored the department with two awards.

Tri-City received a Bronze Award in the Poster category for the ‘Tri-City Medical Center/Carlsbad Marathon -Thank You Team’ poster and a Merit award for the ‘Grateful Patient’ advertising series.

A national panel of judges reviewed over 4,000 entries based on creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

The ‘Grateful Patient’ ad series also took the Bronze prize in the 2010 Aster Awards. The Aster Awards are an ‘elite competition recognizing the nation’s most talented healthcare marketing professionals for outstanding excellence in advertising.’ There were more than 3,000 entries in this year’s contest.

The marketing department created these award-winning ads with their San Diego-based advertising agency, Miriello Grafico.

Tri-City’s recently redesigned website, www.tricitymed.org, earned Outstanding Achievement in Web Development from the Web Marketing Association. The site won the Healthcare Provider Standard of Excellence award. The WebAward

Competition is the premier award recognition program for Web developers and marketers worldwide.

An emotional video about a Marine who is alive today thanks to the efforts of Tri-City's medical staff won a national Telly award. The Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and work created for the web. Winners represent the best work of the most respected advertising agencies, production companies, television stations, cable operators, and corporate video departments in the world. The 31st Annual Telly Awards received over 11,000 entries from all 50 states.

"The national recognition for the Public Affairs and Marketing Department is in line with other recent achievements at Tri-City. It shows that we are working hard on all fronts to improve the health and wellness of our community and that we are dedicated to providing excellence in every aspect of our work," Larry Anderson, CEO, Tri-City Medical Center.

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