

Colorado Healthcare Communicators
2008 Gold Leaf Award Winners

Category	Entry Title	Award	Winning Organization
Advertising: Broadcast	Banner Children's Hospital at Banner Desert Medical Center Banner Children's Imagination Radio	Bronze Leaf Award	O'Brien Advertising
Advertising: Multimedia Campaign	Covering You With Care Campaign	Gold Leaf Award	The Children's Hospital
Advertising: Multimedia Campaign	Just in Case - Centennial Medical Plaza ER Campaign	Gold Leaf Award	Weise Communications
Advertising: Multimedia Campaign	Web Launch Campaign	Silver Leaf Award	Colleen Williamson - Exempla Healthcare
Advertising: Outdoor/Transit	Banner Health Oncology Anna Outdoor	Bronze Leaf Award	O'Brien Advertising
Advertising: Outdoor/Transit	Rocky Mountain Health Plans - HealthONE Open Enrollment	Bronze Leaf Award	Rocky Mountain Health Plans
Advertising: Print Campaign	Mitroflow U.S. Product Launch Ad Campaign	Bronze Leaf Award	Armada Medical Marketing
Advertising: Print Campaign	The Midwifery Group at Swedish	Bronze Leaf Award	Weise Communications
Annual Report: Budget over \$10,000	The Children's Hospital 2007 Annual Report	Gold Leaf Award	The Children's Hospital Public Relations Department and Welch Creative Group
Annual Report: Budget over \$10,000	Report to the Community 2007	Silver Leaf Award	Bonfils Blood Center and Weise Communications
Annual Report: Budget over \$10,000	Possibilities: 20th Anniversary Report	Bronze Leaf Award	Lynn Gorham, University of Colorado Cancer
Annual Report: Budget under \$10,000	Innovation Annual Report	Bronze Leaf Award	Gary Sky Tri-County Health Department
Collateral: Budget over \$10,000	Development of a Collateral System	Silver Leaf Award	Rocky Mountain Health Plans
Collateral: Budget over \$10,000	Rose Knows Women and Rose Knows Babies	Bronze Leaf Award	Rose Medical Center
Collateral: Budget under \$10,000	Art on the Walls 2008 Calendar	Silver Leaf Award	Jefferson Center for Mental Health Art on the Walls 2008 Calendar
Collateral: Budget under \$10,000	InnerVision Apples & Oranges	Bronze Leaf Award	Armada Medical Marketing
Colorado Hospital Project of the Year	Just in Case - Centennial Medical Plaza ER Campaign	Best Hospital Award	Weise Communications
Colorado Non-Profit Project of the Year	What if? Colorado: Be Ready, Be Healthy, Be Informed	Best Non-Profit Award	Colorado Department of Public Health and Environment and GroundFloor Media
Communication Programs: External	2008 Communications Plan	Gold Leaf Award	Pinnacol Assurance
Communication Programs: External	Face the Myths Awareness Campaign	Silver Leaf Award	The Arthritis Foundation, Rocky Mountain Chapter
Communication Programs: External	Bonfils Blood Center's Live. Give	Silver Leaf Award	Bonfils Blood Center
Communication Programs: Internal and External	A Healthier Lutheran for All: Lutheran's Road to a Tobacco-Free Campus	Gold Leaf Award	Dawn Crawford, Brenda Crowe, Colleen Hatton, Carol Salzmann, Donna Viverette, Zander Renault
Communication Programs: Internal and External	Mitroflow U.S. Product Launch	Bronze Leaf Award	Armada Medical Marketing
Communication Programs: Internal and External	Physician Directory	Bronze Leaf Award	St. Mary's Hospital & Regional Medical Center
Communication Programs: Internal	2007 Shared Governance Launch Communications Program	Silver Leaf Award	Dawn Crawford, Julie Tomrdle, Terri Ondrejka, Ann Evans, Zander Renault
Community Relations: One-Time	Employee Holiday Card & Advent Calendar	Silver Leaf Award	St. Mary's Hospital & Regional Medical Center
Grand Gold Leaf Award	The Children's Hospital Makes 111 Miracles Happen	Grand Gold Leaf Award	The Children's Hospital and GroundFloor Media,
Media Relations: Crisis Communications	When Things Go Wrong	Gold Leaf Award	University of Colorado Hospital
Media Relations: Proactive Story Placements	The Children's Hospital Makes 111 Miracles Happen	Gold Leaf Award	The Children's Hospital and GroundFloor Media, Inc.

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Media Relations: Proactive Story Placements	An Infertility Breakthrough: CCRM Successfully Freezes Eggs	Gold Leaf Award	Weise Communications
Media Relations: Proactive Story Placements	Rose PR Team Delivers Media Results	Silver Leaf Award	Rose Medical Center
New Media	What if? Colorado: Be Ready, Be Healthy, Be Informed	Gold Leaf Award	Colorado Department of Public Health and Environment and GroundFloor Media
Newsletters: Electronic	New West Physicians "Health E-News" Electronic	Bronze Leaf Award	Linhart Public Relations and New West Physicians
Newsletters: Printed	TCH News and Taking the Lead	Silver Leaf Award	The Children's Hospital Public Relations Department and Welch Creative Group
Newsletters: Printed	Rocky Mountain Health Plans - Good Health Member Newsletter	Bronze Leaf Award	Rocky Mountain Health Plans
Presentation: Video	A Tribute to Paul A. Bunn, Jr., MD	Bronze Leaf Award	Lynn Gorham, University of Colorado Cancer
Web Site: Internet	www.yvmc.org	Bronze Leaf Award	Christine McKelvie
Writing: Articles/Stories/Editorials	Bike Fit	Bronze Leaf Award	Riley Polumbus