



FOR IMMEDIATE RELEASE

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MEDIA CONTACT:

Christine Albert

Christine.Albert@LCMCHealth.org

504-896-9345

**LCMC Health Hospitals Honored by National Healthcare Advertising Awards
*Seven Gold Awards received by facilities for advertising, public relations and digital campaigns***

New Orleans, LA (May 3, 2017) – LCMC Health’s hospitals, including Children’s Hospital, Touro, University Medical Center (UMC) New Orleans and West Jefferson Medical Center, received numerous recognitions for exceptional work in advertising by the Healthcare Marketing Report’s 34th Annual Healthcare Advertising Awards.

The Healthcare Advertising Awards are sponsored by Healthcare Marketing Report, the leading publication covering all aspects of healthcare marketing, advertising and strategic business development. Nearly 4,000 entries were received, making the awards the largest healthcare advertising awards competition and one of the ten largest of all advertising awards. A national panel of judges reviewed every entry for execution, creativity, quality, consumer appeal and overall breakthrough advertising content.

Below is a list of recognitions received by each hospital.

Children’s Hospital

- Gold Award
 - Children's Hospital PediaCheck app – Mobile Media
- Bronze Award
 - After Hours Clinic Board – Outdoor
 - 2016 Pediatric Sports Medicine Ad – Magazine Advertising Single Ad
- Certificate of Merit
 - 2016 Sugarplum Ball Campaign – Special Campaign
 - Hogs House Proposal – Other

Touro

- Gold Award
 - Touro ED Advertising Campaign – Magazine, AD Series

- In Good Health – External Publication
- 2016 “Nola Strong” t-shirt – Imprinted Materials
- Certificate of Merit
 - 165th Anniversary Video – Digital Video

University Medical Center New Orleans

- Gold Award
 - UMC One Year Anniversary Campaign – Public Relations Campaign
- Bronze Award
 - UMC Recruitment Video Series – Professional Recruitment
 - Trauma Video Series – Digital Video
- Certificate of Merit
 - Healthy Holidays Infographic – Other

West Jefferson Medical Center

- Gold Award
 - Adult ER Postcard – Direct Mail
- Certificate of Merit
 - Star Wars Special Video Production – Special Video
 - Moonlight Social Media Content – Social Media

For additional information about LCMC Health or its hospitals, please visit www.lcmchealth.org.

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About LCMC Health

Established in 2009, [LCMC Health](http://www.lcmchealth.org) is a Louisiana-based, not-for-profit hospital system serving the healthcare needs of the Gulf Coast region. LCMC Health currently manages Children’s Hospital, Touro, New Orleans East Hospital, University Medical Center New Orleans and West Jefferson Medical Center.