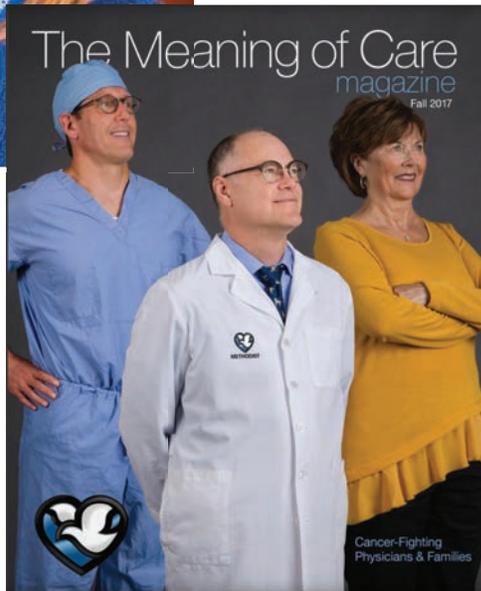




2017 Award Winner

## Methodist TMOC Magazine Series



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### Aster Award

**AWARD:** Gold

**CATEGORY:** Publication - External



2017 Award Winner

## Methodist Is Making History Radio Series

### **:30 Birth Services/NICU Radio Spot**

**Speaker:** *Hispanic male, early-to-mid 30s*

We knew how we wanted everything to go,  
when planning for the birth of our daughter.  
There were complications. And plans changed.  
But we were at Methodist ...  
and they were ready for everything.

They knew exactly what to do to keep our tiny baby safe,  
and give us first-time parents the confidence we needed.  
Now she's 4 years old and she's getting so big.

And soon, she'll be going back to Methodist ...  
as a big sister.

**Anncr:** Methodist. The meaning of care.

### **:30 Cancer Radio Spot**

**Speaker:** *white female, mid-to-late 20s*

We have a history of breast cancer in my family.  
My mother had it.  
My grandma had it.  
And I might have to fight it someday.

But both mom and grandma beat it.  
At Methodist.

They had a whole team helping them fight.  
And Methodist will be there for me,  
if I ever need them.

We're three generations of fighters.

**Anncr:** Methodist. The meaning of care.

### **:30 Cardiac Radio Spot**

**Speaker:** *white male, mid-to-late 20s*

When my grandma made it through major heart surgery,  
and then my dad did too,  
I realized how fortunate we are to have the team at Methodist—  
right down the road.

We're talking about some of the best surgeons in the region,  
with the skill to handle serious procedures.  
And they're right here, where we need them.

In case there's ever a time down the road,  
when I need them.

**Anncr:** Methodist. The meaning of care.

### **:30 Primary Care Radio Spot**

**Speaker:** *African-American female, early 30s*

I have diabetes.  
So does my dad.  
For years, he couldn't keep his diabetes under control.  
It led to his heart attack,  
and it led us to the team at Methodist ...  
who saved his life.

They were the ones who gave him a second chance.  
Now, dad's getting stronger than he's been in a long  
time,  
and we're helping him stay on track.

That experience made us all healthier—  
that's the best kind of family bond.

**Anncr:** Methodist. The meaning of care.

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## Aster Award

**AWARD:** Bronze

**CATEGORY:** Radio - Series

## Healthcare Marketing Report Award

**AWARD:** Silver

**CATEGORY:** Radio - Series

## Hospital Marketing Advertising Award

**AWARD:** Gold

**CATEGORY:** Radio - Campaign



2017 Award Winner

## Methodist Is Making History Magazine Ad Series

**METHODIST HAS EVERYTHING OUR GROWING FAMILY NEEDS.**

**METHODIST**  
The meaning of care.™

Methodist is where families go for giving their babies the best start possible. With the *only* medical campus in the region dedicated to women's health and a state-of-the-art hospital designed to give families the birth experience of a lifetime, we're shaping a new generation of healthcare for a new generation of families. [bestcare.org](http://bestcare.org)

©2017 Methodist Health System

**HEART DISEASE RUNS IN MY FAMILY. METHODIST HELPS US FIGHT IT.**

**METHODIST**  
The meaning of care.™

Methodist has guided generations of families through the prevention, treatment and management of heart disease, with a team recognized as one of the finest in the region. It's a level of care that's making the future of our community, and the future of your family, as strong as possible. [bestcare.org](http://bestcare.org)

The **ONLY** hospital in Omaha recognized for excellence in overall heart bypass surgery by Consumer Reports Hospital Ratings

©2017 Methodist Health System

**Methodist helped my family beat breast cancer.**

**METHODIST**  
The meaning of care.™

At Methodist, our patients know the power of a multidisciplinary team of specialists bonding together to achieve a common goal: beating cancer. Combine that with the support of family, and you have a powerful force—a team committed to your health today and continually advancing cancer care for future generations. [bestcare.org](http://bestcare.org)

©2017 Methodist Health System

**Thanks to Methodist, my family is living healthier.**

**METHODIST**  
The meaning of care.™

We share a special history with generations of families in this area, helping them through life-changing events and sharing those moments of joy as they overcome challenges and become healthier. And that history lives on with a new generation of patients as we continue to make the future stronger for our community. [bestcare.org](http://bestcare.org)

©2017 Methodist Health System

### Aster Award

AWARD: Gold

CATEGORY: Magazine Advertising - Series

### Healthcare Marketing Report Award

AWARD: Silver

CATEGORY: Magazine - Series



2017 Award Winner

## Methodist Is Making History Newspaper Ads



### Aster Award

AWARD: Gold

CATEGORY: Newspaper Advertising - Series

### Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Newspaper - Series



2017 Award Winner

## Methodist Is Making History Billboard - Series



### Aster Award

AWARD: Gold

CATEGORY: Billboard Design - Series



2017 Award Winner

# Methodist Is Making History Cancer Service Line

Outdoor Board



Newspaper Ads



Magazine Ads



Television Spot



Radio Spot

**:30 Cancer Radio Spot**  
 Speaker: *white female, mid-to-late 20s*

We have a history of breast cancer in my family.  
 My mother had it.  
 My grandma had it.  
 And I might have to fight it someday.

But both mom and grandma beat it.  
 At Methodist.

They had a whole team helping them fight.  
 And Methodist will be there for me,  
 if I ever need them.

We're three generations of fighters.

**Anncr:** Methodist. The meaning of care.

## Aster Award

**AWARD:** Silver

**CATEGORY:** Service Line - Cancer



2017 Award Winner

## Methodist Is Making History Women's Service Line

Outdoor Board



Newspaper Ads



Magazine Ads



Television Spot



Radio Spot

**:30 Birth Services/NICU Radio Spot**  
 Speaker: *Hispanic male, early-to-mid 30s*

We knew how we wanted everything to go, when planning for the birth of our daughter. There were complications. And plans changed. But we were at Methodist ... and they were ready for everything.

They knew exactly what to do to keep our tiny baby safe, and give us first-time parents the confidence we needed. Now she's 4 years old and she's getting so big.

And soon, she'll be going back to Methodist ... as a big sister.

**Anncr:** Methodist. The meaning of care.

### Aster Award

**AWARD:** Judge's Choice

**CATEGORY:** Service Line - Women's Services



2017 Award Winner

## Methodist Is Making History Other (Primary Care) Service Line

Outdoor Board



Newspaper Ads



Magazine Ads



Television Spot



Radio Spot

### :30 Primary Care Radio Spot

Speaker: African-American female, early 30s

I have diabetes.  
So does my dad.  
For years, he couldn't keep his  
diabetes under control.  
It led to his heart attack,  
and it led us to the team at Methodist ...  
who saved his life.

They were the ones who gave him  
a second chance.  
Now, dad's getting stronger than  
he's been in a long time,  
and we're helping him stay on track.

That experience made us all healthier—  
that's the best kind of family bond.

Annrc: Methodist. The meaning of care.

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### Aster Award

AWARD: Gold

CATEGORY: Service Line - Primary Care



2017 Award Winner

## Methodist Is Making History Television Campaign

Birth Services Spot



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### Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Television - Series

Cancer Spot



Cardiac Spot



Primary Care Spot





2017 Award Winner

## Methodist Is Making History Birth Services Outdoor



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### Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Outdoor



2017 Award Winner

# Methodist Is Making History Total Campaign with TV

## Outdoor Boards



## Newspaper Ads



## Magazine Ads



## Radio Spot

**:30 Birth Services/NICU Radio Spot**  
**Speaker:** *Hispanic male, early-to-mid 20s*

We knew how we wanted everything to go, when planning for the birth of our daughter. There were complications. And plans changed. But we were at Methodist ... and they were ready for everything.

They knew exactly what to do to keep our tiny baby safe, and give us first-time parents the confidence we needed.

Now she's 4 years old and she's getting so big. And soon, she'll be going back to Methodist ... as a big sister.

**Anncr:** Methodist. The meaning of care.

**:30 Cancer Radio Spot**  
**Speaker:** *White female, mid-to-late 20s*

We have a history of breast cancer in my family. My mother had it. My grandma had it. And I might have to fight it someday.

But both mom and grandma beat it. At Methodist.

They had a whole team helping them fight. And Methodist will be there for me, if I ever need them.

We're three generations of fighters.

**Anncr:** Methodist. The meaning of care.

**:30 Cardiac Radio Spot**  
**Speaker:** *White male, mid-to-late 20s*

When my grandma made it through major heart surgery, and then my dad did too, I realized how fortunate we are to have the team at Methodist—right down the road.

We're talking about some of the best surgeons in the region, with the skill to handle serious procedures. And they're right here, where we need them.

In case there's ever a time down the road, when I need them.

**Anncr:** Methodist. The meaning of care.

**:30 Primary Care Radio Spot**  
**Speaker:** *African-American female, early 30s*

I have diabetes. So does my dad. For years, he couldn't keep his diabetes under control. It led to his heart attack, and it led us to the team at Methodist ... who saved his life.

They were the ones who gave him a second chance. Now, dad's getting stronger than he's been in a long time, and we're helping him stay on track.

That experience made us all healthier—that's the best kind of family bond.

**Anncr:** Methodist. The meaning of care.

## Television Spots



## Healthcare Marketing Report Award

**AWARD:** Merit

**CATEGORY:** Total Advertising with TV



2017 Award Winner

# Race for the Cure Expo Event Campaign

Pull-up Banners

**METHODIST**

Hitting the road for **early detection**

**METHODIST MOBILE 3-D MAMMOGRAPHY: COMING 2018**

**METHODIST**

Driven to **fight breast cancer**

**METHODIST MOBILE 3-D MAMMOGRAPHY: COMING 2018**

**METHODIST**

We're making annual mammograms more convenient with onsite 3-D mammography for businesses and underserved communities.

**MethodistMobile3D.org**

More access. More convenience. **More survivors.**

**MethodistMobile3D.org**

20' x 10' REXframe

More access. More convenience. **More survivors.**

**METHODIST MOBILE 3-D MAMMOGRAPHY: COMING 2018**

**METHODIST**

Ballot Box Poster & Ballot

**METHODIST**

Destination: **early detection for breast cancer**

Sign up now to be one of the first organizations to host our new mobile mammography unit.

**METHODIST**

Sign up to host our **NEW mobile 3-D mammography unit**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Workplace/Organization: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

\*Open participants will be contacted to determine eligibility.  
 Learn more at [MethodistMobile3D.org](http://MethodistMobile3D.org).

Signature Banner

**METHODIST**

*I'm racing for ...*

2017 WOMEN GREAT PLAINS RACE FOR THE CURE® | OCTOBER 8

Giveaway Tags

Driven to **fight breast cancer**

Mobile Mammography will be available in 2018, but you can schedule a mammogram today at any of these convenient locations:

**METHODIST ESTABROOK CANCER CENTER**  
 8303 Dodge Street

**METHODIST PHYSICIANS CLINIC**  
 Regency - 10060 Regency Circle  
 Indian Hills - 8901 W. Dodge Road  
 192 Dodge - 717 N. 190th Plaza

To schedule an appointment at Methodist, call (402) 354-4001, ext. 11.

**METHODIST**

Hitting the road for **early detection**

**METHODIST MOBILE 3-D MAMMOGRAPHY: COMING 2018**

**METHODIST**

**MethodistMobile3D.org**

## Healthcare Marketing Report Award

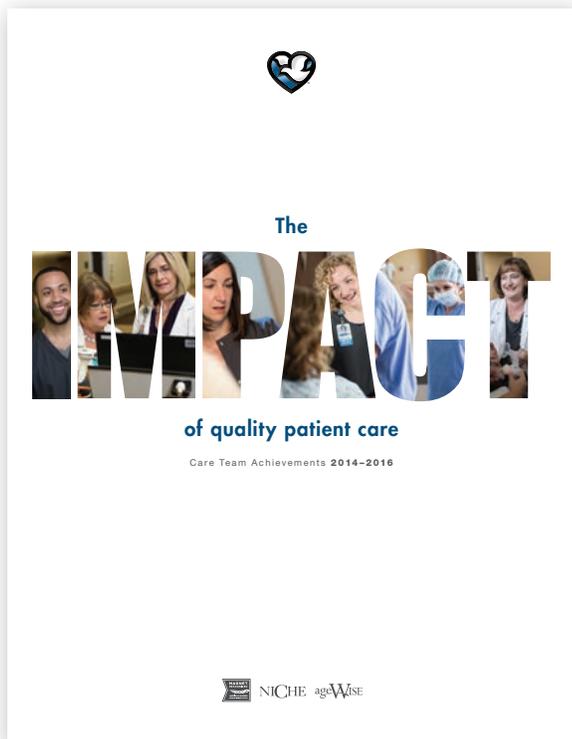
**AWARD:** Merit

**CATEGORY:** Special Event



2017 Award Winner

## Methodist Nurses Yearbook



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### Aster Award

AWARD: Gold

CATEGORY: Publication/Internal - Single

### Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Publication - Internal