



METHODIST

2020 Awards Overview

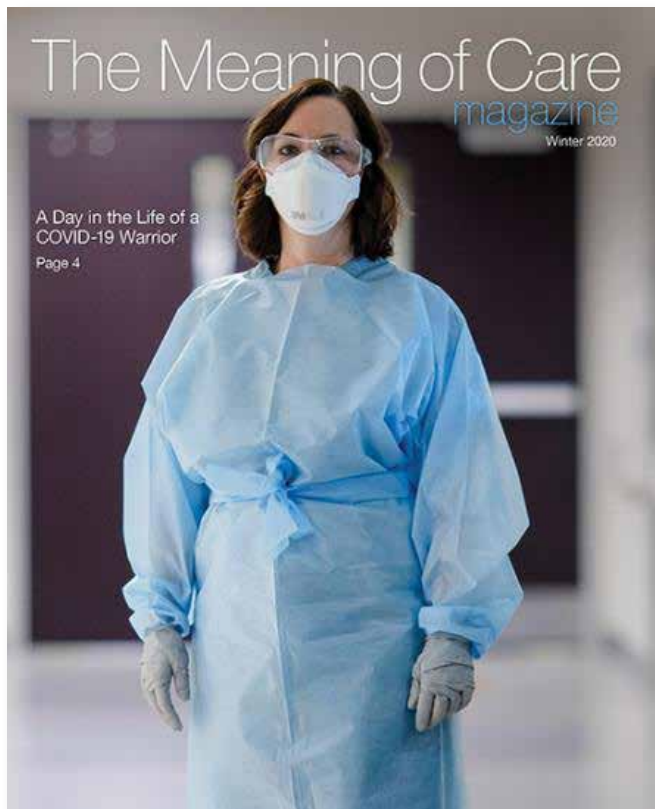
In 2020, the Winter 2020 Meaning of Care Magazine along with the “All Together” Campaign, the First Step Campaign and the Urgent Care Campaign were submitted to three advertising and marketing award shows. Methodist’s advertising and marketing collateral were judged against some of the best in the country in healthcare advertising.

Methodist received 25 awards for its 2020 submissions – which consisted of seven awards in the 20th Annual Aster Awards, 15 awards in the 38th Annual Healthcare Advertising Awards by Healthcare Marketing Report and three in the 8th Annual Hospital Marketing National-Midwest Advertising Awards.



2020 Award Winner

Methodist TMOG Magazine Series



Aster Award

AWARD: Bronze

CATEGORY: Crisis Management
(Covid-19, etc.) - Single

Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: COVID Response Materials




2020 Award Winner

All Together Magazine Ad Series


Exceptional Care
every time

Across the region, our dedicated doctors, nurses and team members breathe innovation and passion into everything they do, by providing the highest-quality treatment to the community, wherever and whenever it's needed.
bestcare.org



METHODIST
The meaning of care.™


©2020 Methodist Health System



Jessica McCool, MD


Prevention to Remission
our cancer fighters never stop

From research and clinical trials, to prevention, treatment, remission and beyond, we promise to deliver your care with something you won't find anywhere else – an expert team that feels like family, committed to providing you with personalized, comprehensive care for your whole self.
bestcare.org



METHODIST
The meaning of care.™


©2020 Methodist Health System



Nicole Nolan, MD


Personalized Care
when and where you need us

At Methodist, you'll find a team that cares just as much about taking care of your loved ones as you do, available at convenient clinic locations throughout the metro area or right at home with dedicated virtual care.
bestcare.org



METHODIST
The meaning of care.™

©2020 Methodist Health System



Joseph Dumbo, MD

Care for Women
at every stage of life

With experts in everything from adolescence to reproductive health, menopause and more, Methodist has a diverse team of specialists to help you navigate your health and well-being at every stage. Available whenever and wherever you need us, we're more than just a health care provider – we're a partner for life.
bestcare.org



METHODIST
The meaning of care.™



Claire Markham, MD

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Aster Award

AWARD: Silver

CATEGORY: Magazine Advertising – Series

Healthcare Marketing Report Award

AWARD: Silver

CATEGORY: Magazine Advertising – Series



2020 Award Winner

All Together Newspaper Ads

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The meaning of care.™

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Across the region, our dedicated doctors, nurses and team members breathe innovation and passion into everything they do, by providing the highest-quality treatment to the community, wherever and whenever it's needed.
bestcare.org

Chinyere Oarhe, MD

METHODIST
The meaning of care.™

Using Our Whole Heart
to care for yours

Methodist's comprehensive care helps detect and treat heart problems sooner than ever before. Each of our expert physicians helps design an innovative, personalized treatment plan, backed by state-of-the-art resources and our nationally certified cardiac care.
bestcare.org

Steven Diamantis, MD

METHODIST
The meaning of care.™

Personalized Care
when and where you need us

Your family's wellness starts with your primary care doctor. At Methodist, you'll find a team that cares just as much about taking care of your loved ones as you do.
bestcare.org

Lauren Shoemaker, MD

Aster Award

AWARD: Gold

CATEGORY: Newspaper Advertising – Series

Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Newspaper Advertising – Series



2020 Award Winner

All Together Billboard – Series



Aster Award

AWARD: Gold

CATEGORY: Billboard – Series



2020 Award Winner

All Together Outdoor Board – Cardiology



Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Outdoor Advertising



2020 Award Winner

All Together Outdoor Board – Oncology



Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Outdoor Advertising



2020 Award Winner

All Together Outdoor Board – Primary Care



Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Outdoor Advertising



2020 Award Winner

All Together Women's Services Service Line

Newspaper Ads



Magazine Ads



Television Spot



Pre-roll Spot



Radio Spot

:30 Primary/Women's Services Spot

Speaker: Multiple Providers

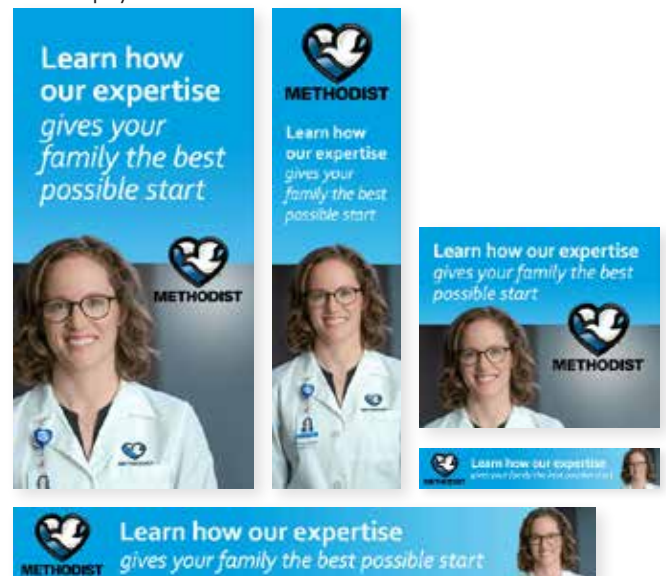
At Methodist, we know different stages in life need different kinds of care—whether you're growing your family, keeping them healthy or taking care of yourself.

No matter where you are in life, you can count on us to make a lasting difference.

Because when you have our whole team giving you the best possible care, you have a relationship for life.

Methodist: The meaning of care.

Online Display Ads



Outdoor Board



Aster Award

AWARD: Gold

CATEGORY: Service Line - Women's Services

Hospital Marketing Advertising Award

AWARD: Silver

CATEGORY: Best Service Line Campaign



2020 Award Winner

All Together Digital Campaign – Series


Meet the
team of
experts
*committed to
making your
heart healthier*



METHODIST

Cardiology - Diamantis

Meet our
multidisciplinary
team of experts
*for your
cancer fight*



METHODIST

Oncology - Panwar

Find
personalized
care,
*when and
where you
need us*



METHODIST

Primary Care - Shoemaker

Learn how
our expertise
*gives your
family the best
possible start*



METHODIST

Women's Services - Markham

Exceptional
Care
every time



METHODIST

Brand - Oarhe

Aster Award

AWARD: Silver

CATEGORY: Website Advertising – Series



2020 Award Winner

All Together Television Campaign

Brand



Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Television Advertising – Series

Hospital Marketing Advertising Award

AWARD: Bronze

CATEGORY: Best TV Campaign

Cardiology/Oncology



Primary Care/Women's Services





2020 Award Winner

All Together Television Spot – Cardiology/Oncology

Cardiology/Oncology



Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Television Advertising – Single



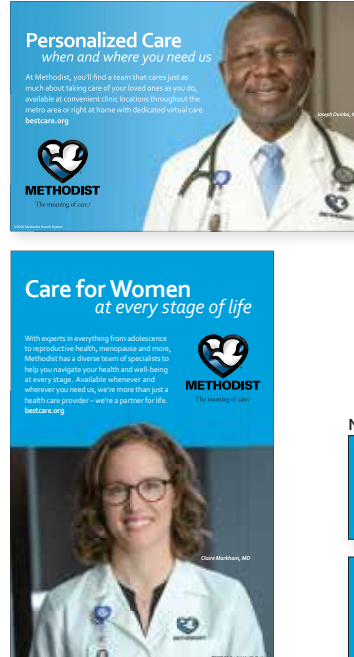
2020 Award Winner

All Together Total Campaign

Outdoor Boards



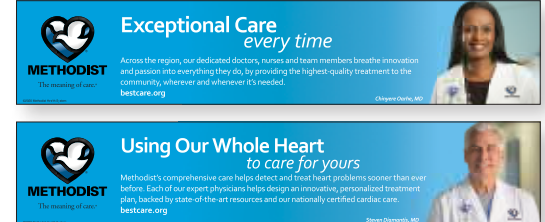
Magazine Ads



Online Display Ads



Newspaper Ads



Television Spots



Radio Spot

:30 Brand Spot

Speaker: Multiple Providers

At Methodist, Our doctors, nurses and team members work together to ensure you receive the level of expertise and compassion that you deserve. Whether it's in Omaha, Council Bluffs, Fremont or any of the surrounding areas, we all share a common goal—delivering outstanding care and exceptional outcomes for every patient.

Methodist: The meaning of care.

Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Integrated Marketing Campaign



2020 Award Winner

All Together Brand Preroll



Healthcare Marketing Report Award

AWARD: Silver

CATEGORY: Digital Video Ad - <2 minutes



2020 Award Winner

All Together Radio Advertising Series

:30 Brand Spot

Speaker: Multiple Providers

At Methodist,
Our doctors, nurses and team members
work together to ensure you receive
the level of expertise and compassion that you deserve.
Whether it's in Omaha,
Council Bluffs,
Fremont
or any of the surrounding areas,
we all share a common goal—
delivering outstanding care
and exceptional outcomes
for every patient.

Methodist: The meaning of care.

:30 Cardiology/Oncology Spot

Speaker: Multiple Providers

At Methodist,
We know when a diagnosis changes your life,
You want complete care
personalized for your unique needs.
When you're fighting for your health,
taking on cancer
or battling heart disease,
We treat you with a skill level
only our dedicated network of experts can provide.
We promise to deliver your care
with the innovative treatments you need,
and the compassion you deserve.

Methodist: The meaning of care.

:30 Primary/Women's Services Spot

Speaker: Multiple Providers

At Methodist,
We know different stages in life
need different kinds of care—
whether you're growing your family,
keeping them healthy
or taking care of yourself.
No matter where you are in life,
You can count on us
to make a lasting difference.
Because when you have our whole team
giving you the best possible care,
you have a relationship for life.

Methodist: The meaning of care.

Aster Award

AWARD: Silver

CATEGORY: Radio Advertising – Series

Healthcare Marketing Report Award

AWARD: Gold

CATEGORY: Radio Spot – Series



2020 Award Winner

First Step Birth Services Service Line

Digital Ads



Healthcare Marketing Report Award

AWARD: Silver

CATEGORY: Total Advertising Campaign
without Television

Hospital Marketing Advertising Award

AWARD: Honorable Mention

CATEGORY: Best Digital & Social Media
Campaign

Print Ads



Outdoor Board





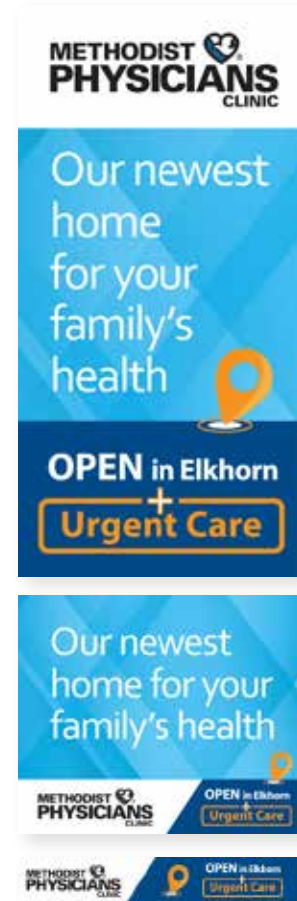
2020 Award Winner

Urgent Care Digital Campaign

At Aksarben Village



In Elkhorn



Healthcare Marketing Report Award

AWARD: Gold

CATEGORY: Total Digital Marketing Program



2020 Award Winner

All Together Online Display Ad

Cardiology



Healthcare Marketing Report Award

AWARD: Silver

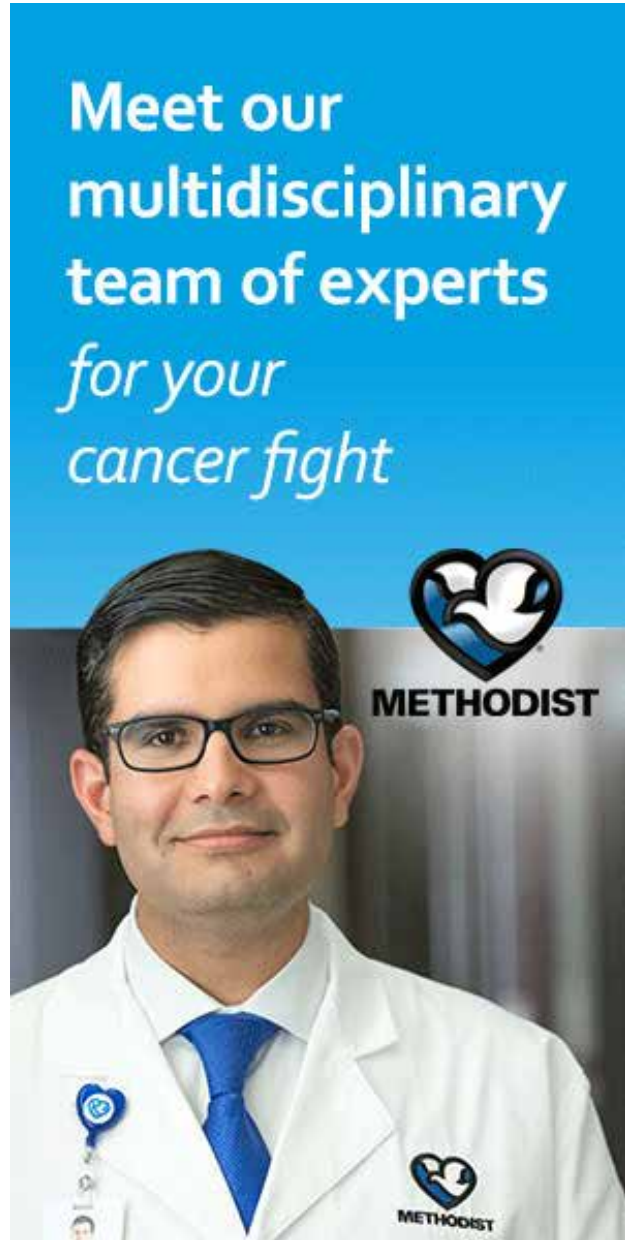
CATEGORY: Online Display Ad



2020 Award Winner

All Together Online Display Ad

Oncology



Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Online Display Ad