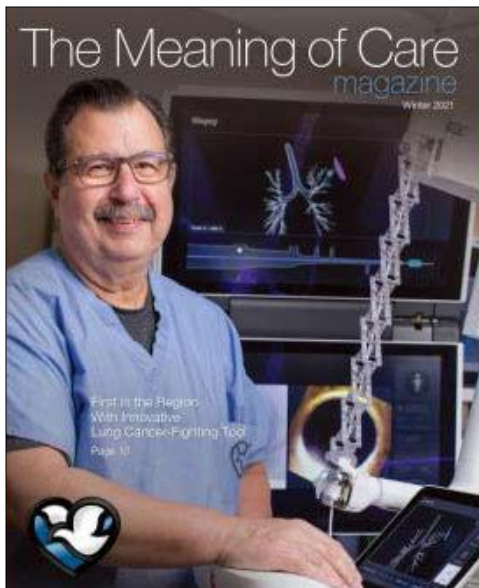




2021 Award Winner

Methodist TMOG Magazine Series



Healthcare Marketing Report Award

AWARD: Gold

CATEGORY: Publication/External

Aster Award

AWARD: Gold

CATEGORY: Publication/External - Series



2021 Award Winner

Access Strategy Campaign Magazine Ad – Single

METHODIST

METHODIST MY CARE

An online tool for managing your health

More ways to find YOUR CARE

- Same Day & Urgent Care
- Virtual Visits
- Find Specialists

(402) 354-CARE

bestcare.org

SCAN HERE TO DOWNLOAD >
the Methodist My Care app.

©2021 Methodist Health System

Healthcare Marketing Report Award

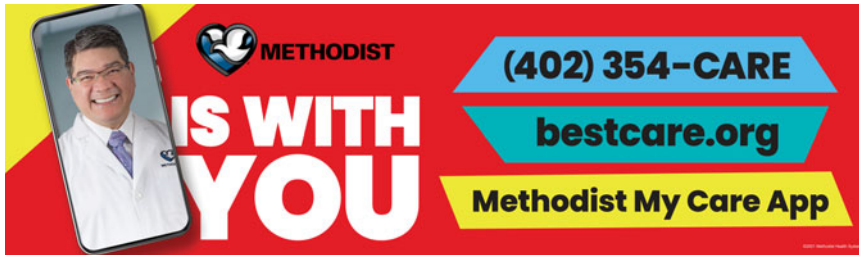
AWARD: Merit

CATEGORY: Magazine Advertising – Single



2021 Award Winner

Access Strategy Campaign Billboard – Series



Cruz



Ingemansen



Merritt

Aster Award

AWARD: Bronze

CATEGORY: Billboard – Series



2021 Award Winner

Access Strategy Campaign Outdoor Board



Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Outdoor Advertising



2021 Award Winner

Access Strategy Campaign Online Display Ad

1200 x 1200



LaCroix

Healthcare Marketing Report Award

AWARD: Gold

CATEGORY: Online Display Ad



2021 Award Winner

Access Strategy Campaign Online Display Ad

790 x 250



LaCroix

Healthcare Marketing Report Award

AWARD: Bronze

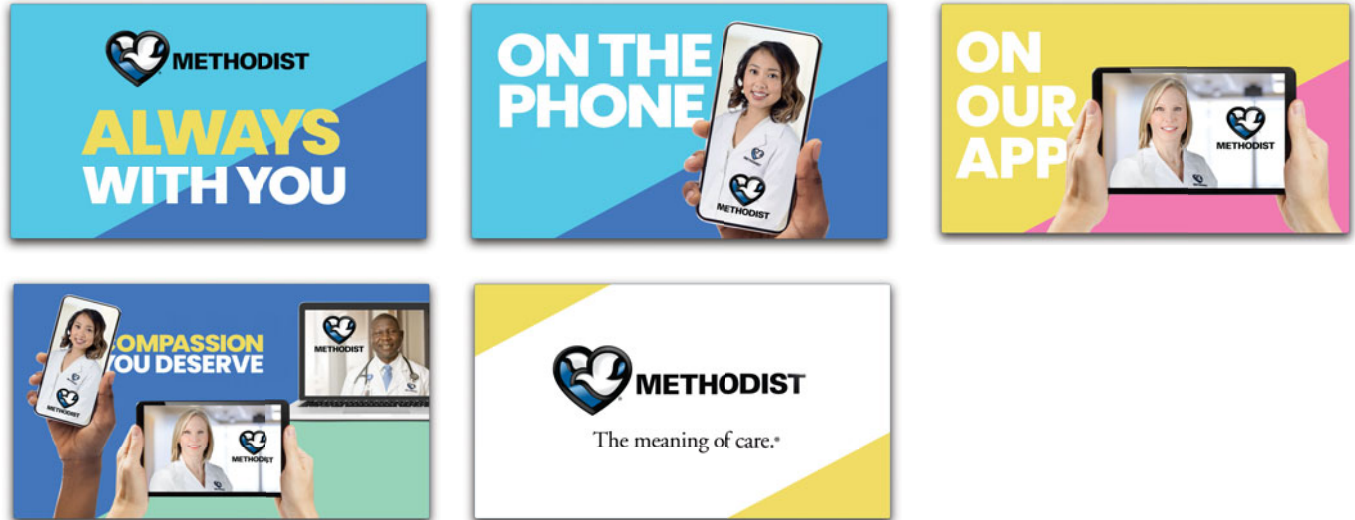
CATEGORY: Online Display Ad



2021 Award Winner

Access Strategy Campaign Digital Video

:15 Online Spot



Healthcare Marketing Report Award

AWARD: Bronze

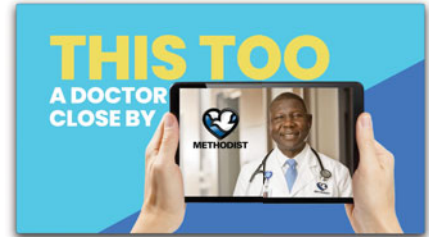
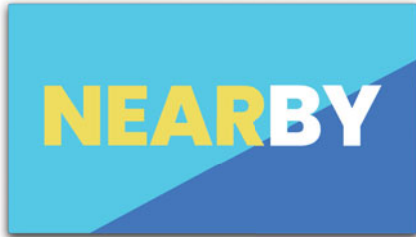
CATEGORY: Digital Video



2021 Award Winner

Access Strategy Campaign Television Spot

:30 Spot



Healthcare Marketing Report Award

AWARD: Silver

CATEGORY: Television Advertising – Single



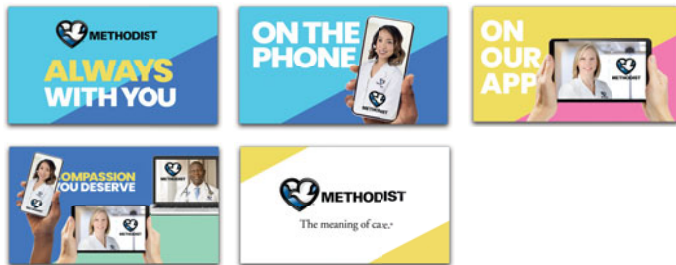
2021 Award Winner

Access Strategy Campaign Total Campaign

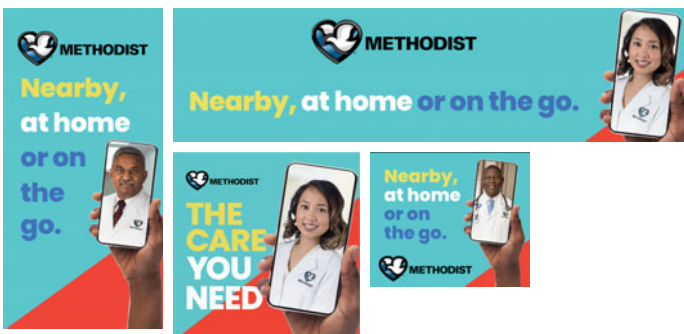
:30 Television Spot



:15 Online Spot



Online Display Ads



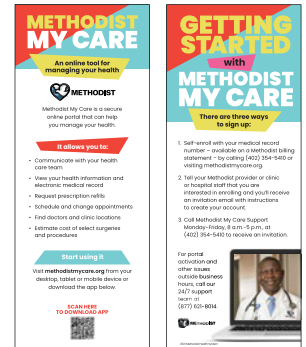
Outdoor Boards



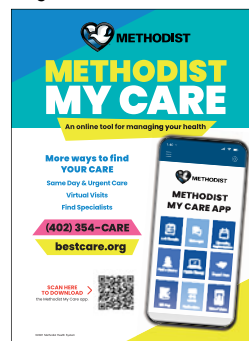
Poster



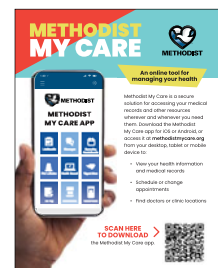
Take One



Magazine Ads



One Sheet



Healthcare Marketing Report Award

AWARD: Merit

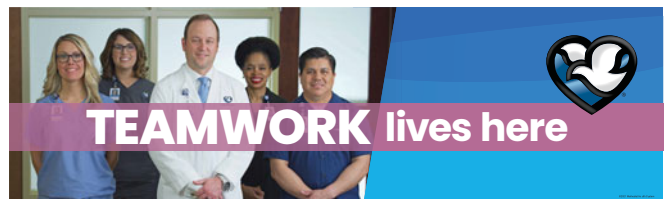
CATEGORY: Total Advertising Campaign



METHODIST

2021 Award Winner

Hallway Refresh



Aster Award

AWARD: Gold

CATEGORY: Poster/Display

Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Installations



2021 Award Winner

Havana Nights VIP Invitation Package

Invitation



YOU'RE INVITED TO
HAVANA
NIGHT AT HOME
A Virtual Event of Mambo & Merriment
FRIDAY, APRIL 23, 2021

Methodist Volunteers In Partnership invites you to transform your home into a moonlit night of mambo and merriment to benefit the Methodist Acute Rehabilitation Center's Therapy Gym!

A LITTLE BIT OF HAVANA
Your very own Havana night box will be ready for you and your guests the day of the event. The box features fun for that evening's merriment experience, photo clips, a printable chicken dinner, game pointers, and other surprises.

BIENVENIDOS A MI CASA 6:50 - 7:00 PM
Gather with dear friends or on your own to enjoy the Havana Night at Home livestream event, hosted by KEY7 Anchor Julia Cornell. Link provided after registration.

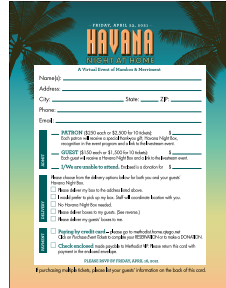
CARNAVAL - 7:00 PM
Your Havana Night at Home begins with an entertaining and lively and merriment experience. Then, you'll hear from former patients and Dr. Rini Desai, Medical Director of the Methodist Hospital Acute Rehabilitation Center, about the need for upgrades to the therapy gym. Plus, we encourage you to take part in our virtual raffle the possible opportunity and bid on select auction items throughout the evening.

Havana Night at Home Mixology Experience:
Our own tending will be by Alzari, Spirit World's Mixologist and Spirit Super! He took his funk from Cuba, so come in on his mood! For his special evening, he will bring his Cuban background, 30 years of experience, and vast knowledge of rum and mixology to take you on a Cuban spirit journey.

GUEST RESERVATIONS: \$150 per person
PATRON RESERVATIONS: \$250 per person
Any reservation amount above \$50 per person is tax deductible.

HONORARY EVENT CHAIRS
Pier & Sean Mulhall

RSVP



HAVANA
NIGHT AT HOME

A Virtual Event of Mambo & Merriment

Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Phone: _____
Email: _____

OPTION 1: I would like to reserve a \$250 Patron Reservation. I would like to reserve a \$150 Guest Reservation. I would like to reserve a \$50 Guest Reservation. I would like to reserve a \$250 Patron Reservation. I would like to reserve a \$150 Guest Reservation. I would like to reserve a \$50 Guest Reservation.

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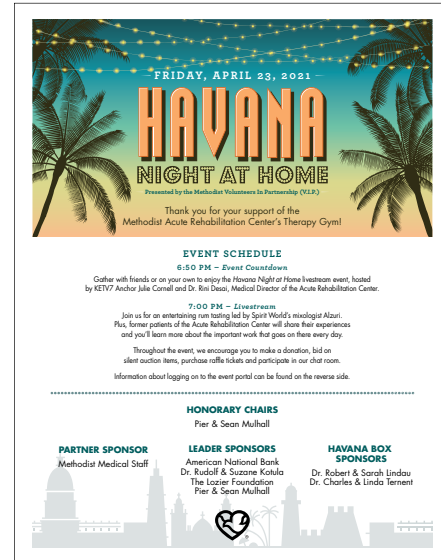
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Program (In-house printing)



FRIDAY, APRIL 23, 2021
HAVANA
NIGHT AT HOME
Presented by the Methodist Volunteers In Partnership (V.I.P.)

Thank you for your support of the Methodist Acute Rehabilitation Center's Therapy Gym!

EVENT SCHEDULE
6:50 PM - Event Countdown
Gather with friends or on your own to enjoy the Havana Night at Home livestream event, hosted by KEY7 Anchor Julia Cornell and Dr. Rini Desai, Medical Director of the Acute Rehabilitation Center.

7:00 PM - Livestream
Join us for an entertaining and lively and merriment experience. Then, you'll hear from former patients and Dr. Rini Desai, Medical Director of the Methodist Hospital Acute Rehabilitation Center, about the need for upgrades to the therapy gym. Plus, we encourage you to take part in our virtual raffle the possible opportunity and bid on select auction items throughout the evening.

Throughout the event, we encourage you to make a donation, bid on select auction items, purchase raffle tickets and participate in our chat room.

Information about logging on to the event portal can be found on the reverse side.

HONORARY CHAIRS
Pier & Sean Mulhall

PARTNER SPONSOR
Methodist Medical Staff

LEADER SPONSORS
American National Bank
Dr. Rudolf & Suzanne Kotula
The Lazier Foundation
Pier & Sean Mulhall

HAVANA BOX SPONSORS
Dr. Robert & Sarah Lindau
Dr. Charles & Linda Terment

Aster Award

AWARD: Gold

CATEGORY: Invitations

Healthcare Marketing Report Award

AWARD: Bronze

CATEGORY: Special Event Materials



METHODIST

2021 Award Winner

2021 ICAN Booth

Trilogy Towers

METHODIST

LET'S SEE WHAT YOU KNOW!

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

True or False: Colon cancer is the third most common cancer for both men and women.

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

FOR MORE INFORMATION VISIT:
bestcare.org/cancer

METHODIST

STEP UP TO SEE WHAT YOU KNOW!

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

At what age should women start having annual mammograms?

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

CALL TODAY to schedule your mammogram

Omaha (402) 354-4001
Council Bluffs (712) 386-7600
Des Moines (402) 727-3882

METHODIST

THINK YOU KNOW THE ANSWERS?

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

True or False: The HPV vaccine helps reduce the risk of head and neck cancers.

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

FOR MORE INFORMATION VISIT:
bestcare.org/cancer

METHODIST

CHECK YOUR SMARTS

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

What percentage of women say beauty support services are essential to their cancer recovery?

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

CALL HARPER'S HOPE for cancer survivor support services (402) 354-HOPE

METHODIST

FEELING SMART TODAY?

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

What percentage of women are at risk for developing a gynecologic cancer?

→

Test your **KNOWLEDGE** and get **INSIGHTS** on cancer prevention.

METHODIST

FOR MORE INFORMATION VISIT:
bestcare.org/cancer

CANCER PREVENTION: INSIGHTS to your health

Table Top Display

Manage YOUR CARE with our app

SCAN HERE TO DOWNLOAD

More ways to find YOUR CARE
(402) 354-CARE
bestcare.org

Same Day & Urgent Care
Virtual Visits
Find Specialists

Hanging Signage



Floor Decals

75-100 minutes of aerobic activity each week has been shown to reduce the risk of cancer.

Only 5-10% of cancer cases are linked to genetics.

Around 80% of all cancers diagnosed are in people 55 or older.

9 out of 10 lung cancers are caused by smoking cigarettes.

About 25% of adults have not been screened for colorectal cancer as recommended.

More than 4 in 10 cancers and cancer deaths are linked to modifiable risk factors.

Aster Award

AWARD: Silver

CATEGORY: Special Event

Healthcare Marketing Report Award

AWARD: Merit

CATEGORY: Special Event



METHODIST

2021 Award Winner

Access Strategy Campaign Lobby Sign

METHODIST
METHODIST MY CARE APP

MANAGE YOUR CARE
with our app

SCAN HERE TO DOWNLOAD

More ways to find YOUR CARE

(402) 354-CARE
bestcare.org

- Same Day & Urgent Care
- Virtual Visits
- Find Specialists

Aster Award

AWARD: Gold

CATEGORY: Poster/Display

Healthcare Marketing Report Award

AWARD: Silver

CATEGORY: Poster