The GIA Awards for Excellence recognize outstanding work by members of the GIA and their staff. The awards acknowledge the most creative and effective approaches used to promote academic medicine through alumni relations, development, marketing, public affairs, and public relations programs and projects.

It was truly an honor to serve as chair of this year’s GIA Awards for Excellence competition. This December and January, assisted by AAMC staff and talented GIA colleagues who served as judges, I had the opportunity to experience the very best of your work. There were 120 entries from 52 AAMC member institutions this year. We were impressed by the caliber of professionalism, creativity, and innovation demonstrated by all who entered. Their achievements in alumni relations, development, marketing, public affairs, and public relations demonstrate the powerful impact of institutional advancement at medical schools and teaching hospitals throughout the United States and Canada.

I am especially appreciative of the on-site and off-site judges, all of whom generously gave their time and expertise. Their dedication to this program was apparent in their careful review and evaluation of each submission. Comments like “WOW. Now THAT is good writing!” and “First rate across the board. Your commitment to the community is deep and substantive. Truly outstanding” underscore their enthusiasm. In addition to the judges and AAMC staff, I also would like to thank James O’Brien, from my staff, who ably assisted us throughout the entire awards process.

This year, the work of our colleagues resulted in 10 Awards for Excellence and 18 Honorable Mentions. The judges selected award recipients who had produced truly exemplary work and achieved standout, demonstrable results. The award-winning submissions remind us why we are involved in the important work of advancing the missions of medical education, research, and patient care. I hope you will take the time to learn more about these entries.

My sincere congratulations go to the Award for Excellence honorees and all who entered and participated in the competition. We can all take great pride in the outstanding work of our colleagues in GIA.

Best regards,

David B. Anderson, MBA
GIA Awards Chair and Vice Chair, Alumni Relations and Development
Associate Dean for Advancement, University of North Carolina School of Medicine
President, The Medical Foundation of North Carolina, Inc.
2013 GIA Awards for Excellence Judges

Publications Category; Shoestring Category; Special Projects, Programs, Campaigns Category; Special Events Category; and Premier Performance Category Judges

David A. Feinberg, New York-Presbyterian Hospital
Lisa Harter, George Washington University School of Medicine and Health Sciences
Deborah Hunter-Snow, University of Alabama at Birmingham Health System
Elizabeth Rigby, Partners HealthCare System

Electronic Communications Category Judges

Pattie Cuen, UCLA Health System
Gary Mans, University of Louisville Health Sciences Center
Richard Puff, University of Cincinnati

Robert G. Fenley Writing Category Judges

Susan Alcorn, Geisinger Health System
Michael Keating, Beth Israel Deaconess Medical Center
Maria Pantages Ober, Boston Medical Center and Boston University School of Medicine

2013 GIA Awards for Excellence Chair

David B. Anderson
Associate Dean for Advancement, University of North Carolina School of Medicine
President, The Medical Foundation of North Carolina, Inc.

The GIA extends its gratitude to David and his colleague at University of North Carolina School of Medicine, James O’Brien, for overseeing and administering the awards competition, and to each of the judges for volunteering his or her time and expertise. Many thanks to all who submitted entries.
GIA Award for Excellence
Publications Category: Single or Special Issue

The BirthPlace, Westwood
UCLA Health System

With 2,200 births each year, the labor and delivery department at Ronald Reagan UCLA Medical Center in Westwood is one of Southern California’s busiest and most comprehensive maternity centers. The past year was focused on producing the first-ever comprehensive, educational, high-end brochure that would convey the professionalism and many services of the newly named The BirthPlace, Westwood.

The Challenge:
The materials being handed out to prospective clients at Westwood did not reflect the UCLA brand or the professionalism of the care given at the hospital. UCLA also has maternity services at its Santa Monica hospital. Although they both provide comprehensive maternity services, Santa Monica had long ago branded its program as “The BirthPlace” and developed its own materials and advertising over the years. Upon realizing the lack of up-to-date marketing materials, a work group of nurses and physicians representing both hospitals came together to discuss branding the maternity programs under one name and creating updated materials for both.

The Solution:
The work group formed by the marketing department discussed bringing “The BirthPlace” name used in Santa Monica to the Westwood hospital and promoting the services together, but highlighting the distinctions of each, and showing the value of being part of a larger health system that offers women many choices. During the first meeting, the group embraced these concepts and agreed to brand the services “The BirthPlace, Westwood” and “The BirthPlace, Santa Monica.” The first priority was to create a comprehensive brochure for the newly named The BirthPlace, Westwood. Written in friendly, descriptive tones, the brochure welcomes parents to the Westwood program and highlights special services that set the Ronald Reagan UCLA Medical Center apart, including high-risk pregnancy care, fetal diagnostics, 24-hour obstetrical anesthesia, nurse midwives program, a newborn care unit, and a neonatal ICU.

The Results:
The design on the English and Spanish brochure reflects the UCLA Health System brand. Its overall effect is a feeling of a comprehensive center that offers a woman whatever she needs for her birthing experience in a caring and professional environment. The writing and design reinforce the branding tagline: It begins with U. The brochure showcases the maternity services in an impressive way that truly reflects what patients can expect from UCLA.

Judges said: “Wonderful work, beautiful photography and branding. Inserts are great for customization.”
Contact: Judi Goodfriend, jgoodfriend@mednet.ucla.edu
Discoveries
UC San Diego Health Sciences

Discoveries magazine is the University of California, San Diego Health Sciences annual publication that highlights the innovations in research, health care, and education across the enterprise that comprises both clinical and academic entities. In its third year, Discoveries continues to highlight collaborative and cross-disciplinary research for which UC San Diego is renowned. The magazine is included in faculty recruitment packets, is given to new faculty and medical staff, is distributed at board meetings and special events for alumni and community members, and is used by development officers in major gift proposals as part of its current $5 million campaign.

The Challenge:
Discoveries was conceptualized as a publication that would speak to the quality and innovation of basic, translational, and clinical medicine with two main goals: to help raise the awareness and reputation of UC San Diego Health Sciences among other institutional leaders in the region and nationally, and to be used as a development tool to educate and inspire potential major donors, including alumni. The design and stories in the publication needed to appeal to a large and varied external audience, including faculty, referring physicians, alumni, donors and friends, deans, and hospital CEOs.

The Solution:
UC San Diego Health Sciences created a high-quality, visually attractive, and well-designed publication that reflects the reputation, success, leading-edge research, and major accomplishments of the faculty. In addition to top-notch design and photography, the stories needed to be well-written to reflect the best, most unique contributions in research or patient care by UC San Diego Health Sciences over the last year. Written and edited entirely in-house, the stories chosen represent UC San Diego’s mission of education, research, service, and excellent and compassionate patient care.

The Results:
Since the first issue came out in the spring of 2010, Discoveries has improved upon its design and enhanced the best features of past issues, continuing on the visual themes of discovery, including San Diego’s signature topography on the cover and use of original photographs and illustrations inside. The institution has received hundreds of comments and letters from physicians, researchers, and administrators about how pleased and proud they are to have Discoveries represent their work, or department. Requests for copies continue to pour in from patients, libraries, chambers of commerce, and special interest health care groups in the region.

Judges said: “A stand out in the category. Love the innovative typography. Who knew you could take a different picture of the dean instead of replicating the same one?”

Contact: Debra Kain, ddkain@ucsd.edu
**GIA Award for Excellence**

**Publications Category: Internal Audience Periodicals**

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**Dome**

**Johns Hopkins Medicine**

*Dome* is the employee publication for Johns Hopkins Medicine, which includes the Johns Hopkins University School of Medicine and an integrated health system that has expanded in recent years to encompass six hospitals located in Baltimore, the Washington, D.C., area and Tampa, Fla., as well primary care and home health care networks. *Dome* uses its narrative stories to instill employees with a sense of pride in the mission of the organization, to motivate them to go the extra mile, and to recognize their accomplishments.

**The Challenge:**

With this rapid growth of Johns Hopkins Medicine in both size and geographical spread, *Dome*’s primary objective is to keep employees informed and invested in major initiatives and priorities, such as restructuring the enterprise, implementing an electronic medical record system, conveying leadership messages, and establishing new facilities.

**The Solution:**

*Dome* is also published online, but a print version remains so that the varied audience—from security guards and cafeteria workers to physicians, researchers and top administrators, as well as patients and visitors to our various locations—are able to pick up copies from the publications stands. Johns Hopkins Medicine learned through employee focus groups and other feedback that the printed version continues to be, for many employees whose jobs do not include using a computer, the only way they keep up with institutional news. One nurse summed it up well: “I cannot take time during my 12-hour shift to browse the Hopkins intranet for news, and that’s just not something I think of doing when I’m not at work.”

**The Results:**

Top leaders throughout the organization regularly urge employees to read *Dome* “to learn about what is going on and what it is important.” The major task forces working on enterprise-wide initiatives consider *Dome* as the critical vehicle to get information to employees.

**Judges said:** “Outstanding graphics and design far exceeding my expectations of what an internal employee publication should be. Conveys pride of institution.”

**Contact:** Mary Ann Ayd, mayd@jhmi.edu
GIA Award for Excellence  
Electronic Communications Category: Web Sites

**Department of Psychiatry Web Site Transformation**  
University at Buffalo School of Medicine and Biomedical Sciences

In 2008, the School of Medicine and Biomedical Sciences launched a project to transform Web communication practices at the University of Buffalo. The school identified stakeholder goals, determined the primary audience, and developed content strategy that aligned content development with the primary audience information requirements. Among the transformed sites is the Department of Psychiatry Web site, which launched June 25, 2012.

**The Challenge:**  
The Web site at the School of Medicine, like so many other institutions, developed in a haphazard manner wherein staff and faculty with little communications or marketing experience piecemealed content together, resulting in a site with little consistency and little content quality and depth across the school’s departmental sites, including the Department of Psychiatry. The effort to transform the Department of Psychiatry Web site sought to meet the specific information requirements of prospective medical students, residents, fellows, and faculty. In addition, the department needed to align with school and university branding and messaging.

**The Solution:**  
As part of the overall transformation process, the university acquired a content management system and designed, tested, and implemented the templates. The Department of Psychiatry then focused on information architecture, content, and messaging. The transformation process included reorganizing content, completing faculty profiles, leveraging data based on faculty files to provide an overall picture of research in the department via recent faculty publications, and developing a “Faces and Voices” content area to address prospective resident questions about the program, faculty, and research opportunities.

**The Results:**  
Identifying the information requirements of prospective audiences, along with tested solutions that came from the university-wide transformation project, proved invaluable to successful deployment.

- Bounce rates and exit rates are exceptionally low in key areas, indicating that viewers are sticking with the site in these areas. Further, viewers are spending quality time on important pages.
- The overall site bounce rate is 52 percent and overall exit rate is 20 percent.
- The Education and Training area receives 64 percent of site traffic.
- Pages with content important to prospective residents (curriculum, salary and benefits, research, faces, and voices) have 0 percent bounce and extremely low (<10 percent) exit rates.
- Average time on faculty profile pages is 2 minutes, showing that viewers are engaging with the content; the exit rate is 47 percent.
- Site visitors average more than a minute in news and research areas; exit rates for both are 30 percent.
- Exit rates are higher where they are naturally expected: apply and contact pages.

**Judges said:** “An extremely well-thought out and designed project. A good example of a process that typically becomes overrun with issues. Nice measurement of project results.”

**Contact:** Kathleen A. Wiater, kwiater@buffalo.edu
GIA Award for Excellence
The Robert G. Fenley Writing Category: General Staff Writing

“The Ph.D. Defense”
By Kalani Simpson
UNMC Today
University of Nebraska Medical Center

UNMC Today, the online campus newsletter of the University of Nebraska Medical Center, recently took a unique approach to a common, shared experience that many go through at the university: Ph.D. defense. Everyone who has been through the experience of defending their thesis remembers it readily, perhaps vividly. It is a rite of passage, which begins with nerves and ends in giddy relief.

The experience, although different for everyone, has many commonalities. The author conveys this shared experience by using the specific to show the universal: arriving early, listening to the clock tick, hoping someone or anyone will show up, and testing the laser pointer again and again.

An excerpt:
The Ph.D. candidate was there at 8:20 for a 9 a.m. presentation, because that is what you do on the day of your final oral defense. By 8:40, a box of donuts and a pot of coffee were ready on the table in the back. Her PowerPoint presentation was up, its cover page showing on the projector screen. “Do you need a laser pointer?” someone asked. She had one, of course. Still: “Let me check it one more time.”

Then the room was quiet. The clock ticked. Five minutes later: “I hope everyone remembers to come,” she said. The air-filtration system whispered.

At the stroke of 9 the room bustled, maybe 30 people in all. “After all the years of hard work,” the committee chair said, “she is ready to defend.” She gave her presentation. It took 45 minutes. The room was rapt...

...Then, the acknowledgements, with photos: Lab mates and mentors, a team picture. Friends. The sister whose wedding she’d missed. The father who told her it was OK to leave their conservative family to become a scientist in the U.S. A toddler son in a football shirt. “I thank him for waking me up every day at 3 a.m.,” she said. “He has no snooze button.” The husband, who stayed up all hours with her when she had to do experiments at odd times so the cells wouldn’t die. They went to IHOP for breakfast afterward. They’d made it work. All to get to this day.

Judges said: “Perfect! Wonderful example of creative writing. Pulled the heart strings just enough to choke me up. Love the concept.”
Contact: Kalani Simpson, kalani.simpson@unmc.edu
“The Human Price and Medical Dilemma of Organ Trafficking”
By Pat Shellenbarger
Edited by Geri Kelley
MD Magazine
Michigan State University College of Human Medicine

MD Magazine, a biannual publication of the Michigan State University College of Human Medicine, features stories ranging from leading edge research to medical ethics issues. The content reflects MD Magazine’s appeal to a wide range of readership with stories that simultaneously reflect how the college is making a difference in the lives of others. Thus, when a story about organ trafficking came to light, MD Magazine was the perfect vehicle to tell this thought-provoking story to perhaps spark debate and lend credibility to the publication as a source for uncommon, valuable information.

This story begins nearly a decade ago when Dr. Monir Moniruzzaman became aware of the problem of illegal organ trafficking during graduate school. He travelled to Bangladesh to conduct field research, but initially found the illegal network impenetrable: doctors denied organs were being obtained illegally, and organ donors were reluctant to talk about it because of the stigma. Moniruzzaman eventually found a cooperative broker who put him in touch with a donor. Over the following months, Moniruzzaman interviewed 30 men and three women who had sold their organs.

An excerpt:

The 23-year-old rickshaw puller needed money, and the newspaper advertisement promised plenty if he would donate a kidney. He didn’t know what a kidney was, but the broker told him he had two and could sell his “sleeping kidney,” a noble gesture that would bring him wealth and leave him with no ill effects.

He agreed, but when his kidney didn’t match a recipient, the broker talked him into donating part of his liver. That’s even better, the broker assured him, since the liver, unlike a kidney, regenerates. Reluctantly, he complied, although he felt like a kurbanir goru, a sacrificial cow slaughtered on a religious day.

Since then, his health has declined, he has been unable to work, and he has become socially isolated. The people in his village scorn him as the “liver man.” The broker paid him $2,000, half the promised amount. “It’s better for me to die today, since I still have my funeral expenses,” he said, “but if I die in a few years, who will take care of my corpse?”

Judges said: “A compelling piece from start to finish on a horrific topic. Tight, concise and gripping. Now THAT is good writing.”
Contact: Geri Kelley, geri.kelley@hc.msu.edu
GIA Award for Excellence
Special Projects, Programs, or Campaigns Category: Development

Honoring a Community – Gilbert Manor and Georgia Health Sciences
Georgia Regents University

When Georgia Health Sciences University (GHSU) needed to increase clinical training space for the state’s only dental school, it identified a 15-acre tract of land on the east side of the university campus, known as Gilbert Manor neighborhood. Built in 1941 to provide low-income housing to the citizens of Augusta, Ga., Gilbert Manor housed approximately 3,500 families; however, the apartments had also deteriorated to the point they no longer provided optimal living conditions for its residents. The City of Augusta, which owned the property, decided to gift the land to GHSU and relocate its residents to better homes. Recognizing the significant sacrifice of the Gilbert Manor residents, the president of the university pledged to honor them and the property’s namesake.

The Challenge:
There was considerable concern among the Gilbert Manor residents about repurposing the land as well as the prospect of moving. GHSU’s goal was two-fold: to honor the sacrifice made by the residents of Gilbert Manor, and to involve the African American community in the design of the monument and the commemoration event. In addition, among other challenging factors, the university president who committed to this project had left the university. However, the new president not only chose to honor the commitment, but brought honor to the process.

The Solution:
The overarching goal was to create an event for the community that appropriately honored its sacrifice. So, too, was designing a monument with input from the community, thereby recognizing its deep, rich heritage. The Gilbert Manor community and other members of the African-American community had a powerful voice in the formulation of GHSU’s strategies in putting together the dedication ceremony to honor the residents of Gilbert Manor neighborhood.

The Results:
The Gilbert Manor Dedication Ceremony took place February 25, 2012, on the grounds of the former residential community, in the shadow of the newly erected College of Dental Medicine building. The design of the Gilbert Manor Monument, which stands close by, incorporated materials salvaged from the original neighborhood, including original dedication plaques listing President Franklin D. Roosevelt and scholar John Wesley Gilbert, for whom the community was named. The success of the event can be qualified by the commitment fulfilled, the inclusivity of the monument design process, and the magnanimous spirit of the dedication ceremony.

Judges said: “Moving tribute. A creative way to handle what might have been a challenging community controversy.”
Contact: Susan Barcus, sbarcus@georgiahealth.edu
Engaging Doctors to Raise Funds from Grateful Patients
Johns Hopkins Medicine

In 2008, Johns Hopkins University concluded a nine-year capital campaign that generated $3.7 billion in gifts and pledges. Of that total, Johns Hopkins Medicine raised $2.1 billion—a record in academic medicine. Upon review of the gift sources, it became clear that they needed, but lacked, a systematic, effective method to increase the number of grateful patient prospects. Thus, they conducted a study to generate data on the relative effectiveness of educational approaches used to increase academic physicians’ involvement in grateful patient fundraising.

The Challenge:
Because most physicians interact directly with patients, they are central to grateful patient fundraising; however, most have never been trained how to respond to patients’ inquiries about philanthropy or how to partner with development personnel. Review of relevant literature revealed that there was no empirical research into grateful patient philanthropy, only anecdotes suggesting that collaborations between physicians and development professionals can result in successful fundraising from grateful patients. Although many institutions have guidelines that suggest ways for physicians to interact with patients who offer gifts or express gratitude, evidence is lacking about what really works.

The Solution:
Johns Hopkins Medicine set out to generate sound evidence of approaches that work well for involving physicians in grateful patient fundraising. The institution hypothesized that an interactive, one-on-one coaching relationship between a physician and a development professional would yield more qualified referrals than other more passive approaches such as lectures or e-mails. Thus, a randomized comparative effectiveness trial was designed to determine which of three educational interventions best affected academic physicians’ involvement of grateful patient fundraising. Effectiveness was measured by the number of qualified referrals ($25,000 minimum gift over five years) that participating physicians made to development professionals.

The Results:
Researchers found that when development officers spend one-on-one time with physicians to teach them fundraising best practices and how to recognize potential grateful donors, the physicians are more likely to collaborate with the development team to provide qualified referrals than if they receive lecture-style group training or instructional materials. The coaching method, applied to randomly selected physicians who lacked prior experience with philanthropy, yielded impressive results, and the skills and techniques that physicians have learned through coaching continue to have impact. In fact, in the fiscal year after the study was completed, faculty in the neurology department made 150 referrals of potential donors, whereas the same group made approximately 15 referrals just two years earlier—a 900 percent increase in activity. In addition, each department’s work plan now measures the number of interactions between physicians and gift officers as well as the number of referrals of potential donors so these metrics can be reported to the clinical director, who, in turn, incorporates development activity as part of the annual review of the department’s physician group.

Judges said: “Data talks! Good job. A much-needed piece of research to advance the development profession.”
Contact: Steven Rum, srum1@jhmi.edu
This Is What We Do
UW Medicine

UW created a four-and-a-half-minute video directed toward new and existing UW resident physicians. The primary purpose of the video is to introduce, or re-familiarize, the audience with the philosophy behind UW Medicine’s ongoing “Patients Are First” internal campaign. The secondary goal is to bolster the sense among residents that their role in providing high-quality, patient-centered care is critically important and integral to the overall success of UW Medicine.

The Challenge:
UW Medicine wanted students first entering its system to have something they could easily be introduced to and cause immediate engagement. With regard to patient care, telling residents that patients are a priority is something they already know through their day-to-day interactions with patients. The question became how to engage residents long enough to teach them something they already think they know.

The Solution:
To provide a new perspective, the video communicates the benefits of the “Patients Are First” approach through smaller, more personal stories by emphasizing the powerful, cumulative effect of simple actions. It explores the quiet moments that truly make a difference to patients—the times when residents pause to catch their breath, the instances when a patient or a worried family member interacts with a resident in a particularly meaningful and memorable way.

The Results:
The video contains a series of interviews introducing residents and program directors, among others. Speaking to the camera directly, openly, and honestly, without hype or pretense, anecdotes are related that frame “Patients Are First” in a human context. True stories are told about small actions that may have gone largely unnoticed, but ultimately resulted in a more positive patient experience. By weaving these stories together, they create a story arc that chronicles the resident experience, traveling through time, across departments, from one person to the next, one moment to the next, and shows that if you look behind the obvious, you will find universal truths that can lead to success, not only for patients, but for the residents themselves and for UW Medicine.

This video was first shown at Resident Orientation on June 20, 2012. The school received many requests for the video to be shown to other groups and released to a wider audience because of the clear message promoting “Patients Are First,” while also articulating the life of a resident.

Judges said: “A video is worth a thousand words. This is a topic that often gets ignored. So smart to focus on resident engagement.”
Contact: Jessica Druschba, jessdru@uw.edu
**GIA Award for Excellence**  
**Premier Performance: Public Affairs**

**HERE Initiative**  
**UC San Diego Health Sciences**

In 2012, UC San Diego Health Sciences took a major step forward in its efforts to meet the needs of the underserved communities of southeast San Diego and South Bay with the launch of the HERE Initiative, which stands for Health + Education + Research = Empowerment. UC San Diego’s ambitious and far-reaching outreach program seeks to address issues residents face, such as access to essential health care services, education, and workforce development opportunities.

**The Challenge:**
In 2010, physicians, researchers, staff, and leadership met to discuss outreach strategies to address community needs and concerns, and to provide an opportunity for UC San Diego Health Sciences’ staff to expand their capabilities to meet the organization’s missions. The health sciences government and community affairs team was tasked with assessment of opportunities for engagement, expansion of existing programs and services, and development of programs, services, and resources that would contribute to the community’s health via historically underserved communities.

**The Solution:**
Staff assessed community needs based on available health and education trends/statistics, and through face-to-face interviews with community leaders. As a result of the assessment, nine projects comprising the HERE Initiative were developed, approved, and implemented.

Health projects include a health fair outreach program and facility development. Education projects include partnerships with community colleges and agencies for job training, facility tours, high school health academy sponsorship, and speakers’ bureau expansion. Research projects include clinical and translational research institute education, grant collaborations, and partnership with community colleges for research. UC San Diego also created a center to promote and support research about the cultural, environmental, physical, behavioral, and biological causes that contribute to health and education disparities in America.

**The Results:**
Since the launch of the HERE Initiative, five of the nine projects have been completed and four are in progress. In fiscal year 2012, UC San Diego Health Sciences increased health and education services to the target communities by 242 percent through community health fairs; increased speakers’ bureau presentations about health care and research topics by 253 percent; and increased tours of the organization’s facilities by 212 percent. The institution is entering into arrangements with high school health academies that will increase educational opportunities for more than 900 students and their families. The health system is in talks with community clinics and other clinical partners to provide more health care services, and is developing strategic plans to build additional facilities in the area. The health system is partnering with community colleges to align training programs with workforce needs and expand collaborative training relationships.

**Judges said:** “The people of San Diego are lucky to have the HERE Initiative. Truly outstanding. Comprehensive community assessment is a standard of excellence to which we must all aspire.”

**Contact:** Aaron J. Byzak, abyzk@ucsd.edu
# 2013 Honorable Mentions

## Publications Category: Single or Special Issue

**TEAM Science**  
NYU School of Medicine

## Publications Category: External Audience Periodicals

**Stanford Medicine Magazine**  
Stanford University School of Medicine

## Electronic Communications Category: Audio and Video

**Jessica Pederson**  
University of Michigan

**CTSI Video**  
University of Minnesota Academic Health Center

**Premature Parenthood**  
University of Michigan

## Electronic Communications Category: Web Sites

**Transforming Rush**  
Rush University Medical Center

**Web Site Heal Thyself: The Making of UF&Shands.org**  
UF&Shands, the University of Florida Academic Health Center

## Electronic Communications Category: Social Media

**City of Hope Super Foods and Super Health**  
City of Hope

## Electronic Communications Category: Mobile and Apps

**CoachSmart Mobile App**  
Vanderbilt University Medical Center

## The Robert G. Fenley Writing Category: Solicited Articles

“Walking Wounded”  
By Dana Goldman  
Edited by Rhonda Mullen  
Emory Health Magazine

## Special Events Category: Public Relations

**Johns Hopkins Medicine New Clinical Buildings Expo**  
Johns Hopkins Medicine

**Student Plaza Dedication**  
University of Nebraska Medical Center

## Special Projects, Programs or Campaigns Category: Development

**Perelman School of Medicine Annual Giving Email Infographic Series**  
University of Pennsylvania Perelman School of Medicine

## Special Projects, Programs or Campaigns Category: Public Relations

**University of Maryland Full Face Transplant**  
University of Maryland

**Mechanical Circulatory Support Program/Total Artificial Heart**  
USC Health Sciences, University of Southern California

## Special Projects, Programs or Campaigns Category: Marketing

**Fall 2011 Breast Cancer Campaign**  
Ohio State Comprehensive Cancer Center, James Cancer Hospital and Solove Research Institute

## Shoestring Category: Marketing

**Perfexion Laser Light Direct Mailer**  
Penn State Milton S. Hershey Medical Center

## Premier Performance Category: Public Relations

**Mayo Clinic on Everest 2012**  
Mayo Clinic