



Healthcare Association
of New York State

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HANYS RECEIVES FOUR PRESTIGIOUS NATIONAL AWARDS FOR EXCELLENCE IN HEALTH CARE MARKETING AND ADVERTISING

State Budget Fight TV Advertisement and Web Site Among Top Winners

Trustee Training Materials, Nursing Newspaper Ad Also Recognized

ALBANY, N.Y.—The Healthcare Association of New York State (HANYS) recently received four of the nation's most prestigious awards for excellence in health care marketing and advertising as part of the 26th annual Healthcare Advertising Awards. Sponsored by *Healthcare Marketing Report*, a leading national publication covering all aspects of health care marketing, advertising, and strategic business development, the Healthcare Advertising Award is the largest, oldest, and most respected awards competition in the field.

“As a successful advocacy organization, communicating effectively with a variety of audiences and stakeholders is crucial. Getting the right message to the right people at the right time is of paramount importance,” commented HANYS’ President Daniel Sisto. “We are happy to be recognized for our efforts and we take pride in our ability to execute campaigns and tools that creatively and effectively communicate our members’ often complex priorities.”

HANYS received the following awards:

- **New Media Gold Award** for the www.helpyourhospital.org Web site. This unique public education and engagement Web site, conceived and created by HANYS’ staff, generated more than 30,000 letters and e-mails to state legislators from ordinary New Yorkers across the state who were opposed to state health care cuts. The site also generated more than 13,000 signatures on an online petition.
- **Television Ad Silver Award** for the [“Think Again”](#) TV spot. Conceived and scripted by HANYS’ staff and produced in Albany, New York, by Time Warner Cable, this spot provided a candid, emotionally powerful portrayal of a couple rushing their young child to the hospital only to find it closed. The ad culminates with a call to action encouraging viewers to visit the www.helpyourhospital.org Web site to fight state budget cuts.
- **Publication/in-House Silver Award** for the [Boardroom Basics](#) publication. This comprehensive publication was written and designed by HANYS and Healthcare Trustees of New York State. It provides an easy-to-use guide to assist health care providers in educating their trustees about the varied and complex responsibilities associated with health care trusteeship.

- **Newspaper Ad Merit Award** for HANYS' [nursing shortage advertisement](#). This ad, conceived and designed by HANYS' staff, powerfully and simply articulates the problem of existing nursing shortages and promotes specific legislation designed to increase nursing supply.

In all, in this year's competition more than 3,600 entries were received in 28 categories. A national panel of judges reviewed all entries based on creativity, quality, message effectiveness, consumer appeal, graphic design, and overall impact.

The Healthcare Association of New York State (HANYS) is the only statewide hospital and continuing care association in New York State, representing more than 550 non-profit and public hospitals, nursing homes, home care agencies, and other health care organizations.