

**Media contact:**

Kelly M. Perritt

[kelly.Perritt@providencehospitals.com](mailto:kelly.Perritt@providencehospitals.com)

Mobile: 803-315-1515

For Release: November 17, 2016

## **PROVIDENCE HEALTH RECEIVES TOP MARCOM HONOR FOR HEALTHCARE MARKETING**

**COLUMBIA, SC** – Providence Health is proud to announce that it received MarCom Award's top honor, a platinum award, for the "I Believe" rebranding campaign, as well as two gold medals and two honorable mentions for other communications initiatives.

MarCom Awards is an international competition recognizing outstanding achievement by marketing and communication professionals, in all fields, worldwide. Judges are industry professionals looking for projects that exceed a high standard of excellence and serve as a benchmark for the marketing/communications industry.

This year, there were over 6,500 entries, submitted by corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers in nineteen different countries.

Providence Health's recognitions are as follows:

- Branding Refresh – **PLATINUM** Award
  - "I Believe in Providence" Campaign
- Business to Consumer Website – **GOLD** Award
  - YourProvidenceHealth.com
- Calendar – **GOLD** Award
  - "I Believe" Calendar
- Web Blog – **Honorable** Mention
  - Hospital Biz: Pastoral Puppetry and Succotash for the Sufferin'
- E-Communication – **Honorable** Mention
  - What's Happening Employee E-Newsletter

"I am exceedingly proud of our team's ability to find new and engaging ways to communicate our message," says Providence Health Marketing and Communications Director Kelly Perritt, PhD. "Being recognized with these honors is confirmation that we are producing the quality of work that is the hallmark of Providence Health."

The Platinum Award is presented to the most outstanding entries, recognized for excellence in quality, creativity and resourcefulness. The Gold Award is presented to those exceeding the high standards of the industry norm. Platinum and Gold Winners are listed at [www.marcomawards.com](http://www.marcomawards.com).

**About Providence Health:** A part of LifePoint Health, Providence Health is the leading provider of cardiovascular and orthopedic services in the Midlands. Providence is composed of two hospitals, sixteen physician practices, a network of rehabilitation centers, two sleep centers, an imaging and diagnostics lab, a school of cardiac diagnostics and an accredited chest pain center. In total, Providence employs more than 1,800 dedicated staff. Founded in 1938 by the Sisters of Charity of St. Augustine, Providence is known statewide for outstanding clinical quality and compassionate care. Providence Health was recognized nationally by U.S. News & World Report, tying for second place as the Best Hospital in South Carolina. In addition, the Centers for Medicare & Medicaid Services awarded Providence Health a 4-star rating, which is the highest rank issued to a Columbia health care entity. The Providence open heart surgery program has consistently ranked in the top 15 percent of open heart programs in the nation. Both orthopedics and cardiac services have received the South Carolina BlueCross BlueShield Blue Distinction Center designation. For more information, visit [YourProvidenceHealth.com](http://YourProvidenceHealth.com).

**About MarCom Awards:** MarCom is one of the oldest, largest and most prestigious creative competitions in the world. MarCom is sponsored and judged by the Association of Marketing and Communication Professionals (AMCP), a 22-year-old international organization consisting of several thousand creative professionals. As part of its mission, AMCP fosters and supports the efforts of creative professionals who contribute their unique talents to public service and community organizations. Over the past few years, AMCP has given over \$200,000 in charitable contributions.

-###-