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**PROVIDENCE HEALTH RECEIVES FOUR ASTER AWARDS  
FOR HEALTHCARE MARKETING**

COLUMBIA, SC – Providence Health is proud to announce that it has received four 2017 Aster Awards for healthcare marketing and communications. The Aster Awards Program recognizes the nation’s most talented healthcare marketing professionals for outstanding excellence in advertising. Participants include both facility-staffed marketers as well as marketing agency professionals. Entries are judged by a panel of independent experts, and a winning designation represents a top tier score amongst similar sized organizations. This year’s awarded entries are as follows:

- E-Newsletter – Gold –Internally emailed newsletter
- Calendar – Silver – Making Communities Healthier Calendar
- Blog – Silver - *How to secretly throw a healthier holiday party: Plus a recipe for Pecan tarts*
- TV/Video Advertising – Bronze – Bob Coble “I Believe” Commercial

“We continue to seek new avenues of engagement while maintaining the traditional tools that make sense in our market,” says Providence Health Marketing and Communications Director Kelly Perritt, PhD. “Our team is proud to be recognized for our newer digital formats as well as our traditional print and television formats, which demonstrates a strong and effective mix in our marketing efforts.”

All winners are posted on the Aster Awards' website, as well as published in *Marketing Healthcare Today*, a national healthcare marketing magazine.

**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, numerous physician practices, several 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. Providence has received the South Carolina BlueCross BlueShield Blue Distinction Center designation for orthopedics. For more information, call 800-424-DOCS or visit [YourProvidenceHealth.com](http://YourProvidenceHealth.com).

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