



PROVIDENCE HOSPITALS

**Media contact:**

Steph Bilovsky

[stephanie.bilovsky@providencehospitals.com](mailto:stephanie.bilovsky@providencehospitals.com)

Phone: 803-256-5875

**PROVIDENCE HOSPITALS RECEIVES FIVE ASTER AWARDS FOR HEALTHCARE MARKETING**

COLUMBIA, SC – Providence Hospitals is proud to announce that it has received five 2015 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. The awarded entries are as follows.

**Gold Awards:**

- Christmas E-Card - Category: Single E-Newsletter
- Elevator Wraps - Category: Poster/Display – Series

**Silver Awards:**

- Survivor Sash - Category: Advertising Specialty
- 2015 Calendar - Category: Calendar
- Annual Report - Category: Annual Report

“In today’s field, you have to do more than put words on paper. You have to get your message onto people’s phones, into their inboxes, onto their walls and into their walking space. To be recognized for our communication in just one of those arenas is an honor,” says Kelly Perritt, Director of Marketing and Communications for Providence Hospitals. “Receiving five awards is a true testament to our team’s efforts to get the message to our audience through a variety of channels.”

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

**About Providence Hospitals, a ministry of the Sisters of Charity Health System:**

Providence Hospitals is the leading provider of cardiovascular and orthopedic services in the Midlands. Providence is composed of two hospitals, thirteen physician practices, a network of rehabilitation centers, two sleep centers, a school of cardiac diagnostics and is an accredited chest pain center. In total, Providence employs more than 2,000 dedicated staff.

Founded in 1938 by the Sisters of Charity of St. Augustine, Providence is known statewide for outstanding clinical quality and compassionate care. The Providence open heart surgery program has ranked consistently in the top 15% of open heart programs for the past six and one-half years. Both the orthopedics and cardiac services have received the South Carolina BlueCross BlueShield Blue Distinction Center designation. For more information, visit: [www.providencehospitals.com](http://www.providencehospitals.com).

**About the Aster Awards:**

The 2015 Aster Awards received thousands of entries from across the United States, Canada and South America. Participants compete against similar-sized organizations in their category. Awards were issued for entries that received marks from judges that place them in the top tier of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal. For more information visit: <http://www.asterawards.com/>.

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