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## **Colorado Healthcare Communicators Awards Gold Leaf Awards to Best in Healthcare Communications in 2017**

**DENVER, COLO.** – Nov. 20, 2017 – The Colorado Healthcare Communicators recently honored several Colorado organizations with its Gold Leaf Awards, which recognize the best in healthcare communications, marketing and public relations. Each award entry was scored by three independent judges, and there are three levels of awards based on the composite score – Gold, Silver and Bronze. There are also three special “Judges’ Choice” awards that recognize the top entries in three categories – Provider Project of the Year, Nonprofit Project of the Year and Agency Project of the Year. From those three winners, a Grand Gold Leaf winner is selected by all judges.

The Colorado Healthcare Communicators congratulates this year’s top winners:

- **Grand Gold Leaf:** Center for Health Progress – Waiting for Health Equity – Writing
- **Provider Project of the Year:** Front Range Orthopedics & Spine – Website – Website
- **Nonprofit Project of the Year:** Center for Health Progress – Waiting for Health Equity – Writing
- **Agency Project of the Year:** GKC PR – Infertility Awareness Week – Community Relations: One-Time

The other award winners include:

<b>ORGANIZATION</b>	<b>CAMPAIGN TITLE</b>	<b>CATEGORY</b>
<b>GOLD LEAF AWARDS</b>		
Center for Health Progress	Waiting for Health Equity	Communication Program: Budget over \$25,000
Center for Health Progress	Waiting for Health Equity	Writing: Articles/Stories
Centura Health Physician Group	Improving Internal Communications through Strategy, Imagination and Storytelling	Newsletter: Electronic
Colorado Health Institute	Knowledge is Power: Illuminating Public Policy	Writing: Articles/Stories
Colorado Hospital Association	Understanding the Impact of	Collateral: Budget under

	Colorado Hospitals	\$10,000
Colorado Hospital Association	Advocating for the Creation of the Hospital Provider Fee Enterprise	Public Affairs
GKC PR/Fertility Centers of Illinois	National Infertility Week	Community Relations: One-Time
Front Range Orthopedics & Spine	Front Range Orthopedics & Spine Website	Website
Sky Ridge Medical Center	Sky Ridge Spine & Total Joint Center Campaign	Advertising: Integrated Ad Campaign with Budget under \$100,000
<b>SILVER LEAF AWARDS</b>		
Center for Improving Value in Health Care	CIVHC's Change Agent Platform	Communication Program: Budget under \$5,000
Children's Hospital Colorado; GroundFloor Media	Children's Hospital Colorado Advocates to Protect Kids from Rushed Changes to National Healthcare Legislation	Media Relations: Budget over \$10,000
Children's Hospital Colorado Foundation	Courage Is... Campaign Impact Report	Annual Report: Budget under \$10,000
Children's Hospital Colorado Foundation	'More Nights at Home' Donor Thank You Package	Collateral: Budget under \$10,000
Children's Hospital Colorado Foundation	Courage Is ... Campaign Magazine	Newsletter: Printed
Colorado Health Institute	Hot Issues in Health Care	Event: Large (more than 200 attendees)
Colorado Hospital Association	Telling the Story of Colorado Hospitals	Media Relations: Budget under \$10,000
Delta Dental of Colorado	We Are the 4% Video	Video: Budget under \$5,000
Delta Dental of Colorado	Kids Explain What Makes Them Grin Video	Video: Budget under \$5,000
Delta Dental of Colorado	The 4% Campaign	Social Media: Single/Multiple Social Platforms

Donor Alliance	Donation Essentials: Expanding Awareness of Organ, Eye and Tissue Donation and Transplantation	Social Media: Blog
Front Range Orthopedics & Spine	Grand Opening Campaign	Advertising: Integrated Ad Campaign with Budget under \$100,000
Lutheran Medical Center; Good Samaritan Medical Center; GroundFloor Media	Hand Hygiene 1-2-3	Video: Budget under \$5,000
Penrose-St. Francis Health Services; Clementine Healthcare Marketing	Bloom	Newsletter: Printed
Vanguard Communications; CU Advanced Reproductive Medicine	Pediatric Cancer Survivor Celebrates Fatherhood	Writing: Articles/Stories
Vanguard Communications; CU OB/GYN & Family Planning	CU OB/GYN & Family Planning New Website	Website
<b>BRONZE LEAF AWARDS</b>		
Armada Medical Marketing	Armada Medical Marketing Uses Healthcare Communications to Bring Radiology to Life in Dallas- Fort Worth	Writing: Articles/Stories
Center for Health Progress	Changing the Narrative on Colorado's Immigrants	Media Relations: Budget over \$10,000
Children's Hospital Colorado	Flight for Life Teams Up with Children's Hospital Colorado to Launch New Helicopter	Communication Program: Budget \$5,000 - \$25,000
Colorado Health Institute	The Affordable Care Act Strike Team: Keeping Colorado Updates	Communication Program: Budget under \$5,000
Colorado Hospital Association	Where for Care	Communication Program: Budget \$5,000-\$25,000
Dave Bowden TV	The Case for Organics	Video: Budget under \$5,000
Donor Alliance	New Website	Website
Reach Out and Read Colorado	2016 Annual Report	Annual Report: Budget under

		\$10,000
Reach Out and Read Colorado	Brand Book	Collateral: Budget under \$10,000
Reach Out and Read Colorado	One Family. One Prescription. One Purpose.	Video: Budget Over \$5,000
Telligen	C-TraC Communications Program	Communication Program: Budget under \$5,000
Tri-County Health Department	2016 Annual Report	Annual Report: Budget under \$10,000
Vanguard Communications; CU Department of Women's Health	Women's Health E-Newsletter, July 2017	Newsletter: Electronic

The Gold Leaf Awards are an annual program by the Colorado Healthcare Communicators. Entry submission for the 2018 awards will open in the summer of 2018.

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