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Media contact:  
Cara Welch  
[cara.welch@cha.com](mailto:cara.welch@cha.com)

## **Colorado Healthcare Communicators Awards Gold Leaf Awards to Best in Healthcare Communications in 2018**

**DENVER, COLO.** – Nov. 9, 2018 – 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:** Melissa Boldman Healthcare Writing & Storytelling and Avista Adventist Hospital – 50,000 Reasons to Love Avista – Communication Program
- **Hospital/Provider Project of the Year:** Melissa Boldman Healthcare Writing & Storytelling and Avista Adventist Hospital – 50,000 Reasons to Love Avista – Communication Program
- **Nonprofit Project of the Year:** Children’s Hospital Colorado Foundation – “Send a Smile” Lead Generation Campaign – Social Media
- **Agency Project of the Year:** TriZetto Provider Solutions – Using LinkedIn to Build Awareness, Drive Thought Leadership, Engage Stakeholders – Social Media

The other award winners include:

<b>ORGANIZATION</b>	<b>CAMPAIGN TITLE</b>	<b>CATEGORY</b>
<b>GOLD LEAF AWARDS</b>		
Children’s Hospital Colorado Foundation	“Send a Smile” Lead Generation Campaign	Social Media
Colorado Hospital Association	Creating Change in the Use of Opioids in Hospital Emergency Departments	Communications Program
Hughes Leahy Karlovic and SCL Health	Power to the Patient: SCL Health Gives Patients Greater Control over Health through Choice and Convenience	Advertising
Melissa Boldman Healthcare Writing & Storytelling and	50,000 Reasons to Love Avista	Communications Program

Avista Adventist Hospital		
Parallel Path and Rocky Mountain Health Plans	RMHP Life on the Western Slope Video	Video
TriZetto Provider Solutions	Using LinkedIn to Build Awareness, Drive Thought Leadership, Engage Stakeholders	Social Media
<b>SILVER LEAF AWARDS</b>		
Center for Improving Value in Health Care	Expanding Public Access to Data to Create Knowledge and Advance Care in Colorado	Communications Program
Colorado Children's Immunization Coalition	2018 Legislative District Immunization Fact Sheets	Public Affairs
Colorado Hospital Association	The Financial Health of Colorado Hospitals	Writing
Colorado Hospital Association	Telling the Story of Opioid Reduction in Colorado Hospital Emergency Departments	Media Relations
Donor Alliance, Inc.	Donor Dash Celebrates Organ, Eye and Tissue Donation	Event
Donor Alliance, Inc.	Mi Héroe Dijo Si Campaign: Increasing Awareness for Organ, Eye and Tissue Donation	Communications Program
Donor Alliance, Inc.	Show Your Heart Project: Inspiring Organ, Eye and Tissue Donation through Hidden Hearts	Community Relations
Eating Recovery Center	Team Recovery – Together, Advocating for Eating Disorder Awareness	Community Relations
Evolution Communications Agency and Colorado Department of Public Health and Environment	Medicaid Tobacco Cessation Project	Advertising
GroundFloor Media and Craig Hospital	Craig Hospital's #summersafety Campaign Educates Audiences on Avoiding Injury	Social Media
Hughes Leahy Karlovic and SCL Health	St. Mary's Medical Center Orthopedic Campaign: Communicating Savings, Convenience and Expertise to Gain New Patients	Advertising
Jefferson County Public Health	JCPH 2017 Public Health Champions Video Series	Video
Kaiser Permanente Colorado	Words of Hope: Mental Health	Public Affairs

	Murals	
Linhart Public Relations and UnitedHealthcare	UnitedHealthcare Gives Back on Bike to Work Day	Community Relations
Parallel Path and Rocky Mountain Health Plans	Rocky Mountain Health Plan's Blog	Social Media
Parallel Path and Rocky Mountain Health Plans	RMHP Presents: Life on the Western Slope – Multimedia Campaign	Advertising
Peri Marketing & Public Relations, Inc. and Glenwood Medical Associates	GMA Multimedia Campaign	Advertising
Pinnacol Assurance	Email Phishing Cyberattack Risk – Employee Communications Campaign	Communications Program
<b>BRONZE LEAF AWARDS</b>		
Center for Improving Value in Health Care	From Three to One: Merging Three Disparate Websites into One Comprehensive Resource at civhc.org	Website
Children's Hospital Colorado	Kid of the Quarter Pairs Patients with Construction Team to Engage Community in New Colorado Springs Hospital	Community Relations
COHN and WellDyneRx	WellDyneRX: I am the Link...	Website
Colorado Department of Health Care Policy and Financing	Health First Colorado Member Handbook	Writing
Colorado Department of Health Care Policy and Financing	Member Experience Advisory Councils	Community Relations
Denver Public Health	HPV Free Colorado Campaign	Communications Program
Eating Recovery Center	Mental Note Podcast	Advertising
Evolution Communications Agency and Colorado Center for Reproductive Medicine	Colorado Center for Reproductive Medicine	Media Relations
GKC PR	Cannabis 101 for Seniors	Community Relations
GroundFloor Media and Craig Hospital	Craig Hospital Therapists and Patients Assist with Design and Launch of the Xbox Adaptive Controller	Communications Program
GroundFloor Media and Craig Hospital	University of Hawaii Football Tea Visits Teammate at Craig Hospital	Media Relations
Jefferson County Public Health	Dr. DEET: How to Keep Your Summer Insect-Free and Safe	Video
Jefferson County Public Health	Jefferson County Public Health's 2017 Annual Report	Annual Reports
Kaiser Permanente Colorado	3-1-1 Strategic	Communications Program

	Communications Plans	
Parallel Path and Rocky Mountain Health Plans	RMHP Presents: Life on the Western Slope	Advertising
Peri Marketing & Public Relations, Inc. and Estes Park Health	Estes Park Health "It's My Privilege"	Advertising
Peri Marketing & Public Relations, Inc. and Estes Park Health	Estes Park Health Rebrand	Communications Program
University of Colorado Medicine	CU Medicine 2017 Annual Report	Annual Reports

Colorado Healthcare Communicators hosted the Gold Leaf Awards thanks to the generous support of several sponsors:

- Platinum Sponsor – UGC Supply
- Cocktail Sponsor – GroundFloor Media
- Gold Sponsor – Evolution Communications Agency
- Silver Sponsor – The Colorado Health Foundation
- Silver Sponsor – Colorado Hospital Association
- Bronze Sponsor – Center for Improving Value in Health Care
- In-Kind Services Sponsor – Bear Gutierrez (photography)
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