

Welcome to
Better Health

A Weekly Update
for Asante Employees

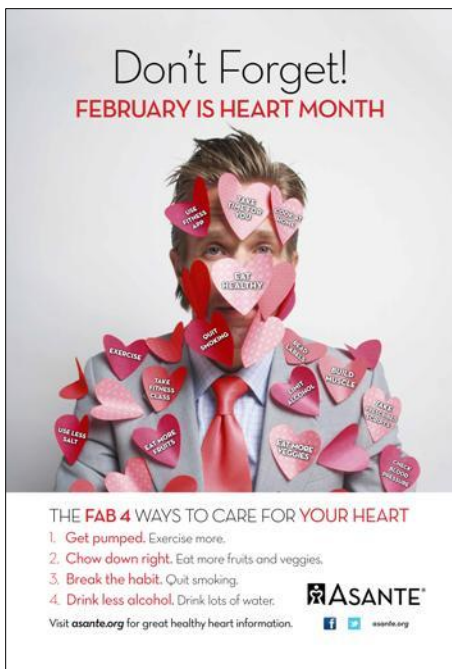
Every patient,
every day, every time.

ASANTE® News

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Communications and Marketing Receives Aster Award

The Asante Communications and Marketing Department is a winner in the 2015 Aster Awards, one of the largest national competitions to recognize health-care professionals for excellence in advertising and marketing.



Asante Communications and Marketing received a bronze award for its “Don’t Forget Heart Month” campaign that was published in February 2014.

The Aster Awards competition – sponsored by Marketing Healthcare Today Magazine and Creative Images, Inc. – presents gold, silver and bronze certificates to the winners of various categories, along with an overall Best of Show trophy and Judges’ Choice trophies.

Award are given to entrants that receive top marks from judges, placing them in the top 16 percent of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

Nearly 3,000 entries for the 2015 awards were submitted from across the U.S., and several other countries. Entries compete against similar-sized organizations in their specific groups and categories.

Asante’s award came in the Service Line – Cardiac/Vascular category for health-care systems.

This year’s winners will be announced in future issue of Marketing Healthcare Today magazine.

Asante News is published every Tuesday. Deadline for submission of articles is every Friday. Send via e-mail to asantenews@asante.org.
Question or suggestions: Call Communications and Marketing at (541) 789-3510 or extension 13510.