



# MEMORIAL HEALTH SYSTEM

**FOR IMMEDIATE RELEASE**

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## **Memorial Health System Receives Seven National Healthcare Marketing Awards**

**(Tuesday, June 30, 2020, Marietta, Ohio)** – Memorial Health System’s Marketing Department earned seven awards for marketing materials ranging from patient handbooks to total ad campaigns in a recent national competition.

This year’s competition was said to be the largest healthcare advertising awards with over 4,200 entries being submitted. Entries were reviewed by national panel of judges and judged on categories such as effectiveness, creativity, message, and overall impact.

Memorial Health System received Gold awards for the Heartburn Center Patient Guide and the Expect More Campaign, Silver for Physicians Care Express Campaign, Bronze for Neuroscience Services Brochure and Trauma Symposium newspaper ad and Merit awards for Community Healthline Winter 2019 Edition and the Total NurseLine Memorial Care Now App.

“To be selected out of a vast field of entries from health systems our size and larger, demonstrates the marketing team’s commitment to excellent, engaging work,” said Jennifer Offenberger, associate vice president of Service Excellence. “I’m pleased our team has been recognized with these awards.”

**Memorial Health System:** Memorial Health System is a not-for-profit integrated health system lead by a volunteer board of community members committed to providing comprehensive care services that meet the needs of our region. We are comprised of a network of locations and specialties provided by over 3,000 employees that include two hospitals (Marietta Memorial Hospital and Selby General Hospital), outpatient service sites, and provider clinics. Memorial Health System strives to deliver quality care and service with an additional focus on medical education and community service. We invest in the most advanced technologies and treatments today, giving our patients the care that they need, so they can stay close to home.