



News Release

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CCH wins 19 Healthcare Advertising Awards

For Immediate Release

(COLUMBUS, Neb.) – Columbus Community Hospital recently received recognition for its marketing efforts at the 38th Annual Healthcare Advertising Awards.

CCH won 19 awards, including seven gold, three silver, one bronze and eight merits.

The Healthcare Advertising Awards is the oldest, largest and most widely respected competition for health care advertising awards. A national panel of judges reviews all submitted work and selects winners based on creativity, marketing execution and message impact. This year, there were more than 4,400 entries in the competition.

CCH received awards for the following campaigns:

- Gold: CCH 2021 calendar (Category – Calendar).
- Gold: Storytime COVID-19 (Category – Digital video ad less than 2 minutes).
- Gold: Surgical services grand opening (Category – Digital video ad more than 2 minutes).
- Gold: We Can Run, Walk and Roll (Category – Mobile media content).
- Gold: Storytime COVID-19 (Category – Radio advertising - single).
- Gold: We Stay Home for You, Please Stay Home for Us (Category – Social media content).
- Gold: Dr. Cimpl's last surgery (Category – Streaming/on-demand content).
- Silver: Hands, Shoulders, Knees & Toes (Category – Outdoor).
- Silver: Surgical services grand opening (Category – Television advertising - single).
- Silver: Expert Care, Close to Home (Category – Total advertising campaign).
- Bronze: Dr. Ernst COVID-19 song (Category – Streaming/on-demand content).
- Merit: Opioid annual report (Category – Annual report).
- Merit: CCH 2019-20 annual report (Category – Annual report).
- Merit: Face It: Masks Save Lives (Category – COVID marketing campaign).
- Merit: Stay Home: Slow the Spread of COVID-19 (Category – Integrated marketing campaign).
- Merit: Caring for our New Neighbors (Category – Magazine advertising - single).
- Merit: Importance of Caring During COVID-19 (Category – Newsletter).



- Merit: Thank You Health Care Workers (Category – Newspaper advertising - single).
- Merit: Cooking Together (Category – Publication/external).

For more information about CCH programs and services advertised in the winning entries, visit www.columbushosp.org.

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