

**Ukiah Valley
Medical Center**



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**Ukiah Valley Medical Center Captures
National Health Care Advertising Awards**

Ukiah Valley Medical Center (UVMC) recently received eight National Health Care Advertising Awards. Five from the Aster Awards for Excellence in Medical Marketing and three from the Healthcare Marketing Report (HMR) Publishing Group.

UVMC competed with more than 3,000 entries from around the country for this year's 11th Annual Aster Awards for Excellence in Medical Marketing. The hospital also competed with more than 3,500 entries for the 22nd Annual National Health Care Advertising Awards.

"We are very excited and honored to receive these awards," said Jarrod McNaughton, Administrative Director of UVMC's Marketing & Development Department. "This is the second year in a row that we captured awards and it feels great to be among the best in the country for what we do right here in Ukiah."

NewsBreak, UVMC's employee newsletter, received the Gold Aster Award in the category of Newsletter/Internal. The hospital also won four Silver Awards including one for an ad in the City of Ukiah's Recreation Guide, an award for the hospital's *HealthScene* – a community publication sent to homes throughout Mendocino County, another Silver Award for UVMC's 2005 Wall Calendar sent to donors, and the hospital's website (www.uvmc.org) received a Silver Award.

UVMC won a Bronze Aster Award for their hospital brochure (produced by MJR Media Group in Fresno, CA) and two HMR Merit Awards, one for their Outpatient Pavilion Ad in the Ukiah Daily Journal and another for the community health publication *HealthScene*.

"I am so proud of the team of people I get to work with," said McNaughton. "We have an important job of communicating the mission of the hospital to our employees and the community. These awards are great affirmation for the work we do and the quality we put into every piece," McNaughton said.

UVMC's awards are listed on www.asterawards.com and www.hmrpublicationsgroup.com.

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Ukiah Valley Medical Center is a member of Adventist Health, a not-for-profit health care system headquartered in Roseville, California, and affiliated with the Seventh-day Adventist Church. Spanning California, Hawaii, Oregon and Washington, the organization is comprised of more than 85 distinct business units, including 20 hospitals—controlled, managed or leased—with over 3,100 beds, 17,500 employees, numerous clinics and outpatient facilities, 16 home care agencies and two joint-venture retirement centers. For more information, visit www.uvmc.org or www.adventisthealth.org.