

Ukiah Valley Medical Center



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Ukiah Valley Medical Center Captures National Advertising Awards

Ukiah Valley Medical Center (UVMC) received three National Health Care Advertising Awards from the Healthcare Marketing Report (HMR) Publishing Group. UVMC competed with 3,300 entries from around the nation in this year's 21st Annual National Health Care Advertising Awards, and captured awards for in-house publication *NewsBreak*, the hospital's brochure, and the hospital's web site/home page. All of UVMC's entries fell in categories for hospitals under 200 beds.

"We are very excited and honored to receive these awards," said Jarrod McNaughton, Administrative Director of UVMC's Marketing & Development Department. "We were compared to thousands of hospitals around the nation and ranked in the top three of one category and top six in the other two."

NewsBreak, UVMC's employee newsletter, received a bronze award in the category of In-house Publication. *NewsBreak* is a monthly publication received by all of UVMC's approximately 500 employees. UVMC's brochure, "More than a Hospital...", won a merit award in the category of brochure. It is used for recruitment and general information and features the hospital's mission, history, and services. The brochure was produced by MJR Media Group in Fresno, CA. UVMC received another merit award in the category of web site/home page. The hospital's web site (www.uvmc.org) provides access to medical resources such as UVMC services, physician finder, career opportunities, health classes, giving opportunities, and a health library. The web site was developed and is maintained by Los Angeles based MacMillan Interactive Communications.

"These awards mean a great deal, they are the equivalent to the Academy Awards for health care advertising," said McNaughton. "I'm so thrilled to have a remarkable staff and to work with the caliber of people we get to work with. These awards place Ukiah on the map and show we can be competitive on the national level. Every day we are diligently working to represent our hospital in our community and it's such an honor to be recognized on national level for that work." UVMC's awards are listed on HMR's web site www.hmrpublicationsgroup.com and in the May 2004 issue of Healthcare Marketing Report.

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Ukiah Valley Medical Center is part of Adventist Health, a not-for-profit health system operating in California, Hawaii, Oregon and Washington. Founded on the Seventh-day Adventist legacy of Christian health care, Adventist Health is comprised of 20 hospitals with more than 3,100 beds, 18,300 employees, numerous clinics and outpatient facilities, 16 home care agencies and three joint-venture retirement centers. For more information, visit www.uvmc.org or www.adventisthealth.org.