



# SULLIVAN CREATIVE

## News Release

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### Sullivan Creative and New London Hospital Win 2015 Aster Award for Excellence in Medical Marketing

**Concord, NH** – Sullivan Creative’s design of New London Hospital’s newsletter received a silver award for excellence in medical marketing in the 2015 Aster Awards. New London Hospital is a community hospital that serves the Lake Sunapee region in central New Hampshire. The Friends of New London Hospital newsletter is mailed four times a year and provides information to the community about the hospital’s medical services, providers of care, education and events. It is a vital tool for the hospital’s marketing and development programs.

Sullivan Creative worked with New London Hospital to evolve the look and content of the newsletter, giving it a magazine style and including articles focused on healthy living and wellness.

The Aster Awards, one of the largest national competitions of its kind, is hosted by Marketing Healthcare Today Magazine and Creative Images, Inc. This elite program recognized outstanding healthcare professionals for excellence in their advertising/ marketing efforts for the calendar year 2014. The 2015 Aster Awards received nearly 3,000 entries from across the United States as well as several foreign countries. All entries are judged by industry experts and are scored on multiple criteria with a possibility of 100 total points. Participant’s entries competed against similar-sized organizations in their specific



groups and categories. Awards were issued for entries that received top marks from judges placing them in the top 16% of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

“The creativity of this year’s participating healthcare marketing professionals exceeded our expectations. The 2015 Aster Awards program contained some of the best and most creative advertising in the world,” said Melinda Lucas, Aster Awards Program Coordinator.

All winners are posted on the Aster Awards website ([www.AsterAwards.com](http://www.AsterAwards.com)), as well as published in Marketing Healthcare Today, a national healthcare marketing magazine.

Sullivan Creative provides integrated marketing and creative services that make a difference for our clients. We build awareness, generate excitement, and get results for businesses, non-profits, and organizations that focus on the arts, travel and tourism, health and wellness, and economic development. Learn more at [sullivancreative.com](http://sullivancreative.com).

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