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Baptist Health South Florida Wins 2014 PRSA Silver Anvil Award, Gaining National Recognition for Innovation and Creativity

Baptist Health South Florida won the Public Relations Society of America's prestigious Silver Anvil for events and observances, and a Silver Anvil Award of Excellence in integrated communications for its Baptist Health Goes Pink campaign.

The month-long endeavor, featuring 'Embrace Tomorrow' creative messaging developed by partner advertising agency, República, promoted breast cancer awareness. The campaign was also awarded Bronze Anvils for its advertorial series and social media initiatives.

The campaign resulted in a significant increase in the number of mammograms performed throughout the Baptist Health network in October 2013 from the previous year. The program encouraged women to visit Baptist Health diagnostic facilities for mammograms and reinforced Baptist Health's reputation as the premier regional cancer care provider.

Baptist Health South Florida developed a multifaceted, bilingual, consumer marketing program around the issue of breast health after research suggested an opportunity to expand its outpatient diagnostic testing services. As a result, the concept of the campaign focused on caring for a healthier tomorrow by getting a mammogram today.

In addition, for the first time in Baptist Health South Florida's history, its iconic green pineapple logo appeared in pink throughout October and many of the health system's hospitals and other facilities were lit in pink to commemorate those whose lives have been touched by breast cancer. The pink logo change firmly aligned its brand in the consumer's mind with diagnosis and treatment of this disease. It encouraged everyone, including employees, to participate in the Baptist Health Goes Pink movements.

South Florida Hospital News and Healthcare Report's number one goal is top quality healthcare journalism written and edited for the region's most successful, powerful healthcare business executives and professionals.



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