

The Jury



Stephen Neale *Chairman*
Senior Vice President, Executive Creative Director
AbelsonTaylor

“It was many years ago when I got started in healthcare advertising. And each year its seems the rules and regulations have gotten progressively more debilitating.

That’s why the CLIO Awards is going to bring a healthy dose of excitement to our industry.”



Robert Buccino
President
Neocortex



Patricia Malone
Principal/Creative Director
Stratagem Healthcare Communications



Greg Sampson
Creative Director
Sampson & Company



Martha Crane
Executive Vice President,
Executive Creative Director, Copy
Saatchi & Saatchi Healthcare Advertising



Rob Rogers
Co-CEO, Chief Creative Officer
Sudler & Hennessey Americas



Michael Schreiber
Managing Partner, Creative Director
AgencyRx



Fabio Gratton
Co-Founder, Chief Innovation Officer
Ignite Health



Jane Pritchard
Creative Director
Anderson DDB



Jim Weiss
Chairman and CEO
WeissComm Partners



Forrest King
Managing Partner, Creative Director
Juice Pharma Advertising



Bruce Rooke
Chief Creative Officer
GSW Worldwide

Print: Direct Mail Winners

There are no Print: Direct Mail Gold winners

SILVER



Corporate Comms./Health Care Providers/
Health Insurance/Managed Care Plans
Milwaukee Community Health Centers
I want healthcare
Jigsaw, Milwaukee

BRONZE

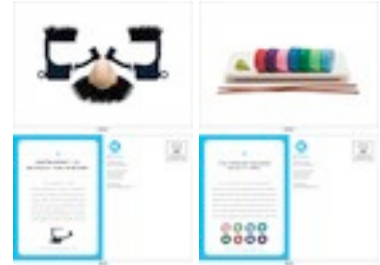


Disease Awareness
MCGHealth
MCGHealth Chest Pain Direct Mail
Craig Jackson & Partners, Chapel Hill



Disease Awareness
MCGHealth Sleep Center
MCGHealth Sleep Center Direct Mail
Craig Jackson & Partners, Chapel Hill

BRONZE CAMPAIGN



Devices & Diagnostics
Surgical Equipment and Supplies
Fake Nose, Sushi, Cattails
Pocket Hercules, Minneapolis



Over the Counter (OTC)
Rx Club - OTC Creative Show
OTC Creative Show
CommonHealth, Parsippany