

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 Winners

There are no Print Gold winners

SILVER



Devices & Diagnostics
Vibe hearing aids
 Wild
 Mangos, Malvern



Pharmaceutical
Alcon / Vigamox
 Lion
 Corbett, Chicago

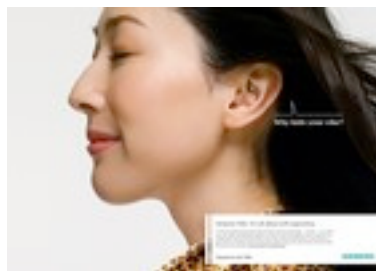
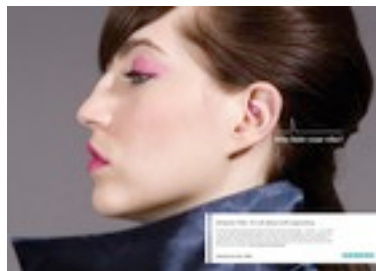


Pharmaceutical
Alcon / Vigamox
 Lion, Hawk
 Corbett, Chicago



Disease Awareness
Protopic
 A (Slightly Confusing) History of Eczema
 GSW Worldwide, Westerville

SILVER CAMPAIGN



Devices & Diagnostics
Vibe hearing aids
 Flirt, SuperHero, Wild
 Mangos, Malvern



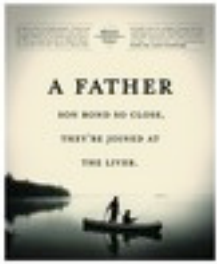
Pharmaceutical
Dosing Matters
 Dosing Matters
 GSW Worldwide, Westerville



Disease Awareness
Uloric
 Flares Aren't the Whole Story
 GSW Worldwide, Westerville

Print Winners

BRONZE



Corporate Comms./Health Care Providers/
Health Insurance/Managed Care Plans
Mount Sinai Medical Center
Father Son Bond
Devito/Verdi, New York



Devices & Diagnostics
Zimmer Trabecular Metal
"Grab Hold"
AbelsonTaylor, Chicago



Corporate Comms./Health Care Providers/
Health Insurance/Managed Care Plans
Prairie Heart Institute of Illinois
Corn
BVK, Westmont



Disease Awareness
Met Life
Best Friend
Y&R, New York



Devices & Diagnostics
Zimmer LPS-Flex Mobile Bearing Knee
"All Knee Drive"
AbelsonTaylor, Chicago



Disease Awareness
Uroxatral
Uroxatral Patient Brochure
Medicus Life Brands, New York

Print Winners

BRONZE CAMPAIGN



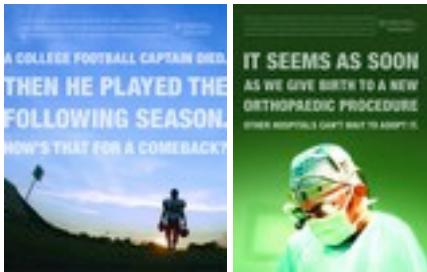
Corporate Comms./Health Care Providers/
Health Insurance/Managed Care Plans
**Florida Hospital -
Emergency Department**
Broken Bike, Thermometer
Brown Parker & DeMarinis Advertising
Delray Beach



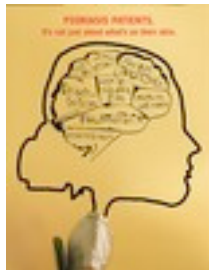
Corporate Comms./Health Care Providers/
Health Insurance/Managed Care Plans
Mount Sinai Medical Center
Father Son Bond, At 14
Devito/Verdi, New York



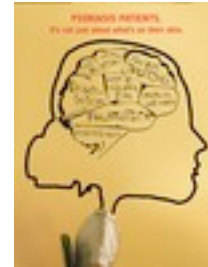
Pharmaceutical
GSW Worldwide Self-Promotion
Pink Tank Self-Promotion campaign
GSW Worldwide, Westerville



Corporate Comms./Health Care Providers/
Health Insurance/Managed Care Plans
Massachusetts General Hospital
Comeback, Orthopaedic, Teacher
Devito/Verdi, New York



Disease Awareness
Centocor
Burdens of Psoriasis Journal 1, 2 and 3
DraftFCB Healthcare, New York



Sales aids
Centocor
Burdens Sales Aid 1, 2 and 3
DraftFCB Healthcare, New York