



## Health Media Award for Excellent Healthcare Communication

**The Health:Angel was awarded on June 12 in the Beethoven House in Bonn. In its eighth edition, the competition honors extraordinary achievements in the healthcare industry. Among other distinguished laureates, The José Carreras Foundation was awarded the Honor Health:Angel, while Vera Deckers took home the prestigious Comedy Health:Angel. With 213 submissions, the “Oscars of the healthcare industry” has significantly exceeded last year’s numbers, confirming yet again the growing importance of communication in the healthcare sector.**

The President of the Grand Jury, Dr. med. dent. Helmut Engels, welcomed more than 170 guests from companies, agencies, the medical profession, politics and the media to the festively decorated Chamber Music Hall of the Beethoven House. “It is the mission of Health Media Award to honor and motivate the best of the best, and to let the highlights shine”, Dr. Engels explained to the audience the core concept of the competition, built upon transparency and integrity due to its public jury session. This year, 55 out of the 213 submissions got shortlisted. 26 Health:Angels, created by the talented artist Maria Hill, were handed out by the immensely entertaining moderators, Knacki Deuser and Antje Hamer.

Health food shops “Reformhäuser” and health food guru Attila Hildmann were distinguished for the **Best National Campaign** for their innovative “Triet” concept (Triät). The campaign connects online and offline activities, inviting people to measure and improve their body’s health through biofeedback available in several “Reformhäuser”. The Jury chose Andreas Binninger as the health blogger of the year 2015 for his Qgenic Health Blog. The prize for the **Best International Patient Information Campaign** was given to audibene GmbH for their appealing brochure containing a hearing aid dummy. Boehringer Ingelheim GmbH received the Health:Angel for best national patient information campaign for their bus tour through 100 cities and an interactive approach to prevention.

The **Best Brand Relaunch** was awarded to the komm.passion advertising agency for their 1 A Pharma campaign. For their **Image Campaign** regarding the performance of pharmacies, the Federal Association of German Pharmaceutical Organisations (Bundesvereinigung Deutscher Apothekerverbände) and their agency Cyrano Kommunikation GmbH were also honoured with a prize. Among other aspects, the campaign was appreciated for their collaboration with comedian Bernhard Hoëcker and their strong presence in cinema advertising and traffic nodes. The webportal MeinAllergiePortal was distinguished with an award for **Best Online Patient Information Campaign**. Furthermore, DESINO GmbH was distinguished for successful **Start-Up Communication** with their innovative, fast and user friendly wheelchair.

Another highlight was the presentation of a video advertisement by La Roche-Posay on skin cancer prevention. Our Jury President, Dr. med. dent. Helmut B. Engels expressed his thoughts on the **Best International Campaign** winning ad featuring Dalmatians: “This ad is world class. It is the best example of how to communicate great ideas and how to raise



awareness for something as self-evident as prevention.” In the **Social Media** category, the Mankau publishing house walked away with a prize for their important educational work for expecting mothers, while the mhplus health insurance company, together with their agency Uhura Creative Media GmbH took home the Health:Angel for their concept campaign, organized around the football World Cup in Brasil.

Telc GmbH was also among the winners. Owing to a shortage of skilled labor in the healthcare sector, more and more qualified doctors are recruited overseas. However, communication being key, the new recruits must demonstrate sufficient language skills. This has been made possible for 45 years by the non-profit telc GmbH with their German language certificates, making telc the winner of the **Best Medical Language Concept** category. The national Prospan **campaign** won the agency Grams & Schrage Healthcare GmbH & Co. KG a prize on the award night. The West-German Proton Therapy Center Essen (Westdeutsche Protonentherapiezentrum Essen) was handed an award for outstanding communication on difficult, technical topics such as radiotherapy, in the **Medical Technology, Supplies and Diagnosis** category. Henriette Hopkins from HealthCare Project Management was highly acclaimed for her caregiving app in the field of **Caregiving and Dementia**. Jury member Ulrike Neideck from Kimberly-Clark on this topic: “If a long-serving caregiver explains the toughest job in the world to nursing relatives, giving instructions through a video, maintaining this blog and filling it with content, then that is worth a Health:Angel.”