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Portneuf Medical Center Recognized in 2009 Aster Awards
Program for Excellence in Medical Marketing

Pocatello, ID (May 12, 2009) Honored for advertising excellence in the 2009 Aster Awards, Portneuf Medical Center received a Bronze award in this year's competition for its Steele & Associates Cancer Survivor Newspaper Advertising campaign series.

The Aster Awards, one of the largest competitions of its kind, is hosted by **Marketing Healthcare Today** and Creative Images, Inc. This elite national program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts.

The 2009 Aster Awards consisted of approximately 3,000 entries from across America. Participant's entries competed against similar-sized organizations in their category. Entries must score at least in the top 85% to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

"Portneuf Medical Center and Steele & Associates are among the top in the nation for healthcare advertising expertise... specifically scoring in the top 16 percent. It was an honor to have Portneuf Medical Center participate in the 2009 Aster Awards," said Melinda R. Lucas, Aster Awards Program Coordinator. "They exceeded the judges' expectations."

"Our Cancer Survivor campaign is one I am very proud of. The sincerity and strength of our survivors helped us create a message that was honest and compelling. Steele & Associates did a great job capturing these qualities in print, radio, and television," said PMC Marketing Director, Ann Swanson.

Entries in the Aster Awards were judged by a diverse panel of healthcare marketing experts. All winners are posted on the Aster Awards' website (www.AsterAwards.com), as well as published in **Marketing Healthcare Today**, a national healthcare marketing magazine.

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