MarketInk: Health Care Communicators Presented 2017 Finest Awards

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By Rick Griffin

The Health Care Communicators of San Diego, a professional networking group, recently presented its 2017 Finest Awards. First-, second- and third-place awards were presented in 34 categories, including advertising, PR, writing, collateral, video, special events, digital marketing and analytics.

Palomar Health received 26 awards and UC San Diego Health took home 21 awards. Other winners included Sharp Healthcare (five awards), AMN Healthcare (four awards), Scripps Health and Ignyte (each won three awards), North County Health Services (two awards) and Sanford Burnham Prebys Medical Discovery Institute (one award).

Aaron Byzak, chief strategist, Galvanized Strategies, was named Communicator of the Year. Organizers said the winner was selected for his wide array of award-winning programs, including: Drug Abuse Task Force for the County of San Diego; Health + Education + Research = Empowerment (HERE) Initiative for UC San Diego Health; Hazel's Army, a community-based advocacy group that supports people who have lost loved ones due to poor or improper care at assisted living and skilled nursing facilities; Urban Corps of San Diego County's first-ever Emergency Medical Technician training program.

The Best in Show award went to UC San Diego's Marketing and Communications Department for their cancer immunotherapy media relations campaign. Also at the event, a $2,000 scholarship was
presented to Tung Nguyen, a recent graduate from Patrick Henry High School who is now attending San Diego State University and studying biology.

Entrants for Finest Awards included health care providers and companies, public health agencies and marketing firms. Awards were presented Oct. 5. A complete list of winners can be found at www.hccsdfinest.org. The Health Care Communicators is a professional networking group for communications professionals who work in the health care, wellness, biotech, medical device, health information technology and pharmaceutical industries.

E Slody Named Executive Creative Director at i.d.e.a.

San Diego creative agency i.d.e.a. has hired E Slody as executive creative director. The company said Slody, with 15 years of experience, will lead i.d.e.a.’s creative discipline and provide strategic guidance for clients and artistic direction for the team.

Slody was previously global creative director with Grey San Francisco where he oversaw global creative initiatives for Norton Security and Salt Institute. As a consultant, he developed creative marketing campaigns, including films, ads and digital experiences, for Samsung and New Balance.

Prior to Grey, Slody served as associate creative director for Riney where he led the creative team in designing a national brand look for T-Mobile and non-profit Cool The Earth. Throughout his career, Slody has worked with dozens of international companies, including Under Armour, Arby's, Metlife, Kraft, Sprint, Cheetos, Comcast, HP, Pepsi and Sirius Radio, as well as EA portfolio games such as Star Wars, Mass Effect 3, and The Sims.

His advertising awards have included recognition from The One Show, Effie, ADDY, Communication Arts Annual, Archive, Creativity Editor's Choice, AdAge and Adweek. One of his recent accomplishments was the creation of a cybercrime documentary series called “The Most Dangerous Town on the Internet,” which held the top-viewed slot on iTunes and won three Cannes Lions.

"The creative work that this group of talented individuals at i.d.e.a. has continued to produce is just a testament to their drive and dedication to helping clients bring their vision to life," said Slody. "I am very excited to be a part of such a forward-thinking team that is committed to proving what a global agency can achieve in the heart of beautiful San Diego."

"We are thrilled to have E join our team with such an extensive background creatively engaging big brands and aligning their goals with his vision," said Jon Bailey, chief relationships officer, i.d.e.a.. "As a creative agency, we pride ourselves on our uniquely courageous outlook and know E will help us develop fully integrated creative campaigns on behalf of our clients."