

Memorial Health Care System

Contact: Brian Lazenby, (423) 495-4320

FOR IMMEDIATE RELEASE

November 17, 2011

Memorial Awarded for ‘Life in the OR’ Video Presentation

Chattanooga, TN – Memorial Health Care System recently received two awards for its cardiac surgery webcast, *Life in the OR*.

The CardioVascular Advertising Awards Program presented Memorial with a silver certificate award from in the Special Video Production category for the video presentation, and the Tennessee Society for Healthcare Marketing and Public Relations presented Memorial with a Prism Award for the webcast.

The cardiac surgery webcast, featuring Dr. Richard Morrison, originally aired in September 2010 and was rebroadcast in October 2010. The series is available on Memorial’s YouTube channel – youtube.com/memorialchattanooga.

The CardioVascular Advertising Awards Program is an exclusive competition recognizing the nation's most talented healthcare marketing professionals for outstanding excellence in advertising for the specific service lines of cardio and/or vascular services.

The CVA Awards is hosted by Marketing Healthcare Today and Creative Images, Inc. Entries for each category are placed together for judging by a panel of design and healthcare marketing professionals with decades of combined experience.

The Tennessee Society for Healthcare Marketing and Public Relations’ Prism Awards annual competition is open to all healthcare providers in Tennessee. It is designed to recognize outstanding achievements in healthcare marketing and public relations.

Memorial Health Care System is a not-for-profit, faith-based healthcare organization dedicated to the healing ministry of the Church. Founded by the Sisters of Charity of Nazareth and strengthened as part of Catholic Health Initiatives, it offers a continuum of care including preventative, primary and acute hospital care, as well as cancer and cardiac care, orthopedic and rehabilitation services. Memorial is a regional referral center of choice with 4,000 associates and more than 700 affiliated physicians providing health care throughout Southeast Tennessee and North Georgia. Memorial Health Care System is recognized as one of the nation's 100 Top Hospitals® by Thomson Reuters, the health care industry's leading source of information on hospital quality. To learn more, visit www.memorial.org.

