

Percy Award Winners

2009

- BEST MARKETING PROGRAM-UNIVERSITY HOSPITAL - ER CAMPAIGN FOR HOBOKEN UNIVERSITY MEDICAL CENTER**
- BEST PUBLIC RELATIONS/ MEDIA PLACEMENT- UNIVERSITY HOSPITAL - COOPER UNIVERSITY HOSPITAL PAVILION OPENING**
- BEST MARKETING PROGRAM-HOSPITAL > 200 BEDS - THE VALLEY HOSPITAL IMAGE BRANDING CAMPAIGN**
- BEST PUBLIC RELATIONS/ MEDIA PLACEMENT- HOSPITAL > 200 BEDS - INCREASING AWARENESS, PREFERENCE AND VOLUME FOR THE NEW ATLANTICARE CANCER CARE INSTITUTE PROGRAM THROUGH MEDIA COVERAGE**
- BEST PLANNING PROGRAM- HOSPITAL> 200 BEDS - STRATEGIC PLANNING PROCESS FOR NJDHSS COMPREHENSIVE STROKE CENTER DESIGNATION AT CAPITAL HEALTH SYSTEM**
- BEST MARKETING PROGRAM-HOSPITAL< 200 BEDS - PULSE! MAGAZINE FOR DEBORAH HEART AND LUNG CENTER AND DOWDEN CUSTOM MEDIA**
- BEST PUBLIC RELATIONS/ MEDIA PLACEMENT- HOSPITAL< 200 BEDS - MILES FOR MATHENY TV COVERAGE- CBS 2 NEWS- EYE ON NEW YORK**
- BEST MARKETING PROGRAM – NON-HOSPITAL - COMMUNITY MARKETING FOR THE PARAMUS SURGICAL CENTER**

2008

The winner of the PERCY Award for Best Marketing was a tie between AtlantiCare and St. Peter's University Hospital.

The winner of the Best Public Relations 2008 Award for facilities with less than 200 beds was Southern Ocean County Hospital.

The winner for the Best Public Relations campaign for facilities with greater than 200 beds was AtlantiCare – City Campus Expansion.