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Health2 Resources takes home the Gold from 2017 Hermes Creative Awards
Specialty health care communications firm honored for its work with Monument Health

Vienna, Va., April 13, 2017 – Health2 Resources took home the Gold in the Hermes Creative Awards 2017 competition. The award recognizes the Washington, DC-area specialty communications firm’s work with Colorado-based Monument Health and its execution of Monument Health’s website, www.MonumentHealth.net.

The competition, administered by the [Association of Marketing and Communication Professionals](#), received more than 6,000 entries. Other 2017 Gold winners include AARP, AON Hewitt and Mathematica Policy Research.



The website development was part of a larger engagement: Monument Health asked Health2 Resources, which serves clients nationwide, to produce a one-year communication campaign to position the organization and its clinically integrated network for adoption and growth in the community. The resulting **First. Achieve. Health.** campaign clearly articulated Monument Health’s core identity as a high-performing, clinically integrated network. Developing a new website was a core component of the overall campaign; it included production of site content and a resource center that features other Health2Resources-produced material, including blogs, issue briefs, explainer videos and a monthly e-newsbrief.

“We are honored to be recognized by the Association of Marketing and Communications Professionals, an organization known for its exceptionally high standards,” says Katherine Herring Capps, president of Health2 Resources. “This award recognizes not only the hard work of our team, but also Monument Health’s vision and commitment. We are proud to have helped them achieve their goals.”

Health2 Resources and Monument Health created the website to be a beacon, drawing potential customers, brokers, physician groups and consumers to learn more about the distinctiveness of the clinically integrated network. Goals included making the site easy to navigate and ensuring it directly responded to the needs of all these diverse audiences.

“From day one, Health2 Resources acted in partnership with us to understand what we wanted,” says Stephanie Motter, RN, CEO of Monument Health. “Through the **First. Achieve. Health.** campaign, and the website in particular, Health2Resources helped articulate and amplify our vision, mission and goals to deliver appropriate, accessible and more affordable health care.”

The [Hermes Creative Awards](#), administered by the [Association of Marketing and Communication Professionals](#), is an international competition that recognizes outstanding work in the advertising industry while promoting the philanthropic nature of marketing and communications professionals. AMCP judges are industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

About Health2 Resources

Founded in 1998, Health2 Resources is a full-service communications and public relations firm that exclusively serves health care clients throughout the U.S. by offering a full range of research and public relations support. It works closely with local, state and federal policymakers and regulatory agencies to build and improve relationships on behalf of a mix of clients that buy, pay for, provide and evaluate health care. Visit Health2 Resources at www.health2resources.com .

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