

OMC team gets national awards for marketing

OLYMPIC PENINSULA NEWS GROUP

PORT ANGELES — Olympic Medical Center's marketing and communications team has earned three awards this June.

They were given two gold and one silver award from the Aster Awards, a national program that recognizes health care marketing efforts.

OMC earned gold for an Olympic Medical Heart Center billboard design and an OMC employee informational poster series. The team earned silver for OMC's new website designed by Jennergy.

The OMC marketing and communications team consists of marketing and communications director Bobby Beeman, marketing and communications coordinator Donna Pacheco, and former marketing manager

Jeff Anderson, who now works for North Olympic Healthcare Network.

The employee informational poster series was developed to promote a positive change in employee benefits.

"We wanted to highlight major improvements available with our new health care benefits, and were pleased to work with the marketing team to develop a series of materials that stood out," said Heather Delplain, human resources director at Olympic Medical, who, along with HR Business Partner Michelle Groves, worked closely with marketing team members on the project.

The new website, www.olympicmedical.org, went live in December 2019, and it features enhanced functionality.

"Our new site provides a much better experience for

our patients, job seekers and anyone interested in learning about Olympic Medical Center," said Jennifer Burkhardt, chief human resources officer and general counsel.

The 2020 Aster Awards received entries from across the nation. Entries are reviewed by a panel of industry leaders. Gold awards were issued for entries that received top marks from judges placing them in the top 5 percent. Participants compete against similar-sized organizations in their specific groups and categories. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal and execution.

All Aster Award winners are posted at www.asterawards.com/winners.