

brown parker | demarinis

ADVERTISING

FOR IMMEDIATE RELEASE

BPD wins at 24th Annual Healthcare Advertising Awards

BPD has been proving itself since the day it was founded. In the competitive world of healthcare marketing, it is hard to measure success but there are two tried and true methods. One is the results we get our clients, and the other is the awards we win for quality creative. Out of 4,300 entries, BPD was honored to be one of 361 Gold Award winners for our work for Florida Hospital Orlando. We also came out with a Bronze Award for a magazine single ad.



Cecil Mitchell worried he'd have another stroke.
Then he found a guardian angel.

A blocked artery in Cecil's brain caused a stroke and left him with an 80% chance for a second one. Then he met Dr. Frank Hellinger, a pioneer of using the innovative wiggspan stent to open arteries in the brain. The procedure was successful and Cecil went home a day later, his fears of another stroke behind him. And hope takes wing at Florida Hospital again. For a physician referral, call 407-303-1700.

 **FLORIDA HOSPITAL**
The skill to heal. The spirit to care.

Florida Hospital Campus 1 | Florida Hospital Campus 2 | Florida Hospital Campus 3 | Florida Hospital Campus 4
www.floridahospital.com

Click to see entire campaign
<http://bpdhealthcare.com/floridahospital.html>



It's very rare to find a surgeon with more than two arms.

Surgeons at Florida Hospital now have the ultimate assistant: a four-armed surgical robot called the da Vinci™ Surgical System. The surgeon controls the arms to allow complex surgical procedures through tiny openings. This means patients can heal quicker and with less pain. That's why our surgeons have wrapped their arms around this new technology. For a physician referral, call 407-303-1700.

 **FLORIDA HOSPITAL**
The skill to heal. The spirit to care.

Orlando | www.floridahospital.com

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