



Contact: Noelle Weedlun

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Phone: 805-963-9446

E-mail: [nweedlun@shpdata.com](mailto:nweedlun@shpdata.com)

## **Strategic Healthcare Programs Wins Two Prestigious Awards for Innovative Use of Technology in Marketing**

Santa Barbara, California - May 23, 2008 - Strategic Healthcare Programs, LLC (SHP) is the recipient of the Business Marketing Association 2008 Excellence Award and a separate Silver Award presented by the International Business Marketing Association for excellence in its recent healthcare marketing initiatives.

The Aster Awards Program is an elite competition recognizing the nation's most talented healthcare marketing professionals and their clients for outstanding excellence in advertising. Winning entries, 3,000 in total, were judged by a diverse panel of experts, and are published in the *Marketing Healthcare Today* magazine. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

"Versant, a national branding and marketing firm that we have been working with for many years, helped us design a campaign to celebrate SHP's expansion and move to a new facility using interactive communications with prospective and key clients", said Barbara Rosenblum, Founder and CEO of SHP. The campaign kicked-off with a distinctive, high-end direct mail piece, which asked recipients to visit [www.SHPdata.com](http://www.SHPdata.com) and watch a video. The video featured several SHP staff members using key words to describe the culture and mission of SHP. Viewers then used an online form to enter three of the six key words used. The names went into a database, a randomly drawn winner received a gift card, and all participants received a thank you gift for playing

"It was an honor to have Strategic Healthcare Programs participate in the 2008 Aster Award," said Melinda R. Lucas, Aster Awards Program Coordinator. "They exceeded the judges' expectations."

For more information about Strategic Healthcare Programs, visit [www.SHPdata.com](http://www.SHPdata.com).