

## **Pii continues to win national awards for its marketing and creative work**

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Bloomington, IL

*Progressive Impressions International (Pii) and two of its healthcare clients win top honors in the Aster Awards for the third consecutive year.*

For the third year in a row, Progressive Impressions International (Pii) and two of its healthcare clients have won top honors in the Aster Awards. The prestigious Aster Awards Program is a nationwide competition that recognizes excellence in medical marketing and advertising.

Aspen Valley Hospital (AVH) in Aspen, Colorado, received a Gold award for its 2011 community calendar among hospitals with less than 75 beds. This is the second consecutive year that AVH's annual calendar won the Gold award in this category. Designed and printed by Pii, this fully customized calendar features important information about hospital services, key dates, inspirational quotes and photographs taken locally and around the world by the hospital's staff.

Another repeat winner was Union Hospital in Elkton, Maryland, which won a Silver award for its Good Health community newsletter among hospitals with 76-149 beds. This quarterly newsletter features key hospital programs and services, staff members, state-of-the-art technology, health tips, and educational and screening programs. Written, designed, printed and mailed by Pii, Good Health also won a Silver award in 2010.

Two years ago, a special edition of Union Hospital's Good Health newsletter — focusing on its Joint Replacement Center — won a Silver award, and AVH's Health Matters newsletters — also written, printed and designed by Pii — won a Bronze award. Both hospitals have been clients of Pii for more than 10 years.

The Aster Awards Program is an elite competition recognizing the nation's most talented healthcare marketing professionals for outstanding excellence in advertising. Winning entries are judged by a diverse panel of independent experts. A Best of Show Trophy, Judge's Choice Awards, as well as Gold, Silver and Bronze certificates are granted to winning entries exemplifying excellence.

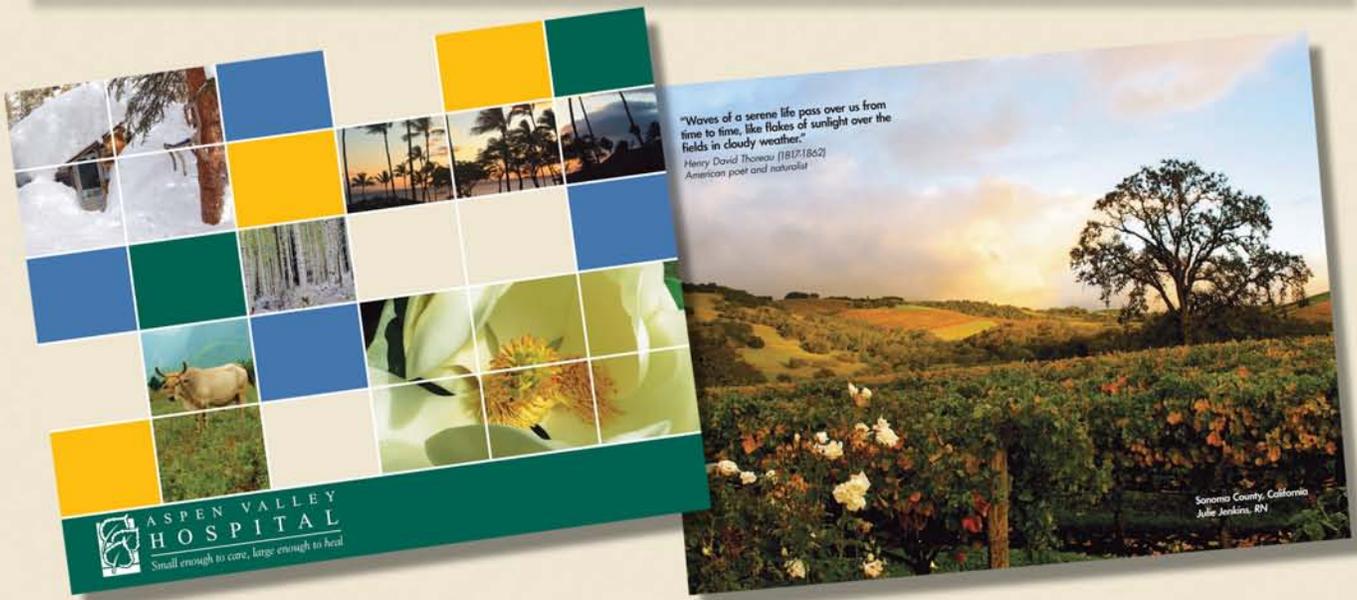
Based in Pompano Beach, Florida, Pii's creative team for healthcare marketing include writers, proofreaders, graphic designers, account managers and sales staff. To learn more about how Pii's technology solutions and digital print services can benefit your company, contact Ron Drenning, Vice President of Marketing, at 800.883.1156 or [rdrenning@whateverittakes.com](mailto:rdrenning@whateverittakes.com)

### **About Pii**

Established in 1993, Pii is a marketing company with expertise in personalization and targeted campaigns. More than half of Pii clients are Fortune 500 companies, including seven of the top 10 insurance companies in the United States. Pii's flagship product is Conductor, a Web-based system that enables users to choose, personalize and send marketing campaigns to selected prospects and customers. Print products include newsletters, greeting cards, calendars and all forms of direct mail. Pii has headquarters and production facilities in Bloomington, Illinois, with an additional office in Pompano Beach, Florida.

# Pii Wins National Aster Awards for Clients

Aspen Valley Hospital (AVH) in Aspen, Colorado, received a Gold award for its 2011 community calendar.



Union Hospital in Elkton, Maryland, won a Silver award for its Good Health community newsletter.

