



WellMed earns 21 honors from The Communicator Awards

Recognitions for patient stories, internal communications, videos and more

SAN ANTONIO, TX – The Communicator Awards, the industry’s leading international program recognizing excellence in the field, announced that 21 WellMed Medical Management marketing and communication projects earned honors in its 30th annual competition.

WellMed garnered the Award of Excellence, the program’s highest honor, in eight categories. The South Region received 13 Award of Distinction recognitions, granted to projects that exceed industry standards in quality and achievement.

Teams supporting patient retention, graphic design, the WellMed Charitable

Foundation, and internal, digital, audio/visual and written communications produced the winning projects announced May 7, 2024.

The Academy of Interactive & Visual Arts, an invitation-only group of top-tier professionals representing various communication disciplines, oversees the judging. The academy includes executives from Disney, ESPN, the Wall Street Journal, Time and Conde Nast.

Award of Excellence

- Employee communications: Captain W and the Great Big M
- Promotional collateral: 2024 Patient Calendar
- Podcast episode
 - Caregiver SOS - Living with the end in mind with guest Barbara Becker
 - Docs in a Pod – Aches and pains you shouldn't ignore with guest Dr. Derek Hiltz of Optum Pasadena (St. Petersburg, Florida).
 - Docs in a Pod – Medicine cabinet essentials with guest Dr. Carolyn Scott of WellMed at Rosedale (Fort Worth, Texas)
- Feature article series: Healthy Living Blogs (www.AgeHealthyNow.com)
- Motivational communications: Medical assistant Shalesa Allen (Healthcare Associates of Texas – Southlake) helps emotionally troubled patient (video)
- Design features - Strategic storytelling: Our Stories (www.AgeHealthyStories.com)

Award of Distinction

- Podcast series
 - Caregiver SOS: On Air
 - Docs in a Pod
 - Internal / employee communications
 - Connections (employee newsletter)
 - Leadership visit, OptumHealth CEO Dr. Amar Desai (video)
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- Feature article
 - “Mosquitos: Dangerous disease carriers” by Dr. Immanual Amissah of WellMed at North Tamiami Trail, (Fort Myers, Florida)
 - “The dangers of Dr. Google” by Dr. Horis Stedman Jr. of WellMed at Marble Falls, Texas
 - Senior audience
 - Judy Bass-Elliot, breast cancer survivor (video)
 - Supportive Care program 10th anniversary (video)
 - Strategic storytelling
 - Clinic team, senior center director bring member back from cardiac arrest
 - WellMed physician keeps two-time cancer survivor healthy
 - Influencer marketing – WellMed Charitable Foundation annual report
 - Corporate image – We are WellMed/Optum/ USMD/ HCAT (Meet our doctors video series)
 - Brand design or refresh – Captain W and the Great Big M
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