

**NEWS RELEASE:**

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On Call Media Beeper: (828) 444-1149

**Pardee receives national healthcare marketing award**

(Hendersonville, NC) Pardee Hospital was recently named as a winner in the 2006 Aster Awards Program, a national healthcare marketing program dedicated to the recognition of excellence in healthcare advertising.

Pardee Hospital was honored with a bronze award for the “Reasons Why” physicians ad series, which helped build community awareness of the high quality physicians and services available at Pardee. All entries compete against similar organizations across the nation and are judged on creativity, layout/design, typography, production, knowledge transfer and overall quality. Winners were recently published in the May/June issue of *Marketing Healthcare Today*.

“We’re honored to be selected as a winner in this national competition award program for the second year in a row,” said Lindsay Howell, director of Community Relations for Pardee Hospital. “I would like to recognize the Community Relations Team for their excellent writing and design skills, which result in the production of award-winning marketing materials for the hospital.”

Pardee Hospital is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second largest employer in Henderson County. The hospital has several locations separate from the main campus, including a 130-bed nursing facility, an adult day services center, a health education center in the Blue Ridge Mall,

home care services, a recently expanded rehab and wellness center on Thompson Street, a midwifery program, various families and internal medicine practices, and an urgent care facility. Pardee is a recipient of the 2006 HealthGrades Distinguished Hospital Award for Clinical Excellence, placing the hospital among the top 5 percent of hospitals in the U.S. for quality of care. More information is available at [www.pardeehospital.org](http://www.pardeehospital.org).

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