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Betsy Johnson Regional Hospital was recently nationally recognized in 2008 Aster Awards Program for excellence in medical marketing

Dunn, N.C. (June 9, 2008) Betsy Johnson Regional Hospital's Public Relations department recently received a Bronze 2008 Aster Award for excellence in medical marketing.

The Aster Awards, one of the largest competitions of its kind, is hosted by *Marketing Healthcare Today* and Creative Images, Inc. This elite national program recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts.

The 2008 Aster Awards consisted of approximately 3,000 entries from across America. Participant's entries competed against similar-sized organizations in their category. Entries must score at least in the top 85% to receive an award. Judging criteria includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

Betsy Johnson Regional was recognized in the category of Single Magazine Advertising for:

"It's easy to understand why hospitals are often thought of as all being the same. Now, see what makes us different" placed in the magazine IMAGES of Harnett County, North Carolina.

Betsy Johnson Regional was assisted in creating the award-winning magazine advertisement by Lynn Advertising Design, Inc. of Erwin, a full-service marketing communications and graphic design firm.

"Betsy Johnson Regional Hospital is among the top in the nation for healthcare advertising expertise... specifically scoring in the top 16 percent. It was an honor to have Betsy Johnson Regional Hospital participate in the 2008 Aster Awards," said Melinda R. Lucas, Aster Awards Program Coordinator. "They exceeded the judges' expectations."

Entries in the Aster Awards were judged by a diverse panel of healthcare marketing experts. All winners are posted on the Aster Awards' website (www.AsterAwards.com), as well as published in *Marketing Healthcare Today*, a national healthcare marketing magazine.

Betsy Johnson Regional Hospital, a 101-bed not-for-profit hospital based in Dunn, North Carolina, offers primary, specialty and emergency care services to Harnett, Cumberland, Johnston, and Sampson County residents. Serving patients since 1940, the hospital has 100 affiliated physicians and 779 employees. For more information, please visit our website at www.bjrh.org

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