

Patient First Produces Award-Winning Commercial

Patient First recently received a Platinum Ava Award for its “Olivia” television commercial. Animated with over 650 individual frames drawn by hand, the feature has been running in both Virginia and Maryland.

“We are flattered by the recognition, which places our creative into elite marketing circles on a national scale. This commercial was conceptualized to tell a story, to be noticeable, and to make a personal connection with a broad audience,” said Jim Schulenberg, Director of Marketing and Public Relations at Patient First. “There were 2,200 AVA Award entrants from the United States and seven from other countries. Only two platinum awards – the highest possible – were presented for the healthcare category.” www.patientfirst.com