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Press Release

January 3, 2019

Cuero Health: Cuero Regional Hospital Wins National Healthcare Advertising Award for Connect Newsletter

Cuero, Texas: Cuero Regional Hospital is pleased to announce its recent Gold winner placement in the 2018 Aster Awards which honor excellence in healthcare advertising. The winning entry, the Connect newsletter, Winter 2017 issue, was developed and designed by Coffey Communications and the marketing department at Cuero Regional Hospital. The Winter 2017 issue of the Cuero Regional Hospital's Connect newsletter featured a cover story on the Emergency Department renovation project, Bfit Cuero Wellness Center feature on wellness resolutions, In the Spotlight feature on staff general surgeon, V.A. Benavides. MD and foot specialist Neil Campbell, DPM, flu shot reminders, educational classes and piece on the new innovative cleaner system used to clean all surfaces in the hospital.

With the most inclusive groups and categories in healthcare advertising, the Aster Awards is the nation's most elite competition dedicated to recognizing the most talented healthcare marketing professionals for outstanding excellence in advertising, marketing and communications. Winning entries, judged by a diverse panel of industry experts, are published in the Marketing Healthcare Today magazine. Winning entries must score in the top tiers amongst similar sized organizations.

The Aster Awards program was born back in 2001 and is hosted by one of the largest healthcare marketing magazines, Marketing Healthcare Today. It is one of the largest medical marketing awards competitions of its kind, allowing healthcare organizations and advertising agencies to compete against similarly-sized competitors from across the nation and world.

"We were thrilled to receive this recognition for our Connect newsletter, a quarterly newsletter that is distributed to over 17,000 households in our service area, as well as shared online. It is an excellent tool to inform and educate our community on the many developments happening at Cuero Regional Hospital," said Lynn Falcone, CEO of Cuero Health.

<https://www.asterawards.com/winners/>

Cuero Regional Hospital,

Agency: Coffey Communications -- Walla Walla, WA

Award: Gold

Entry Name: Connect, Winter 2017

Group: Hospital under 75 beds

Category: Newsletter/External – Single

Cuero Regional Hospital is located at 2550 N. Esplanade in Cuero, Texas and offers an ED- Level IV Trauma Center, on-staff General Surgeon, and a TeleStroke program. For more information, please visit www.cuerohospital.org or call (361) 275-6191. Follow Cuero Regional Hospital on Facebook for the latest updates.

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