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FOR IMMEDIATE RELEASE

## SAGEPOINT WINS NATIONAL HEALTHCARE MARKETING AWARDS Sagepoint Wins Two Awards in National Healthcare Marketing Competition

La Plata, MD (May 19, 2017) – Sagepoint Senior Living Services’ Pharmacy Bag Marketing campaign earned a *2017 Gold Aster Award*<sup>1</sup> in the national competition that recognizes excellence in healthcare marketing and advertising. Sagepoint’s mannequin challenge video, viewable here: <https://youtu.be/HjzIX129f9o>, earned a *2017 Silver Aster Award*<sup>2</sup>.

Director of Marketing Kelsey Pearson remarks, “We are very honored to again receive national recognition for our marketing efforts here at Sagepoint! We work hard to communicate our services to families in need throughout Southern Maryland and these awards speak to the success of our marketing efforts.”

In 2017, the Aster Awards received nearly 3,000 entries from hospitals, health systems, nonprofit public health organizations, and advertising/PR firms around the United States. All entries were reviewed by a panel of industry experts and were scored on multiple criteria against similar-sized organizations in their specific groups and categories.

Awards were issued for entries that received top marks from judges placing them in the top 16% of the nation for advertising excellence. Judging criteria included creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

### **About Sagepoint Senior Living Services**

Sagepoint Senior Living Services, formerly CENRC, has been providing excellent care and trusted advice to seniors and their families in Southern Maryland for 40 years. Today we continue to grow in service and offer an unmatched breadth of trusted care solutions. To learn more, visit [www.SagepointCare.org](http://www.SagepointCare.org), or call us at 301.934.1900.

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<sup>1</sup> Top 5% in nation

<sup>2</sup> Top 12% in nation