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Accordant Receives Awards for Health Care Communications

Accordant Health Services, a leading provider of health management solutions, was honored for its health care communications by the 25th Annual Healthcare Advertising Awards and the Aster Awards.

The Healthcare Advertising Awards are sponsored by HMR Publications Group, the corporate home for Healthcare Marketing Report, Admissions Marketing Report and Physician Referral & Telephone Triage Times. Accordant won a silver award for its quarterly CareLetter, which offers timely health-related topics and facts regarding all covered conditions.

The CareLetter also received a gold award from the Aster Awards Program. This program is an elite competition recognizing the nation's most talented health care marketing professionals for outstanding excellence in advertising. Winning entries, judged by a diverse panel of experts, are published in Marketing Healthcare Today magazine. A Best of Show trophy, Judge's Choice awards, as well as gold, silver and bronze certificates are granted to winning entries.

Accordant includes the award-winning CareLetter as part of its core disease management offering. Standard communications, including the CareLetter, employ clean, simple designs and easy-to-understand information to actively engage participants in their health. As part of continuous quality improvement, Accordant is using new techniques to increase health literacy and cultural competence. Numerous studies have shown that participants are more likely to be receptive to health care information that is relevant to their daily lives.

Should you have any questions, please contact your Accordant account representative or call toll-free 1-800-948-2497.