Banner Health's podcast 'Bedside Stories' earns top Modern Healthcare award

'Audio Campaign of the Year' takes listeners behind scenes in hospitals

PHOENIX (Nov. 9, 2020) – Banner Health's podcast "Bedside Stories" has been selected by Modern Healthcare and its judges as a top award winner for the 2020 Healthcare Marketing Impact Awards. The project earned the highest "gold" honor for "Audio Campaign of the Year" in the provider/insurer category.

" The winners of the 2020 Healthcare Marketing Impact Awards inspired and compelled action "

The award program identifies and recognizes outstanding healthcare marketing campaigns that are impacting the industry, addressing the ever-changing challenges in healthcare and are reinventing the way audiences receive and retain healthcare information.

Bedside Stories highlights captivating and emotionally compelling personal experiences that take place behind the scenes in health care. The narrated podcast takes listeners through a variety of medical challenges, tense moments and inspiring successes.

"This year's best healthcare marketing messages dealt with difficult topics from celebrating nursing's role to battling childhood cancer," said Modern Healthcare editor Aurora Aguilar. "Healthcare marketers faced unique challenges in 2020. The winners of the 2020 Healthcare Marketing Impact Awards inspired and compelled action. They engaged patients to maintain their access to care and spotlighted new drugs by using personalized stories and campaigns. Congratulations to the awardees."

The complete list of this year's winners is available at ModernHealthcare.com/ImpactWinners.

Bedside Stories is available on iTunes, Spotify and Anchor.

About Banner Health

Headquartered in Arizona, Banner Health is one of the largest nonprofit health care systems in the country. The system owns and operates 30 acute-care hospitals, Banner Health Network, Banner – University Medicine, academic and employed physician groups, long-term care centers, outpatient surgery centers and an array of other services; including Banner Urgent Care, family clinics, home care and hospice services, pharmacies and a nursing registry. Banner Health is in six states: Arizona, California, Colorado, Nebraska, Nevada and Wyoming. For more information, visit bannerhealth.com.

For further information: media@bannerhealth.com

---

https://stage.mediaroom.com/bannerhealth/topaward