



For immediate release

**Hartford HealthCare Content Team
Recognized by International Marketing Award**
*Finalists for Corporate Content Creation and
Distribution among Fortune 500 Companies*

HARTFORD –The Hartford HealthCare (HHC) Content Team has been recognized as finalists in the *2018 Content Marketing Awards* presented by the Content Marketing Institute, an annual, leading international awards program honoring the best marketers in the industry.

HHC joined the ranks of standout global Fortune 500 companies such as Volvo and Cricket Wireless for its unique content creation, distribution strategies and results.

The 2018 Content Marketing Awards included 92 categories recognizing all aspects of content marketing. The HHC team was finalists in the following three categories:

- **Best Content Marketing Program in Health Care** for the weekly “Connect to Healthier” video series that highlights heartwarming and inspiring patient stories, with clear ROI and viewer engagement.
- **Most Innovative Content Distribution Strategy** for disseminating content across the state with specific media integrations that then cascade to television, print, radio, digital and social networking platforms.
- **Best use of Facebook in Content Marketing** for weekly Facebook “LIVE” events that highlight strategic topics and experts in live interviews with clear calls to action and metrics. Experts are able to answer questions in real time from viewers on a wide-range of strategic topics.

Rebecca Stewart leads the award-winning team of former television journalists, including Tina Varona, Manager, Content Marketing; Melissa Dethlefsen, Senior Content Producer, and Nick Dethlefsen, Content Marketing Videographer.

“We are a small team of four—but we are a powerhouse,” said Rebecca Stewart, Director of Content, Hartford HealthCare. “Each and every day, we have the opportunity to share miraculous, inspirational patient stories in unique and compelling ways. These stories inspire engagement and loyalty, the new growth strategy. We are so thrilled to be recognized as pioneers in marketing.”

This September, the Content team hosted a sell-out visual storytelling workshop in Hartford, designed to help organizations across New England learn from the experts to better create and distribute content. The team is frequently asked to speak at Marketing Conferences across the country. You can see a full list of the 2018 winners and finalists in all 92 categories on the Content Marketing Awards website:

<https://www.contentmarketingawards.com/2018-winners/>

About Hartford HealthCare

Hartford HealthCare is Connecticut's most comprehensive healthcare network. Our fully integrated health system includes a tertiary-care teaching hospital, an acute-care community teaching hospital, an acute-care hospital and trauma center, three community hospitals, the state's most extensive behavioral health services network, a large primary care physician practice group, a regional home care system, an array of senior care services, a coordinated cancer institute with five cancer centers, and a large physical therapy rehabilitation network. Visit us at www.hartfordhealthcare.org

About Content Marketing Institute

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the [Intelligent Content Conference](#) event is held every spring. CMI publishes the quarterly magazine [Chief Content Officer](#), and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.

