

# 2023 Hermes Creative Awards

## Platinum

### For Vizient VP, Supplier Diversity is a Full-Circle Journey

Lead brand journalist: Erin Cristales  
Print Media | Writing | 61. Brand Journalism

### Registered Dietitians Boost Patient Outcomes — and Providers' Financial Health

Authors: Jordan Bergloff, Barb Mueller, Christina Wright; editor, Erin Cristales  
Electronic Media / Social Media / Interactive Media | Web Element | 120. Blog Single Post

### DEI: It's Hard Work, but Important Work. And Vizient is Up for the Challenge.

Lead brand journalist: Kayla Green  
Electronic Media / Social Media / Interactive Media | Web Creative | 123. Infographic

### 2022 Vizient Humanitarian Award – Connections for Abused Women and their Children (CAWC)

Producer: Tracy Sutton; Vizient Client: MaryCate Most, Jennifer Lind

### Verified RX Podcast: No Patient Left Behind: The Race to End Drug Shortages

Producer: Tracy Sutton, Location & audio production: Corey Doss, Host: Gretchen Brummel, PharmD, BCPS, Pharmacy Executive Director, Vizient Center for Pharmacy Practice Excellence; Guest: Laura Bray, BSBA, MBA, Chief Change Maker, Angels for Change, Vizient; Client: Vizient Center for Pharmacy Practice Excellence

### Vizient: A tribute to America's heroes

Creative Director: Yvette Wheeler, Designers: Rex Gee, Donna Aldridge, Jessica Hite; Illustrator: Rex Gee; Copy Writer: Individual Stories by Vizient Veterans; Editor: Kelly Randall; Production Designer: Jessica Hite; Retouching: David Vaught; Project Manager: Niall Turner; Marketing: Lionel Carter, Monica Puckett, Monica Davey, Liz Lombardo, James Tran, Amanda Devers; Photography: Personal images, Various Getty Images; Print Producer: Maressa Currie; Printer: Mark Watson, ColorMark Printing  
Print Media | Design | 40. Publication Overall

### Vizient Culture Week Campaign 2022

Brochure Credits: Creative Director: Yvette Wheeler; Designer: Rex Gee; Illustrator: Rex Gee; Writers: Emily Eloff, Liz Lombardo, Leisa Kennedy; Photographers: Peter Kao, Sebron Snyder; Production Designer: David Vaught; Retoucher: David Vaught; Project Manager: Niall Turner; Marketing: Emily Eloff, Sharon Taylor, Elida Solis; Print Producer: Maressa Currie; Printer: Mark Watson, Colormark Printing; Paper Supplier: Clampitt Paper; Microsite Credits: Creative Director: Yvette Wheeler; Designer: Rin Preda; Writer: Emily Eloff, Liz Lombardo, Leisa Kennedy; Project Manager: Niall Turner; Retoucher: David Vaught; Animator: Rin Preda; Developer: Alma Najera, Jon

Knigin (Advansiv); Marketing: Emily Eloff, Sharon Taylor, Elida Solis  
Strategic Campaigns | Public Relations/Communications | 77c. Internal Communication Campaign

## **Gold**

### **2022 in Review: Lessons Learned in Supply Assurance Lead to Increased Collaboration, Ingenuity**

Lead brand journalists: Erin Cristales and Kayla Green  
Print Media | Writing | 61. Brand Journalism

### **The Big Picture: How Artwork Positively Impacts the Healthcare Environment**

Author, Cristine Dickinson; editor, Erin Cristales  
Electronic Media / Social Media / Interactive Media | Web Element | 120. Blog Single Post

### **Vizient Human Library Event Fosters Authentic Connections and Greater Understanding**

Lead brand journalist, Liz Lombardo  
Print Media | Writing | 61. Brand Journalism

### **Care to Lead Podcast: Ernest Grant, President, American Nurses Association**

Producer: Mary Casey, Audio Production: Tim Banzon and Corey Doss, Host: Barbara Seymour, DNP, RN, NE-BC, CPPS, Associate Vice President, Member Connections, Vizient and Guest: Ernest Grant, PhD, FAAN, President, American Nurses Association; Vizient Client: Clinical/Quality Networks, Member Networks

### **Knowledge on the Go Podcast: Using AI for Early Detection of Sepsis**

Producer: Byron Cox, Audio Production: Corey Doss, Host: Shannon Hale, Performance Improvement Collaboratives Director, Vizient and Guest speaker: Joe Cummings, PhD, Technology Program Director, Vizient, Vizient Client: Performance Improvement Collaboratives, Member Networks

### **Modern Practice Podcast: Workplace Violence in Health Care, Part 1**

Producer: John Pevoto, Audio Production: Corey Doss, Host: Tomas Villanueva, DO, MBA, FACPE, SFHM, Principal, Clinical Operations and Quality, Vizient, Guest Speaker: Diana Scott, MHA, RN, CPHQ, Principal, Regulatory/Accreditation, Vizient, Vizient client: Clinical Operations and Quality

### **Modern Practice Podcast: The Impact of Drug Shortages, Part 1**

Producer: John Pevoto, Audio Production: Tim Banzon, Host: Tomas Villanueva, DO, MBA, FACPE, SFHM, Principal, Clinical Operations and Quality, Vizient, Guest Speakers: Mittal Sutaria, PharmD, Senior Vice President, Contract and Program Services, Pharmacy, Vizient, and Steven Lucio, PharmD, BCPS, Senior Principal, Pharmacy Solutions, Vizient, Vizient Client: Vizient Center for Pharmacy Practice Excellence

### **Sg2 Perspectives Podcast: Exeter Health Resources LGBTQ+ Health Program: An Interview With Dr Robert Kelly**

Producer: Tracy Sutton, Audio Production: Tracy Sutton, Host: Trevor DaRin, Associate Principal, Intelligence, Sg2, Guest Speaker: Robert Kelly, MD, MPH, Exeter Health Resources affiliate Core Physicians, LLC, Vizient Client: Sg2

### Sg2 Perspectives Podcast: Health Equity Strategy: Working Towards an Ideal State

Producer: Tracy Sutton, Audio Production: Tracy Sutton, Host: Jayme Zage, Principal, Intelligence, Guest Speakers: Karyl Kopaskie, PhD, Principal, and Stephanie Snider, Consulting Director, Vizient Client: Sg2

### Vizient 100 Million Vials Animation

Creative Director: Yvette Wheeler; Designers: Rex Gee, Yvette Wheeler; Illustrator: Rex Gee; Writers: Katie Powers, Amy Principe; Production Designers: Yvette Wheeler, Rex Gee; Retoucher: David Vaught; Animator: Erin Donnalley; Project Manager: Niall Turner; Photography/Video: Getty Images; Marketing: Katie Powers, Amy Principe, Cassandra Johnson  
Electronic Media / Social Media / Interactive Media | Video | 167. Medical/Health

### A Vision for Healthier Healthcare Campaign

Creative Director: Yvette Wheeler; Art Director: Yvette Wheeler; Writer: Mike Renfro; Project Manager: Niall Turner; Retoucher: David Vaught; Strategy Planner: Leslie Wood; Photography: Various, Getty Images; Marketing: Casey Ausherman, Kathryn French, Kelly Stein  
Print Media | Advertising | 9c. Print Advertising Campaign

### Vizient Corporate Responsibility Report 2022

Creative Director: Yvette Wheeler; Art Directors: Jessica Hite, Yvette Wheeler; Designers: Jessica Hite, Yvette Wheeler; Writers: Eve Smith, Terri Scannell; Project Manager: Niall Turner  
Electronic Media / Social Media / Interactive Media | Digital Publications/Messaging | 148. E-Annual Report

### Vizient Pharmacy Market Outlook Winter 2023

Creative Director: Yvette Wheeler; Art Directors: Jessica Hite, Rex Gee; Designers: Jessica Hite, Rex Gee; Illustrators: Rex Gee, Jessica Hite, Rin Preda; Writers: Carina Dolan, Jeni Hayes, Shannon Holden; Editor: David Longfield; Content Managers: Amy Principe, Christy Schwall; Production Designer: Jessica Hite; Retoucher: David Vaught; Project Manager: Niall Turner; Marketing: Cassandra Johnson, Christy Schwall, Nataly Hesser  
Electronic Media / Social Media / Interactive Media | Digital Publications/Messaging | 150. E-Brochure

### Vizient Stationery Suite

Creative Director: Yvette Wheeler; Designers: Donna Aldridge, Rex Gee, James Adrian; Production Designer: James Adrian; Project Manager: Niall Turner; Printer: Maressa Currie  
Print Media | Design | 43. Branded Graphics Suite

### Vizient Supply Chain Sustainability ad

Creative Director: Yvette Wheeler; Art Director: Donna Aldridge; Writers: David Longfield, Jay Netherton; Project Manager: Niall Turner; Retoucher: David Vaught  
Print Media | Advertising | 4. Magazine Ad

### Honorable Mention

#### In Bettering Health Equity for Individuals with Intellectual Disabilities, There's Strength in Numbers

Lead brand journalist: Erin Cristales  
Print Media | Writing | 61. Brand Journalism

### Breaking it Down: Biologics and Biosimilars with Steven Lucio

Lead brand journalist: Kayla Green

New Category | 201c. Write your own category on entry form | Science/ STEM writing

### Amid a Strained Healthcare Supply Chain, Stateside Takes Stride

Lead brand journalist: Erin Cristales; authors: Robin Weis, Chris Almaguer and Courtney Rahm

Electronic Media / Social Media / Interactive Media | Web Creative | 123. Infographic

### Vizient Employees Directly Impact a Culture of Diversity, Equity and Inclusion

Lead brand journalist: Kayla Green

Electronic Media / Social Media / Interactive Media | Video | 164. Internal Communication

### Verified RX – The KIDs List: naughty or nice?

Producer: Tracy Sutton, Host: Gretchen Brummel, PharmD, BCPS, Pharmacy Executive Director, Vizient Center for Pharmacy Practice Excellence; Guests: Rachel Meyers, PharmD, BCPS, BCPPS, FPPA, Pediatric Clinical Pharmacist Rutgers University, Cooperman Barnabas Medical Center, Ernest Mario School of Pharmacy, David Hoff, PharmD, BCPPS, FCCP, FPPA, Pharmacy Director, Acute Care, Children's Minnesota; Client: Vizient Center for Pharmacy Practice Excellence

Electronic Media / Social Media / Interactive Media | Podcast

### Knowledge on the Go – High-Reliability Culture

Producer: Byron Cox, Audio Production: Corey Doss, Host: Marilyn Sherrill, RN, MBA, Performance Improvement Program Director, Vizient and Guest speakers: Michael Leonard, MD, Founder, Safe & Reliable Healthcare and Gena Futral, DHA, RN, CPHQ, FACHE, Executive Principal, Reliability and Management Systems from Vizient, Vizient Client: Performance Improvement Collaboratives, Member Networks

Electronic Media / Social Media / Interactive Media | Podcast

### Vizient's Clinical Data Base: Delivering Value to More than 1,000 Facilities (Video)

Producer: Mary Casey; Vizient Client: Solutions Strategy & Analytics Delivery

### Vizient Diversity Networking Associations (DNAs)

Creative Director: Yvette Wheeler; Designers: Donna Aldridge, James Adrian, Rin Preda; Writer: Liz Lombardo; Project Manager: Niall Turner; Marketing: Liz Lombardo, Jeanna Hooker, Christina Gardner; Print Producer: Maressa Currie

Print Media | Design | 43. Branded Graphics Suite

### Vizient Healthcare is a calling ad

Creative Director: Yvette Wheeler; Art Director: Donna Aldridge; Retoucher: Rex Gee; Content Manager: Evan Danis; Marketing: Kelly Stein, Kathryn French

Print Media | Advertising | 4. Magazine Ad