

## **Press Release**

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### **FOR IMMEDIATE RELEASE**

#### **The American Diabetes Association's My Health Advisor Wins a 2013 Summit Creative Award**

(Minneapolis, Minnesota – June 4, 2013) Out of more than 5,000 submissions in 19 categories from 25 countries, Medicom Health Interactive is named a Bronze award winner in the 2013 Summit Creative Award® competition (Interactive Media: Health/Medicine category) for its creative work on The American Diabetes Association's My Health Advisor program.

The American Diabetes Association (ADA) is the preeminent provider of diabetes education for the public and for professionals. Kevin Fitzpatrick, President of Medicom Health Interactive stated: "We are honored to be able to develop this important program because it is the first interactive tool we have built that explains risks of diabetes both for people who have diabetes and also for those at risk of developing diabetes for those who have not been diagnosed with it. We are grateful for the recognition that we and the American Diabetes Association received by winning a Bronze 2013 Summit Creative Award."

The Summit Creative Award (SCA) recognizes and celebrates the creative achievements of small and medium sized agencies worldwide with annual billings under \$30 million. For 19-years, the SCA has firmly established itself as the premier arbiter of creative excellence for firms of this size and has become a coveted honor.

Entries in 19 major categories are judged against a stringent set of standards. During its blind judging, the Board of Judges searches for and identifies innovative and creative concepts, strong executions and the ability to communicate and persuade.

“Winning a Summit Creative Award is a significant accomplishment. With vetted judges, tough judging criteria, blind judging processes, and strict bylaws limiting winners, only deserving entries receive recognition,” said Jocelyn Luciano, Executive Director for the Summit International Awards (SIA). “The creative work this year was outstanding. Watching the judges debate the details of individual entries in the run-off for the tops spots was inspiring.”

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The American Diabetes Association is leading the fight to Stop Diabetes and its deadly consequences and fighting for those affected by diabetes. The Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. For more information please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org).

Medicom Health Interactive creates unique web and mobile applications that convey complex health marketing and educational messages in ways people easily understand. The world’s most renowned names in health care deploy our solutions to connect their messages to their core target audiences in meaningful, understandable and inspiring ways. Our clients experience greater business opportunities while simultaneously providing measurable differences in people’s lives. Medicom Health Interactive was originally founded as Medicom Digital in 2000, and is headquartered in Minneapolis, Minnesota. For more information visit [www.medicomhealth.com](http://www.medicomhealth.com).

