



CONTACT:

HEALTHCARE MARKETER'S EXCHANGE

Elise Daly Parker

Editor

hmexchangeeditor@gmail.com

973-744-9505

Denise Pecora

Marketing Coordinator

dpecora@hmexchange.com

973-744-9505

HEALTHCARE MARKETER'S EXCHANGE Humanitarian Award winners are . . .

Verona, N.J., November 1, 2016 – **HEALTHCARE MARKETER'S EXCHANGE (HME)** is happy to announce the winners of the **2nd HEALTHCARE MARKETER'S EXCHANGE Humanitarian Awards**. The HME Personal Humanitarian Award winner is Richard Nordstrom, Liberate Ideas, Inc. The HME Company Award winner is Sandbox.

For the second year in a row, we invited companies and individuals to submit nominations for their charitable efforts. Then through a panel of judges and based on a rubric, the Humanitarian Award distinction was presented to one exemplary company and one individual who makes the most positive impact on the welfare of humankind through their contributions, time, actions, and dedication.

Nancy Leonard, the Publisher of **HEALTHCARE MARKETER'S EXCHANGE**, magazine said, "*These awards are something I've thought about for a long time. We have been publishing an inspiring and informative annual charity issue that spotlights the generous acts and services performed by companies and individuals in the healthcare marketing industry for many years. It was time to make my dream a reality and further honor both a person and company that really goes above and beyond to serve others. I could not be any happier that we are now celebrating our 2nd year of these special awards!*"

While we celebrate everyone who was nominated, we give special recognition to this year's winners.

- HME Personal Humanitarian Award Winner -**Richard Nordstrom, President, Liberate Ideas, Inc.**

For his work with Jobs for America's Graduates (JAG), an innovative, state-based national non-profit dedicated to preventing dropouts among young people who are most-at-risk. Richard dedicates countless hours to this cause, along with several other charitable efforts.

- HME Company Humanitarian Award Winner –**Sandbox**

For their dedication to spearheading a plan to promote awareness of congenital heart defects (CHD), the leading cause of death due to birth defects in America, and to make known the importance and cost effectiveness of at-birth testing for CHD in newborns. Sandbox supports a culture of giving in their company through support of many other charities as well.

We are happy to announce that **HEALTHCARE MARKETER'S EXCHANGE** will again partner with the **Association of Medical Media (AMM)** to bring the AMM Nexus Representative of the Year Awards and HME Humanitarian Awards together for a celebratory evening. The Awards will take place in NYC in March. The date is to be determined.

HEALTHCARE MARKETER'S EXCHANGE will continue to honor the people and companies who dedicate time, energy, and effort to making this world a better place. Says Nancy Leonard "We would like to invite all healthcare marketing companies and their staff member to submit a nomination. To those of you who did not participate, whether company or individual, we look forward to hearing from you next time for our **3rd Annual HEALTHCARE MARKETER'S EXCHANGE Humanitarian Awards**. Let's celebrate together all the good you have done! Nominations can be submitted at <http://www.hmexchange.com/>.

For further information on these awards please contact, **Nancy A. Leonard**, Publisher, **HEALTHCARE MARKETER'S EXCHANGE**, naleonard@hmexchange.com, 973-744-9505.

###

About HEALTHCARE MARKETER'S EXCHANGE

Launched February 1, 1992, HEALTHCARE MARKETER'S EXCHANGE remains one-of-a-kind in the industry as the only monthly magazine for healthcare marketers that consistently creates and promotes a strong sense of community through personal, human-interest editorial that is friendly, entertaining, and engaging. To learn more, visit www.HMExchange.com.

About Association of Medical Media

Association of Medical Media (AMM) is a non-profit organization, whose name reflects its membership: medical publishing firms, content providers, and associated companies in the medical communications field. The members of AMM share a commitment to editorial integrity, professional sales standards, and the promotional value of medical advertising — both in print and online. To learn more, visit www.ammonline.org.

About Jobs for America's Graduates (JAG)

Jobs for America's Graduates (JAG) is a state-based national non-profit organization dedicated to preventing dropouts among young people who are most at-risk. In more than three decades of operation, JAG has delivered consistent, compelling results – helping nearly three-quarters of a million young people stay in school through graduation, pursue postsecondary education and secure quality entry-level jobs leading to career advancement opportunities. To learn more, visit www.jag.org.

About Liberate Ideas

Liberate Ideas, Inc®, a Delaware C Corp is a service organization and digital health software developer. Our Vision is to be the preeminent educational company Healthcare Professionals rely on for their education needs. Our Liberate Health® offering is powered by our Digital Clinician Key Opinion Leaders. Ten's of thousands of healthcare professionals use Liberate Health to improve patient engagement and education, leading to better patient understanding and health outcomes. To learn more, visit www.liberatehealth.us/about-us/.

About Sandbox

Launched in 2016, Sandbox is an independent, full-service agency formed by four complementary entrepreneurial agencies united by a "create better, together" ethos of collaboration. Headquartered in Chicago, Sandbox operates from seven locations across the U.S. and Canada. Its roster of clients includes some of the most respected names in human and animal healthcare, agriculture, biotechnology, financial services, travel, and consumer products. To learn more, visit www.sandbox.com.