



Keenan·Nagle Advertising

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## Press Release

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### FOR IMMEDIATE RELEASE

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## Keenan-Nagle wins double gold in national digital marketing competition

**Allentown, PA — Keenan-Nagle Advertising** won two top awards in the 2<sup>nd</sup> Annual Healthcare Digital Marketing Awards competition. Winning entries by the Lehigh Valley-based marketing firm were produced for **Lehigh Valley Health Network** and regional preferred provider organization **Valley Preferred**.

In the Community Report category, gold was won for a 48-page digital publication titled “The First 5 Years of Population Health at Lehigh Valley Health Network.” A second gold was awarded for Valley Preferred’s website refresh in the Institutional Website-Update category. For the full list of HDMAward winners, visit [www.hdmawards.com](http://www.hdmawards.com).

The national competition began its efforts to recognize creative excellence in the pioneering area of healthcare digital marketing in 2020. Entries in the 2021 competition were received from nearly 1,000 healthcare and medical institutions, according to a release from competition sponsor HDMAwards of Roswell, GA. “A national panel of industry specialists review each piece; judging creativity, marketing execution, message impact, technology application and innovation content,” according to the HDMAwards website.

**About Keenan-Nagle Advertising (K-N):** In continuous service since 1954, K-N is the Lehigh Valley’s longest-serving marketing/communications/advertising agency. The firm provides businesses and institutions with a full spectrum of services including creative communication concepts and content, website development, graphic design and copywriting, cross-platform media strategies and ROI analysis. Staff credentials include certifications in Digital Marketing from the American Marketing Association (AMA) and the Digital Marketing Institute (DMI). K-N is located at 1301 South 12<sup>th</sup> St. in Allentown, PA and online at [www.keenannagle.com](http://www.keenannagle.com).