



10 Awards Won by The Community-Wide End-of-life/Palliative Care Initiative Led by Excellus BlueCross BlueShield



Awards for Advance Care Planning and End-of-Life Care Programs

- BlueCross BlueShield Association BlueWorks Award Finalist for Community Conversations on Compassionate Care (CCCC)
 - The BlueWorks Awards recognize the most exceptional programs and initiatives created by BlueCross BlueShield franchises around the country. As part of the BlueCross BlueShield Association 2008 Annual Conference, a poster about CCCC was created for viewing by conference attendees.
- BlueCross BlueShield Association BlueWorks Award Finalist for the Medical Orders for Life Sustaining Treatment (MOLST) Program
 - The BlueWorks Awards recognize the most exceptional programs and initiatives created by BlueCross BlueShield franchises around the country. As part of the BlueCross BlueShield Association 2008 Annual Conference, a poster about MOLST was created for viewing by conference attendees.

Awards for the MOLST DVD – “Writing Your Final Chapter: Know Your Choices... Share Your Wishes”

The MOLST DVD introduces audiences to the MOLST, a program that ensure seriously ill patients will have their end-of-life care wishes followed. The MOLST program is based on effective communication of patient wishes, documentation of medical orders on a brightly colored form, and a promise by healthcare professionals to honor those wishes. The MOLST form was approved for community use by the New York State legislature and signed by the Governor on July 8, 2008 for use statewide.

- Telly Award
 - Telly Awards honor the finest film and video productions, groundbreaking web videos, and outstanding local, regional and cable TV commercials and programs.
- Health Information Resource Center, National Health Information Awards, Merit Award
 - The National Health Information Awards recognize the nation’s best consumer health information programs and materials. The MOLST DVD received an award in the Videos category for Consumer Decision-Making Information.
- Mature Market Resource Center, National Mature Media Awards, Merit Award
 - The National Mature Media Awards recognize the nation’s finest advertising, marketing and educational materials created for older adults. The MOLST DVD received the award in the Videos (Educational/Training Programs) category in the Healthcare division.

Awards for the CompassionandSupport.org Community Website

The CompassionandSupport.org community website is devoted to educating and empowering patients, families and professionals in order to: overcome functional health illiteracy, ensure informed medical decision-making, and help guarantee that individuals’ goals and wishes for end-of-life care are followed.

- FREDDIE Awards Finalist, International Health and Medical Media Awards
 - The FREDDIE Awards recognize the best medical videos, DVDs, CDs and websites that address health or medical issues for consumer or professionals.
- Web Marketing Association, WebAward for Health Care Standard of Excellence
 - The WebAwards are the premier annual website award competition that identifies the best websites in 96 different industries and sets the standard of excellence for all websites.
- Healthcare Strategy Institute, eHealthcare Leadership Award
 - eHealthcare Leadership Awards are presented to organizations that have demonstrated innovative ways to use the internet and technology to achieve their business objectives and mission. The Awards recognize the best websites of healthcare organizations, health plans, pharmaceutical and medical equipment firms, business improvement agencies and online health companies.
- Health Improvement Institute, Aesculapius Award, Award of Excellence
 - Aesculapius Awards are designed to recognize and promote creativity and excellence in the communication of good information about healthy lifestyles, disease prevention, health care treatments and medical decision-making.
- Health Information Resource Center, World Wide Web Health Award, Bronze
 - The World Wide Web Health Awards recognize the best web-based health-related content for consumers and professionals. CompassionandSupport.org received a bronze medal award in the “Patient Education Information” category.