



Excellus BCBS and POV-Rose Films Win Award in 2008 National Mature Media Awards Program

Excellus BCBS and POV-Rose Films collaborated to produce the Medical Orders for Life-Sustaining Treatment (MOLST) video, titled, "Writing Your Final Chapter: Know Your Choices... Share Your Wishes." This video was selected as a winner in the 17th annual National Mature Media Awards Program. The Program, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognizes the nation's finest advertising, marketing and educational materials designed and produced for older adults.

"Writing Your Final Chapter: Know Your Choices... Share Your Wishes" received an award in the Videos (Educational/Training Programs) category in the Healthcare division.

"We were delighted to participate in the Mature Media Awards program this year, and were honored to be selected as a winner," says Dr. Patricia Bomba, who spearheaded the creation of the MOLST program and the production of the MOLST video. "As we celebrate this award, we again extend our sincere gratitude to the patients, families, faculty, and organizations who participated in the production of the video, the members of the MOLST DVD and Web-based Tools Subcommittee, the MOLST Community Implementation Team and NYSDOH for their counsel, and the senior leadership of Excellus BCBS and MSSNY for their generous funding of the project. We are also grateful to David Rose for working on this program which can help so many people."

Nearly 1,000 entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity and relevance to the senior market.