

O'Brien Advertising and Akavit Create Award-Winning Web Site For Baltimore Washington Medical Center

Silver award earned at the Twenty-Seventh Annual Healthcare Advertising Awards and named as a Stevie® Award finalist at the 2010 American Business Awards SM

DENVER, CO – September 1, 2010 – O'Brien Advertising and Akavit, a leading interactive agency and web technology company, announced that the new Baltimore Washington Medical Center (BWMC) Web site, www.mybwmc.org, earned a Silver award at the Twenty-Seventh Annual Healthcare Advertising Awards and was also named as a Stevie® Award finalist at The 2010 American Business Awards SM. BWMC worked with O'Brien Advertising and Akavit in order to transform their Web site into a community resource with a new design and improved Search Engine Optimization (SEO).

"It's great to see two Denver firms working together with beautiful synergy to produce a nationally award-winning site," said Terri O'Brien, president of O'Brien Advertising.

BWMC's project involved incorporating health information from many of its different sources into one central Web site in order to become a community health resource. Appealing visuals combined with an indexed and searchable health encyclopedia in both English and Spanish increased site visits by 84%.

"The key to designing this new site was to make it visually appealing while incorporating tons of health information that was easy to access," said Rob Davis, president of Akavit. "Our web technology expertise combined with O'Brien's creative direction produced a trusted resource for doctors, members and prospective patients to refer to time and time again."

The BWMC Web site received the Silver award at The Twenty-Seventh Annual Healthcare Advertising Awards. Sponsored by the Healthcare Marketing Report, it is the oldest, largest and most widely respected healthcare advertising awards competition in the country. More than 4,000 entries were received in this year's competition.

The Web site entry titled, "Site Visits Soar with BWMC's Community Resource" was a Stevie® Award finalist at The 2010 American Business Awards SM. More than 2,700 entries in over 40 categories from organizations of all sizes and in virtually every industry were submitted for consideration.

About O'Brien Advertising

With Terri O'Brien at the nucleus, O'Brien Advertising was formed in 1991. Over the years, some of the best creative minds, strategic thinkers and number-crunchers have come together to make something completely out of this world; a full-service ad agency that's easy to work with and attracts the eyes of the target market with an electromagnetic-like force. This effectiveness is evident in projects for a gamut of clients, including nationally recognized healthcare advertising. It's this collection of greatness that consistently makes O'Brien one of the top 25 women-owned businesses in Colorado. To learn more about O'Brien Advertising, visit www.thinkoba.com .

About Akavit

Located in Denver, Colorado, Akavit is a leading interactive agency and web technology company supporting companies from the entrepreneurial to the enterprise. Whether you're getting 100 hits a day or handling 100,000 transactions, Akavit can take your web programs to the next-level and help you achieve your goals by implementing web systems, interactive design, search engine optimization (SEO), rich internet applications and a host of other interactive and strategic social media programs. Client industries span from technology to consumer, with clients including Anheuser-Busch, Colorado Ski & Golf, GoLite, Mix1, Rocky Mountain Health Plans, Suple Advertising & Design, O'Brien Advertising, U.S. Bank, and many more. To learn more about Akavit, visit www.akavitgroup.com .

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