

For Immediate Release:
April 21, 2017

TBWA\WORLDHEALTH

TBWA\WorldHealth Earns “Vision Award” at 2017 Med Ad News’ Manny Awards

New York, NY – **April 21, 2017:** [TBWA\WorldHealth](#), the global healthcare communications network, achieved a spectacular win last night at the 28th annual black-tie Manny Awards gala at Pier Sixty, Chelsea Piers in New York City. The agency, launched April 2016, celebrated its one-year anniversary by taking home the “Vision Award” for their innovative partnership with the 2016 TEDMED conference

“We’re thrilled to receive the prestigious ‘Vision Award’ tonight,” said Robin Shapiro, Global President, TBWA\WorldHealth. ***“This recognition celebrates the innovative work we are creating as a team and the momentum we’ve achieved in the past year.”***

The TBWA\WorldHealth leadership team was in the spotlight earning the 2017 “Vision Award” for **Disruption® Live (at TEDMED)**. Dan Chichester, Chief Digital Officer and Paul Pfleiderer, Chief Strategy Officer led this visionary effort on behalf of the agency resulting in this impressive achievement. This distinguished award, selected by the editorial staff of Med Ad News, honors agencies whose idea, concept or initiative best exemplifies the healthcare communications agency of the future. ***“It’s a tremendous honor and we’re delighted to have a partner like TEDMED whose contributions to health and wellness are so important,”*** said Mr. Chichester.

The team earned the Vision Award for their engaging opener video used to launch the 2016 TEDMED event and for utilizing Disruption® Live to connect healthcare innovators and entrepreneurs around the globe. The agency embraced TEDMED’s theme “What If?” and created a content ecosystem to start the discussion. Their efforts efficiently engaged hundreds of delegates at the conference and initiated thousands of conversations on social media.

To execute their idea the Disruption® Live team set up a command center/sound studio at TEDMED’s epicenter of action known as “The Hive.” The team explored the 2016 innovator’s “What If” concepts via live interviews, resulting in an inspiring podcast, and real-time animations illustrating the ground-breaking concepts. The impressive results—130 media pickups, including the Washington Post, 49.8K twitter impressions and a 3,521% increase in profile views.

“We’re elated that our creative work for TEDMED made such a strong impact this year and has resulted in our agency earning this celebrated award,” said Mr. Pfeleiderer. ***“This accolade is a testimony to the power of disruption, creative passion, and the strength of our talent.”***

The Manny Awards, produced by Med Ad News, honor exceptional and innovative creativity in healthcare advertising and communications. The finalists and winners are determined by industry peers and the editor of Med Ad News.