

MRC Medical Communications Wins Two National Telly Awards

Dual Honors Bring Agency National Awards Total to 67

June 23, 2014, Emerson, NJ -- MRC Medical Communications has announced that it has been honored with two 2014 National Telly Awards for Video Production. Both awards were received for the company's "BE AWESOME – not average" sales video produced for client mfPHD, LLC of Lorena, Texas. These are MRC Medical's 66rd and 67th national awards for creative, production, writing or marketing excellence.

The Telly Awards, now in its 35th year, recognizes the best work of the most respected advertising agencies, production companies, television stations, and corporate video departments in the world. This year's competition received 12,000 entries from all 50 states and numerous countries.

In announcing the 2014 results, award organizer's stated, "This year's winners represent cutting-edge ideas and techniques being used throughout the industry and we're proud to recognize the talents of top professionals around the world."

Prestigious Winners List Validates Quality of the Competition

"We are always honored when our work is recognized, but when it comes from an organization as well respected as the Telly Awards it is especially gratifying" said MRC Medical's President Dave Rector.

"When you look at the other winners it really validates the quality of the award competition and confirms the value of the honor," Rector said, referring to this year's winners, which include Bloomberg, Dell, Disney, ESPN, NBC, Ogilvy & Mather, Coca-Cola and Warner Brothers.

The winning video ([click here to view](#)) was shot over five separate days during a 4-month period at Texas Health Harris Methodist Hospital Fort Worth. It uses fast edits, graphics and an upbeat soundtrack to demonstrate the benefits of mfPHD's modular, stainless steel wall system from the first day of construction to finished operating rooms. The video was recognized with Bronze Tellys in the Sales and Marketing Categories.

Earlier this year the same video was recognized as an element of MRC Medical's integrated tradeshow campaign for mfPHD in the National Apex and Aster Awards competitions.



For Immediate Release

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About MRC Medical Communications

MRC Medical Communications, an MRC Media Group company, is an integrated Marketing, Advertising, Public Relations and Training organization. It offers strategic planning & consulting, branding and program implementation services. MRC's clients include global leaders in medical device manufacturing, sales and support; bioscience, pharmaceutical and medical software companies, as well as healthcare providers. The company's services are designed to help clients enhance brand image, generate demand for products and services, increase sales performance, penetrate new markets and achieve revenue growth.

About mfPHD

mfPHD—which is an acronym for Modular Fabrication Per Hospital Design—manufactures modular, stainless steel construction products, including wall and automatic door systems, for Operating Rooms, Intensive Care Units, Neuro Intensive Care Units and hospital Central Sterile Processing departments. Based in Lorena, Texas, mfPHD serves hospitals, healthcare architectural firms and contractors across North America. Its custom pre-fabricated construction method, proven for more than three decades in Europe, allows facilities to build faster and accommodate ongoing modifications with little to no affect on case schedules. The system is a key component of hospitals' infection prevention strategy.

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