



FOR IMMEDIATE RELEASE

AultCare and Innis Maggiore Win Prestigious Healthcare Advertising Award

CANTON, Ohio (September 21, 2021) — Innis Maggiore, the nation’s leading positioning ad agency, today announced that it earned a Healthcare Advertising Award, the oldest, largest and most widely respected advertising competition in the healthcare industry.

The award is for the development and execution of AultCare’s Being Well/ Well Being advertising campaign.

“For the past 25 years, AultCare and Innis Maggiore have worked together to raise local awareness about the high quality and affordable healthcare available in our community,” said Dick Maggiore, Innis Maggiore president and CEO. “The health of a community impacts other vital issues such as education and economic growth. We are honored to share in the recognition for the important work AultCare is doing.”

More than 4,400 entries were received for the Healthcare Advertising Awards. A national panel of judges evaluated each entry for creativity, quality, message effectiveness, consumer appeal, graphic design and overall impact.

About AultCare Health Plans

Since its inception in 1985, AultCare provides customers with a connected value that extends beyond a health plan. AultCare’s delivery of healthcare plans encompasses a diverse spectrum of value, which incorporates advanced technology with innovation, integrated care coordination supported by their quality measures, an expanded and cost effective network, strong partnerships on a local and national level, and our outstanding customer relationships. AultCare’s products and services include health plans for large and small employer groups, Marketplace, dental, vision, wellness, FSA, HRA, HSA, stop loss coverage, workers’ compensation data analytics, other ancillary products, and Medicare Plans under AultCare’s PrimeTime Health Plan and PrimeTime Choices.



About Innis Maggiore

Innis Maggiore Group is recognized as America's leading positioning ad agency, building strong brand positions for companies in competitive markets. The full-service integrated agency had 2020 capitalized billings of \$24 million. Some of its key clients include: Aultman Hospital, AultCare, Baird Brothers Fine Hardwoods, BellStores, Center for Health Affairs, Encino Energy, FSBO.com, GOJO Industries (Purell), The Goodyear Tire & Rubber Company, KFC/Kendall House, Kobre & Kim, MID'S True Sicilian Pasta Sauce, Midwest Industrial Supply, Stark Area Regional Transit Authority (SARTA), SmithFoods and Young Trucks.

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