



EMPATHY

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**Medical & healthcare communication
Consultancy & production**

PRESS RELEASE

Empathy wins Major US Award



Studio shoot for 'Our Way'

At the American Health Sciences Communications Association Awards at Boston, Brighton based writer and filmmaker John Davies won the individual Holly Harrington-Lux Award for Creative Design for his writing and direction on 'Our Way', a series of short films made for Cambridge University Hospitals, one of the country's leading healthcare trusts.

'The challenge was to encourage participants in a series of workshops to discuss issues of equality and diversity without preaching to them,' says producer Jeremy Nayler, head of the Media Studio at Addenbrooke's Hospital, Cambridge. 'John's solution was to create a series of dramatised scenarios depicting everyday situations in a healthcare environment.'

'In each scenario different characters behave in ways that may or may not be acceptable. The audience need to 'read' each situation carefully to understand the multi-faceted nature of relationships at work before jumping to conclusions.'

The resulting sequence of twelve short videos also won a Gold Award at the USA Health Sciences Communication Association Awards 2010

'I'm delighted that the project has won recognition from such an eminent body,' says John Davies. "'Our Way" is designed to open up discussion about issues of equality and diversity in a way that isn't judgmental but allows people to express themselves and tackle casual but deep-rooted bias.'

In 2008, another of John's films, 'Our hospital, our future', about Brighton's new Royal Alexandra Children's Hospital, won a Gold for Brighton & Sussex University Hospitals NHS Trust at the HeSCA Awards in 2008.

Empathy, John's medical and healthcare communications consultancy, can be contacted on 01273 242850 or on the web at www.univiva.com/empathy.

Pictures available. For more information please contact John Davies, Empathy, 01273 242850 or email empathy@univiva.com

Information for Editors

US Health Science Communications Association Awards

Special Award: The Holly Harrington-Lux Creative Design Award

In 1987 The Holly Harrington-Lux Creative Design Award was established. It is unique among HeSCA's awards. In every other case, HeSCA rewards the winning institution for excellence in media production. The Holly Harrington-Lux award is presented to the individual most responsible for the overall creative design of the production. The award is named for Holly Harrington-Lux, a medical illustrator at the University of Michigan. Holly was an active HeSCA member and supporter. When she met a tragic death at an early age, her family, friends and HeSCA colleagues joined together to create a fund and this award to honour her memory.'

From Journal of Visual Communication in Medicine, Sept-Dec 2008

Elmer Friman Best-of-show award

'The first of HeSCA's major awards came to be in 1980 with the creation of the "Elmer Friman Best-of-show award." The award was created to honour the memory of Elmer Friman, HeSCA's president during 1977-78 who died on April 30 before completing his term of office.

The award process includes four separate peer reviews, by at least three separate panels, to select the Elmer Friman Award winner.

All entries in the HeSCA Media Festivals are subjected to peer review using standardised judging criteria. Those entries, which score at or above a specific level,

are named Bronze Award winners. These productions demonstrate excellence in health media production based upon a combination of instructional design, production and technical values.

The same panel again reviews the bronze level entries, and those which are clearly superior, are elevated to the Silver Award level. The Silver level winners are then forwarded to a second panel for determination of the Gold level winners.

The Gold level is reserved for those productions which are truly representative of the very best in health and science media production. The gold level winners become the nominees for the Elmer Friman Award.

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