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News Release

90TEN Healthcare triumphs at PRCA Awards

The red carpet was rolled out for 90TEN Healthcare at last night's PRCA Awards, as the agency scooped the Best Public Sector Award for its work with Chelsea and Westminster Hospital NHS Foundation Trust.

The winning entry 'HIV - Closer than you think' utilised multimedia tools, on-street PR and media relations techniques to change the way people thought about HIV and drive a 24% increase in new HIV diagnoses at the 56 Dean Street clinic in Soho.

Finalist in this category included 3 Monkeys Communications, Fishburn Hedges, Grayling, Ridgemount PR, Seventy Sever PR and Weber Shandwick Scotland.

"We are enormously proud to have been recognised by the PRCA, especially given the extremely high standard of the entries in this category from some of the industry's biggest players."

Commented Paul Tanner, Director and co-founder of 90TEN. "This is our tenth anniversary year and it has been exceptional. Having been named as PR Week's Healthcare Agency to watch in May, we have since scooped awards from the CIPR, Communiqué and now PRCA. It is testament to our energy, dynamism and the outstanding talent of our team."

- Ends -

For more information, please contact Paul Tanner, 90TEN Healthcare

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About 90TEN

90TEN is an award-winning healthcare communications consultancy specialising in integrating PR, medical education, behavioural change, social marketing, experiential learning and research techniques to deliver solutions that help its clients exceed their marketing objectives and maximise their PR investment. 90TEN's programmes reach and mobilise healthcare providers and patients to provide them with access to targeted health information that empowers them to effectively manage their health or provision of health services.

Awards include:

- Winner – PRCA Awards 2011 – Public Sector, Value for Money
- Winner – Communiqué 2011 - Judges Special Award for Innovation
- Winner – Communiqué 2011 – Best Public Health Initiative
- Finalist – Communiqué 2011 - Best Patient Initiative
- Winner – CIPR Excellence Awards 2011 – Low Budget
- Finalist – CIPR Excellence Awards 2011 – Healthcare
- Winner – PMEA 2010 – Grey Healthcare Group Cause Marketing Award (public health)
- Highly Commended – Communiqué 2010 – Best Public Health Initiative
- Finalist – Communiqué 2010 – Best Small Consultancy
- Finalist – Communiqué 2010 – Excellence in Product Communications
- Finalist – Pharma Times 2010 – Joint Working Project of the Year
- Winner – PMEA 2009 – Patient Focus Award
- Winner – PMEA 2008 – Patient Focus Award
- Finalist – Communiqué 2008 – Best Small Consultancy
- Winner – Communiqué 2007 – Best Use of Surveys and Data
- Winner – Communiqué 2007 – Young Achiever of the Year (Paul Tanner)
- Highly Commended – Communiqué 2007 – Best Patient or Public Campaign
- Highly Commended – Ask About Medicine Awards – Excellence in Reaching Diverse Populations
- Highly Commended – Communiqué 2006 – Best Professional Education Project
- Winner – Communiqué 2005 – Best Patient or Public Campaign
- Finalist – PMEA 2005 – Innovation Award
- Winner – Communiqué 2004 – Best Patient or Public Campaign
- Finalist – PMEA 2003 – Customer Focus Award
- Highly Commended – PMEA 2003 – Innovation Award