MINTZ+HOKE

Mintz + Hoke's Strategic Media Partnership Earns National Healthcare Marketing Recognition

AVON, Conn. (Nov. 9, 2026) — Mintz + Hoke, New England's Immersively Different brand-building advertising agency, announced its first-in-the-nation media activation with Hartford HealthCare has been recognized with a bronze award from the 2026 Healthcare Marketing Impact Awards.

The awards, co-presented by *Modern Healthcare* and *Ad Age*, recognize the most innovative and impactful healthcare marketing campaigns of the year. The "Future Health Starts Here" campaign with Hartford HealthCare earned recognition in the Experiential Campaign of the Year for Providers/Insurers category.

As Hartford HealthCare's strategic media partner, Mintz + Hoke brought healthcare to an unexpected place: Bradley International Airport. The agency negotiated a first-in-the-nation partnership with the airport to bring a walk-in virtual CareStation to the airport's main terminal, while securing Hartford HealthCare's designation as the airport's exclusive healthcare partner.

"We saw an opportunity to go beyond traditional advertising practices to get in front of millions of travelers. We wanted to create an experience that could make a difference in someone's life," said Sara-Beth Kozlowski, Principal, Media, at Mintz + Hoke. "This activation is a great example of what happens when strong client and partner relationships come together with a shared vision to create something meaningful."

Airport-wide branding complemented the CareStation experience and encouraged travelers to continue engaging with Hartford HealthCare through its HHC 24/7 app. Between June 2025 and July 2026, the CareStation recorded approximately 350 patient engagements, demonstrating demand for convenient healthcare in nontraditional settings.

The success of the activation has also prompted OnMed to explore similar CareStation installations at airports across the country, demonstrating the potential for this approach to expand access to care in other communities.

About Mintz + Hoke
Mintz + Hoke is an Immersively Different full-service advertising agency established over 50 years ago. Today, the agency offers an array of services, including branding, campaign analytics, creative, design, digital, event management, media, public relations, research, strategy, and social media services. Mintz + Hoke has been recognized as one of Connecticut's Best Places to Work by the Hartford Business Journal. Connect with them at www.mintz-hoke.com and follow them on Facebook, LinkedIn and Instagram.

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