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Enlyte Sweeps Muse Awards With Four Wins

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Major international marketing award program bestows honors for Enlyte's annual trends report, case management awards campaign, drug trends reports and IME campaign

SAN DIEGO, Calif.—Enlyte has set a new company standard by winning four Muse Creative Awards for 2023. The announcement marks consecutive years Enlyte has been named a winner of the Muse Creative Award—an international competition for creative professionals “who inspire others to greater heights.”

In a competition with over 6,000 entries representing countries all over the world, the international MUSE Creative Awards are a series of competitions hosted by the International Awards Associate (IAA), an organization that has continuously strived to honor creatives and designers for their excellence, regardless of their background or experience in the field. Enlyte was awarded in every category it entered.

In the Marketing & Promotional Infographics category, Enlyte won the Gold MUSE for the [2022 Mitchell Pharmacy Solutions Drug Trends Report](#), a four-part annual update offering leaders in the P&C industry an accurate view of continued movements in pharmacy management. This marks the first year Enlyte has won in this category.

Enlyte took home gold twice in another category: Branded Content-B2B. Among the winners was the [2022 Enlytened Annual Trends Report](#), the company's one-of-a-kind publication with insight on pressing industry issues such as inflation, staffing, supply chain and clinical challenges affecting the P&C Industries. It was joined by an Enlyte awards program, the [Heart of Case Management Award](#), the largest awards program for case managers in workers' compensation and disability care management industries. The MUSE Branded Content-B2B Awards were the first for Enlyte in this category.

Another first-time honor for Enlyte was winning the Silver MUSE for the Integrated Marketing-Integrated Marketing Campaign for "[IME 2022 and Beyond](#)." Using innovative motion graphics and web design, as well as an informative white paper featuring unique industry expertise, the campaign was developed for insurance company decision makers and adjusters with the goal of making their work lives easier and improving claims outcomes by choosing Enlyte for independent medical exam services.

"Winning four MUSE awards is a tremendous achievement and truly reflects the talent of our marketing teams," said Jen Foreman, Vice President, Corporate Marketing at Enlyte. "It demonstrates the exceptional effort of our Enlyte team in meeting our customers' needs by delivering enlightening and impactful content designed to help them meet their own challenges throughout the year."

About Enlyte

Enlyte (www.enlyte.com) is the parent company of Mitchell, Genex and Coventry, leaders in cost-containment technology, independent medical exams (IME), provider and specialty networks, case management services, pharmacy benefit and disability management. The Enlyte businesses align their joint industry expertise and advanced technology solutions in a combined organization of nearly 6,000 associates committed to

simplifying and optimizing property, casualty and disability claims processes and services.

About the MUSE Awards

The MUSE Creative Awards and MUSE Design Awards are two leading award programs created to honor creative and design professionals for their excellence. At its core, the MUSE Creative Awards is an international competition for creative professionals who inspire others to greater heights. With their concepts, ideas, or designs, these creatives light a fire in others to strive further, thus becoming a muse.



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