

***The Missouri Association for
Healthcare Public Relations and Marketing
announces the***



2005 Winners

The “Show-Me Excellence” Awards are presented annually by the Missouri Association for Healthcare Public Relations and Marketing to recognize quality performance in the profession of health care public relations and marketing.

Darren Heckman, manager of marketing and public relations at Capital Region Medical Center in Jefferson City, served as the 2005 “Show-Me Excellence” chair. A panel of experts selected by the MAHPRM board judged the competition.

ADVERTISING — TELEVISION

\$15,000 or Less

- 1st "Fitness Plus Benefits"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Centennial Celebration"
Patrick Walker
ST. MARYS
HEALTH CENTER
Jefferson City
- 3rd "Heartland Heart Minute"
Tama Wagner
Marketing/Communications
HEARTLAND HEALTH
St. Joseph

Greater than \$15,000

- 1st "Powerful Results"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Carondelet Heart Institute Heart
Rhythm Center"
Debbie Brinkoetter
CARONDELET HEALTH
Kansas City
- 3rd "Mission"
SSM Media Services
SSM HEALTH CARE -
ST. LOUIS

ADVERTISING — RADIO

\$1,000 or Less

- 1st "St. Marys Urgent Care"
Patrick Walker
ST. MARYS
HEALTH CENTER
Jefferson City
- 2nd "Annual Prostate
Cancer Screening"
Tama Wagner
Marketing/Communications
HEARTLAND HEALTH
St. Joseph

Greater than \$1,000

- 1st "U.S. News & World Report
Honor Roll Ranking"
Barbara McLaurine,
Susan Milford
BARNES-JEWISH HOSPITAL
St. Louis
- 2nd "Lucky #13"
Linda Gidday, Arlinda Warren
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis

ADVERTISING — PRINT

Less than \$500

- 1st "Holiday Cookbook"
Lynn Purvis
LINCOLN COUNTY
MEDICAL CENTER
Troy
- 2nd "Dr. Crouch and Anesthesiology"
Patrick Walker
ST. MARYS HEALTH CENTER
Jefferson City
- 3rd "P.R. Image Family
Ad Campaign"
Communication Services
AUDRAIN MEDICAL CENTER
Mexico
- 3rd "Leading Physicians.
Lasting Relationships."
Marketing Department
CITIZENS MEMORIAL
HEALTHCARE
Bolivar

Greater than \$1,500

- 1st "Powerful Results"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Weekly Health Page"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

**ADVERTISING —
OUTDOOR**

- 1st "Children's Mercy South
— Soooo Big"
Shawn Arni, Children's Mercy
Hospitals and Clinics and
Callahan Creek
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd "Powerful Results"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

**ADVERTISING —
TOTAL CAMPAIGN**

\$20,000 or Less

- 1st "We're Closer Than You Think"
Barbara McLaurine,
Susan Milford
BARNES-JEWISH HOSPITAL
St. Louis
- 2nd "St. Marys Urgent Care"
Patrick Walker
ST. MARYS HEALTH CENTER
Jefferson City
- 3rd "R.N. Recruitment"
Sarah Gladson, Jen McCurdy,
Kaci Seals
BARNES-JEWISH
WEST COUNTY HOSPITAL
St. Louis

Greater than \$20,000

- 1st "Powerful Results"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Children's Mercy South —
Soooo Big"
Shawn Arni, Children's Mercy
Hospitals and Clinics and
Callahan Creek
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd "Centennial Celebration"
Patrick Walker
ST. MARYS HEALTH CENTER
Jefferson City

ANNUAL REPORTS

\$7,000 or Less

- 1st "Children's Mercy Hospitals and Clinics 2004 Annual Report"
Telisa Hassen
CHILDREN'S MERCY HOSPITALS AND CLINICS
Kansas City
- 2nd "BJC 2005 Fact Sheet"
BJC Corporate Communications
BJC HEALTHCARE
St. Louis
- 3rd "2003 Cancer Care Annual Report"
Telisa Hassen
CHILDREN'S MERCY HOSPITALS AND CLINICS
Kansas City

Greater than \$7,000

- 1st "Leading, Serving, Growing"
BJC Corporate Communications
BJC HEALTHCARE
St. Louis
- 2nd "Cardinal Glennon Brochure"
Public Relations Department
SSM CARDINAL GLENNON CHILDREN'S HOSPITAL
St. Louis
- 2nd "SSM Health Care System Kit"
Suzy Farren, Corporate Director
— Corporate Communications
SSM HEALTH CARE
St. Louis

BEST PR/MARKETING PROJECT FOR A SMALL/RURAL HOSPITAL

- 1st "Building a Foundation"
Barnes-Jewish West County Hospital Marketing and Communications Department,
Sarah Gladson
BARNES-JEWISH WEST COUNTY HOSPITAL
St. Louis
- 1st "St. John's Lebanon Heritage Foundation Fantasy Gala"
Linda Ankrom, Sandy Trumbo
Marketing/Community Relations
ST. JOHN'S HOSPITAL - LEBANON

- 2nd "Leading Physicians. Lasting Relationships."
Marketing Department
CITIZENS MEMORIAL HEALTHCARE
Bolivar

COOPERATIVE PARTNERSHIPS

- 1st "'Show Us Your Best' Best Practices Conference"
Kathleen Grueneberg,
Jane House, Sharon Wehmeier,
Steve Little
CHRISTIAN HOSPITAL
St. Louis
- 2nd "Food Power Adventure"
Chris Beurman, Taira Green
CHILDREN'S MERCY FAMILY HEALTH PARTNERS
Kansas City
- 3rd "Hermann Express"
Keva Limberg
HERMANN AREA DISTRICT HOSPITAL

DIRECT MAIL

\$2,500 or Less

- 1st "St. John's Lebanon Heritage Foundation Fantasy Gala"
Linda Ankrom, Sandy Trumbo
Marketing/Community Relations
ST. JOHN'S HOSPITAL - LEBANON
- 2nd "Village North Christmas Card"
Karen Stewart,
Donna Dalessandro
BJC HEALTHCARE
St. Louis
- 3rd "Village North Spring Mailer"
Donna Dalessandro,
Karen Stewart
BJC HEALTHCARE
St. Louis

Greater than \$2,500

- 1st "History of Greatness"
Linda Giddy, Arlinda Warren
SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
St. Louis

- 2nd "Barnes-Jewish St. Peters Hospital New Resident Campaign"
Suzanne Shenkman, Gary Stolz,
Jennifer Hanff and Patti Mullins
BARNES-JEWISH ST. PETERS HOSPITAL

- 3rd "New Movers Program"
Kathleen Grueneberg,
Jane House, Sharon Wehmeier,
Jeanie Kirtley
CHRISTIAN HOSPITAL
St. Louis

EMPLOYEE COMMUNICATIONS

\$2,500 or Less

- 1st "WellBalance Meltdown"
Freeman Marketing
FREEMAN HEALTH SYSTEM
Joplin
- 2nd "Blazing the Trail"
Donna Dalessandro
BJC HEALTHCARE
St. Louis
- 3rd "Hand Hygiene"
Sarah Gladson, Cathy Carroll,
Jen McCurdy
BARNES-JEWISH WEST COUNTY HOSPITAL
St. Louis

Greater than \$2,500

- 1st "2005 Calendar"
Public Relations Department
LAKE REGIONAL HEALTH SYSTEM
Osage Beach
- 2nd "Year-End Co-Worker Letter"
Ted Siegel
ST. JOHN'S MERCY HEALTH CARE
St. Louis

EXTERNAL PUBLICATIONS/ROUTINE

Less than \$2,500

- 1st "School Health Update"
Jim Robertson
MISSOURI CARE HEALTH PLAN
Columbia

2nd *"Patients First News"*
Alvera P. Heeger
Director of Marketing
PATIENTS FIRST
HEALTH CARE
Washington

3rd *"Transitions: A Newsletter
About BJC Hospice"*
Cara Lotspeich,
Donna Dalessandro
BJC HEALTHCARE
St. Louis

\$2,500 - \$10,000

1st *"Safe & Sound"*
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

2nd *"Treasures"*
Roger Barnhart, Steven Byers
and Thomas McCormally
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

3rd *"Kids Today"*
Kay Franks
ST. LOUIS CHILDREN'S
HOSPITAL

Greater than \$10,000

1st *"Saint Luke's Health"*
John C. Francis and
Saint Luke's Marketing
SAINT LUKE'S
HEALTH SYSTEM
Kansas City

2nd *"Saint Luke's Report"*
Saint Luke's Hospital Foundation
and Saint Luke's Health System
Marketing and Public Relations
SAINT LUKE'S HOSPITAL
Kansas City

3rd *"Let's Talk Health"*
Marketing and Communications
Department, Sarah Gladson
BARNES-JEWISH WEST
COUNTY HOSPITAL
St. Louis

**INTERNAL PUBLICATIONS/
ROUTINE**

Less than \$100

1st *"Inspiration From Within"*
Donna Dalessandro and
Monica Franklin
BJC HEALTHCARE
St. Louis

2nd *"Sunrise"*
Public Relations Department
SSM CARDINAL GLENNON
CHILDREN'S HOSPITAL
St. Louis

3rd *"Q Report"*
Public Relations Department
SSM CARDINAL GLENNON
CHILDREN'S HOSPITAL
St. Louis

\$100 - \$1,000

1st *"Around the House"*
Patrick Walker
ST. MARYS HEALTH CENTER
Jefferson City

Greater than \$1,000

1st *"Pediatric Perspectives"*
John Twombly, Kristine Brooks-
Quinn, Velinda Block,
Editorial Board
ST. LOUIS CHILDREN'S
HOSPITAL

2nd *"Barnes-Jewish EXTRA"*
Kelly Pahl, Becky Slatin,
Monica Franklin
BARNES-JEWISH HOSPITAL
St. Louis

3rd *"CoxHealth Connection"*
Randy Berger, Donna Barton
and Teri B. Watts
COXHEALTH
Springfield

**MEDIA RELATIONS
ACTIVITY OR PROGRAM**

1st *"Kids Health Segments"*
Jennifer Benz
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

2nd *"Back to School With
Children's Mercy"*
Jennifer Benz
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

3rd *"Dialysis Nurse Gives Kidney
To Patient"*
Kathryn Holleman,
Jennifer Arvin, Jason Merrill
BARNES-JEWISH HOSPITAL
St. Louis

3rd *"Celebrate Life Balloon Race
Survivor Party"*
Kay Franks and Jackie Ferman
ST. LOUIS CHILDREN'S
HOSPITAL

**NEW MEDIA/
WEB SITE PROJECTS**

Single Hospital

1st *"www.seethebestnow.com
(micro-site)"*
St. John's Marketing and
Customer Service, Neil Frost
ST. JOHN'S HEALTH
SYSTEM
Springfield

2nd *"www.stlukes-stl.com"*
Marketing and
Communications Department
ST. LUKE'S HOSPITAL
Chesterfield

3rd *"St. Louis Children's Hospital
Web Site"*
Beth Lammert
ST. LOUIS CHILDREN'S
HOSPITAL

Multihospital System

1st *"Village North Web Site"*
Karen Stewart, Robert Hentz,
Patt Christie
BJC HEALTHCARE
St. Louis

1st *"BarnesCare Electronic
Newsletter"*
Maureen Lynam, Tim Reardon,
Robert Hentz
BJC HEALTHCARE
St. Louis

2nd *"carondelethealth.org"*
Public Relations and
Information Services
CARONDELET HEALTH
Kansas City

3rd *"www.stjohns.com"*
St. John's Marketing
and Customer Service,
Melissa Haase, Jenni Jacka
ST. JOHN'S
HEALTH SYSTEM
Springfield

PHOTOGRAPHY

1st *"St. John's Hospital - Lebanon
Emergency Department
Campaign"*
Linda Ankrom and
Sandy Trumbo, Marketing/
Community Relations
ST. JOHN'S HOSPITAL -
LEBANON

- 2nd "Miracles in the Making Photography"
Freeman Marketing
FREEMAN HEALTH SYSTEM
Joplin
- 3rd "Laboratories Display Board"
BJC Media Services
BJC HEALTHCARE
St. Louis

**PHYSICIAN RELATIONS/
COMMUNICATIONS
PROJECT**

- 1st "Physician Recruitment DVD/CD-ROM"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Making Rounds"
Public Relations and Marketing
SSM ST. JOSEPH
HEALTH CENTER
St. Charles
- 3rd "Exhibit Display for ASCO Annual Meeting"
Linda Gidday, Arlinda Warren
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis
- 3rd "Saint Francis Medical Center Physician Resource Guide"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

**SPECIAL MARKETING
OR PUBLIC RELATIONS
PROJECT**

Less than \$2,500

- 1st "St. John's Hospital - Lebanon Crayon Crusade"
Linda Ankrom and
Sandy Trumbo, Marketing/
Community Relations
ST. JOHN'S HOSPITAL -
LEBANON

- 2nd "Children's Advocacy Network"
John Twombly, Emmy
McClelland, Jill Thompson,
Nancy Litzinger, Kristine Brooks-
Quinn, Beth Lammert
ST. LOUIS CHILDREN'S
HOSPITAL

- 3rd "St. John's Women's Health Forum 'Hats Off to Mammograms'"
St. John's Marketing and
Customer Service,
Myra Halstead, Greg Harrison,
Amy Tuggle
ST. JOHN'S HEALTH SYSTEM
Springfield

\$2,500 - \$10,000

- 1st "Siteman Cancer Center National Cancer Institute Designation Event"
Arlinda Warren, Linda Gidday,
Mary Lee, Jason Merrill, Joni
Westerhouse, Mueriel Carp
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis
- 2nd "Women in Training"
Saint Luke's Marketing
SAINT LUKE'S
HEALTH SYSTEM
Kansas City
- 3rd "Fit 'n' Fun at Home"
Kay Franks,
Kristine Brooks-Quinn
ST. LOUIS CHILDREN'S
HOSPITAL

Greater than \$10,000

- 1st "Children's Mercy 2005 Calendar"
Shawn Arni, Steven Byers and
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd "St. John's 25th Annual International Sunshine Run"
St. John's Health System
ST. JOHN'S HEALTH SYSTEM
Springfield
- 3rd "Maze Patient Reunion"
Libby Martin, Kathy Bretsch,
Cindy Heffernan, Jason Merrill
BARNES-JEWISH HOSPITAL
St. Louis

**SPECIAL PURPOSE
PUBLICATIONS**

Less than \$2,500

- 1st "St. John's Lebanon Heritage Foundation Fantasy Gala"
Linda Ankrom, Sandy Trumbo
Marketing/Community Relations
ST. JOHN'S HOSPITAL -
LEBANON
- 2nd "Pharmacy Practice Residency Program Booklet"
Jeffrey R. Waldman,
Laura Veltri, Elizabeth White,
Bob Schmitz
MISSOURI BAPTIST
MEDICAL CENTER
St. Louis
- 3rd "Christian Hospital General Information Brochure"
Bret Berigan, Jane House
CHRISTIAN HOSPITAL
St. Louis

\$2,500 - \$10,000

- 1st "Sickle Cell Education Books"
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd "Epidemic"
Public Relations and Marketing
TRUMAN MEDICAL
CENTERS INC.
Kansas City
- 3rd "TMC Lakewood — We're More than Exceptional"
Public Relations and Marketing
Sheriece Moses
TRUMAN MEDICAL
CENTERS INC.
Kansas City

Greater than \$10,000

- 1st "Barnes-Jewish Hospital Inpatient Binder"
Kelly Pahl, Jo Ann Tongay,
Jane House
BARNES-JEWISH HOSPITAL
St. Louis
- 2nd "Radiology Brochures"
Sarah Gladson, Donna Vogt
BARNES-JEWISH WEST
COUNTY HOSPITAL
St. Louis
- 3rd "The Children of Glennon"
Board of Governors
SSM CARDINAL GLENNON
CHILDREN'S HOSPITAL
St. Louis

VIDEO

\$5,000 or Less

- 1st "St. John's Power Stretch Video"
St. John's Marketing and
Customer Service, Lisa Farmer,
Greg Harrison, Gina Stidham
ST. JOHN'S HEALTH SYSTEM
Springfield
- 2nd "Nurses Week 2005 —
'The Caring Instinct'"
BJC Media Services,
BJC HEALTHCARE
St. Louis
- 3rd "Physician Recruitment Video"
Suzanne Paule
PHELPS COUNTY REGIONAL
MEDICAL CENTER
Rolla

Greater than \$5,000

- 1st "K.I.D.S. Rule"
SSM Media Services
SSM HEALTH CARE
St. Louis

2nd "Building for Care,
Searching for Cures"
BJC Media Services
BJC HEALTHCARE
St. Louis

3rd "Capital Region Medical Center
Expansion Video"
Marketing/Public Relations
Department
CAPITAL REGION
MEDICAL CENTER
Jefferson City

WRITING

**Written for Employee/
Physician Audience**

- 1st "Patient is Winning
Lifelong Battle"
Alan Wesley
MISSOURI BAPTIST
MEDICAL CENTER
St. Louis

2nd "Nurse Reunion"
John Twombly
ST. LOUIS CHILDREN'S
HOSPITAL

3rd "Hannah Hyde Profile"
Donna Barton, Public Relations
COXHEALTH
Springfield

Written for All Other Audiences

1st "Rainy Makes the Sun Shine"
Jennifer Benz
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

1st "Vietnamese Housekeeper"
Lois Kendall, Public Relations
ST. ANTHONY'S
MEDICAL CENTER
St. Louis