

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



# **2006 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.

Rita Eyerly, communication services manager at Audrain Medical Center in Mexico, served as the 2006 “Show-Me Excellence Awards” chair. A panel of experts selected by the MAHPRM board judged the competition.

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**ADVERTISING — TELEVISION**

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**\$15,000 or Less**

- 1st “Balloon”  
SSM Media Services  
SSM HEALTH CARE  
St. Louis
- 2nd “Flashlight”  
SSM Media Services  
SSM HEALTH CARE  
St. Louis

**Greater than \$15,000**

- 1st “It Has To Be Children’s Mercy  
Television Campaign”  
Shawn Arni  
CHILDREN’S MERCY  
HOSPITALS AND CLINICS  
Kansas City
- 2nd “Parents Know”  
Steven Kutheis  
ST. LOUIS  
CHILDREN’S HOSPITAL
- 3rd “Medical Minute XII”  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

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**ADVERTISING — RADIO**

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**\$1,000 or Less**

- 1st “Keys to Good Heart Health”  
Tama Wagner, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph
- 2nd “Pediatrics Commercial”  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar
- 3rd “Heritage Foundation  
Fantasy Gala”  
Linda Ankrom and  
Sandy Trumbo, Marketing/  
Community Relations  
ST. JOHN’S HOSPITAL -  
LEBANON

**Greater than \$1,000**

- 1st “CyberKnife”  
Susan Hakes and  
Werremeyer Floresca  
SAINT LOUIS  
UNIVERSITY HOSPITAL
- 2nd “Modern Art”  
Amy Owens, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph

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**ADVERTISING — PRINT**

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**Less than \$500**

- 1st “Minimally Invasive Surgery  
— The Minimal Invasion”  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia
- 2nd “Finite Math/Print Ad”  
Amy Owens, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph
- 3rd “Minimally Invasive Surgery  
Print Ad — Tom Schultz”  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

**\$500 - \$1,500**

- 1st “You Take Care of the Crops,  
We’ll Take Care of You”  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar
- 2nd “R.N. Career Transplant”  
Susan Hakes and Gloria Miller-  
Bogus, Human Resources  
Department  
SAINT LOUIS  
UNIVERSITY HOSPITAL
- 3rd “CyberKnife”  
Susan Hakes and  
Werremeyer Floresca  
SAINT LOUIS  
UNIVERSITY HOSPITAL

**Greater than \$1,500**

- 1st “Weekly Health Page”  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau
- 2nd “Radiation Oncology Ad”  
Linda Gidday and Arlinda Warren  
SITEMAN CANCER CENTER  
AT BARNES-JEWISH  
HOSPITAL AND  
WASHINGTON UNIVERSITY  
SCHOOL OF MEDICINE  
St. Louis
- 2nd “Level III Neonatal Intensive  
Care Unit Capabilities”  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

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**ADVERTISING —  
OUTDOOR**

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- 1st “2006 January Campaign  
— Outdoor”  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau
- 2nd “R.N. Career Transplant”  
Susan Hakes and Gloria Miller-  
Bogus, Human Resources  
Department  
SAINT LOUIS  
UNIVERSITY HOSPITAL
- 2nd “Let Healing Begin”  
Patrick Walker  
ST. MARY’S  
HEALTH CENTER  
Jefferson City

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**ADVERTISING —  
TOTAL CAMPAIGN**

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**\$20,000 or Less**

- 1st “R.N. Recruitment”  
Sarah Gladson, Kaci Seals  
and Jen McCurdy  
BARNES-JEWISH  
WEST COUNTY HOSPITAL  
St. Louis
- 2nd “State of the Art Care”  
Rob Shelton, Public Relations  
ALTON MEMORIAL  
HOSPITAL

3rd "Fitness Plus January 2006 Promotional Campaign"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

**Greater than \$20,000**

1st "Experts. Friends. Neighbors. Brand Campaign"  
Marketing and Planning Department  
COXHEALTH  
Springfield

2nd "University of Missouri Children's Hospital Image Campaign"  
Marketing Department  
UNIVERSITY OF MISSOURI HEALTH CARE  
Columbia

3rd "University Physicians Image Campaign"  
Marketing Department  
UNIVERSITY OF MISSOURI HEALTH CARE  
Columbia

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**ANNUAL REPORTS**

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**\$7,000 or Less**

1st "St. John's Community Impact Report 2004-2005"  
Chuck Clore, Melissa Haase, Greg Harrison, Mike Peters, Cora Scott and Gina Stidham  
ST. JOHN'S HEALTH SYSTEM  
Springfield

2nd "St. John's Quality Report 2005 — Creating a Culture of Safety"  
Phaedra Craig, Heather Cochran, Chuck Clore and Amy Tuggle  
ST. JOHN'S HEALTH SYSTEM  
Springfield

3rd "2004 Cancer Care Annual Report"  
Telisa Hassen  
CHILDREN'S MERCY HOSPITALS AND CLINICS  
Kansas City

**Greater than \$7,000**

1st "Dream Big — 2005 Annual Donor Report"  
Suzanne Fontaine  
ST. LOUIS CHILDREN'S HOSPITAL

2nd "2005 Nursing Annual Report"  
Public Relations Department  
ST. JOHN'S MERCY MEDICAL CENTER  
St. Louis

3rd "Children's Mercy Research Annual Report"  
Shawn Arni  
CHILDREN'S MERCY HOSPITALS AND CLINICS  
Kansas City

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**BEST PR/MARKETING PROJECT FOR A SMALL/RURAL HOSPITAL**

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1st "Heritage Foundation Fantasy Gala"  
Linda Ankrom and Sandy Trumbo, Marketing/Community Relations  
ST. JOHN'S HOSPITAL - LEBANON

2nd "Crayon Crusade"  
Linda Ankrom and Sandy Trumbo, Marketing/Community Relations  
ST. JOHN'S HOSPITAL - LEBANON

3rd "Hey Lady ... Have a Heart"  
Marketing Department/Community Development  
CITIZENS MEMORIAL HEALTHCARE  
Bolivar

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**COOPERATIVE PARTNERSHIPS**

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1st "The Pound Plunge"  
Tama Wagner, Amy Owens, Ben Daugherty and Kris Daise, Marketing/Communications  
HEARTLAND HEALTH  
St. Joseph

2nd "Loveseats: Love that Goes the Distance"  
Neil Frost, Ozark Marriage Matters and Miriam Green  
ST. JOHN'S HEALTH SYSTEM  
Springfield

3rd "Keep Kids Tobacco Free"  
Linda Gidday and Arlinda Warren  
SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE  
St. Louis

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**CRISIS COMMUNICATIONS**

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1st "Monkeypox"  
Susan Hakes  
SAINT LOUIS UNIVERSITY HOSPITAL

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**DIRECT MAIL**

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**\$2,500 or Less**

1st "Heritage Foundation Campaign Booklet"  
Linda Ankrom and Sandy Trumbo, Marketing/Community Relations  
ST. JOHN'S HOSPITAL - LEBANON

2nd "Designing Young Women of Tomorrow"  
Donna Dalessandro  
BJC HEALTHCARE  
St. Louis

**Greater than \$2,500**

1st "Cerner PowerWorks™ Direct Mail/Tradeshows"  
Kent Westervelt, Lindy Tomlinson and Matt Wenzel  
CERNER CORPORATION  
Kansas City

2nd "Advances in Treatment for Atrial Fibrillation, a Heart Rhythm Disorder"  
Julie Boylan, Monica Franklin and Cindy Heffernan  
BARNES-JEWISH HOSPITAL  
St. Louis

3rd "Mammography Direct Mail"  
Public Relations  
CARONDELET HEALTH  
Kansas City

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**EMPLOYEE  
COMMUNICATIONS**

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**\$2,500 or Less**

- 1st "Soaring to New Heights"  
Donna Dalessandro  
BJC HEALTHCARE  
St. Louis
- 2nd "Nurses Appreciation Project:  
Laughter is the Best Medicine"  
Linda Ankrom and  
Sandy Trumbo, Marketing/  
Community Relations  
ST. JOHN'S HOSPITAL -  
LEBANON
- 3rd "Detective Jay Coe — Tracing  
the Path! (JCAHO 2005)"  
Shelley Allen, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph

**Greater than \$2,500**

- 1st "Growing With Gallup  
Employee Survey"  
Linda Ankrom and  
Sandy Trumbo, Marketing/  
Community Relations  
ST. JOHN'S HOSPITAL -  
LEBANON
- 2nd "Gait Belt Campaign"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau
- 3rd "Achieving Exceptional  
Patient Care"  
Corporate Communications  
SSM HEALTH CARE  
St. Louis

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**EXTERNAL PUBLICATIONS/  
ROUTINE**

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**\$2,500 - \$10,000**

- 1st "Emergency Perspectives"  
Laura Signaigo,  
Maureen Geraty O'Brien  
and Patti Smith Jackson  
SAINT LOUIS  
UNIVERSITY HOSPITAL
- 2nd "Weekly Health Page"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

- 3rd "Health Highlights"  
Rhonda Richards, Alan Wesley  
and Jo Anne Meives  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis

**Greater than \$10,000**

- 1st "Safe & Sound"  
Telisa Hassen  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City
- 2nd "To Your Health!"  
Tracee Champa and  
Barbara McLaurine  
BARNES-JEWISH HOSPITAL  
St. Louis
- 3rd "Kids Today"  
Kay Franks  
ST. LOUIS  
CHILDREN'S HOSPITAL

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**INTERNAL PUBLICATIONS/  
ROUTINE**

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**\$100 - \$1,000**

- 1st "Children's Chat"  
John Twombly, Paula Huggins  
and Patty Rode  
ST. LOUIS  
CHILDREN'S HOSPITAL
- 2nd "Monday Memo"  
Marketing and P.R. Department  
ST. JOHN'S REGIONAL  
MEDICAL CENTER  
Joplin

**Greater than \$1,000**

- 1st "The View"  
Ralf Lucas and Rob Jansen  
SAINT LOUIS  
UNIVERSITY HOSPITAL
- 2nd "Pediatric Perspectives"  
John Twombly, Kristine Brooks-  
Quinn, Velinda Block and  
the Editorial Board  
ST. LOUIS  
CHILDREN'S HOSPITAL
- 3rd "Network"  
Corporate Communications,  
Lorraine Kee  
SSM HEALTH CARE  
St. Louis

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**MEDIA RELATIONS  
ACTIVITY OR PROGRAM**

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- 1st "New Helicopter  
Media Campaign"  
Jennifer Benz  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City
- 2nd "Gary's Mid-Term Exams"  
Freeman Marketing  
FREEMAN HEALTH SYSTEM  
Joplin
- 3rd "Medical News Service"  
Jason Merrill  
BARNES-JEWISH HOSPITAL  
St. Louis

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**NEW MEDIA/  
WEB SITE PROJECTS**

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- 1st "Cerner Electronic Signage  
at HIMSS"  
Jordan Sheer, Dusty Fann  
and Demond Robinson  
CERNER CORPORATION  
Kansas City
- 2nd "The Scope: The New Intranet"  
Internet Services  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City
- 3rd "HealthInfo Monthly  
HTML E-Newsletter"  
Mike Bauhof  
ST. LOUIS  
CHILDREN'S HOSPITAL

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**PHOTOGRAPHY**

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- 1st "Diabetes Center — What Are  
You Looking Forward To?"  
Julie Boylan and  
Cindy Heffernan  
BARNES-JEWISH HOSPITAL  
St. Louis
- 2nd "Hey Lady ... Have a Heart"  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar

3rd "Home Is Where the Heart Is Invitation — Photography"  
Elizabeth White and Jeffrey R. Waldman  
MISSOURI BAPTIST MEDICAL CENTER  
St. Louis

**\$2,500 - \$10,000**

1st "Response to Hurricane Katrina"  
Community Relations Department  
CHILDREN'S MERCY HOSPITALS AND CLINICS  
Kansas City

3rd "Young Women's Breast Cancer Program Newsletter"  
Linda Gidday and Arlinda Warren  
SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE  
St. Louis

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**PHYSICIAN RELATIONS/  
COMMUNICATIONS  
PROJECT**

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1st "Level III Neonatal Intensive Care Unit (NICU) DVD"  
Steven C. Bjelich  
SAINT FRANCIS MEDICAL CENTER  
Cape Girardeau

2nd "CyberKnife Campaign"  
Lisa Farmer and Amy Tuggle  
ST. JOHN'S HEALTH SYSTEM  
Springfield

**\$2,500 - \$10,000**

1st "Comprehensive Cancer Center Donor Recognition Book"  
King's Medical Group and Communication Services  
AUDRAIN MEDICAL CENTER  
Mexico

2nd "Research Briefs"  
Linda Gidday, Angela Benassi and Arlinda Warren  
SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE  
St. Louis

3rd "Women's Heart and Home Health Fair"  
Stephanie Gremminger  
STE. GENEVIEVE COUNTY MEMORIAL HOSPITAL

**Greater than \$10,000**

1st "K.O. (Knock Out) Germs"  
Shelley Allen, Marketing/Communications  
HEARTLAND HEALTH  
St. Joseph

2nd "BJC Community Benefit Report 2004-2005"  
BJC Corporate Communications  
BJC HEALTHCARE  
St. Louis

3rd "Saint Francis Medical Center Physician Resource Guide"  
Steven C. Bjelich  
SAINT FRANCIS MEDICAL CENTER  
Cape Girardeau

2nd "Launch Event of the Care and Cures Campaign for the Children's Discovery Institute"  
Suzanne Fontaine, Jackie Ferman-Grothe and Heidi Suppelsa  
ST. LOUIS CHILDREN'S HOSPITAL

3rd "Remaking Missouri Medicine Guide To Quality Healthcare"  
Communications  
PRIMARIS  
Columbia

**Greater than \$10,000**

1st "Patient and Visitor Information Program"  
Ralf Lucas, Werremeyer Floresca and Susan Hakes  
SAINT LOUIS UNIVERSITY HOSPITAL

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**SPECIAL MARKETING  
OR PUBLIC RELATIONS  
PROJECT**

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**Less than \$2,500**

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

3rd "Let Healing Begin Campaign"  
Patrick Walker  
ST. MARY'S HEALTH CENTER  
Jefferson City

2nd "Taking Charge of Your Diabetes"  
Phaedra Craig and Heather Cochran  
ST. JOHN'S HEALTH SYSTEM  
Springfield

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**SPECIAL PURPOSE  
PUBLICATIONS**

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**Less than \$2,500**

1st "Heritage Foundation Campaign Booklet"  
Linda Ankrom and Sandy Trumbo, Marketing/Community Relations  
ST. JOHN'S HOSPITAL - LEBANON

3rd "Level III Neonatal Intensive Care Unit Parent Binder"  
Steven C. Bjelich  
SAINT FRANCIS MEDICAL CENTER  
Cape Girardeau

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**VIDEO**

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**\$5,000 or Less**

2nd "Centennial Timeline Murals"  
Marketing and Planning Department  
COXHEALTH  
Springfield

2nd "What to Expect: When You and Your Child Visit the Pediatric Emergency Department"  
Bill McShane, David Downs and Kati Goggin  
ST. JOHN'S MERCY MEDICAL CENTER  
St. Louis

1st "Hope for the Children"  
Jeffrey D. Hoelscher  
UNIVERSITY OF MISSOURI HEALTH CARE  
Columbia

3rd "Cath Lab Open House/ Cooking Demonstration"  
Marketing Department  
ST. MARY'S HEALTH CENTER  
Jefferson City

2nd "Children of Katrina:  
Mission of Mercy"  
Thomas McCormally  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

**Greater than \$5,000**

1st "I Know How Video"  
Jo Ann Wait and Karen Hendrix  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

2nd "CoxHealth Brand  
Essence Video"  
Marketing and  
Planning Department  
COXHEALTH  
Springfield

2nd "Glennon Stories 2006"  
SSM Media Services  
SSM HEALTH CARE  
St. Louis

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**WRITING**

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**Written for All Other Audiences**

1st "The PFO - Migraine  
Connection"  
Becky Davison, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph

2nd "Presence of Mind  
(Chris Durbin Story)"  
Laura Signaigo and  
Pam McGrath  
SAINT LOUIS  
UNIVERSITY HOSPITAL