

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



# **2008 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.

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**ADVERTISING — TELEVISION**

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**\$15,000 or Less**

- 1st "The Gift"  
McCune-Brooks Regional  
Hospital Community Relations  
Department, Pam Barlet and  
Emily Boydston  
MCCUNE-BROOKS  
REGIONAL HOSPITAL  
Carthage
- 2nd "Parkview Orthopedics"  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar
- 3rd "Bolivar Institute of Neurology"  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar

**Greater than \$15,000**

- 1st "Take Off the Blindfolds"  
Dobies Healthcare Group  
MURIEL I. KAUFFMAN  
WOMEN'S HEART CENTER  
Kansas City
- 2nd "My Calling — Neurosurgery  
Spot"  
Marketing Department and bvk  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau
- 3rd "We've Got Your Back"  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

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**ADVERTISING — RADIO**

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**\$1,000 or Less**

- 1st "Dr. Aleto"  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia
- 2nd "Missouri Digestive Health  
Center"  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

**Greater than \$1,000**

- 1st "Carondelet Health  
Mammography: We're Survivors"  
Public Relations  
CARONDELET HEALTH  
Kansas City
- 2nd "Superhero Showdown"  
Jennifer Benz,  
Kuhn and Wittenborn  
LIBERTY HOSPITAL

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**ADVERTISING — PRINT**

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**Less than \$500**

- 1st "Allergies: Face Your Fears"  
Community Relations  
HANNIBAL REGIONAL  
HOSPITAL
- 2nd "Allergies: Red Eyes"  
Community Relations  
HANNIBAL REGIONAL  
HOSPITAL
- 3rd "Hey Lady ... Have a Heart!"  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar

**Greater than \$1,500**

- 1st "Birthing Center Print"  
Jennifer Benz,  
Kuhn and Wittenborn  
LIBERTY HOSPITAL
- 2nd "Your Nursing Future Print Ads"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau
- 3rd "St. Joseph Stroke Center"  
Public Relations  
CARONDELET HEALTH  
Kansas City

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**ADVERTISING —  
OUTDOOR**

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- 1st "Birthing Center Outdoor"  
Jennifer Benz,  
Kuhn and Wittenborn  
LIBERTY HOSPITAL

- 2nd "HealthLine Transit Advertising"  
Marketing Department and bvk  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau
- 3rd "Reaching Out"  
Marketing Department and bvk  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau

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**ADVERTISING —  
TOTAL CAMPAIGN**

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**\$20,000 or Less**

- 1st "Act Fast for Stroke"  
Marketing and Planning  
COXHEALTH  
Springfield
- 2nd "Carondelet Health 30 Minute  
Guarantee"  
Public Relations  
CARONDELET HEALTH  
Kansas City
- 3rd "Restore Me, Restore My Life"  
Community Relations  
HANNIBAL REGIONAL  
HOSPITAL

**Greater than \$20,000**

- 1st "Orthopedics"  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia
- 2nd "Birthing Center Superheroes"  
Jennifer Benz,  
Kuhn and Wittenborn  
LIBERTY HOSPITAL
- 3rd "Your Nursing Future Campaign"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

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**ANNUAL REPORTS**

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**\$7,000 or Less**

- 1st "2006 Cancer Care Annual Report"  
Telisa Hassen  
CHILDREN'S MERCY HOSPITALS AND CLINICS  
Kansas City
- 2nd "Annual Report to the Community"  
Marketing Department  
CITIZENS MEMORIAL HEALTHCARE  
Bolivar

**Greater than \$7,000**

- 1st "St. John's Community Impact Report"  
St. John's Media Relations, Foundation and Marketing Departments  
ST. JOHN'S HEALTH SYSTEM  
Springfield
- 2nd "BJC Healthcare Report to the Community — 2008"  
BJC Corporate Communications  
BJC HEALTHCARE  
St. Louis
- 3rd "2007 Nursing Annual Report"  
Bill McShane, Katie Burckhalter  
Public Relations Department  
ST. JOHN'S MERCY MEDICAL CENTER  
St. Louis

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**BEST PR/MARKETING PROJECT FOR A SMALL/RURAL OR SOLE COMMUNITY PROVIDER**

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- 1st "Creve Coeur Safety Fair"  
BJWCH Marketing Team  
BARNES-JEWISH WEST COUNTY HOSPITAL  
St. Louis
- 2nd "Community Education Spring 2008"  
BJWCH Marketing Team  
BARNES-JEWISH WEST COUNTY HOSPITAL  
St. Louis
- 3rd "Parkland Health Center Health Minutes"  
Karen Stewart, Jane House, Rob Hentz  
BJC HEALTHCARE  
St. Louis

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**COOPERATIVE PARTNERSHIPS**

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- 1st "Creve Coeur Safety Fair"  
BJWCH Marketing Team  
BARNES-JEWISH WEST COUNTY HOSPITAL  
St. Louis
- 2nd "Partners in Community Health"  
Zach Ford, Jennifer Eise,  
Public Relations  
ST. JOHN'S MERCY MEDICAL CENTER  
St. Louis
- 3rd "Masterpiece: The Art of Women's Wellness"  
Carol Tieman  
BOTHWELL REGIONAL HEALTH CENTER  
Sedalia

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**CRISIS COMMUNICATIONS**

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- 1st "Allergic Reactions in the Dialysis Unit"  
Heidi Suppelsa, Steve Kutheis  
ST. LOUIS CHILDREN'S HOSPITAL

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**DIRECT MAIL**

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**\$2,500 or Less**

- 1st "ICU at the Zoo"  
Donna Dalessandro and Jennifer Althardt  
BJC HEALTHCARE  
St. Louis
- 2nd "Bariatrics — Martha's Story"  
Sarah Gladson and Gail Vogt  
BARNES-JEWISH WEST COUNTY HOSPITAL  
St. Louis
- 3rd "Nurse Recruiting Postcard"  
Heather Feeler  
ST. MARY'S HEALTH CENTER  
Jefferson City

**Greater than \$2,500**

- 1st "Digital Mammography Direct Mail"  
Jennifer Benz,  
Kuhn and Wittenborn  
LIBERTY HOSPITAL

- 2nd "Knee, Hip, Shoulder Clinic"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL CENTER  
Cape Girardeau

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**EMPLOYEE COMMUNICATIONS**

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**\$2,500 or Less**

- 1st "Dog Party"  
Child Life Services,  
Communications-Marketing,  
Volunteer Services  
ST. LOUIS CHILDREN'S HOSPITAL
- 2nd "Foundation Fundraising Free Flapjack Friday"  
St. John's Foundation, Marketing and Media Relations Departments  
ST. JOHN'S HEALTH SYSTEM  
Springfield

- 3rd "Rock 'N' Enrollment"  
Shelley Allen, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph

**Greater than \$2,500**

- 1st "RESPECT Counts"  
Kris Daise, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph
- 2nd "Employee Engagement Campaign"  
SLU Hospital Employee Engagement Committee  
SAINT LOUIS UNIVERSITY HOSPITAL
- 3rd "Holiday Card to Employees"  
SLU Hospital Marketing Team,  
Ann Campbell  
SAINT LOUIS UNIVERSITY HOSPITAL

**Electronic/Digital**

- 1st "I Want My HTV!"  
Becky Davison, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph
- 2nd "What It's Like Series"  
Roger Barnhart  
CHILDREN'S MERCY HOSPITALS AND CLINICS  
Kansas City

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**EXTERNAL PUBLICATIONS/  
ROUTINE**

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**Less than \$2,500**

- 1st "QualityTODAY"  
Communications  
PRIMARIS  
Columbia
- 2nd "Transplant Life"  
SLU Hospital Marketing Team  
SAINT LOUIS UNIVERSITY  
HOSPITAL

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

- 1st "Emergency Perspectives"  
SLU Hospital Marketing Team  
SAINT LOUIS UNIVERSITY  
HOSPITAL
- 2nd "Physicians Practice Magazine"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau
- 3rd "Community Calendar"  
Karen Prideaux, Diane Fix,  
Jane House  
BARNES-JEWISH ST. PETERS  
HOSPITAL

**Greater than \$10,000**

- 1st "Kid's Today"  
Kay Franks  
ST. LOUIS CHILDREN'S  
HOSPITAL
- 2nd "*M Magazine*"  
Jo Anne Meives and  
Rhonda Veenhuis  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis
- 3rd "Together"  
SLU Hospital Marketing Team  
SAINT LOUIS UNIVERSITY  
HOSPITAL

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**INTERNAL PUBLICATIONS/  
ROUTINE**

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**Electronic**

- 1st "The Pulse"  
Marketing Department  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar

- 2nd "MRC Weekly Xpress"  
Jill Finney  
MISSOURI REHABILITATION  
CENTER  
Mount Vernon

**\$1,000 or Less**

- 1st "PowerLine Employee Newsletter"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau
- 2nd "Children's Chat"  
John Twombly, Patty Rode,  
Human Resources  
ST. LOUIS CHILDREN'S  
HOSPITAL
- 3rd "Boone Talk"  
Marketing and Public Relations  
BOONE HOSPITAL CENTER  
Columbia

**Greater than \$1,000**

- 1st "Archives"  
Public Relations Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia
- 1st "Pediatric Perspectives"  
John Twombly, Kristine Brooks-  
Quinn, Nursing Editorial Board  
ST. LOUIS CHILDREN'S  
HOSPITAL
- 2nd "CoxHealth Connection"  
Randy Berger, Donna Barton,  
Teri B. Watts  
COXHEALTH  
Springfield

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**MEDIA RELATIONS  
ACTIVITY OR PROGRAM**

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- 1st "Bone Marrow Donor and  
Recipient Meeting"  
Thomas McCormally and  
Jessica Salazar  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City
- 2nd "More For You Campaign"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau

- 3rd "Carondelet Health 30 Minute  
Guarantee"  
Public Relations  
CARONDELET HEALTH  
Kansas City

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**NEW MEDIA/  
WEB SITE PROJECTS**

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**New Media Projects**

- 1st "Choose Southeast Physician  
Recruitment Web Site"  
Joni Adams Bliss (posthumously),  
Keith Whitworth and Marketing  
and Communications Department  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau
- 2nd "Amanda's Surgery Adventure"  
Kay Franks, Dawn Helfrich,  
Jennifer Brandt  
ST. LOUIS CHILDREN'S  
HOSPITAL

**Internet Sites**

- 1st "[www.LibertyHospital.com](http://www.LibertyHospital.com)"  
Jennifer Benz,  
Kuhn and Wittenborn  
and Digital Evolution Group  
LIBERTY HOSPITAL
- 2nd "Your Nursing Future Web Site"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau
- 3rd "Persuasive Architecture:  
Your Child's Health Library"  
Internet Services  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

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**PHOTOGRAPHY**

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- 1st "Ventilator-Weaning Photograph"  
Roger Jared, Jill Finney  
MISSOURI REHABILITATION  
CENTER  
Mount Vernon
- 2nd "Starting Point — Robyn Hosp"  
Keith Whitworth  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau

3rd "Barnes-Jewish Hospital  
Pharmacy Residencies"  
Tim Mudgrovic  
BJC HEALTHCARE  
St. Louis

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

1st "Exceptional Story Blog on  
Corporate Internet"  
Corporate Communications  
SSM HEALTH CARE  
St. Louis

3rd "True Greatness"  
Donna Dalessandro and  
Kay Franks  
BJC HEALTHCARE  
St. Louis

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

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**PHYSICIAN RELATIONS/  
COMMUNICATIONS  
PROJECT**

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1st "Physician Tracking System"  
Internet Services  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "St. John's Info2Go Education  
Campaign"  
St. John's Trauma Services,  
Foundation, Marketing and  
Media Relations  
ST. JOHN'S HEALTH SYSTEM  
Springfield

1st "2007 Wish List"  
Telisa Hassen  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "Progress Notes Medical Staff  
Newsletter"  
Barbara McLaurine,  
Kristine Brooks-Quinn  
PROGRESS WEST  
HEALTHCARE CENTER  
O'Fallon

3rd "St. John's Lebanon Heritage  
Foundation Fantasy Gala"  
St. John's Foundation, Media  
Relations and Marketing Staff  
ST. JOHN'S HEALTH SYSTEM  
Springfield

2nd "Healthy Tips 2008 Calendar"  
Rhonda Veenhuis, Sherri Hoyt  
and Claudia Humphrey  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis

3rd "Cancer Treatment Guide"  
Tama Wanger, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph

**Greater than \$10,000**

1st "North Kansas City Hospital's  
50th Anniversary"  
Cara Dahlor, Jodi Rawson and  
Kim Shopper  
NORTH KANSAS CITY  
HOSPITAL

**Greater than \$10,000**

1st "Care Changes Everything  
SSM St. Clare Health Center  
Foundation Brochure"  
Marketing Communications  
SSM St. Clare Health Center  
St. Louis  
SSM HEALTH CARE - ST. LOUIS

3rd "*Consult*, A Journal for Medical  
Professionals"  
Marketing and Communications  
Department  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau

2nd "Children's Miracle Network  
Theatre Promotion"  
Marketing and Planning  
COXHEALTH  
Springfield

2nd "Skull Base Surgery Brochure"  
SLU Hospital Marketing Team  
SAINT LOUIS UNIVERSITY  
HOSPITAL

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**SPECIAL MARKETING  
OR PUBLIC RELATIONS  
PROJECT**

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3rd "Heart Fair and Screenings"  
Jo Anne Meives, Joan Elkins and  
Lauri Slyman  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis

3rd "Nurse Recruitment DVD"  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau

**Less than \$2,500**

1st "Missouri Digestive Health  
Center"  
Marketing Department  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

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**SPECIAL PURPOSE  
PUBLICATIONS**

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**Less than \$2,500**

2nd "Dog Party"  
Child Life Services,  
Communications-Marketing,  
Volunteer Services  
ST. LOUIS CHILDREN'S  
HOSPITAL

1st "Get Away ... Get Acquainted!  
Local Attractions Menu"  
Marketing and Communications  
Department  
SOUTHEAST MISSOURI  
HOSPITAL  
Cape Girardeau

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**VIDEO**

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**\$5,000 or Less**

3rd "Growing With the Best"  
Freeman Marketing  
FREEMAN HEALTH SYSTEM  
Joplin

2nd "Medical Staff Directory"  
Tina Poston,  
Stephanie Gremminger  
STE. GENEVIEVE COUNTY  
MEMORIAL HOSPITAL

1st "Christian Hospital Northeast  
— EMS TRIBUTE"  
BJC Media Services  
"EMS Tribute"  
BJC HEALTHCARE  
St. Louis

2nd "Cardiovascular Services Video"  
Greg Harrison, Kim Crist  
ST. JOHN'S HEALTH SYSTEM  
Springfield

3rd “St. Louis Children’s Hospital  
Late Effects Clinic —  
The Bristoe Story”  
BJC Media Services  
“The Bristoe Story”  
BJC HEALTHCARE  
St. Louis

**Greater than \$5,000**

1st “Nurse Recruitment DVD”  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau

2nd “More For You DVD”  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau

3rd “Annual Meeting DVD 2007”  
Saint Francis Medical Center  
Marketing Department  
SAINT FRANCIS MEDICAL  
CENTER  
Cape Girardeau

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**WRITING**

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**Written for Employee/  
Physician Audience**

1st “A Health Revolution for  
Employees”  
Randy Berger  
COXHEALTH  
Springfield

2nd “Walk a Mile in My Shoes”  
Charlie Shields, Marketing/  
Communications  
HEARTLAND HEALTH  
St. Joseph

**Written for All Other Audiences**

1st “Therapeutic Hypothermia”  
Lois Kendal, Media Coordinator  
ST. ANTHONY’S MEDICAL  
CENTER  
St. Louis

2nd “Blood Donor Meets Tiny  
Miracle He Helped Save”  
Jessica Salazar  
CHILDREN’S MERCY  
HOSPITALS AND CLINICS  
Kansas City

3rd “Dedication Through the  
Decades”  
JMH Marketing Department  
JEFFERSON MEMORIAL  
HOSPITAL  
Crystal City