

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



**2009 Winners**

## Advertising — Television

### \$15,000 or Less

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- 1st “Kidspeak”  
*Children’s Mercy Family Health Partners*  
Kansas City
- 2nd “M.D. Anderson Affiliation”  
*Tama Wagner & Marcy George Heartland Health*  
St. Joseph
- 3rd “CMH Home Care Commercial”  
*Citizens Memorial Healthcare*  
Bolivar

### Greater Than \$15,000

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- 1st “Flow of Things - Vascular Services :60 TV Spot”  
Marketing Department & bvk  
*Southeast Missouri Hospital*  
Cape Girardeau
- 2nd “Balance - Neuroscience :60 TV Spot”  
Marketing Department & bvk  
*Southeast Missouri Hospital*  
Cape Girardeau
- 3rd “Rufus, Guess Who’s Home?”  
*University of Missouri Health Care*  
Columbia

## Advertising — Radio

### \$1,000 or Less

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- 1st “Kidspeak”  
*Children’s Mercy Family Health Partners*  
Kansas City

### Greater Than \$1,000

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- 1st “Rufus, Guess Who’s Home?”  
*University of Missouri Health Care*  
Columbia
- 2nd “January Campaign Radio - Heart Institute 2009”  
*Saint Francis Medical Center*  
Cape Girardeau

## Advertising — Print

### Less Than \$500

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- 1st “Rufus, Guess Who’s Home?”  
*University of Missouri Health Care*  
Columbia
- 2nd “Healthier Look/ March 29, 2009, Ad”  
Marketing Department  
*Southeast Missouri Hospital*  
Cape Girardeau

### \$500 - \$1,500

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- 1st “Pediatric Clinic Print Ad Campaign”  
*St. Mary’s Health Center*  
Jefferson City
- 2nd “When You Tumble Jumper”  
*Mineral Area Regional Medical Center*  
Farmington

### Greater Than \$1,500

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- 1st “This Little Baby Newspaper Ad Campaign”  
Jennifer Eise & Kathi Bell  
*St. John’s Mercy Hospital*  
Washington

2nd “Cape Physician Associates Launch”  
*Saint Francis Medical Center*  
Cape Girardeau

3rd “Without Compromise”  
Vicki Smith, Two West  
*Truman Medical Centers Inc.*  
Kansas City

## Advertising — Outdoor

1st “LED Baby Outdoor”  
*Saint Francis Medical Center*  
Cape Girardeau

2nd “Urgent Care Outdoor Board”  
Jennifer Benz  
*St. Anthony’s Medical Center*  
St. Louis

3rd “Women’s Services Outdoor”  
*Golden Valley Memorial Hospital*  
Clinton

## Advertising — Total Campaign

### \$20,000 or Less

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1st “West County Opening — Olive & Mason”  
*Siteman Cancer Center*  
St. Louis

2nd “The Better Choice for Health”  
*Bothwell Regional Health Center*  
Sedalia

3rd “Women’s Services Campaign”  
*Golden Valley Memorial Hospital*  
Clinton

## Greater Than \$20,000

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1st “Remember When You Could Fly”  
SSM Marketing & Public Relations  
*SSM Health Care - St. Louis*

2nd “Doc, Can We Talk?”  
*Capital Region Medical Center*  
Jefferson City

3rd “Orthopedics at Progress West”  
Barbara McLaurine, BLR  
*Progress West HealthCare Center*  
O’Fallon

## Annual Reports

### \$7,000 or Less

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1st “Cancer Program at Missouri Baptist, 2008 Annual Report”  
Rhonda Veenhuis, Beth Fagan & Elizabeth White  
*Missouri Baptist Medical Center*  
St. Louis

2nd “Together: CMFHP 2009 Community Report (Missouri)”  
*Children’s Mercy Family Health Partners*  
Kansas City

## Greater Than \$7,000

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1st “2008 Annual Report”  
*Ranken Jordan — A Pediatric Specialty Hospital*  
Maryland Heights

2nd “Nursing Annual Report”  
M. Guard, K. Keefe & J. Twombly  
*St. Louis Children’s Hospital*

3rd “Ascension Health Annual Report”  
*Ascension Health*  
St. Louis

### Best PR/Marketing Project For A Small/Rural Hospital

1st “ER Opening”  
Tina Scruggs-Poston & Stephanie Gremminger  
*Ste. Genevieve County Memorial Hospital*

2nd “Colon Cancer Awareness”  
Tina Scruggs-Poston & Stephanie Gremminger  
*Ste. Genevieve County Memorial Hospital*

### Cooperative Partnerships

1st “Safety Stop Expansion”  
Carolyn Schainker & Jennifer Althardt  
*St. Louis Children’s Hospital*

2nd “Heart to Heart Luncheon”  
*Saint Francis Medical Center*  
Cape Girardeau

3rd “Heart Fair, Health Screening and More for the Family”  
Jo Anne Meives & Mary T. Beck  
*Missouri Baptist Medical Center*  
St. Louis

### Crisis Communications

1st (Tie) “H1N1 Employee and Public Crisis Communication Portal and Web Pages”  
Community Relations Department  
*Children’s Mercy Hospitals and Clinics*  
Kansas City

1st “Swine Flu Response”  
(Tie) Public Relations  
*University of Missouri Health Care*  
Columbia

2nd “Illinois Church Shooting — Crisis Communications”  
SLU Hospital Marketing Team  
*Saint Louis University Hospital*

### Direct Mail

#### \$2,500 or Less

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1st “BJC Hospice Nurse Recruitment Postcard”  
Karen Stewart & Donna Dalessandro  
*BJC HealthCare*  
St. Louis

2nd “AAA Screening Direct Mail”  
*Saint Francis Medical Center*  
Cape Girardeau

3rd “Rounding Up the World’s Best Volunteers Invitation”  
Renee Shandy, Designer  
*Southeast Missouri Hospital*  
Cape Girardeau

#### Greater Than \$2,500

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1st “St. Anthony’s Physician Organization Direct Mail Campaign”  
Jennifer Benz & Sharon Morris  
*St. Anthony’s Medical Center*  
St. Louis

2nd “Breast Cancer Direct Mail Campaign”  
Jennifer Benz & Sharon Morris  
*St. Anthony’s Medical Center*  
St. Louis

- 3rd “50/50 Colonoscopy”  
SSM Marketing & Public Relations  
*SSM Health Care - St. Louis*

## Employee Communications

### \$2,500 or Less

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- 1st “Employee Flu Shot Campaign”  
*Saint Francis Medical Center*  
Cape Girardeau
- 2nd “Blood Donor Brochure”  
Cheryl Barkhurst & Zach Ford  
*St. John’s Mercy Medical Center*  
St. Louis
- 3rd “Surgical Site-Marking  
Communications”  
*Saint Francis Medical Center*  
Cape Girardeau

### Greater Than \$2,500

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- 1st “Co-Worker Communications  
of New Health Reimbursement  
Account Health Plan Option”  
St. John’s Marketing Department  
*St. John’s Health System*  
Springfield
- 2nd “We’re Listening to YOU!”  
Shelley Allen & Teresa Watkins  
*Heartland Health*  
St. Joseph
- 3rd “Healthcare that is Safe  
Celebration Toolkit”  
*Ascension Health*  
St. Louis

## Electronic/Digital

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- 1st “2009 Style Guidelines Book”  
Telisa Hassen  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City
- 2nd “Employee Quick Clinic”  
Kris Daise & Daniel Hernandez  
*Heartland Health*  
St. Joseph
- 3rd “Ascension Health Experience  
Communications Toolkit”  
Experience Team &  
Communications  
*Ascension Health*  
St. Louis

## External Publications/Routine

### Less Than \$2,500

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- 1st “Boone Health Quarterly”  
*Boone Hospital Center*  
Columbia
- 2nd “OMCNews — March 2009 &  
April 2009”  
*Ozarks Medical Center*  
West Plains

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

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- 1st “Physician’s Update”  
Shawn Arni, Telisa Hassen &  
Hollie Siegel  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City
- 2nd “Intelligent Medicine Newsletter”  
*Golden Valley Memorial Hospital*  
Clinton

3rd “Emergency Perspectives —  
External Publications”  
SLU Hospital Marketing Team  
*Saint Louis University Hospital*

2nd “News From A to V Auxiliary-  
Volunteer Newsletter”  
Barbara Fradkin & Zack Ford  
*St. John’s Mercy Medical Center*  
St. Louis

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### Greater Than \$10,000

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1st “Kids Today”  
Kay Franks  
*St. Louis Children’s Hospital*

2nd “2009 Calendar”  
*Ranken Jordan — A Pediatric  
Specialty Hospital*  
Maryland Heights

3rd “Safe & Sound”  
Telisa Hassen  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City

### Internal Publications/Routine

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#### Electronic

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1st “e.news @ Ascension Health”  
*Ascension Health*  
St. Louis

2nd “Rapid Pulse”  
*Citizens Memorial Healthcare*  
Bolivar

3rd “The MRC Xpress”  
Jill Finney, Editor/Designer  
*Missouri Rehabilitation Center*  
Mount Vernon

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#### Printed — \$1,000 or Less

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1st “CARE Newsletter”  
Mike Ralston  
*Research Medical Center*  
Kansas City

3rd “PowerLine Employee Newsletter”  
*Saint Francis Medical Center*  
Cape Girardeau

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#### Printed — Greater Than \$1,000

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1st “Pediatric Perspectives”  
John Twombly  
*St. Louis Children’s Hospital*

2nd “Archives”  
Public Relations Department  
*University of Missouri Health Care*  
Columbia

3rd “The Pinnacle”  
Laurie Scott-Austin  
*Truman Medical Centers Inc.*  
Kansas City

### Media Relations Activity or Program

1st “Satellite Media Tour: Spring  
Has Sprung: Allergies and  
Asthma are in Full Bloom”  
Jessica Salazar & Sherry Gibbs  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City

2nd “Selective Dorsal Rhizotomy:  
(Tie) Making a Difference”  
Heidi Suppelsa, John Odom &  
Kay Franks  
*St. Louis Children’s Hospital*

- 2nd “The Clinic at Walmart  
(Tie) Operated by CoxHealth”  
Stacy Fender  
CoxHealth  
Springfield

## New Media/Web Sites

### New Media Projects

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- 1st “My Child, My Story Campaign”  
Shawn Arni & Callahan Creek  
Advertising  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City

- 2nd “Physician Recruitment DVD”  
*Saint Francis Medical Center*  
Cape Girardeau

- 3rd “Living With Asthma”  
The Asthma Team  
*St. Louis Children’s Hospital*

### Internet Sites

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- 1st “St. John’s Corporate Health &  
Wellness Web Site”  
*St. John’s Health System*  
Springfield

- 2nd “BJC Hospice Web Site”  
Karen Stewart & Brigid O’Brien  
*BJC HealthCare*  
St. Louis

- 3rd “Pound Plunge 2009 Web Site  
and Discussion Board”  
Ben Daugherty & Amy Owens  
*Heartland Health*  
St. Joseph

## Photography

- 1st “Pictures From the 2009  
Calendar”  
*Ranken Jordan — A Pediatric  
Specialty Hospital*  
Maryland Heights

- 2nd “Stories of Gifts — Making a  
Difference”  
Elizabeth White &  
Rhonda Veenhuis  
*Missouri Baptist Medical Center*  
St. Louis

## Physician Relations/ Communications Project

- 1st “Consult — A Journal for  
Medical Professionals”  
Marketing Department  
*Southeast Missouri Hospital*  
Cape Girardeau

- 2nd “Pediatric Acute Wound Service”  
The P.A.W.S. Team  
*St. Louis Children’s Hospital*

- 3rd “Children’s Mercy Hospitals and  
Clinics Resource Guide”  
Shawn Arni & Dobies Healthcare  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City

## Special Marketing or Public Relations Project

### Less Than \$2,500

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- 1st “Clinic Minute”  
Marcy George & Dan Hernandez  
*Heartland Health*  
St. Joseph

## Special Purpose Publication

### Less Than \$2,500

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1st “Students on Safari”  
Donna Dalessandro &  
Kristine Brooks-Quinn  
*BJC HealthCare*  
St. Louis

2nd “Patients First Health Care  
Primary Care Directory”  
Alvera P. Heeger, Director of  
Marketing  
*Patients First Health Care*  
Washington

3rd “Patient Touch Technology  
Guide”  
Barbara McLaurine & Beth Tuttle  
*Progress West HealthCare Center*  
O’Fallon

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

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1st “Baby Steps Brochure”  
Barbara McLaurine, BLR  
*Progress West HealthCare Center*  
O’Fallon

2nd “MidAmerica Stroke Network —  
Special Purpose Brochure”  
SLU Hospital Marketing Team  
*Saint Louis University Hospital*

3rd “2008 Wish List”  
Telisa Hassen  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City

2nd “Thanks a Million”  
*Bothwell Regional Health Center*  
Sedalia

3rd “Mom and Teen Daughter —  
Girls Night In”  
*Citizens Memorial Healthcare*  
Bolivar

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

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1st “Special Delivery Baby Affair”  
Jared Earnhart & Kristin Butler  
*CoxHealth*  
Springfield

2nd “Cardinal Glennon NICU  
Transport Folder”  
*SSM Cardinal Glennon Children’s  
Medical Center*  
St. Louis

3rd “Pink Parade”  
Marketing Department  
*Southeast Missouri Hospital*  
Cape Girardeau

### Greater Than \$10,000

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1st “My Child, My Story Campaign”  
Shawn Arni & Callahan Creek  
Advertising  
*Children’s Mercy Hospitals and  
Clinics*  
Kansas City

2nd “Wellness Connection  
Environmental Marketing”  
Marketing Department & bvk  
*Southeast Missouri Hospital*  
Cape Girardeau

3rd “CoxHealth Clinics Located in  
Walmart”  
Teri Watts & Becky Hamm  
*CoxHealth*  
Springfield



## Greater Than \$10,000

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- 1st “Overview Brochure”  
*Ranken Jordan — A Pediatric  
Specialty Hospital*  
Maryland Heights

## Video

### \$5,000 or Less

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- 1st “Superior Patient Experience:  
Our Story ... Today and in the  
Future”  
BJC Media Services  
*BJC HealthCare*  
St. Louis
- 2nd “Senior Momentum”  
Daniel J. Hernandez  
*Heartland Health*  
St. Joseph
- 3rd “Donors Rock”  
Dan Reed, Brad Glaeser &  
Bethany Pope  
*St. John’s Mercy Medical Center*  
St. Louis

### Greater Than \$5,000

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- 1st “Annual Report DVD 2008”  
*Saint Francis Medical Center*  
Cape Girardeau
- 2nd “Physician Recruitment DVD”  
*Saint Francis Medical Center*  
Cape Girardeau
- 3rd “Fashion for a Cause Promo  
Video”  
*Truman Medical Centers Inc.*  
Kansas City

## Writing

### Written for Employee/ Physician Audience

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- 1st “St. Anthony’s Medical Center  
Site Once Housed Nursery,  
Peach Orchard”  
Robbi Courtaway  
*St. Anthony’s Medical Center*  
St. Louis
- 2nd “Reaching the American Dream  
PowerLine Article”  
*Saint Francis Medical Center*  
Cape Girardeau
- 3rd “A Touching Gift Article in  
the *Total Healing Environment*  
Newsletter”  
Diane Balogh  
*St. John’s Mercy Medical Center*  
St. Louis

### Written for All Other Audiences

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- 1st “101-Year-Old Just Keeps Going”  
Lois Kendall  
*St. Anthony’s Medical Center*  
St. Louis
- 2nd “Dogs Help Patients Overcome  
White-Coat Syndrome”  
Lois Kendall  
*St. Anthony’s Medical Center*  
St. Louis
- 3rd “Recognizing the Unsung  
Heroes — Writing”  
SLU Hospital Marketing Team  
*Saint Louis University Hospital*

