

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



2010 Winners

Advertising — Television

\$15,000 or Less

- 1st** “Brush Off TV — Her Heart”
SSM St. Louis Brush Off TV
SSM Health Care
St. Louis
- 2nd** “Freeman Olympics”
Tina Freeman, Marketing
Freeman Health System
Joplin
- 3rd** “The Breast Center”
Becky Davison, Heartland
Marketing Team
Heartland Health
St. Joseph

Greater Than \$15,000

- 1st** “Real Science, Real Innovation”
(Tie) Linda Giddy, Bob Bokerman &
BJC Media Services
Siteman Cancer Center
St. Louis
- 1st** “What It Means”
(Tie) Marketing Department & bvk
Southeast Missouri Hospital
Cape Girardeau
- 2nd** “Children’s Mercy Million
Reasons Mosaic TV”
Shawn Arni & Callahan Creek
*Children’s Mercy Hospitals
and Clinics*
Kansas City

Advertising — Radio

\$1,000 or Less

- 1st** “Act FAST for Stroke Radio”
CoxHealth Marketing & Planning
CoxHealth
Springfield

- 2nd** “Freeman Urgent Care Jingle”
Amy Ruminski, Marketing
Freeman Health System
Joplin

Greater Than \$1,000

- 1st** “Children’s Mercy Million
Reasons Mosaic Radio”
Shawn Arni & Callahan Creek
*Children’s Mercy Hospitals and
Clinics*
Kansas City
- 2nd** “Medical Breakthroughs”
Barnes-Jewish Hospital
St. Louis
- 3rd** “What It Means”
Marketing Department & bvk
Southeast Missouri Hospital
Cape Girardeau

Advertising — Print

\$1,500 or Less

- 1st** “Healing Together Ad”
*Ranken Jordan — A Pediatric
Specialty Hospital*
Maryland Heights
- 2nd** “Yes to the Slide”
*Ranken Jordan — A Pediatric
Specialty Hospital*
Maryland Heights
- 3rd** “Brand Series: The Experts”
CoxHealth Marketing & Planning
CoxHealth
Springfield

Greater Than \$1,500

- 1st** “Medical Breakthroughs”
Barnes-Jewish Hospital
St. Louis

2nd “Father’s Day Ad”
Saint Francis Medical Center
Cape Girardeau

3rd “Mother’s Day Ad”
Saint Francis Medical Center
Cape Girardeau

Advertising — Outdoor

1st “Back Pain”
Marketing Department & bvk
Southeast Missouri Hospital
Cape Girardeau

Advertising — Multi-Media Campaign

\$20,000 or Less

1st “Pound Plunge 5”
(Tie) Becky Davison & Heartland
Marketing Team
Heartland Health
St. Joseph

1st “Lake Regional Cancer Center —
(Tie) Meaningful Moments”
Public Relations
Lake Regional Health System
Osage Beach

2nd “Be Smart Digital
Mammography Campaign”
*Barnes-Jewish West County
Hospital*
Creve Coeur

Greater Than \$20,000

1st “BJC HealthCare Branding
(Tie) Campaign”
June Fowler
BJC HealthCare
St. Louis

1st “Children’s Mercy Million
(Tie) Reasons Mosaic Campaign”
Shawn Arni & Callahan Creek
*Children’s Mercy Hospitals
and Clinics*
Kansas City

2nd “The Liberty Regional Heart &
Vascular Center Total Campaign”
Liberty Hospital

Annual Reports

\$10,000 or Less

1st “Foundation Annual Report
2008/2009”
Rhonda Veenhuis, Beth Fagan &
Elizabeth White
Missouri Baptist Medical Center
St. Louis

2nd “Lessons for a Lifetime”
Haley Reardon, Marketing
Freeman Health System
Joplin

3rd “Lake Regional Cancer Center —
2009 Annual Report”
Public Relations
Lake Regional Health System
Osage Beach

Greater Than \$10,000

1st “2008 Children’s Mercy Hospital
Annual Report”
Telisa Hassen & Shawn Arni
*Children’s Mercy Hospitals
and Clinics*
Kansas City

2nd “2009 Annual Report”
Saint Francis Medical Center
Cape Girardeau

3rd “2010 Annual Report: Healing Together”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

2nd “Cancer Patients Over Exposed to Radiation”
Corporate Communications
CoxHealth
Springfield

Best PR/Marketing Project for a Small/Rural Hospital

- 1st “Hoops for Haiti”
Ozarks Community Hospital
Springfield
- 2nd “2010 Healthy Kid’s Day”
Cooper County Memorial Hospital
Boonville
- 3rd “Take 2 — Two Weeks to Better Health”
Tina Poston & Stephanie Gremminger
Ste. Genevieve County Memorial Hospital
Ste. Genevieve

Cooperative Partnerships

- 1st “Runway for the Heart”
Liberty Hospital
- 2nd “4th Grade Challenge”
Heartland Health
St. Joseph
- 3rd “2010 Pound Plunge”
Heartland Health
St. Joseph

Crisis Communications

- 1st “Shooting of Off-Duty Police Officers”
Saint Louis University Hospital

Direct Mail

\$2,500 or Less

- 1st “Physician Recruitment Mailer”
Marketing & Communications
Southeast Missouri Hospital
Cape Girardeau
- 2nd “Village North Retirement Center Postcards”
Karen Stewart & Donna Dalessandro
BJC HealthCare
St. Louis
- 3rd “ICU at the Zoo”
Kay Franks & Emily Barklage
St. Louis Children’s Hospital

Greater Than \$2,500

- 1st “St. Anthony’s Physician Organization (SAPO) Direct Mail Campaign”
Jennifer Benz
St. Anthony’s Medical Center
St. Louis
- 2nd “Choose Your Shoes”
D. Dalessandro, K. Quinn & E. Barklage
BJC HealthCare
St. Louis
- 3rd “New Resident Mailer”
Barbara McLaurine
Progress West HealthCare Center
O’Fallon

Employee Communications Projects

\$2,500 or Less

- 1st “We’re Stepping Up”
Bothwell Regional Health Center
Sedalia
- 2nd “St. John’s Corporate Health
& Wellness Step Into Spring
Online Walking Program”
St. John’s Health System
Springfield
- 3rd “Lights... Camera... Scrub!
Employee Video Contest”
SSM Health Care
St. Louis

Greater Than \$2,500

- 1st “Employee Partnership Survey”
Marketing Service Center
SSM Health Care - St. Louis
- 2nd “2009 Employee Engagement
Survey Communications”
HR/PR Engagement Survey Team
Barnes-Jewish Hospital
St. Louis

External Publications/Routine

Electronic

- 1st “HealthSense Update”
CoxHealth Marketing & Planning
CoxHealth
Springfield
- 2nd “Healthy Kids News”
Telisa Hassen & True North
*Children’s Mercy Hospitals
and Clinics*
Kansas City

- 3rd “OMC News Monthly”
Ozarks Medical Center
West Plains

Printed — \$10,000 or Less

- 1st “2010 Neonatal Outreach
Education Booklet”
Stacy Duane
*Children’s Mercy Hospitals
and Clinics*
Kansas City
- 2nd “Children’s Mercy Physician’s
Update”
Shawn Arni, Megan Stock &
Telisa Hassen
*Children’s Mercy Hospitals
and Clinics*
Kansas City

- 3rd “Care & Share Newsletter”
Shriners Hospitals for Children
St. Louis

Printed — Greater Than \$10,000

- 1st “Ellis”
MU Health Care Public Relations
University of Missouri Health Care
Columbia
- 2nd “Innovate”
Laura Thomson
Barnes-Jewish Hospital
St. Louis
- 3rd “M: My Health/My Life”
Rhonda Veenhuis & Jo Anne
Meives
Missouri Baptist Medical Center
St. Louis

Internal Publications/Routine

Electronic

- 1st “Rapid Pulse”
Citizens Memorial Hospital
Bolivar
- 2nd “OMC Employee Newsletter”
Ozarks Medical Center
West Plains
- 3rd “The MRC Xpress”
Jill Finney, Editor
Missouri Rehabilitation Center
Mount Vernon

Printed — \$1,000 or Less

- 1st “Visiting Ours Employee Newsletter”
Jefferson Regional Medical Center
Crystal City
- 2nd “Freeman 411 Newsletter”
Linda Conrow, Marketing
Freeman Health System
Joplin
- 3rd “PowerLine Employee Newsletter Redesign”
Saint Francis Medical Center
Cape Girardeau

Printed — Greater Than \$1,000

- 1st “BJC Today”
BJC Today Staff
BJC HealthCare
St. Louis
- 2nd “Pediatric Perspectives”
John Twombly & Jane House
St. Louis Children’s Hospital

- 3rd “OptimiSSM”
SSM Health Care
St. Louis

Media Relations Activity or Program

Small/Rural Hospital

- 1st “Walk-In Clinic Open House”
Citizens Memorial Hospital
Bolivar

Mid to Large Size Hospital

- 1st “H1N1 National Media Relations”
Sherry D. Gibbs
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “Breast Cancer Screening (Tie) Debate”
Jason Merrill
Barnes-Jewish Hospital
St. Louis
- 2nd “Colon Cancer Awareness Event” (Tie)
Saint Francis Medical Center
Cape Girardeau

Web Sites

Internet

- 1st “Physician Recruitment Web Site”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Children’s Mercy MillionReasons.org Web Site”
Shawn Arni & Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City

Intranet

- 1st “Ascension Health Portal”
Ascension Health
St. Louis

Social/Interactive Media

- 1st “Kid Care — Pediatric iPhone App”
Jackie Ferman, John Odom & Kay Franks
St. Louis Children’s Hospital
- 2nd “Social Media Implementation at OCH”
Ozarks Community Hospital
Springfield
- 3rd “Social Media Strategy Implementation”
Barnes-Jewish Hospital
St. Louis

Photography

- 1st “Annual Report Photography”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights
- 2nd “Experience Exceptional: Our People”
SSM Health Care
St. Louis
- 3rd “2010 Calendar”
Saint Francis Medical Center
Cape Girardeau

Physician Relations/ Communications Projects

- 1st “da Vinci Interactive Open House”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Specialty Mailings, U.S. News & World Report Ranking”
Jennifer Arvin & Public Relations Team
Barnes-Jewish Hospital
St. Louis
- 3rd “Children’s Direct Physician Access Line”
A. Connelly, K. Brooks-Quinn & B. Tuttle
St. Louis Children’s Hospital

Special Marketing or Public Relations Projects

Less Than \$2,500

- 1st “Blue Jean Ball”
Ozarks Medical Center
West Plains
- 2nd “SSM STL Mission Days”
Marketing Service Center
SSM Health Care - St. Louis
- 3rd “Friday Night Clinics”
Marketing & Planning
CoxHealth
Springfield

\$2,500 — \$10,000

- 1st “Experience Exceptional: Our People”
SSM Health Care
St. Louis

2nd “Coaches Clinic Fall 2009”
(Tie) *Saint Francis Medical Center*
Cape Girardeau

2nd “Coaches Clinic Spring 2010”
(Tie) *Saint Francis Medical Center*
Cape Girardeau

Greater Than \$10,000

1st “Community Seasonal Flu Shot Clinic”
Barnes-Jewish Hospital
St. Louis

2nd “Safety Safari”
Marketing & Planning
CoxHealth
Springfield

3rd “First Birthday Community Open House”
SSM St. Clare Health Center
Fenton

Special Purpose Publications

\$5,000 or Less

1st “5 Things You Need to Know About Health Care Reform”
Health Care Reform Publication
St. John’s Health System
Springfield

2nd “Futures Nursing Academy Recruitment Brochure”
Marketing Service Center
SSM Health Care - St. Louis

3rd “Emilie’s Cancer Journey”
SSM Health Care
St. Louis

Greater Than \$5,000

1st “Family BirthPlace Your Pregnancy Planning Guide and DVD”
Saint Francis Medical Center
Cape Girardeau

2nd “A Spoonful of Yum”
CoxHealth Marketing & Planning
CoxHealth
Springfield

3rd “Patient Information Book”
Saint Louis University Hospital

Video

\$5,000 or Less

1st “BJC Wings Expressive Therapy (Tie) — Art and Soul”
Bill Bergholtz, Producer
BJC HealthCare
St. Louis

1st “Healing Together Video”
(Tie) *Ranken Jordan — A Pediatric Specialty Hospital*
Maryland Heights

2nd “Heart Lifeline Alliance: Eugene’s Story”
Mary T. Beck, Producer
Missouri Baptist Medical Center
St. Louis

Greater Than \$5,000

1st “Act FAST for Stroke Auditions Video”
CoxHealth Marketing & Planning
CoxHealth
Springfield

- 2nd “Pediatric Rooftop Garden DVD”
Saint Francis Medical Center
Cape Girardeau

Writing

Written for Employee/ Physician Audience

- 1st “Breath of Life: How the Boone
Team Saved a Family”
Boone Hospital Center
Columbia
- 2nd “Riding in the ER on Wheels”
Boone Hospital Center
Columbia
- 3rd “A Bold Step to Curb Smoking”
Randy Berger
CoxHealth
Springfield

Written for All Other Audiences

- 1st “Wii Boxing Challenge”
Lois Kendall
St. Anthony’s Medical Center
St. Louis
- 2nd “Woman Battles Inflammatory
Breast Cancer”
Lois Kendall
St. Anthony’s Medical Center
St. Louis
- 3rd “Breast Center Image Campaign”
Heartland Health
St. Joseph

