

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



2011 Winners

Advertising — Television

\$15,000 or Less

- 1st “A Reason to Dance”
Becky Davison & Marketing Team
Heartland Health
St. Joseph
- 2nd “Kids ... Growing Into Their Dreams”
MU Health Care
University of Missouri Health Care
Columbia
- 3rd “Miracle at Moila”
Becky Davison & Marketing Team
Heartland Health
St. Joseph

Greater Than \$15,000

- 1st “Everything is Possible SSM Health Care St. Louis Brand Outreach 2010”
SSM Health Care
St. Louis
- 2nd “I’m a Clot Stroke Awareness TV”
Rob Shelton & Tom Barry
SSM Health Care - St. Louis
- 3rd “Saint Francis Medical Center So Glad I’m Here OB TV Spots”
Saint Francis Medical Center
Cape Girardeau

Advertising — Radio

\$1,000 or Less

- 1st “A Tradition of Community Healthcare”
Pike County Memorial Hospital
Louisiana

Greater Than \$1,000

- 1st “Kids ... Growing Into Their Dreams”
MU Health Care
University of Missouri Health Care
Columbia

Advertising — Print

\$1,500 or Less

- 1st “Real Men Wear Pink”
Mineral Area Regional Medical Center
Farmington
- 2nd “Salute to Nurses Ads”
CoxHealth Marketing & Planning
CoxHealth
Springfield
- 3rd “Community-Based Marketing Testimonials”
Mineral Area Regional Medical Center
Farmington

Greater Than \$1,500

- 1st “Kids ... Growing Into Their Dreams”
MU Health Care
University of Missouri Health Care
Columbia
- 2nd “Better. Every Day.”
Capital Region Medical Center
Jefferson City

Advertising — Outdoor

- 1st “Southeast Cancer Center — A New Era of Care”
SoutheastHEALTH
Cape Girardeau

2nd “Southeast Cancer Center — A New Era of Care”
SoutheastHEALTH
Cape Girardeau

3rd “Better. Every Day.”
Capital Region Medical Center
Jefferson City

Advertising — Multimedia Campaign

\$20,000 or Less

1st “A Reason to Dance”
Becky Davison & Marketing Team
Heartland Health
St. Joseph

2nd “Heart Healthy 2011”
Marketing Department
Hannibal Regional Hospital

3rd “Hank’s Story”
Patti Lemons, Dee Dee Jacobs & Becky Hamm
CoxHealth
Springfield

Greater Than \$20,000

1st “Redefining Pediatric Medicine Campaign”
Shawn Arni & Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City

2nd “Pursue Knowing”
Steven Kutheis
St. Louis Children’s Hospital

3rd “Boone Baby Campaign”
Boone Hospital Center
Columbia

Annual Reports

\$10,000 or Less

1st “What We Do: CMFHP 2010 (Tie) Community Report (Missouri)”
Children’s Mercy Family Health Partners
Kansas City

1st “Foundation Annual Report (Tie) 2009/2010”
R. Veenhuis, B. Fagan & E. White
Missouri Baptist Medical Center
St. Louis

2nd “University of Missouri Health Care 2010 Annual Report”
Public Relations Department
University of Missouri Health Care
Columbia

Greater Than \$10,000

1st “I WIN! 2010 Annual Report”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

2nd “2009 Children’s Mercy Hospitals and Clinics Annual Report”
S. Duane & S. Arni
Children’s Mercy Hospitals and Clinics
Kansas City

Best PR/Marketing Project for a Small/Rural Hospital

- 1st “Baby Place Multi-media Campaign”
Scotland County Hospital
Memphis
- 2nd “Be Nice Boot Camp”
Ozarks Community Hospital
Springfield
- 3rd “2011 Healthy Kid’s Day”
Cooper County Memorial Hospital
Boonville

Cooperative Partnerships

- 1st “Partnership With the Magic House, Children’s Museum”
Carolyn Schainker
St. Louis Children’s Hospital
- 2nd “Stroke Awareness Media Partnership”
Rob Shelton
SSM Health Care - St. Louis
- 3rd “Dig for Life Campaign”
Saint Francis Medical Center
Cape Girardeau

Crisis Communications

- 1st “Tornado Damaged SSM Imaging Center”
Network Communications
SSM Health Care - St. Louis
- 2nd “University Hospital Lockdown”
Public Relations Department
University of Missouri Health Care
Columbia

Direct Mail

\$2,500 or Less

- 1st “An Evening Under the Stars”
Donna Dalessandro & Amy Connely
BJC HealthCare
St. Louis
- 2nd “Human Motion Institute Golf Clinic”
Amy Owens
Heartland Health
St. Joseph
- 3rd “Are You One of the 6 in 10?”
Mineral Area Regional Medical Center
Farmington

Greater Than \$2,500

- 1st “Redefining Pediatric Medicine”
Shawn Arni & Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “A New Partnership in Care”
SoutheastHEALTH
Cape Girardeau
- 3rd “Meet My Better Half”
Jennifer Benz and Prairie Dog
St. Anthony’s Medical Center
St. Louis

Employee Communications Projects

\$2,500 or Less

- 1st “Experience Exceptional: Make a Commercial! Video Contest”
SSM Health Care
St. Louis

2nd “First Day Orientation Video”
Daniel Hernandez & Kris Daise
Heartland Health
St. Joseph

3rd “Anita Answers”
Public Relations Department
University of Missouri Health Care
Columbia

Greater Than \$2,500

1st “Clean Hand Jive Campaign”
Saint Francis Medical Center
Cape Girardeau

2nd “2010 Showcase for Sharing”
SSM Health Care
St. Louis

External Publications/Routine

Electronic

1st “Healthy Kids News”
Telisa Hassen & True North
Custom Media
Children’s Mercy Hospitals and Clinics
Kansas City

2nd “OMCNews”
Ozarks Medical Center
West Plains

3rd “Services to Business
e-Newsletter”
Saint Francis Medical Center
Cape Girardeau

Printed - \$10,000 or Less

1st “Imagine”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “Treasures Magazine”
S. Duane & B. Mueth
Children’s Mercy Hospitals and Clinics
Kansas City

3rd “Physician’s Update”
Shawn Arni, Telisa Hassen &
Megan Stock
Children’s Mercy Hospitals and Clinics
Kansas City

Printed - Greater Than \$10,000

1st “Ellis”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “Safe & Sound”
Telisa Hassen & True North
Custom Media
Children’s Mercy Hospitals and Clinics
Kansas City

3rd “HealthSense Magazine”
Teri Watts, Editor &
Becky Hamm, Designer
CoxHealth
Springfield

Internal Publications/Routine

Electronic

1st “Children’s Chat”
John Twombly
St. Louis Children’s Hospital

2nd “Friday Report”
Gene Hallinan
Centerpoint Medical Center
Independence

- 3rd “Rapid Pulse”
Citizens Memorial Hospital
Bolivar

Printed - \$1,000 or Less

- 1st “DePaul News Employee
Newsletter”
Jamie Newell & Rachel Peine
SSM DePaul Health Center
Bridgeton

- 2nd “PowerLine Employee
Newsletter”
Saint Francis Medical Center
Cape Girardeau

- 3rd “InforMed - SoutheastHEALTH
Employee Newsletter”
SoutheastHEALTH
Cape Girardeau

Printed - Greater Than \$1,000

- 1st “BJC Today”
BJC Today Staff
BJC HealthCare
St. Louis

- 2nd “Pediatric Perspectives”
John Twombly
St. Louis Children’s Hospital

- 3rd “CoxHealth Connection”
Randy Berger, Corporate
Communications
CoxHealth
Springfield

Media Relations Activity or Program

Small/Rural Hospital

- 1st “Healthy U Radio Show”
“Healthy U Radio Show” With
Dr. Randy Tobler
Scotland County Hospital
Memphis

Mid to Large Size Hospital

- 1st “Ozarks Medical Center
Emergency Department Grand
Opening”
Ozarks Medical Center
West Plains

- 2nd “British Invasion: International
Media Coverage Results in New
Patient Population”
Abby Wuellner
St. Louis Children’s Hospital

- 3rd “Womancare Expansion”
Saint Francis Medical Center
Cape Girardeau

Websites

Internet

- 1st “Internet Site Rework”
Dave Lalande, Webmaster
Hannibal Regional Hospital

- 2nd “OCH Website
www.ochonline.com”
Ozarks Community Hospital
Springfield

- 3rd “Siteman Cancer Center Website”
Mary Lee & Dustin Horn
Siteman Cancer Center
St. Louis

Intranet

- 1st “CoxHealth Intranet”
Corporate Communications
CoxHealth
Springfield

Social/Interactive Media

- 1st “BooneStories.com”
Boone Hospital Center
Columbia
- 2nd “Heartland Health Facebook — Defending the Hospital”
Ben Daugherty
Heartland Health
St. Joseph

Photography

- 1st “Barnes-Jewish Hospital Lab (Tie) Week Display”
Tim Mudrovic, Photographer
BJC HealthCare
St. Louis
- 1st “2011 Calendar Photography”
(Tie) *Ranken Jordan — A Pediatric Specialty Hospital*
Maryland Heights
- 2nd “Fall 2010 Imagine Photographs”
Public Relations Department
University of Missouri Health Care
Columbia

Physician Relations/ Communications Projects

- 1st “Children’s Mercy Resource Guide”
Megan Stock & Shawn Arni
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “University Physicians 2011 Directory”
Public Relations Department
University of Missouri Health Care
Columbia
- 3rd “Therapy Referral Source Marketing”
Bothwell Regional Health Center
Sedalia

Special Marketing or Public Relations Projects

Less Than \$2,500

- 1st “St. Baldrick’s Day Fundraiser”
Public Relations Department
University of Missouri Health Care
Columbia
- 2nd “Exceptional Performance and Service Awards”
Marketing and PR
SSM Health Care - St. Louis
- 3rd “Oral Cancer Screening”
Saint Francis Medical Center
Cape Girardeau

\$2,500 to \$10,000

- 1st “Southeast Cancer Center - 5 for \$5 Campaign”
SoutheastHEALTH
Cape Girardeau
- 2nd “St. Mary’s Hands on Hearts Community Event”
St. Mary’s Marketing Department
St. Mary’s Health Center
Jefferson City
- 3rd “myBJC Launch Campaign”
Maureen Lynam
BJC HealthCare
St. Louis

Greater Than \$10,000

- 1st “Redefining Pediatric Medicine (Tie) National Reputation Campaign”
Shawn Arni & Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City
- 1st “MU Children’s Hospital Move” (Tie) Public Relations and Marketing
University of Missouri Health Care
Columbia
- 2nd “21st Annual America’s Health Rankings Report on State Public Health: Integrated Public Relations Plan”
Biotechnology & Healthcare Communication
Fleishman-Hillard, Inc.
Kansas City

Special Purpose Publications

\$5,000 or Less

- 1st “School Outreach Brochures” (Tie) Donna Dalessandro & BJC School Outreach
BJC HealthCare
St. Louis
- 1st “Stories From the Storm” (Tie) *SSM Health Care - St. Louis*
- 2nd “2010 Wish List”
Telisa Hassen
Children’s Mercy Hospitals and Clinics
Kansas City

Greater Than \$5,000

- 1st “2011 Calendar”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights
- 2nd “Ascension Health 10th Anniversary Book”
Ascension Health
St. Louis

Video

\$5,000 or Less

- 1st “Safety Matters”
Cyndi Fahrlander
Carondelet Health
Kansas City

2nd “Beyond the Bedside: The Story of Aleah Holliman”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

3rd “T.J. on the Move Videos”
Public Relations Department
University of Missouri Health Care
Columbia

Greater Than \$5,000

1st “Pink Up Cape Video”
Saint Francis Medical Center
Cape Girardeau

2nd “A New Era”
SoutheastHEALTH
Cape Girardeau

3rd “HealthSense TV”
Marketing and Planning
CoxHealth
Springfield

2nd “Our People: The Triumphant (Tie) Nurse”
SSM Health Care
St. Louis

Written for All Other Audiences

1st “In the Game: Cystic Fibrosis Doesn’t Sideline Jeffrey Mullen”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “That is Dedication”
Public Relations Department
University of Missouri Health Care
Columbia

3rd “A Bad Case of the Zzzzzzzz ... ”
Jessica M. Salazar
Children’s Mercy Hospitals and Clinics
Kansas City

Writing

Written for Employee/ Physician Audience

1st “Our People: The Quarterback”
SSM Health Care
St. Louis

2nd “Nurse’s Quick Action Prevents a Tragedy”

(Tie) Randy Berger
CoxHealth
Springfield

