

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



2012 Winners

Advertising — Television

\$15,000 or Less

- 1st “SSM Medical Group
Commercial Campaign”
SSM Health Care
St. Louis

Greater Than \$15,000

- 1st “Meet Gus TV”
SSM Health Care
St. Louis
- 2nd “SSM Health Care St. Louis
Branding 2011”
SSM Health Care
St. Louis
- 3rd “Pink Up Cape 2011”
Saint Francis Medical Center
Cape Girardeau

Advertising — Radio

Greater Than \$1,000

- 1st “Things Happen Radio”
Saint Francis Medical Center
Cape Girardeau
- 2nd “da Vinci”
University of Missouri Health Care
Columbia

Advertising — Print

Greater Than \$1,500

- 1st “I Hate Cancer Print Ads”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Pink Up Cape Wrap 2011”
Saint Francis Medical Center
Cape Girardeau

Advertising — Outdoor

- 1st “I Hate Cancer Outdoor”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Things Happen Outdoor”
Saint Francis Medical Center
Cape Girardeau
- 3rd “Family BirthPlace Outdoor”
Saint Francis Medical Center
Cape Girardeau

Advertising — Multimedia Campaign

\$20,000 or Less

- 1st “Heart to Heart”
Molly Cornelison
*Hannibal Regional Healthcare
System*
- 2nd “CoxHealth Express”
Dee Dee Jacobs
CoxHealth
Springfield
- 3rd “Only the Best for You
Campaign”
Mary Enger & Rachel Peine
SSM St. Joseph Health Center
St. Charles

Greater Than \$20,000

- 1st “InQuicker-SSM Health Care-
St. Louis”
SSM Health Care - St. Louis
- 2nd “We Believe in Miracles”
Patti Lemons
CoxHealth
Springfield
- 3rd “Mercy Clinic Multimedia
Campaign”
Mercy Hospital
St. Louis

Annual Reports

\$10,000 or Less

- 1st “University of Missouri Health
Care 2011 Annual Report”
Public Relations
University of Missouri Health Care
Columbia
- 2nd “CMH Annual Report to the
Community”
Tessa Arnold
Citizens Memorial Healthcare
Bolivar
- 3rd “FY 2011 Environmental
Stewardship Program Report”
Ascension Health
St. Louis

Greater Than \$10,000

- 1st “2012 Annual Report”
*Ranken Jordan — A Pediatric
Specialty Hospital*
Maryland Heights
- 2nd “2011 Annual Report”
Saint Francis Medical Center
Cape Girardeau
- 3rd “2011 Foundation Annual Report”
Saint Francis Medical Center
Cape Girardeau

Best PR/Marketing Project for a Small/Rural Hospital

- 1st “Be Nice Boot Camp”
Ozarks Community Hospital
Springfield
- 2nd “Our Expert Moms”
Communication Services
Audrain Medical Center
Mexico
- 3rd “Healthy Kids Day”
2012 Healthy Kids Day Event
Cooper County Memorial Hospital
Boonville

Cooperative Partnerships

- 1st “St. Louis Lose to Win Challenge”
SSM DePaul Health Center
Bridgeton
- 2nd “Dig for Life Campaign”
Saint Francis Medical Center
Cape Girardeau
- 3rd “Healthy U”
Bothwell Regional Health Center
Sedalia

Crisis Communications

- 1st “CoxHealth Helps Victims of Homeless Shelter Fire”
Corporate Communications
CoxHealth
Springfield

Direct Mail

\$2,500 or Less

- 1st “Magic and Miracles”
Donna Dalessandro & Kay Franks
BJC HealthCare
St. Louis
- 2nd “Choose Your Shoes 2”
D. Dalessandro, D. Victor &
R. Veenhuis
BJC HealthCare
St. Louis
- 3rd “Discover DePaul Family Wellness Fair”
Jamie Newell & Lynne Boyle
SSM DePaul Health Center
Bridgeton

Greater Than \$2,500

- 1st “Children’s Mercy Advancements”
Shawn Arni, Megan Stock &
Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “Cardiology Services Direct Mail to Consumers”
SoutheastHEALTH
Cape Girardeau
- 3rd “New Physician Reception”
Saint Francis Medical Center
Cape Girardeau

Employee Communications Projects

\$2,500 or Less

- 1st “Employee Spotlight”
Monica Hoover & Jennifer Little
Liberty Hospital
- 2nd “Flu Shot at Work Campaign”
Saint Francis Medical Center
Cape Girardeau
- 3rd “2012 Employee of the Year”
Sally Fields, Jessica Salazar &
Toni King
Children’s Mercy Hospitals and Clinics
Kansas City

Greater Than \$2,500

- 1st “2012 SSM Leadership Conference”
Lorraine Kee
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 “Services to Business e-Newsletter”
Saint Francis Medical Center
Cape Girardeau
- 3rd “OMC Newsletter”
Ozarks Medical Center
West Plains

Printed - \$10,000 or Less

- 1st “The Link”
Megan Stock & Stacy Duane
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “Physician’s Update”
Shawn Arni, Telisa Hassen & Megan Stock
Children’s Mercy Hospitals and Clinics
Kansas City
- 3rd “Ellis”
Public Relations
University of Missouri Health Care
Columbia

Printed - Greater Than \$10,000

- 1st “Safe & Sound”
Telisa Hassen & True North
Custom Media
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “Healthier Look Magazine”
SoutheastHEALTH
Cape Girardeau
- 3rd “Your Health”
Kim Shopper
North Kansas City Hospital

Internal Publications/Routine

Electronic

- 1st “Connect Daily”
Corporate Communications
CoxHealth
Springfield
- 2nd “CMH Rapid Pulse”
Citizens Memorial Healthcare
Bolivar

Printed - \$1,000 or Less

- 1st “OCH Pulse Newsletter”
Ozarks Community Hospital
Springfield
- 2nd “PowerLine Employee Newsletter”
Saint Francis Medical Center
Cape Girardeau
- 3rd “InforMed Employee Newsletter”
SoutheastHEALTH
Cape Girardeau

Printed - Greater Than \$1,000

1st "Take CARE Newsletter"
Sally Fields, Melanie Morris &
Candice Gwin
*Children's Mercy Hospitals and
Clinics*
Kansas City

2nd "BJC TODAY"
BJC TODAY Staff
BJC HealthCare
St. Louis

3rd "CoxHealth Connection"
Corporate Communications
CoxHealth
Springfield

Media Relations Activity or Program

Mid to Large Size Hospital

1st "Perspectives on Pediatric
Obesity"
Jessica M. Salazar
*Children's Mercy Hospitals and
Clinics*
Kansas City

2nd "Heart Hospital Cancer Institute
Grand Opening"
Saint Francis Medical Center
Cape Girardeau

3rd "Canon Center Dedication"
Bothwell Regional Health Center
Sedalia

Websites

Internet

1st "Dig for Life Website"
Saint Francis Medical Center
Cape Girardeau

2nd "Walmart Foundation Website"
Public Relations
University of Missouri Health Care
Columbia

Intranet

1st "My MU Health.org"
Public Relations
University of Missouri Health Care
Columbia

2nd "BJCnet"
BJCnet Staff
BJC HealthCare
St. Louis

Social/Interactive Media

1st "Tobacco-free Campaign"
Public Relations
University of Missouri Health Care
Columbia

2nd "Ask the Pharmacist"
Patrick Donovan,
Duane Wesche, R.Ph. &
Patt Christie
BJC HealthCare
St. Louis

3rd "Medical Mondays"
Jessica M. Salazar
*Children's Mercy Hospitals and
Clinics*
Kansas City

Photography

- 1st “2012 Calendar”
Saint Francis Medical Center
Cape Girardeau
- 2nd “2012 Calendar Photography”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights
- 3rd “NICU Calendar”
Saint Francis Medical Center
Cape Girardeau

Physician Relations/ Communications Projects

- 1st “CMH Doctors’ Day 2012”
Citizens Memorial Healthcare
Bolivar
- 2nd “Children’s Hospital One Number Promotion”
University of Missouri Healthcare
Columbia
- 3rd “BJC Hospice Brochures”
Cara Lotspeich,
Kristine Brooks-Quinn &
Donna Dalessandro
BJC HealthCare
St. Louis

Special Marketing or Public Relations Projects

Less Than \$2,500

- 1st “Critical Care RN Recruitment Campaign”
Jennifer Plimmer &
Kendall Schlichting
CoxHealth
Springfield
- 2nd “CMH Junior Volunteer Program”
Citizens Memorial Healthcare
Bolivar
- 3rd “CTC Live Here, Hope Here, Fight Here”
Ozarks Medical Center
West Plains

\$2,500 to \$10,000

- 1st “MPIX Coaches for Kids Celebrity Golf Classic”
Public Relations
University of Missouri Health Care
Columbia
- 2nd “Ladies First”
Ozarks Medical Center
West Plains
- 3rd “Pink Up Cape RENEW”
Saint Francis Medical Center
Cape Girardeau

Greater Than \$10,000

- 1st “HealthyU”
University of Missouri Health Care
Columbia
- 2nd “Discovery Playhouse Southeast Nursery”
SoutheastHEALTH
Cape Girardeau
- 3rd “A Tribute to Healing”
Linda Conrow & Sandi Longman
Freeman Health System
Joplin

Special Purpose Publications

\$5,000 or Less

- 1st “Starman Proposal”
Public Relations
University of Missouri Health Care
Columbia
- 2nd “Delivering Comfort and Care... Close to Home”
D. Dalessandro, R. Veenhuis & L. Lochner
BJC HealthCare
St. Louis
- 3rd “Children’s Mercy East Supplement”
Children’s Mercy Communications Dept.
Children’s Mercy Hospitals and Clinics
Kansas City

Greater Than \$5,000

- 1st “Kohl’s S.T.A.R. Power Activity Booklet”
Stacy Duane - Kohl’s S.T.A.R. Power Book
Children’s Mercy Hospitals and Clinics
Kansas City
- 2nd “Center for Pediatric Bioethics Brochure”
Meghan Stock & Stacy Duane
Children’s Mercy Hospitals and Clinics
Kansas City
- 3rd “SSM Home Care and Hospice Patient Packets”
Laura Morris
SSM Health Care
St. Louis

Video

\$5,000 or Less

- 1st “Care Beyond the Bedside: Ranken Jordan 1941-2012”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights
- 2nd “One Vision Music Video”
John Twombly & Mike Martin
St. Louis Children’s Hospital
- 3rd “Fertility Center Video”
Public Relations
University of Missouri Health Care
Columbia

Greater Than \$5,000

- 1st “Beacon of Hope”
Brooke Haneborg
Freeman Health System
Joplin
- 2nd “Power of Pink”
Patti Lemons
CoxHealth Marketing
CoxHealth
Springfield
- 3rd “Pink Up Cape 2011 Video”
Saint Francis Medical Center
Cape Girardeau

Writing

Written for Employee/ Physician Audience

- 1st “An Inside Look at Steve
Edwards’ First Day as CEO”
Randy Berger, CoxHealth
CoxHealth
Springfield
- 2nd “Legacy of Love”
Andy Knef
BJC HealthCare
St. Louis
- 3rd “Behavioral Health: At the Heart
of Our Mission”
Alan Wesley
SSM Health Care
St. Louis

Written for All Other Audiences

- 1st “Nurse, Foster Mom Honored”
Lois Kendall
St. Anthony’s Medical Center
St. Louis
- 2nd “In Sickness and in Health”
Cyndi Fahrlander
Carondelet Health
Kansas City
- 3rd “Robotic Surgery - The Future is
Now”
Lois Kendall
St. Anthony’s Medical Center
St. Louis

Judges Biographies

Craig L. Brace, FACHE

CEO

MediaCross Inc.

St. Louis

Brace is the CEO of MediaCross, a full-service marketing communications firm with a specialization in health care marketing. He is board certified in health care management and a fellow of the American College of Healthcare Executives.

Nick Carcioppolo

Assistant Professor, Department of Communications

Missouri State University

Springfield, Mo.

Carcioppolo is an assistant professor of health communication at MSU. His research focuses on the development and assessment of persuasive health messages, materials, campaigns and interventions.

Ken DeSieghardt

CEO/Partner

Patron Insight Inc.

Stilwell, Kan.

DeSieghardt has been crawling around inside the heads of his clients' customers, prospects and key stakeholders for more than 20 years, learning about their brand thoughts and buying triggers. Patron Insight Inc. is research and marketing communications counsel for public school districts, higher education, for-profit and not-for profit clients. DeSieghardt's background includes extended stints at two of Kansas City's largest public relations agencies and eight years in the communications department at Health Midwest in Kansas City.

Samuel Dyer Jr.

Associate Professor

Missouri State University

Springfield, Mo.

Dyer holds a doctorate in public relations from the University of Tennessee. He worked overseas for five years and has been teaching public relations at MSU for 14 years.

Judges Biographies cont.

Marisa Ellison

Community Relations Manager

*Missouri Department of Transportation — Northeast District
Hannibal, Mo.*

Ellison has more than 25 years experience in public relations and marketing, working in health care, manufacturing and transportation. She holds a master's degree in business communications and is an active member of the National Association of Government Communications. Ellison also is a professional speaker on topics involving customer service, strategic communications, promotional planning and project/people management.

Christine Hoog

Graphic Designer

Bloomsdale, Mo.

Hoog is a senior graphic designer who works full-time while also performing freelance work. Her design career began 15 years ago, and she still loves and craves design.

Stephen Lennartz

President

Lennartz Communications Group

St. Louis

Lennartz has more than 20 years of management experience in health care marketing, development, communications and program management. He previously served as the director of marketing and public relations at Jefferson Regional Medical Center in Festus for eight years. A former MAHPRM board member, Lennartz has been recognized with 39 awards of excellence in communications.

Barb Long

President

E-savvy Communications

Jefferson City, Mo.

In 2001, Long began E-savvy Communications, a Web-development firm. Previously, she was media relations director at the Missouri Hospital Association for five years and marketing director at Capital Region Medical Center in Jefferson City for seven years.

Judges Biographies cont.

Sherry Osburn

Owner

Osburn Public Relations

Harrisonville, Mo.

Osburn is the owner of Osburn Public Relations, a consulting firm that specializes in health care writing and publications. Osburn previously worked as a public relations specialist for Saint Luke's Hospital of Kansas City. She is active in the Kansas City Healthcare Communicators Society and MAHPRM. Osburn has received more than 50 awards for her work in health care marketing and public relations.

Matthew Penn

Owner

Penn Communications, LLC

Mexico, Mo.

Penn is the owner of Penn Communications, a website development company. Penn specializes in PHP, MySQL and AJAX technologies to develop database-driven websites for a wide range of clients nationwide. Penn recently developed two Web-based applications — JabberText.com, which is a mass text messaging service, and JabberGroups.com, an online youth ministry management website.

Rachel Rahe

Senior Account Manager

Prairie Dog/TCG

Kansas City, Mo.

Rahe has worked in health care marketing for more than 10 years. She spent eight years with Saint Luke's Health System in Kansas City before joining the Prairie Dog/TCG team in 2009. A former president of the Kansas City Healthcare Communicators Society, Rahe has presented at both national and state health care marketing conferences.

Stephanie Stemmler

Principal

Above the Fold Communications LLC

Eureka, Mo.

Stemmler established Above The Fold Communications LLC, a public relations consultancy and freelance writing business, in June 2000. She has 28 years of experience in communications industries, including as a television reporter, producer and anchor. Stemmler also served as a media relations manager and system communications executive for several health care institutions.

Judges Biographies cont.

Denise Taylor

Communications Manager

Children's Hospital Association

Shawnee Mission, Kan.

At Children's Hospital Association (formerly Child Health Corporation of America), Taylor works closely with staff in the informatics and research and development programs to help turn data into actionable information for hospital improvement. In her 11 years at the association, Taylor's previous roles included senior director of communications and director of educational product development. Early in her career, Taylor worked in strategic planning and marketing at Children's Mercy Hospitals and Clinics in Kansas City.

Elaine Warren

Public Relations Director

University of Kansas Edwards Campus

Overland Park, Kan.

As the public relations and marketing director for the University of Kansas Edwards Campus, Warren is responsible for all public relations, advertising and marketing efforts for the 2,000-student campus for working professionals. Previously, she worked in the community relations department at Children's Mercy Hospitals and Clinics in Kansas City. Warren is a member of the Greater Kansas City Public Relations Society.

Kelley Williamson

Senior Manager, Creative Services

Dobies Healthcare Group

Kansas City, Mo.

Williamson has been with Dobies Healthcare Group for 12 years and works with the account and creative teams to oversee the development of a broad range of creative media, including digital, TV/radio, outdoor, packaging and other collateral.

