

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



2014 Winners

Advertising - Television

\$15,000 or Less

- 1st "Orthopedics Restored Health"
Patti Lemons
CoxHealth
Springfield

Advertising - Television

Greater Than \$15,000

- 1st "Cardinal Glennon 'Our Reason' Television Campaign"
SSM Health Care
St. Louis
- 2nd "That's SSM TV Campaign"
SSM Health Care
St. Louis
- 3rd "Because I Can"
Patti Lemons
CoxHealth
Springfield

Advertising - Radio

Greater Than \$1,000

- 1st "Amazing St. Anthony's"
Jennifer Benz
St. Anthony's Medical Center
St. Louis
- 2nd "Call Center Radio"
Saint Francis Medical Center
Cape Girardeau
- 3rd "Home Field Advantage"
Ozarks Medical Center
West Plains

Advertising - Print

\$1,500 or Less

- 1st "3D Mammography/ Tomosynthesis"
Capital Region Medical Center
Jefferson City
- 2nd "LASIK Print Ads Featuring Recent Patients - 417 Magazine"
LASIK Print Ads - Natalia & Megan
Mercy Springfield Communities
- 3rd "Fitzgibbon Community Cancer Center"
Fitzgibbon Hospital
Marshall

Greater Than \$1,500

- 1st "What Do You Have to Lose?"
Print Ad"
Saint Francis Medical Center
Cape Girardeau
- 2nd "Amazing St. Anthony's"
Jennifer Benz
St. Anthony's Medical Center
St. Louis
- 3rd "Cleveland Clinic Affiliation Print Ads"
Saint Francis Medical Center
Cape Girardeau

Advertising - Outdoor

- 1st “Pink Up Cape 2013 Outdoor”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Sleep With Your Wife Again”
Bothwell Regional Health Center
Sedalia
- 3rd “Urgent Care”
Capital Region Medical Center
Jefferson City

Advertising - Multimedia Campaign

\$20,000 or Less

- 1st “Goldschmidt Cancer Center”
Capital Region Medical Center
Jefferson City
- 2nd “Welcome to the Health Insurance Marketplace”
Kristin Butler and
Becky Hamm
CoxHealth
Springfield
- 3rd “Amazing St. Anthony’s”
Jennifer Benz
St. Anthony’s Medical Center
St. Louis

Greater Than \$20,000

- 1st “Home Field Advantage”
Ozarks Medical Center
West Plains
- 2nd “Saint Luke’s 3-D Mammography Marketing Campaign”
Saint Luke’s East Hospital
Lee’s Summit

- 3rd “Blessings Campaign”
Mercy Marketing
Communications
Mercy Health
Chesterfield

Best PR/Marketing Project for a Small/Rural Hospital

- 1st “Good Morning, OCH!”
Ozarks Community Hospital
Springfield

Cooperative Partnership

- 1st “CoxHealth Pack the Pantries Food Drive”
CoxHealth Corporate
Communications
CoxHealth
Springfield
- 2nd “Healthy U”
Bothwell Regional Health Center
Sedalia

Crisis Communications

- 1st “Releasing Ambulance Services”
Tracey Turner Clark
Heartland Health
St. Joseph
- 2nd “New CEO Coverage”
Anne Steffens and Mary Sherfy
St. Anthony’s Medical Center
St. Louis

Direct Mail

\$2,500 or Less

- 1st “Mercy Cataract Surgery
Postcard - Pat Kane”
Mercy Springfield Communities
- 2nd “Put Your Heart in the Right
Hands”
Marketing and Public Relations
Liberty Hospital
- 3rd “Mercy Cataract Seminar
Postcard - Physician”
Mercy Cataract Seminar
Mercy Springfield Communities

Greater Than \$2,500

- 1st “Center for Joint Replacement
& Revision Direct Mail”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Children’s Emergency
Department Direct Mail”
Saint Francis Medical Center
Cape Girardeau

Employee Communications Projects

\$2,500 or Less

- 1st “BJC Wellness Scholarships”
BJC HealthCare
St. Louis
- 2nd “Mercy Co-worker Clinic
Digital Wait Time Board”
Mercy Co-worker Clinic
Wait Time Site
Mercy Springfield Communities

- 3rd “Employee Mobile Alert
System Introduction”
Saint Francis Medical Center
Cape Girardeau

Greater Than \$2,500

- 1st “Amazing St. Anthony’s
Internal Launch”
Anne Steffens and
Stephen Walker
St. Anthony’s Medical Center
St. Louis
- 2nd “Computerized Physician
Order Entry Rollout”
Saint Francis Medical Center
Cape Girardeau

Websites

Internet

- 1st “Specialist Campaign Website
(www.SLUSpecialist.com)”
SLU Hospital Marketing
Department
Saint Louis University Hospital
- 2nd “SFMC.net Redesign”
Saint Francis Medical Center
Cape Girardeau
- 3rd “Center for Comprehensive
Cardiovascular Care (C4)
Website
(www.SLUHeart.com)”
SLU Hospital Marketing
Department
Saint Louis University Hospital

Social/Interactive Media

- 1st “The Clinic at Walmart”
Becky Hamm and Teri Watts
CoxHealth
Springfield
- 2nd “Childrens MomDocs”
Jackie Ferman, Abby Wuellner
St. Louis Children’s Hospital
- 3rd “Pink Up Cape 2013 Social Media”
Saint Francis Medical Center
Cape Girardeau

Physician Relations/ Communications Projects

- 1st “GroupMD”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Dr. Trueblood Retirement Celebration Invite”
Saint Francis Medical Center
Cape Girardeau
- 3rd “Dr. Peng Video Message on Walgreens Collaborative”
SSM Health Care
St. Louis

Special Marketing or Public Relations Projects

\$2,500 or Less

- 1st “Great Race Pit Party for Employees & Their Families”
Marketing/Corporate Communications
SoutheastHEALTH
Cape Girardeau

- 2nd “75 Days of Wellness”
Saint Luke’s Health System
Marketing
Saint Luke’s North Hospital — Barry Road
Kansas City
- 3rd “Stroll Through the Park Breast Cancer Walk”
LCMC Marketing/Community Relations 2014
Lincoln County Medical Center
Troy

\$2,500 to \$10,000

- 1st “Breast Cancer Awareness Month”
University of Missouri Health Care
Columbia
- 2nd “Girls Night Out at the Kansas City Chiefs”
Ryan Heldenbrand
Heartland Health
St. Joseph
- 3rd “Thinking Outside the Bed – A Branding Initiative to Drive Better Health and Quality of Life”
Public Relations & Marketing
Truman Medical Centers Inc.
Kansas City

Greater Than \$10,000

- 1st “The Frontline for Hope”
J. Ferman, A. Wuellner, S. Perry & S. Fontaine
St. Louis Children’s Hospital
- 2nd “Battlefield Mall Play Area”
Patti Lemons & Cassie Baxter
CoxHealth
Springfield

3rd "Knowledge Now"
*University of Missouri
Health Care
Columbia*

Annual Reports

\$10,000 or Less

- 1st "University of Missouri
Health Care's 2013
Annual Report"
MU Health System
Public Relations
*University of Missouri
Health Care
Columbia*
- 2nd "St. Luke's Hospital
2013 Annual Report to the
Community"
*St. Luke's Hospital
Chesterfield*
- 3rd "Year in Review 2012"
*SSM Health Care
St. Louis*

Greater Than \$10,000

- 1st "Foundation Annual Report
2013"
*Saint Francis Medical Center
Cape Girardeau*
- 2nd "St. Louis Children's Hospital
Digital Annual Report"
Almanac
St. Louis Children's Hospital
- 3rd "Annual Report 2013"
*Saint Francis Medical Center
Cape Girardeau*

External Publications/Routine

Electronic

- 1st "Services to Business
Newsletter"
*Saint Francis Medical Center
Cape Girardeau*
- 2nd "OMCNews E-Mail Blast"
*Ozarks Medical Center
West Plains*

Printed \$10,000 or Less

- 1st "Emergency Perspectives"
SLU Hospital
Marketing Department
Saint Louis University Hospital

Printed - Greater Than \$10,000

- 1st "Your Health Magazine"
Kim Shopper, North Kansas
City Hospital, and
Krames Staywell
North Kansas City Hospital
- 2nd "Ellis Magazine"
MU Health System
Public Relations
*University of Missouri
Health Care
Columbia*
- 3rd "Healthier Look Magazine"
Marketing/Corporate
Communications
*SoutheastHEALTH
Cape Girardeau*

Internal Publications/Routine

Electronic

1st "OMCNews"
Ozarks Medical Center
West Plains

2nd "Connect Daily"
CoxHealth Corporate
Communications
CoxHealth
Springfield

Printed - \$1,000 or Less

1st "InforMed Employee
Newsletter"
Marketing/Corporate
Communications
SoutheastHEALTH
Cape Girardeau

2nd "PowerLine Employee
Newsletter"
Saint Francis Medical Center
Cape Girardeau

3rd "FAXX - Monthly Employee
Newsletter"
Fitzgibbon Hospital
Marshall

Printed - Greater Than \$1,000

1st "Pediatric Perspectives"
John Twombly and Patient
Care Services
St. Louis Children's Hospital

2nd "CoxHealth Connection"
CoxHealth Corporate
Communications
CoxHealth
Springfield

3rd "The Beacon"
Martha Kungle
Editor of *The Beacon*
Freeman Health System
Joplin

Media Relations Activity or Program

Mid to Large Size Hospital

1st "Truman Medical Centers
Healthy Harvest Mobile
Market - Come See How We
Roll"
Public Relations & Marketing
Truman Medical Centers Inc.
Kansas City

2nd "Center for Comprehensive
Cardiovascular Care (C4)
Media Campaign"
SLU Hospital
Marketing Department
Saint Louis University Hospital

3rd "Cleveland Clinic Affiliation
Announcement Media
Relations"
Saint Francis Medical Center
Cape Girardeau

Photography

1st "2014 Calendar"
Saint Francis Medical Center
Cape Girardeau

2nd "St. Anthony's Royal Baby"
Christy Siebert
St. Anthony's Medical Center
St. Louis

3rd "2012 Annual Report Photos"
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia

3rd "SSM Health Care 2014
Calendar"
L. Boyle, S. Jarrett, J. Goetz &
E. Little
SSM Health Care
St. Louis

Special Purpose Publications

\$5,000 or Less

1st "HEAL Grief Newsletters"
Cara Lotspeich, Emily Barklage
BJC HealthCare
St. Louis

2nd "St. Anthony's Services
Brochure"
Stephen Walker
St. Anthony's Medical Center
St. Louis

3rd "Family Birth Center
Brochure"
Stephen Walker
St. Anthony's Medical Center
St. Louis

Greater Than \$5,000

1st "Ellis Fischel Cancer Center's
Commemorative Publication,
'Where Tradition Meets
Innovation'"
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia

2nd "Primary Care Services Kit"
Saint Francis Medical Center
Cape Girardeau

Video

\$5,000 or Less

1st "Roar"
A.Wuellner, A.Connelly, &
J.Ferman
St. Louis Children's Hospital

2nd "What is an Orthotist?"
S. Suppelsa, J. Twombly &
A. Wuellner
St. Louis Children's Hospital

3rd "Refractive Surgery Video -
Natalia"
Mercy Springfield Communities

Greater Than \$5,000

1st "Weight Loss Solutions
Testimonials"
Saint Francis Medical Center
Cape Girardeau

2nd "Preventing Surgical Site
Infections DVD"
Saint Francis Medical Center
Cape Girardeau

3rd "Perry County Women's Care:
You're More Than a Patient"
*Perry County
Memorial Hospital*
Perryville

Written for Employee/ Physician Audience

- 1st “Jorie’s Story: A Mother’s
Love”
Karen Stewart
BJC HealthCare
St. Louis
- 2nd “Puppy Love”
John Twombly
St. Louis Children’s Hospital
- 3rd “Pregnancy Loss Team
Provides Special Care at
Missouri Baptist Medical
Center”
Kathryn Holleman
BJC HealthCare
St. Louis

Written for All Other Audiences

- 1st “Getting Personal: How One
Patient is Sharing His Cancer
Experiences With the World”
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia
- 2nd “Chain of Events Brings
Michigan Couple and MU
Trauma Team Together –
Again”
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia
- 3rd “She Gave Me My Life Back”
Fitzgibbon Hospital
Marshall

Judges Biographies

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, and 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.

Randy Dillon, Ph.D.

Professor and Director of Graduate Studies

Missouri State University

Springfield, Mo.

Dillon is Professor and Director of Graduate Studies in the Department of Communication at Missouri State University. He directs the undergraduate and graduate internship program in communication and teaches courses in communication theory and methods.

Kim Drury

Graphic Designer

Kim Drury Graphic Design

Bloomsdale, Mo.

Drury has a bachelor's degree in communications with a minor in studio art. She has worked in the design and printing industry for more than 12 years.

Samuel Dyer Jr., Ph.D.

Associate Professor

Missouri State University

Springfield, Mo.

Dyer received a doctorate in Public Relations from the University of Tennessee in Knoxville, in 1991. He worked overseas five years and has been teaching PR at MSU for 14 years.

Judges Biographies cont.

Tricia Hansen-Horn, Ph.D.

*UCM Public Relations Program
Department of Communication & Sociology
Warrensburg, Mo.*

Hansen-Horn is a professor of public relations and PR program coordinator at the University of Central Missouri. She specializes in strategic planning and campaign development. She is co-author of “Strategic Planning: Beginning the Journey” and “Public Relations: From Theory to Practice (2008).” Hansen-Horn has a doctorate in Public Affairs and Issues Management from Purdue University in West Lafayette, Ind.

Christine Hoog

*Graphic Designer
Bloomsdale, Mo.*

Hoog is a senior graphic designer who works full-time while freelancing on the side. Her design career began 17 years ago, and she still loves and craves design.

Adam Horn, Ph.D.

*UCM, Assistant Professor of Public Relations
Adam Horn Associates
Warrensburg, Mo.*

Horn is an assistant professor of public relations at the University of Central Missouri. He also works for the auto racing industry and Kansas City Chiefs. He specializes in media relations and crisis communication strategy. He is co-author of “Strategic Planning: Beginning the Journey.” He has a doctorate in Strategic Communication from the University of Missouri School of Journalism in Columbia.

Judges Biographies cont.

Laura Lee Jones

President

LionShare®

Lenexa, Kan.

Jones is CEO & President of LionShare®, a nationally recognized healthcare firm that has helped health care systems with business intelligence analytics and metrics methodology, strategic consulting, creative design, direct mail and email campaigns, social media monitoring and research-based, turn-key marketing programs.

Jones currently resides in the Kansas City area, but is a Badger at heart having graduated from the University of Wisconsin-Madison.

Stephen Lennartz

President

The Healthcare Marketing Department

St. Louis

Lennartz has more than 20 years of management experience in health care marketing, development, communications and program management. Before starting his own marketing firm – The Healthcare Marketing Department, he served as director of marketing and public relations at Jefferson Memorial Hospital in Crystal City for eight years. Lennartz is a former board member of MAHPRM and served as chapter president of the American Heart Association. He has been recognized with 39 awards of excellence in communications.

Barb Long

President

E-savvy Communications

Jefferson City, Mo.

Since 2001, Long has been president of 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.

Emily Mantle

*Community Relations Coordinator
Jefferson City Medical Group
Jefferson City, Mo.*

Mantle has been in marketing for more than 17 years, with the last 10 years spent in the medical field. In addition to her marketing and business degrees, she has a master's degree in business administration.

Mark O'Renick

*Co-Founder
Salva O'Renick
Kansas City, Mo.*

After a 10-year career in financial services marketing and product development, O'Renick co-founded Salva O'Renick in 1996. Today the agency focuses on delivering interactive content marketing services to clients ranging from financial services to life sciences companies. O'Renick currently leads the agency's business expansion and diversification initiatives, having established a commercial real estate holding company in 2006 and launching Ingenology in 2012. Ingenology is the digital subsidiary of Salva O'Renick, helping companies optimize engagement through digital channels. O'Renick also is a partner in Ingenology's business accelerator, hosting integrated service and technology development companies. O'Renick has a wide range of leadership experience in business, non-profits, education and government. He is a frequent speaker and currently is authoring a book on content marketing strategy.

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. Before starting her own firm, Osburn worked as a public relations specialist for Saint Luke's Hospital of Kansas City. Currently, she is active in the Kansas City Healthcare Communicators Society and the Missouri Association of Healthcare Public Relations and Marketing. She has a bachelor of journalism degree from the University of Missouri School of Journalism in Columbia and has received more than 50 awards recognizing her work in health care marketing and public relations.

Judges Biographies cont.

Jo Ann Wait

Chief Strategy Officer and Vice President of Client Services

Jack Smith Creative Services

Columbia, Mo.

Wait served as the Public Relations and Marketing Director for University of Missouri Health Care until August 2012. During her 27 years there, she established the brand identity for the health system as it grew from one University Hospital to a multi-hospital system. She was involved in every aspect of the health system's public relations and marketing efforts. As a member of senior leadership, she led a 20-member team of professionals and managed a \$3 million dollar budget. Wait and her team were repeatedly recognized for their strategic communication strategy and award-winning advertising campaigns.

Michael Wilson

President

Ingenology

Kansas City, Mo.

Wilson is the President of Ingenology, a nationally recognized digital marketing agency and product accelerator based in the historic Crossroads District of Kansas City, Missouri. Prior to his role at Ingenology, Wilson was the Co-Founder and CEO at Wavelength Media, a website development firm that was acquired by Ingenology in March of 2013.

A passionate entrepreneur since age 16, Wilson is an author and sought-after speaker on entrepreneurship, user-centric design, and leveraging technology to grow organizations.

