

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



2015 Winners

Advertising — Television

\$15,000 or Less

1st “Squeeze In a Little Time
for the Girls”
Marketing & Public
Relations Team
Liberty Hospital

2nd “TAVR TV”
Saint Francis Medical Center
Cape Girardeau

3rd “Fitzgibbon Emergency
Department”
Fitzgibbon Hospital
Marshall

Greater Than \$15,000

1st “Our Nurses Make Us
Better – TV Spot”
Saint Francis Medical Center
Cape Girardeau

2nd “New Hospital Opening
TV Campaign”
Creative Services
SSM Health
St. Louis

3rd “Because I Can – Seniors”
Marketing
CoxHealth
Springfield

Advertising — Radio

\$1,000 or Less

1st “We Deliver Happiness”
Fitzgibbon Hospital
Marshall

Greater Than \$1,000

1st “Men’s Health Event Radio”
Saint Francis Medical Center
Cape Girardeau

Advertising — Print

\$1,500 or Less

1st “Family Care.
Specialty Care.
It’s All Here.”
Bothwell Regional
Health Center
Sedalia

2nd “Fitzgibbon Community
Cancer Center”
Fitzgibbon Hospital
Marshall

Greater Than \$1,500

- 1st “Cleveland Clinic
Affiliation Print Ad”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Squeeze In a Little Time
for the Girls”
Marketing & Public
Relations Team
Liberty Hospital
- 3rd “EMS Week Ad”
Saint Francis Medical Center
Cape Girardeau

Advertising — Outdoor

- 1st “Healthgrades Top 10% in
the Nation Outdoor”
Jim Huhn
Hannibal Regional
Healthcare System
- 2nd “Squeeze In a Little Time
for the Girls”
Marketing & Public
Relations Team
Liberty Hospital
- 3rd “MU Children’s Hospital
Pediatric Emergency
Department”
Marketing Department
University Hospital
and Clinics
Columbia

Advertising — Multimedia Campaign

\$20,000 or Less

- 1st “MU ENT, Hearing and
Balance Center
Opening Campaign”
Marketing Department
University of Missouri
Health Care
Columbia
- 2nd “Men’s Health Event
Multimedia Campaign”
Saint Francis Medical Center
Cape Girardeau
- 3rd “Healthgrades Top 10% in
the Nation Campaign”
Jim Huhn
Hannibal Regional
Healthcare System

Greater Than \$20,000

- 1st “Transform – Consumer
Campaign”
Melissa Novak &
Marketing Team
Children’s Mercy Kansas City
- 2nd “Mizzou Quick Care
Clinics”
Marketing Department
University Hospital
and Clinics
Columbia

3rd “Hannibal Regional
Hospital Foundation
Believe TV & Radio
Campaign”
Jim Huhn
*Hannibal Regional
Healthcare System*

Best PR/Marketing Project for a Small/Rural Hospital

1st “We Deliver Happiness”
Fitzgibbon Hospital
Marshall

Cooperative Partnership

1st “Mizzou Quick Care
Clinics Offer Walk-in
Medical Services Inside
Columbia Hy-Vee Stores”
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia

2nd “Healthy U”
Stephanie Fraley
*Bothwell Regional
Health Center*
Sedalia

3rd “2014 CoxHealth
Community Diaper Drive”
Corporate Communications
CoxHealth
Springfield

Crisis Communications

1st “MU Health Care’s Ebola
Response”
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia

2nd “Armed Intruder in
Hospice House”
Joe Poelker
St. Anthony’s Medical Center
St. Louis

3rd “Closure of Missouri
Rehabilitation Center”
MU Health System
Public Relations
*University of Missouri
Health Care*
Columbia

Direct Mail

\$2,500 or Less

- 1st “Wishlist Brochure”
Stacy Duane
Children’s Mercy Kansas City
- 2nd “Center for Joint
Replacement Seminar
Direct Mail”
Saint Francis Medical Center
Cape Girardeau
- 3rd “Mercy Regional Cataract
Seminar Postcard”
Holly Guerreiro
Mercy Springfield
Communities

Greater Than \$2,500

- 1st “Do It For Them,
Mammography Direct Mail”
Saint Francis Medical Center
Cape Girardeau
- 2nd “Diamonds are a Girl’s
Best Friend”
Angela Phillion
Siteman Cancer Center
St. Louis
- 3rd “Pink Up – It’s About
Changing Lives –
Direct Mail”
Saint Francis Medical Center
Cape Girardeau

Employee Communications Projects

\$2,500 or Less

- 1st “CAUTION: Zero Infections
Ahead”
MU Health System
Public Relations
University of Missouri
Health Care
Columbia

Greater Than \$2,500

- 1st “SSM Health Brand Launch”
Marketing &
Communications
SSM Health
St. Louis
- 2nd “SSM Heritage Tour:
Celebrating Our Legacy”
Digital Services
SSM Health
St. Louis
- 3rd “New Employee
Orientation Packet”
Marketing Services
North Kansas City Hospital

Websites

Internet

- 1st “24/7 Chat,
saintlukesweightloss.com”
Dan Vogt & Joyce Hutchings
Saint Luke’s Health System
Kansas City
- 2nd “Liberty Hospital Website”
Marketing & Public
Relations Team
Liberty Hospital
- 3rd “Site Redesign”
Dave Lalande
*Hannibal Regional
Healthcare System*

Intranet

- 1st “Children’s Mercy –
The Scope”
Communications &
Marketing
Children’s Mercy Kansas City

Social/Interactive Media

- 1st “Children’s Mercy: Inside
Pediatrics – Social Media”
Jake Jacobson
Children’s Mercy Kansas City
- 2nd “The Power of One
**Well-branded Page: Mercy’s
Facebook Consolidation
Fuels Engagement**”
Media Relations &
Social Media Team
Mercy
Chesterfield

- 3rd “MoBap Baby Mobile Apps”
White, Haney &
Childbirth Center Team
*Missouri Baptist
Medical Center*
St. Louis

Physician Relations/ Communications Projects

- 1st “National Reputation
Campaign”
Communications &
Marketing
Children’s Mercy Kansas City
- 2nd “Physician Connections”
Sarah Breshears
North Kansas City Hospital
- 3rd “Let’s Get Digital
Campaign”
Saint Francis Medical Center
Cape Girardeau

Special Marketing or Public Relations Projects

\$2,500 or Less

- 1st “Find a Physician Promotion”
Marketing
CoxHealth
Springfield
- 2nd “Showyoursupport Breast Cancer Awareness Promotion”
Marketing
CoxHealth
Springfield
- 3rd “SoutheastHEALTH Auxiliary Festival of Holiday Trees”
Marketing & Communications
SoutheastHEALTH
Cape Girardeau

\$2,500 to \$10,000

- 1st “Breast Cancer Awareness Campaign”
Marketing Department
University of Missouri Health Care
Columbia
- 2nd “CoxHealth Express Promotion”
Marketing
CoxHealth
Springfield

- 3rd “Mercy Night @ the Cardinals - Eye Mascot Introduction”
Holly Guerreiro
Mercy Springfield Communities

Greater Than \$10,000

- 1st “Children’s Mercy: Inside Pediatrics - Special Projects”
Children’s Mercy Kansas City
- 2nd “Hannibal Regional Hospital Foundation Believe Campaign”
Hannibal Regional Healthcare System
- 3rd “New Hospital Opening”
SSM Health
St. Louis

Annual Reports

\$10,000 or Less

- 1st “2013 Oncology Annual Report”
Marketing Services
North Kansas City Hospital
- 2nd “Mercy Cancer Annual Report”
Heather Kite
Mercy Springfield Communities

3rd “Hannibal Regional
Hospital Auxiliary 2013
Community Impact Report”
*Hannibal Regional
Healthcare System*

Greater Than \$10,000

1st “St. Louis Children’s
Hospital Inspired by Kids:
2013 Digital Donor
Impact Report”
Almanac, Inc.
St. Louis Children’s Hospital

2nd “2014 Annual Report -
Momentum”
*Saint Francis Medical Center
Cape Girardeau*

External Publications/Routine

Electronic

1st “Sports Medicine
E-Newsletter”
Stacie Cronberg
Children’s Mercy Kansas City

2nd “Transformed: A Quarterly
Newsletter for Donors and
Friends”
Julie DeVoe
Children’s Mercy Kansas City

3rd “The Link”
Stacie Cronberg
Children’s Mercy Kansas City

Printed – \$10,000 or Less

1st “Innovate Heart &
Vascular Magazine”
*Barnes-Jewish Hospital
St. Louis*

2nd “National Reputation
Mailings”
Communications &
Marketing
Children’s Mercy Kansas City

3rd “Mercy Hospice Herald -
February & May
2014 Issues”
Holly Guerreiro
*Mercy Springfield
Communities*

**Printed – Greater Than
\$10,000**

1st “Healthier Look Magazine”
Marketing &
Communications
*SoutheastHEALTH
Cape Girardeau*

Internal Publications/Routine

Electronic

1st “Connect: Retooling
Traditional e-news for
Multichannel Reach”
Rebekah Cowin
Barnes-Jewish Hospital
St. Louis

2nd “Mercy Healthification
eNews”
Heather Kite
Mercy Springfield
Communities

3rd “SSM MyNews
Quick Views”
Marketing &
Communications
SSM Health
St. Louis

Printed – \$1,000 or Less

1st “Mercy In Touch –
Co-worker Newsletter”
Madelynn Innes &
Heather Kite
Mercy Springfield
Communities

Printed – Greater Than \$1,000

1st “Pediatric Perspectives”
Nursing Editorial Board &
John Twombly
St. Louis Children’s Hospital

2nd “CoxHealth Connection”
Corporate Communications
CoxHealth
Springfield

3rd “Archives Magazine”
MU Health System
Public Relations
University of Missouri
Health Care
Columbia

Media Relations Activity or Program

Small/Rural Hospital

1st “Healthgrades Awards
(Tie) Press Conference”
Jim Huhn
Hannibal Regional
Healthcare System

1st “Breastfeeding Month
(Tie) Awareness”
Robin Doyle
Hannibal Regional Hospital

Mid to Large Size Hospital

1st “Children’s Mercy:
Genome Center”
National PR: Jake Jacobson
Children’s Mercy Kansas City

2nd “MAHI Media Relations
Campaign”
Laurel Gifford
Saint Luke’s Health System
Kansas City

3rd “Ryan Blocker/The Healthy Weigh Media Blitz”
Saint Francis Medical Center
Cape Girardeau

Photography

1st “When Your Little One Has Big Needs”
Elizabeth Syer
Marketing Director
Freeman Health System
Joplin

2nd “Summer 2014 Archives Magazine Photos”
MU Health System
Public Relations
University of Missouri Health Care
Columbia

3rd “MU Children’s Hospital NICU Graduate”
MU Health System
Public Relations
University of Missouri Health Care
Columbia

Special Purpose Publications

\$5,000 or Less

1st “Mercy First Responders Brochure”
Heather Kite
Mercy Springfield Communities

2nd “Children’s Mercy Philanthropy Tool Kit”
Julie DeVoe
Children’s Mercy Kansas City

Greater Than \$5,000

1st “House of Mercy Case Statement”
Niki Burgdorf &
Nancy Corbett
Mercy
Chesterfield

2nd “2014 Barnes-Jewish Hospital Employee Calendar/12 Ways to Better Health”
Mary Williams
Barnes-Jewish Hospital
St. Louis

3rd “2015 Saint Francis Calendar”
Saint Francis Medical Center
Cape Girardeau

Video

\$5,000 or Less

- 1st “Kangaroo Care”
Andy Pollard
Children’s Mercy Kansas City
- 2nd “St. Louis Children’s
Hospital Foundation Gala
Thank-You Video”
Almanac, Inc.
St. Louis Children’s Hospital
- 3rd “Nurses Week Music Video”
SLCH Nursing &
BJC Media Services
St. Louis Children’s Hospital

Greater Than \$5,000

- 1st “Mercy Virtual Care
Center – Virtual
Groundbreaking Video”
Marketing &
Communications
*Mercy
Chesterfield*
- 2nd “Co-worker
Performance Video”
*Mercy
Chesterfield*
- 3rd “2014 Board Report Video”
*Saint Francis Medical Center
Cape Girardeau*

Writing

Written for Employee/ Physician Audience

- 1st “Employee Newsletter
(Tie) Article: SSM Employees
Save Man’s Life at
Weekend Fish Fry”
Marketing &
Communications
*SSM Health
St. Louis*
- 1st “Intentional Improvement”
(Tie) MU Health System
Public Relations
*University of Missouri
Health Care
Columbia*
- 2nd “Cox Air Care: 25 Years of
Care at 2,500 Feet”
Randy Berger
Corporate Communications
*CoxHealth
Springfield*

Written for All Other Audiences

- 1st **“6,478 Baby Caps and Counting”**
Marketing &
Communications
SoutheastHEALTH
Cape Girardeau
- 2nd **“Mercy LVAD News Release & Event”**
Sonya Kullmann
Mercy Springfield Communities
- 3rd **“MU Health Care Team Plans Relief Work at Syrian War Refugee Camp”**
MU Health System
Public Relations
University of Missouri Health Care
Columbia

Judges Biographies

Stacey Dickson

K•Coe Isom

Lenexa, Kan.

With more than 20 years of diverse marketing communications experience, Dickson develops results-oriented programs that drive revenue and meet organizational goals. She has demonstrated strength in strategic integrated campaign planning, creating quality programs that engage audiences. An award-winning marketer, Dickson delivers targeted deliverables to support revenue growth for K•Coe Isom, a leading U.S. agricultural accounting and consulting firm. She also serves as the V.P. of professional development and is president-elect of the Kansas City chapter of International Association of Business Communicators. Her background includes work at Children's Mercy Hospital in Kansas City, Mo., and various business to business organizations serving the health care industry.

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.

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 public relations at Missouri State University for 15 years.

Judges Biographies cont.

Tricia Hansen-Horn, Ph.D.

*Department of Communication & Sociology
University of Central Missouri
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.

Tom Heapes, APR

*Associate Professor
University of Central Missouri
Warrensburg, Mo.*

Heapes is an associate professor at the University of Central Missouri. He teaches public relations courses including writing, social media and crisis communications. His more than 25 year career in public relations includes stints as a senior leader at two major Kansas City marketing communications agencies and managing communications at Marion Dow (Aventis). He is the former president of the board of directors of the Greater Kansas City Chapter of the Public Relations Society of America.

Adam Horn, Ph.D.

*Assistant Professor of Public Relations
University of Central Missouri
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.

Stephen Lennartz

Vice President, Marketing

LifeLines Neurodiagnostic Systems, Inc.

St. Louis

Lennartz has nearly 25 years of management experience in health care marketing, development, communications and program management. He has worked with hospitals and health systems across the U.S. Locally, he served as director of marketing and public relations at Jefferson Memorial Hospital near St. Louis for eight years. Lennartz is a former board member of Missouri Association for Healthcare Public Relations and Marketing and served as chapter president of the American Heart Association. He has been recognized with 40 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.

Barbara Mueth, APR

Vice President of Marketing

United Way of Greater Kansas City

Kansas City, Mo.

Mueth has more than 30 years' experience in health care marketing and communications, including serving for the past 18 years as vice president of community relations for Children's Mercy Hospitals and Clinics in Kansas City. She also has been vice president of marketing for United Way of Greater Kansas City since September, 2012. Barbara Mueth Communications, specializes in content creation and market strategy for nonprofits and health care organizations. She is a graduate of the University of Missouri School of Journalism in Columbia and is active as a volunteer for several local community organizations.

Judges Biographies cont.

Jenn Mullins

Instructor

*University of Central Missouri
Warrensburg, Mo.*

Mullins is a public relations instructor at the University of Central Missouri. She teaches writing and design courses. She is a graduate of the University of Nebraska at Omaha, where she earned a master's of communication and graduate certificate of technical communication.

Rick Nobles

President

*Patron Insight, Inc.
Stilwell, Kan.*

Nobles has a degree in advertising from the University of Texas in Austin and has spent more than 35 years in the marketing communications field. A former college professor, Nobles has worked with some of the world's leading brands including Coca Cola, Midas, Sprint, Subaru and the Dallas Cowboys. Career highlights include starting the first health care advertising agency in Texas in 1984 and owning his own award-winning agency in Dallas during the 90's.

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.

Kim Quinn

Connection Coordinator

Woodcrest Chapel

Jefferson City, Mo.

Quinn is a native Missourian, born in St. Louis and raised there and in Jefferson City. She is an experienced public relations professional with expertise in special events planning, corporate image management and volunteer coordination.

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. Her business has a strong emphasis on creative writing, website content development and strategic communications for health care organizations. She has 30 years of experience in communications industries, including as a television reporter, producer and anchor, and as a media relations manager and system communications executive for several health care institutions.

