



**Missouri Association for Healthcare  
Public Relations and Marketing**

**Show-Me Excellence Awards  
2017 Winners**

## Advertising — Television

\$15,000 or Less

- 1st “Don’t Be Camera Shy”**  
*SoutheastHEALTH*  
Cape Girardeau
- 2nd “Make a Date”**  
Marketing & Public Relations  
Team  
*Liberty Hospital*
- 3rd “After the Lights”**  
Marketing & Public Relations  
Team  
*Liberty Hospital*

Greater Than \$15,000

- 1st “St. Joseph & St. Mary’s  
Medical Centers Emergency  
Department Television  
Advertisement”**  
*St. Joseph Medical Center*  
Kansas City
- 2nd “Guardians of Childhood”**  
J. Ferman, A. Connelly,  
S. Fontaine and S. Perry  
*St. Louis Children’s Hospital*

- 3rd “YES Finds A Way”**  
*MU Health Care*  
Columbia

## Advertising — Radio

\$1,000 or Less

- 1st “Mizzou Urgent Care”**  
*MU Health Care*  
Columbia

Greater Than \$1,000

- 1st “Nurse Recruitment”**  
*MU Health Care*  
Columbia
- 2nd “Little Things Radio”**  
*Children’s Mercy Kansas City  
and Behemoth*
- 3rd “Guardians of Childhood”**  
J. Ferman, A. Connelly,  
S. Fontaine and S. Perry  
*St. Louis Children’s Hospital*

## Advertising — Print

\$1,500 or Less

- 1st “Bladeless Laser Cataract  
Surgery”**  
*MU Health Care*  
Columbia
- 2nd “Come see our Moms”**  
*Fitzgibbon Hospital*  
Marshall
- 3rd “Holiday Mishap?”**  
*Fitzgibbon Hospital*  
Marshall

Greater Than \$1,500

- 1st “Mizzou BioJoint<sup>SM</sup> Center”**  
*MU Health Care*  
Columbia
- 2nd “Guardians of Childhood”**  
J. Ferman, A. Connelly,  
S. Fontaine and S. Perry  
*St. Louis Children’s Hospital*
- 3rd “Urgent Care”**  
(Tie) Marketing & Public Relations  
Team  
*Liberty Hospital*

**3rd “After the Lights”**  
(Tie) Marketing & Public Relations  
Team  
*Liberty Hospital*

### Advertising — Outdoor

**1st “Many More Celebrations”**  
*Fitzgibbon Hospital*  
Marshall

**2nd “Liberty Hospital  
Half Marathon/5K”**  
Marketing & Public Relations  
Team  
*Liberty Hospital*

**3rd “Mizzou BioJoint<sup>SM</sup> Center”**  
*MU Health Care*  
Columbia

### Advertising — Multimedia Campaign

\$20,000 or Less

**1st “Foundation End of Year  
Appeal”**  
(Tie) *Saint Francis*  
*Healthcare System*  
Cape Girardeau

**1st “Little Things Campaign”**  
(Tie) *Children’s Mercy Kansas City*  
*and Behemoth*

**2nd “Nurse Recruitment”**  
*MU Health Care*  
Columbia

Greater Than \$20,000

**1st “Guardians of Childhood”**  
J. Ferman, A. Connelly,  
S. Fontaine and S. Perry  
*St. Louis Children’s Hospital*

**2nd “YES Finds A Way”**  
*MU Health Care*  
Columbia

**3rd “Mizzou BioJoint<sup>SM</sup> Center”**  
*MU Health Care*  
Columbia

### Best PR/Marketing Project for a Small/Rural Hospital

**1st “Ripley County Sales Tax  
Initiative Campaign”**  
*SoutheastHEALTH*  
Cape Girardeau

**2nd “Go, Slow, Whoa”**  
(Tie) *Fitzgibbon Hospital*  
Marshall

**2nd “General Surgery at Cass  
Regional Medical Center”**  
(Tie) *Cass Regional Medical Center*  
Harrisonville

### Cooperative Partnership

**1st “Pink Out”**  
*Fitzgibbon Hospital*  
Marshall

**2nd “Saint Luke’s Heart Walk  
Sponsorship”**  
*Saint Luke’s Health System*  
Kansas City

**3rd “Wellness Corner”**  
Marketing and Comm.  
Health & Wellness  
*North Kansas City Hospital*

### Crisis Communications

**1st “Mumps”**  
Jeff Hoelscher, MU Health PR  
*MU Health Care*  
Columbia

**2nd “Distillery Chemical Spill Incident”**

Marketing and  
Communications Team  
*Mosaic Life Care*  
St. Joseph

**3rd “Zika”**

Jeff Hoelscher and  
Diamond Dixon  
*MU Health Care*  
Columbia

**Direct Mail**

Greater Than \$2,500

**1st “New Mover”  
New Mover Program**

*MU Health Care*  
Columbia

**2nd “MU Children’s Hospital  
Pediatric Urgent Care”**

*MU Health Care*  
Columbia

**3rd “Childhood Moments  
Direct Mail”**

St. Louis Children’s Hospital  
Foundation  
*Almanac, Inc. on behalf of  
St. Louis Children’s Hospital*

**Employee Communications  
Projects**

\$2,500 or Less

**1st “Continuous Improvement  
Guides Barnes-Jewish  
West County Hospital”**

Kelly Pahl, Libby Martin and  
Cindy Weinstein  
*Barnes-Jewish West County  
Hospital*  
St. Louis

**2nd “Language of Caring”**

Kim Shopper and Doug Raines  
*North Kansas City Hospital*

**3rd “Say YES to Giving”**

*MU Health Care*  
Columbia

**Employee Communications  
Projects**

Greater Than \$2,500

**1st “SSM Health Retirement  
Campaign”**

Marketing & Communications  
*SSM Health*  
St. Louis

**2nd “Physician Epic Launch  
Campaign”**

*Saint Francis  
Healthcare System*  
Cape Girardeau

**Websites — Internet**

**1st “Mizzou BioJoint<sup>SM</sup> Center”**

*MU Health Care*  
Columbia

**2nd “Find A Doctor Redesign”**

*Children’s Mercy Kansas City*

**3rd “Business Services”**

University Health Business  
Services  
*Truman Medical Centers Inc.*  
Kansas City

**Social/Interactive Media**

**1st “Living Proof”**

*MU Health Care*  
Columbia

**2nd “Artful Bra Snapchat Filter”**

*MU Health Care  
Columbia*

**3rd “Women’s Health Announcement”**

*Marketing Team  
Hannibal Regional  
Healthcare System*

**Physician Relations/  
Communications Projects**

**1st “Transformational Pediatrics Podcasts”**

*Communications and  
Marketing  
Children’s Mercy Kansas City*

**2nd “Transformational Pediatric Direct Mail”**

*Communications and  
Marketing  
Children’s Mercy Kansas City*

**Special Marketing or Public  
Relations Projects**

**\$2,500 or Less**

**1st “SSM Health Virtual Career Fair”**

*Marketing & Communications  
SSM Health  
St. Louis*

**2nd “2016 OMC Superhero Fun Run”**

*Ozarks Medical Center  
West Plains*

**3rd “Many More Celebrations”**

*Fitzgibbon Hospital  
Marshall*

**\$2,500 to \$10,000**

**1st “Breast Cancer Awareness Month”**

*MU Health Care  
Columbia*

**2nd “Liberty Hospital Half Marathon/5K”**

*Marketing & Public Relations  
Team  
Liberty Hospital*

**3rd “Heart Health Campaign”**

*Marketing and Comm.  
Health & Wellness  
North Kansas City Hospital*

**Greater Than \$10,000**

**1st “The Heart of Children’s Mercy”**

*Children’s Mercy Kansas City*

**2nd “Heart Month”**

*MU Health Care  
Columbia*

**3rd “Transformational Pediatrics PAS Sponsorship”**

*Communications and  
Marketing  
Children’s Mercy Kansas City*

**Annual Reports**

**\$10,000 or Less**

**1st “Year in Review”**

*SoutheastHEALTH  
Cape Girardeau*

**2nd “2016 Annual Report”**

*Stacy Duane  
Children’s Mercy Kansas City*

**3rd “Annual Report 2015”**  
*Ozarks Medical Center*  
West Plains

**2nd “The Pulse -  
Quarterly Newsletter”**  
*Carroll County Memorial  
Hospital*  
Carrollton

## Annual Reports

Greater Than \$10,000

Printed – Greater Than \$10,000

**1st “2016 Children’s Discovery  
Institute Investor Report”**  
Patti McCarty and  
Enrich Creative  
*St. Louis Children’s Hospital*

**1st “MU Health Magazine”**  
*MU Health Care*  
Columbia

**2nd “Value Report”**  
*MU Health Care*  
Columbia

**2nd “Healthier Look Magazine”**  
*SoutheastHEALTH*  
Cape Girardeau

**3rd “2016 Annual Report”**  
*Saint Francis  
Healthcare System*  
Cape Girardeau

**3rd “Connections”**  
Marketing & Public Relations  
Team  
*Liberty Hospital*

## External Publications/Routine

## Internal Publications/Routine

Electronic

Electronic

**1st “Club W Chat e-newsletter”**  
Jodi Rawson, Michelle Ford  
and Mari Rydings  
*North Kansas City Hospital*

**1st “InforMed Employee  
Newsletter”**  
*SoutheastHEALTH*  
Cape Girardeau

**2nd “Newsletter”**  
*MU Health Care*  
Columbia

**2nd “MU Health Today”**  
(Tie) Anne Kettenbrink,  
MU Health PR  
*MU Health Care*  
Columbia

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

**2nd “CCMH Communication  
Boards”**  
(Tie) *Carroll County Memorial  
Hospital*  
Carrollton

Printed – \$10,000 or Less

Printed – \$1,000 or Less

**1st “MU Medicine Magazine”**  
*MU Health*  
Columbia

**1st “Vitals Employee Newsletter”**  
Kim Shopper  
*North Kansas City Hospital*

**2nd “The Faxx -  
Fitzgibbon Hospital  
Employee Newsletter”**  
*Fitzgibbon Hospital*  
Marshall

**3rd “MU Health Weekly”**  
Anne Kettenbrink,  
MU Health PR  
*MU Health Care*  
Columbia

Printed – Greater Than \$1,000

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**1st “BJC TODAY”**  
Patty Johnson and  
Bob Schmitz  
*BJC HealthCare*  
St. Louis

**2nd “Archives Magazine”**  
Derek Thompson,  
MU Health PR  
*MU Health Care*  
Columbia

**3rd “CoxHealth Connection”**  
Randy Berger  
*CoxHealth*  
Springfield

## Media Relations Activity or Program

Mid- to Large-Size Hospital

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**1st “Saint Luke’s Hospital NICU  
Super Babies”**  
*Saint Luke’s Health System*  
Kansas City

**2nd “Allergy toothpaste”**  
Derek Thompson,  
MU Health PR  
*MU Health Care*  
Columbia

**3rd “Mammography van”**  
Derek Thompson,  
MU Health PR  
*MU Health Care*  
Columbia

## Photography

**1st “Window Washers”**  
(Tie) Justin Kelley,  
MU Health PR  
*MU Health Care*  
Columbia

**1st “Ruby Hayes ... 102 and  
Counting”**  
(Tie) *SoutheastHEALTH*  
Cape Girardeau

## Special Purpose Publications

\$5,000 or Less

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**1st “Children’s Mercy  
Endowed Fund  
Stewardship Report”**  
Elisa Shields and Dawn Miller  
*Children’s Mercy Kansas City*

**2nd “Hey Girl! Keep Calm  
Brochure”**  
*Ozarks Medical Center*  
West Plains

**3rd “2016 Infographics Card”**  
Stacy Duane  
*Children’s Mercy Kansas City*

Greater Than \$5,000

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**1st “2017 Photo Calendar”**  
*SoutheastHEALTH*  
Cape Girardeau

**2nd “Pink Up 2016 Campaign”**  
*Saint Francis  
Healthcare System*  
Cape Girardeau

**3rd “Trauma Referral Guide”**

*MU Health Care*  
Columbia

**Video**

\$5,000 or Less

**1st “A Kidney Transplant Love Story”**

*Saint Luke’s Health System*  
Kansas City

**2nd “Tips for Preventing Falls”**

MU Health Video Content  
Services  
*MU Health Care*  
Columbia

**3rd “North Kansas City Hospital Admissions Video”**

Doug Raines and Mari Rydings  
*North Kansas City Hospital*

Greater Than \$5,000

**1st “Year in Review”**

*SoutheastHEALTH*  
Cape Girardeau

**2nd “Fall 2016 Saint Luke’s Employee Town Hall Video”**

*Saint Luke’s Health System*  
Kansas City

**3rd “Kids Safety Video”**

Marketing  
*CoxHealth*  
Springfield

**Writing**

Written for Employee/  
Physician Audience

**1st “Party Patrol provides special memories”**

Libby Coleman  
*BJC HealthCare*  
St. Louis

**2nd “A Memorial Day salute to military veterans”**

Libby Coleman  
*BJC HealthCare*  
St. Louis

**3rd “Man of many talents”**

Derek Thompson,  
MU Health PR  
*MU Health Care*  
Columbia

Written for All Other Audiences

**1st “Game Changer”**

*SoutheastHEALTH*  
Cape Girardeau

**2nd “Pickett Retires Uneven Shoes After Life-Changing Surgery”**

*Fitzgibbon Hospital*  
Marshall

**3rd “Calling All Campers”**

*SoutheastHEALTH*  
Cape Girardeau



### **Julie Bartels Smith**

President

JB Smith Communications, Inc.

Leawood, Kan.

With more than 30 years of experience, Julie Bartels Smith has led corporate communications for Research Medical Center, Children's Mercy Hospital, American Century Investments and JPMorgan Retirement Plan Services. Today, she consults and writes in the fields of health care, engineering, financial services, human resources and insurance. She has a bachelor's degree in journalism from the University of Missouri – Columbia, and has received numerous local and national awards. She was president of the Kansas City Hospital PR Society and has served on several local and national association boards.

### **Lisa Church**

Marketing Communications Consultant

Hughesville, Mo.

Lisa Church is a seasoned communications professional with more than 30 years of experience. She is the former marketing director and executive director of the Foundation at Bothwell Regional Health Center. Church spent 12 years at a full-service marketing agency serving as vice president of public relations, director of creative services and account executive. She has a keen understanding of the news business, having worked as a reporter, managing editor and lifestyles editor at a daily newspaper.

### **Stacey Dickson**

CBIZ Insurance Services, Inc.

Kansas City, Mo.

With more than 25 years of diverse marketing communications experience, Stacey 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 CBIZ Insurance Services, Inc. She also serves as past president on the board 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.

### **Kim Drury**

Graphic Designer  
Kim Drury Graphic Design  
Bloomsdale, Mo.

Kim 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 20 years, freelancing full time since 2006.

### **Samuel Dyer Jr.**

Associate Professor  
Missouri State University  
Springfield, Mo.

Samuel 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 since 1997 as an Associate Professor in the Department of Communication.

### **Marisa Ellison**

Communications Manager  
MoDOT - Northeast District  
Hannibal, Mo.

Marisa Ellison has been in the public relations and marketing field for more than 25 years 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 Communicators. She is the Communications Manager for MoDOT's Northeast District and is available as a professional speaker on the topics of customer service, strategic communications, promotional planning and project/people management.

### **Tricia Hansen-Horn**

UCM Public Relations Program  
Department of Marketing & PR Department -  
Harmon College of Business and Professional Studies  
Warrensburg, Mo.

Tricia 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 “Public Relations Strategy, Theory and Cases” (2017), “Strategic Planning for Public Relations: Beginning the Journey” (2014) 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**

Associate Professor  
University of Central Missouri  
Warrensburg, Mo.

Tom 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 Merrell Dow. He is the former president of the board of directors of the Greater Kansas City Chapter of the Public Relations Society of America.

### **Christine Hoog**

Graphic Designer  
Bloomsdale, Mo.

Christine Hoog is a senior graphic designer who works full time and freelances on the side. Her design career began 19 years ago, and she still loves and craves design.

### **Stephen Lennartz**

President

The Healthcare Marketing Department

St. Louis, Mo.

Stephen 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 the 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.

### **Sherry Osburn**

Owner

Osburn Public Relations

Harrisonville, Mo.

Sherry 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.

### **Matthew Penn**

Owner

Penn Communicatons, LLC

Mexico, Mo.

Matthew Penn is the owner of Penn Communications, a website and application development company. Penn Communications develops responsive, database-driven applications for various clients across the U.S.

### **Stephanie Stemmler**

Principal

Above the Fold Communications, LLC

Eureka, Mo.

Stephanie 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 more than 35 years of experience in communications industries, including as a television reporter, producer and anchor, and as a media relations manager, system communications executive and content strategist consultant for several health care institutions.

### **Elaine Warren**

Senior Associate

Patron Insight, Inc.

Stillwell, Kan.

Elaine Warren is a senior associate for Patron Insight Inc., a marketing research firm that brings attention to impressive findings that help school districts, municipalities, institutions of higher education, health care and nonprofits better understand the thoughts, ideas, hopes and dreams of those who are important to their success. Previous positions include the marketing and public relations director for the University of Kansas Edwards Campus in Overland Park, Kan., and working in the community relations department at Children's Mercy Hospitals and Clinics in Kansas City. Warren is a believer in giving back to the community, and serves on civic and community boards and committees.

**Congratulations**  
to MAHPRM's 2017  
Show-Me Award Winners!

**Save the Date**  

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**2018 MAHPRM Summer Forum**  
June 20-22  
Camden on the Lake