



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

**Show-Me Excellence Awards  
2018 Winners**



## Advertising — Television

\$15,000 or Less

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- 1st “Liberty Hospital Half Marathon”**  
Marketing and Public Relations  
*Liberty Hospital*

Greater Than \$15,000

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- 1st “Childhood Interrupted”**  
*St. Louis Children’s Hospital*
- 2nd “Joe Parks”**  
Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau
- 3rd “SSM Health 2017 Presence Campaign: 60 TV”**  
Marketing and Communications  
*SSM Health*  
St. Louis

## Advertising — Print

\$1,500 or Less

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- 1st “Your Time Is Important to Us!”**  
*Fitzgibbon Hospital*  
Marshall

Greater Than \$1,500

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- 1st “Get Well. Stay Well. Bothwell.”**  
Bothwell Marketing and Callis Integrated Marketing  
*Bothwell Regional Health Center*  
Sedalia
- 2nd “We Keep You Moving”**  
*Fitzgibbon Hospital*  
Marshall

## Advertising — Outdoor

- 1st “Siteman Kids Bell-board”**  
*St. Louis Children’s Hospital*
- 2nd “LASIK Campaign”**  
*MU Health Care*  
Columbia
- 3rd “Get Well. Stay Well. Bothwell.”**  
Bothwell Marketing and Callis Integrated Marketing  
*Bothwell Regional Health Center*  
Sedalia

## Advertising — Multimedia Campaign

- \$20,000 or Less
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- 1st “Heart Institute Campaign”**  
Marketing and Communications Team  
*Saint Luke’s Health System*  
Kansas City
- 2nd “Pelvic Health Campaign”**  
*MU Health Care*  
Columbia
- 3rd “Saint Luke’s 24/7 Winter Campaign”**  
Marketing and Communications Team  
*Saint Luke’s Health System*  
Kansas City

## Greater Than \$20,000

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- 1st “Be There Brand Campaign”**  
Marketing Department  
*Capital Region Medical Center*  
Jefferson City
- 2nd “Get Well. Stay Well. Bothwell. Rebranding Campaign”**  
Bothwell Marketing and  
Callis Integrated Marketing  
*Bothwell Regional Health Center*  
Sedalia
- 3rd “Adult Reconstruction Campaign”**  
*MU Health Care*  
Columbia

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

- 1st “Brand Anthem Video”**  
Agency Partner:  
Dobies Healthcare Group  
*Cass Regional Medical Center*  
Harrisonville
- 2nd “System-wide Electronic Health Record Conversion”**  
*Fitzgibbon Hospital*  
Marshall
- 3rd “Urgent Care, Sundays”**  
Urgent Care Multimedia  
Campaign  
*Scotland County Hospital*  
Memphis

## Cooperative Partnership

- 1st “Coffee for a Cure”**  
Jennifer Archdekin and  
Joey Austin  
*Mosaic Life Care*  
St. Joseph
- 2nd “Washington University Cardiovascular Partnership”**  
Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau
- 3rd “Healthy U”**  
Bothwell Marketing and  
Callis Integrated Marketing  
*Bothwell Regional Health Center*  
Sedalia

## Crisis Communications

- 1st “Flood Waters Threaten Access to SSM Health St. Clare Hospital”**  
Stephanie Zoller Mueller  
*SSM Health*  
St. Louis

## Direct Mail

\$2,500 or Less

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- 1st “Ashland Family Medicine”**  
*MU Health Care*  
Columbia

Greater Than \$2,500

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- 1st “HR Recruitment for Nursing”**  
Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

**2nd “Colon Cancer Physician Seminar”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

**3rd “Welcome to Medicare Event”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

Employee Communications  
Projects

\$2,500 or Less

**1st “Fitness Plus Join Me! Campaign”**

Saint Francis Marketing  
*Saint Francis Healthcare System*  
Cape Girardeau

**2nd “Cybersecurity Campaign”**

Brad Daniels, Michelle Ford and  
Kim Shopper  
*North Kansas City Hospital*

**3rd “Security Assist”**

Michelle Ford, Doug Raines and  
Kim Shopper  
*North Kansas City Hospital*

Greater Than \$2,500

**1st “Employee Groundbreaking Celebration”**

*Barnes-Jewish West County Hospital*  
St. Louis

**2nd “Spirit Day”**

Foundation — Marketing Team  
*St. Louis Children’s Hospital*

**3rd “2017 SSM Health Mission Days Event”**

System Marketing and  
Communications  
*SSM Health*  
St. Louis

Websites — Internet

**1st “Corporate Website — muhealth.org”**

*MU Health Care*  
Columbia

**2nd “SSMHealth.com”**

Digital Communications  
*SSM Health*  
St. Louis

**3rd “Nurse Recruitment Landing Page”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

Social/Interactive Media

**1st “Valentine’s Memes”**

Marketing and  
Communications Team  
*Saint Luke’s Health System*  
Kansas City

**2nd “Get Well. Stay Well. Bothwell. Digital”**

Bothwell Marketing and  
Callis Integrated Marketing  
*Bothwell Regional Health Center*  
Sedalia

**3rd “Mizzou Urgent Care — Show Me State Games”**

*MU Health Care*  
Columbia

## Physician Relations/ Communications Projects

- 1st “Physician eConnect”**  
*Barnes-Jewish West County  
Hospital*  
St. Louis
- 2nd “Doc Talks”**  
Marketing and Public Relations  
*Liberty Hospital*
- 3rd “Chart Connect  
Revitalization”**  
Network Development  
Department  
*MU Health Care*  
Columbia

## Special Marketing or Public Relations Projects

\$2,500 or Less

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- 1st “2017 OMC Dice Run  
of the Mills”**  
Melissa Amyx Smith  
*Ozarks Medical Center*  
West Plains
- 2nd “Cox Monett Hospital  
Health and Safety Fair”**  
CoxHealth Marketing Team  
*CoxHealth*  
Springfield
- 3rd “Princess Tea”**  
Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

\$2,500 to \$10,000

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- 1st “PCCLC Grand Opening”**  
*MU Health Care*  
Columbia

## 2nd “MOI Expansion Grand Opening”

*MU Health Care*  
Columbia

## 3rd “Neurology Awareness Campaign — CNS in KC”

Marketing — Megan Citarella  
*Children’s Mercy Kansas City*

Greater Than \$10,000

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## 1st “St. Charles County Mobile Health Fair”

*Barnes-Jewish St. Peters  
Hospital and  
Progress West Hospital*  
O’Fallon

## 2nd “Are You Tough Enough To Know?”

Jennifer Archdekin  
*Mosaic Life Care*  
St. Joseph

## 3rd “Breast Cancer Awareness Month Campaign”

*MU Health Care*  
Columbia

## Annual Reports

\$10,000 or Less

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## 1st “2017 Annual Report to the Community”

*St. Luke’s Hospital*  
Chesterfield

## 2nd “Economic Impact Print Ad”

Bothwell Marketing and  
Callis Integrated Marketing  
*Bothwell Regional  
Health Center*  
Sedalia

Greater Than \$10,000

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**1st “Children’s Discovery Institute 2018 Investor Report”**

Patti McCarty and  
Enrich Creative  
*St. Louis Children’s Hospital*

**2nd “Board Retreat Video”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

External Publications/Routine  
— Electronic

**1st “The Link Newsletter”**

Mary Ann Jackson, M.D. and  
Megan Citarella  
*Children’s Mercy Kansas City*

External Publications/Routine  
— Printed

\$10,000 or Less

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**1st “MU Medicine Magazine”**

*MU Health Care*  
Columbia

**2nd “St. Louis Children’s Hospital Foundation Guardians Magazine”**

Stephanie Perry and  
501creative  
*St. Louis Children’s Hospital*

**3rd “Health Scene Newsletter”**

*Golden Valley Memorial Healthcare*  
Clinton

Greater Than \$10,000

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**1st “MU Health Magazine”**

*MU Health Care*  
Columbia

**2nd “Connections Magazine”**

Marketing and Public Relations  
*Liberty Hospital*

Internal Publications/Routine —  
Electronic

**1st “Poppulo Implementation and Newsletter Integration”**

Integrated Marketing —  
Communications  
*Mercy*  
Chesterfield

**2nd “Making the Rounds Employee Newsletter”**

*Golden Valley Memorial Healthcare*  
Clinton

**3rd “SSM Health Epic Updates Newsletter”**

System Communications Team  
*SSM Health*  
St. Louis

**Internal Publications/Routine —  
Printed**

Greater Than \$1,000

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**1st “Archives Magazine”**

*MU Health Care*  
Columbia

**2nd “BJC TODAY”**

Patty Johnson and  
Bob Schmitz  
*BJC HealthCare*  
St. Louis

**3rd “CoxHealth Connection”**

Randy Berger  
*CoxHealth*  
Springfield

**Media Relations Activity  
or Program — Small/Rural  
Hospital**

**1st “Polar Express Event for  
Perryville Location”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

**Media Relations Activity or  
Program — Mid-to-Large Size  
Hospital**

**1st “Kansas City’s Mystery  
Mummies”**

Marketing and  
Communications Team  
*Saint Luke’s Health System*  
Kansas City

**2nd “Coffee for a Cure”**

Jennifer Archdekin and  
Joey Austin  
*Mosaic Life Care*  
St. Joseph

**3rd “Saint Luke’s Mid America  
Heart Institute —  
2017 Heart Month”**

Marketing and  
Communications Team  
*Saint Luke’s Health System*  
Kansas City

**Photography**

**1st “Patient and Staff Bond Over  
(Tie) Bubbles”**

*MU Health Care*  
Columbia

**1st “SSM Health Aerial Photo”**

(Tie) System Communications and  
Creative Services Teams  
*SSM Health*  
St. Louis

**2nd “Your Health Today —  
June 2017”**

June Farley Potts  
*St. Anthony’s / Mercy*  
St. Louis

**Special Purpose Publications**

\$5,000 or Less

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**1st “Loving Retirement:  
A Showcase Book”**

Marketing and  
Communications Team  
*Saint Luke’s Health System*  
Kansas City



**2nd “Hospice Grief Program Brochures”**

Cara Lotspeich  
*BJC HealthCare*  
St. Louis

**3rd “Blue Jean Ball Invitation”**

Melissa Amyx Smith  
*Ozarks Medical Center*  
West Plains

Greater Than \$5,000

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**1st “2018 Photo Calendar”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

**2nd “The Power of Presence: Our Mission • Our Stories Employee Pride Book”**

System Communications and  
Creative Services Teams  
*SSM Health*  
St. Louis

**3rd “Healthier Look — The Heart Edition”**

Marketing Department  
*SoutheastHEALTH*  
Cape Girardeau

**Video**

\$5,000 or Less

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**1st “Stepping Stones Camp ”**

Jay Shelp, Scott Suppelsa and  
Cara Lotspeich  
*BJC HealthCare*  
St. Louis

**2nd “Virgil Newman: Loosening Stroke’s Grip”**

(Tie) Doug Raines and Mari Rydings  
*North Kansas City Hospital*

**2nd “Celebrate the Kind Town Hall Video”**

(Tie) Marketing and  
Communications Team  
*Saint Luke’s Health System*  
Kansas City

Greater Than \$5,000

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**1st “Liberty Hospital Half Marathon Wrap-Up”**

Marketing and Public Relations  
*Liberty Hospital*

**2nd “Get Well. Stay Well. Bothwell. Testimonial — Tom Smith”**

Bothwell Marketing and  
Callis Integrated Marketing  
*Bothwell Regional Health Center*  
Sedalia

**3rd “SSM Health 2017 Investor Day Video”**

System Communications and  
Creative Services Teams  
*SSM Health*  
St. Louis

## Writing

Written for Employee/Physician  
Audience

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**1st “Putting a Face to the  
Caring Fund”**

Sarah Shanahan  
*Saint Francis Healthcare  
System*  
Cape Girardeau

**2nd “From Bacon and Eggs to  
Boxes and Memories”**

Libby Coleman BJC TODAY  
*BJC HealthCare*  
St. Louis

**3rd “Giving Knows No  
Boundaries”**

Libby Coleman BJC TODAY  
*BJC HealthCare*  
St. Louis

Written for All Other Audiences

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**1st “Beating Cancer With a  
Smile”**

*MU Health Care*  
Columbia

**2nd “Fitzgibbon Home Health  
Brings Joy to Local Family”**

*Fitzgibbon Hospital*  
Marshall

**3rd “Together Still”**

Marketing Department  
*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.

### **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.

### **Lou Drews**

Account Director  
LionShare Marketing, Inc.  
Lenexa, Kan.

Lou Drews, account director at LionShare Marketing, graduated from the University of Kansas and has spent all of her professional career in marketing and advertising. She began in pharmaceutical/health care marketing, moving to travel/hospitality and then back to health care marketing with LionShare. LionShare specializes in health care CRM and marketing automation.

### **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 Communications. 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.

### **Dr. Tricia Hansen-Horn**

UCM Public Relations Program  
Department of Marketing and 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 board of director's president of the Greater Kansas City Chapter of the Public Relations Society of America.

### **Danielle LaGree**

Assistant Professor of Strategic Communication  
Kansas State University  
Manhattan, Kan.

Danielle is a rural Missouri native and a proud first-generation college graduate. She received her Ph.D. from the Missouri School of Journalism with an emphasis in strategic communication. In fall 2017, she joined Kansas State University as an assistant professor of strategic communication. She brings a strong and diverse professional background in public relations to academe. She managed digital communications and online content strategy for a national, direct-selling fashion brand. She also previously worked for Bernstein-Rein Advertising and Crossroads Communication (a Barkley partner company) in new business development. Her time on the board of the Greater Kansas City Public Relations Society of America allowed her to build strong relationships with industry professionals.

### **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.

### **Emily Mantle**

Program Director  
Missouri Center for Nursing  
Jefferson City, Mo.

Mantle has been in marketing for more than 20 years, with the last 15 years spent in the medical field. In addition to her marketing and business degrees, she has a master's degree in business administration.

### **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 she has received more than 50 awards recognizing her work in health care marketing and public relations.

### **Matthew Penn**

Owner  
PennDev  
Mexico, Mo.

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

### **Denise Taylor**

New Business Strategist

The American Academy of Family Physicians

Leawood, Kan.

Denise Taylor uses consumer insights to create and market new products and programs in her role as new business strategist at the American Academy of Family Physicians. Leveraging her strategic communication and project management expertise throughout her health care-focused career, she has worked for commercial insurers, a health care marketing agency, the local children's hospital and the National Association of Children's Hospitals. She is passionate about helping health care organizations make complex information actionable and easy to understand.

### **Elaine Warren**

Senior Associate

Patron Insight, Inc.

Stillwell, Kan.

Elaine Warren is senior associate for Patron Insight Inc., a Kansas City-based marketing research and public relations firm that helps nonprofits and public and government entities understand the thoughts, ideas and hopes of key stakeholders. Warren's background includes marketing and communications positions in the higher education, health care, retail and entertainment industries. Warren is a believer in giving back to the community, and she serves on civic and community boards and committees.

**Congratulations**  
to MAHPRM's 2018  
Show-Me Award Winners!

**Save the Date**

**2019 MAHPRM Summer Forum**

June 26-28

Chateau on the Lake  
Resort and Convention Center  
Branson, Mo.