



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

**Show-Me Excellence Awards
2019 Winners**

Advertising — Television

\$15,000 or Less

1st “The Care to Expect — Obstetric Campaign”

*University of Missouri
Health Care
Columbia*

2nd “Cancer Journey”

*SoutheastHEALTH
Cape Girardeau*

Advertising — Radio

\$1,000 or Less

1st “Patient-Centered Medical Home”

*Carroll County Memorial
Hospital
Carrollton*

Advertising — Outdoor

1st “Cancer Journey”

*SoutheastHEALTH
Cape Girardeau*

2nd “SLN — Northland Campaign”

*Saint Luke’s Health System
Kansas City*

3rd “Mako — Get Back Out There”

*Golden Valley Memorial
Healthcare
Clinton*

Advertising — Multimedia Campaign

\$20,000 or Less

1st “Bariatrics Campaign”

*University of Missouri
Health Care
Columbia*

2nd “SLCI — Precision Oncology Campaign”

*Saint Luke’s Health System
Kansas City*

3rd “Liberty Hospital Half Marathon/Jewell 5K”

Liberty Hospital

Greater Than \$20,000

1st “Heart Smart Campaign”

*SoutheastHEALTH
Cape Girardeau*

2nd “SSM Health Weight Management Campaign”

*SSM Health
St. Louis*

3rd “2018 Transplant Campaign”

*SSM Health
St. Louis*

Best PR/Marketing Project For A Small/Rural Hospital

- 1st** **“Intentions Into Action”**
Nominated for Best of Show
Black River Medical Center
Poplar Bluff
- 2nd** **“Dexter ER/Behavioral Health Open House”**
SoutheastHEALTH
Cape Girardeau
- 3rd** **“Power of One”**
Golden Valley Memorial Healthcare
Clinton

Cooperative Partnership

- 1st** **“The Crossing”**
Nominated for Best of Show
Mosaic Life Care
St. Joseph
- 2nd** **“Willpower Annual Baseball Camp”**
Mosaic Life Care
St. Joseph
- 3rd** **“AEDs Save Lives”**
SoutheastHEALTH
Cape Girardeau

Crisis Communications

- 1st** **“Duck Boat Disaster Response”**
CoxHealth
Springfield

Direct Mail

\$2,500 or Less

- 1st** **“Family Cancer Risk Event”**
SoutheastHEALTH
Cape Girardeau
-
- Greater Than \$2,500
- 1st** **“Mammos & A Makeover Open House”**
SoutheastHEALTH
Cape Girardeau
- 2nd** **“Embrace the Change Event”**
SoutheastHEALTH
Cape Girardeau

Employee Communications Projects

\$2,500 or Less

- 1st** **“Price is Right Pharmacy Campaign”**
North Kansas City Hospital
- 2nd** **“Halloween”**
St. Louis Children’s Hospital
- 3rd** **“Employee Engagement Campaign”**
SoutheastHEALTH
Cape Girardeau

Employee Communications Projects (cont.)

Greater Than \$2,500

- 1st** **“Water Without Waste”**
*Mercy
Chesterfield*
- 2nd** **“Steel Topping Out
Celebration”**
*Barnes-Jewish West County
Hospital
Creve Coeur*
- 3rd** **“SLHS — Benefits Enrollment”**
*Saint Luke’s Health System
Kansas City*

Websites

Internet

- 1st** **“Children’s Mercy Website
Redesign”**
Children’s Mercy Kansas City
- 2nd** **“MissouriBaptist.org
Website Redesign”**
*Missouri Baptist Medical Center
St. Louis*
- 3rd** **“BJC Accountable Care
Organization Site”**
*BJC HealthCare
Saint Louis*

Social/Interactive Media

- 1st** **“Christmas Social Media
Engagements”**
*Ozarks Medical Center
West Plains*

2nd **“NICU Babies Celebrate Halloween”**

*University of Missouri
Health Care
Columbia*

3rd **“Bariatrics”**

*Mosaic Life Care
St. Joseph*

Physician Relations/ Communications Projects

1st **“National Reputation Whitepapers”**

Children’s Mercy Kansas City

2nd **“Physician Connect”**

*Barnes-Jewish West County
Hospital
Creve Coeur*

3rd **“Spine Seminars”**

Liberty Hospital

Special Marketing or Public Relations Projects

\$2,500 or Less

1st **“SLE — Maternity Campaign”**

*Saint Luke’s Health System
Kansas City*

2nd **“Fitzgibbon Nursing, We Care About Your...”**

*Fitzgibbon Hospital
Marshall*

3rd **“Challenger Opening Day”**

*Ranken Jordan Pediatric Bridge
Hospital
Maryland Heights*

\$2,500 to \$10,000

1st “Baby Jack: A Story of Hope”
St. Louis Children’s Hospital

2nd “Give Mercy — Mother’s Day”
Children’s Mercy Kansas City

**3rd “Power of Women Event
Booth and Video”**
*SoutheastHEALTH
Cape Girardeau*

Greater Than \$10,000

1st “CRIT - Rock It 2018”
*Nominated for Best of Show
Saint Luke’s Health System
Kansas City*

2nd “Be the Key”
*Callis on Behalf of Bothwell
Regional Health Center
Sedalia*

**3rd “SSM Health SLU Hospital
Topping Out”**
*SSM Health Saint Louis
University Hospital*

Annual Report

\$10,000 or Less

**1st “Give Mercy —
Annual Report”**
Children’s Mercy Kansas City

**2nd “HMC — Community Impact
Trifold”**
*Hedrick Medical Center
Trenton*

Greater Than \$10,000

1st “Annual Report Video”
*SoutheastHEALTH
Cape Girardeau*

External Publications/Routine
— Electronic

**1st “Digital MyMoBap
eNewsletter”**
*Missouri Baptist Medical Center
St. Louis*

External Publications/Routine
— Printed

Greater Than \$10,000

1st “MU Health Magazine”
*University of Missouri
Health Care
Columbia*

2nd “Connections”
Liberty Hospital

Internal Publications/Routine
— Electronic

1st “eConnect”
*Barnes-Jewish West County
Hospital
Creve Coeur*

2nd “Bothwell Billboard”
*Callis on Behalf of Bothwell
Regional Health Center
Sedalia*

**3rd “MU Health Today and
Inside MU Health”**
*University of Missouri
Health Care
Columbia*

Internal Publications/Routine — Printed

Greater Than \$1,000

1st **“CoxHealth Connection”**

CoxHealth
Springfield

2nd **“BJC TODAY”**

BJC HealthCare
St. Louis

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

1st **“Saint Luke’s MAH I — 2018 Heart Month”**

Saint Luke’s Health System
Kansas City

2nd **“Kids Become Tumor Fighting Superheroes”**

St. Louis Children’s Hospital

3rd **“Hospital Expansion Announcement”**

Ozarks Medical Center
West Plains

Photography

1st **“Path of Honor for Organ Donor”**

Cox Medical Center Branson

2nd **“St. Luke’s: Therapy Services”**

(Tie) *St. Luke’s Hospital*
Chesterfield

2nd **“Home Care Month”**

(Tie) *BJC HealthCare*
St. Louis

Special Purpose Publications

\$5,000 or Less

1st **“OMC Medical Group Provider Directory”**

Ozarks Medical Center
West Plains

2nd **“2018 Pilgrimage Journal”**

SSM Health
St. Louis

3rd **“Give Mercy — Creative”**

Children’s Mercy Kansas City

Greater Than \$5,000

1st **“Transplant Living Donor Booklet”**

SSM Health
St. Louis

2nd **“Healthier Look Magazine”**

SoutheastHEALTH
Cape Girardeau

3rd **“Patient Information Guide”**

North Kansas City Hospital

Video

\$5,000 or Less

1st **“Worth Rehab Story”**

Nominated for Best of Show
Saint Luke’s Health System
Kansas City

2nd **“800 Heart Transplants”**

Saint Luke’s Health System
Kansas City

3rd **“No Pass Zone”**

North Kansas City Hospital

Greater Than \$5,000

**1st “Half Marathon/5K
Thank You”**

Liberty Hospital

2nd “St. Joseph School District”

Mosaic Life Care

St. Joseph

3rd “Physician Recruitment”

SoutheastHEALTH

Cape Girardeau

Writing

Written for Employee/Physician
Audience

**1st “CoxHealth’s Innovation
Accelerator”**

CoxHealth

Springfield

**2nd “A Wedding Ceremony
to Cherish”**

Barnes-Jewish St. Peters and

Progress West Hospitals

Written for All Other Audiences

**1st “A Save Worthy of a
Sweet Celebration”**

University of Missouri

Health Care

Columbia

**2nd “Procedure Relies on
3D Technology”**

BJC HealthCare

St. Louis

**3rd “Wings Provide Memories
for Family”**

BJC HealthCare

St. Louis

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.

Lisa Church

Director of Business Development
Life Care Center
Cape Girardeau, Mo.

Lisa Church is a seasoned communications professional with more than 25 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.

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. Ellison is the communications manager for MoDOT's Northeast District and speaks professionally 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.

Stephen Lennartz

President
The Healthcare Marketing Department
St. Louis

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 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, LLC
Mexico, Mo.

Matthew Penn is a 25-year web development and communications professional, employed in both private and public sectors, and now through his freelance company, PennDev, LLC. Starting as a public relations/marketing professional with Special Olympics Missouri and Audrain Medical Center, Penn transitioned those skills into web development, working with organizations both locally and nationally.

In the spring of 2019, Penn partnered with two local developer/marketers to launch MachineRocket.com, a B2C selling platform for industrial/commercial/agricultural equipment dealers.

Stephanie Stemmler

Principal
Above the Fold Communications, LLC
Eureka, Mo.

Stephanie Stemmler is founder of Above the Fold Communications, based in Eureka, Mo. Her business has a strong emphasis on creative writing, publication management, web content development and strategic communications. She has more than 35 years of experience in communications industries, including broadcasting and health care communications, and has served as a media relations manager, system communications executive and content strategist writer/consultant for several health care institutions.

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**Thank You for Participating in the
2019 MAHPRM Show-Me Awards!**