

Missouri Association for Healthcare Public Relations and Marketing

2003

Show-Me Excellence Awards

Category: 22. Video

Division: A. Production cost of \$5,000 or less

Name of Entry/Project: One of the Best

Name and Title (MAHPRM member): Thomas McCormally, director, Public Relations and Internet Services

Health Care Organization: Children's Mercy Hospitals and Clinics

Address: 2401 Gillham Road

City/State/ZIP: Kansas City, Mo., 64108

— Entry Narrative —

Entrant's name and organization

Thomas McCormally, Children's Mercy Hospitals and Clinics

Title of project/entry

One of the Best

Brief description of your community and your health care organization

Kansas City is a typical Midwestern metropolitan area: population about 1.5 million.

Children's Mercy Hospitals and Clinics, founded in 1897, offer comprehensive and specialized care for children from birth to age 18 primarily from western Missouri and eastern Kansas. It is the only pediatric medical center between St. Louis and Denver, Omaha to Oklahoma City. The hospital has 241 beds and last year admitted more than 11,000 children for inpatient care. The hospital's four dozen pediatric specialty outpatient programs have more than 200,000 visits each year. Patients and their families are served by hospitals in Kansas City, Mo., and suburban Overland Park, Kan., as well as primary care and specialty care clinics throughout the Kansas City metropolitan area and the region.

Statement of problem/opportunity

Children's Mercy was named one of the Best Children's Hospitals in America by *Child* magazine and was looking for a way to make a splash at the annual meeting of the hospital's Central Governing Board.

Goals and objectives of the project

- To create a video message conveying the honor bestowed upon the hospital by *Child* magazine.
- To take advantage of the extensive media coverage that was received, adding special credibility to the message.
- Keep costs in check.

Audience

Initially, it was the Board, employees and donors of Children's Mercy who would attend the annual meeting. As you will see in the results and evaluation, it has become much broader than that.

Reason for choosing this format

Because of the existing media coverage, including the announcement on national TV, it made perfect sense to create a video montage. By mixing video of the press conference and B-roll shot during a previous video project, we were able to create an entire package

quickly and at little cost. Using the TV coverage also provides that added credibility of the message coming from outside, impartial journalists.

Implementation

Although we were notified of the honor from *Child* months in advance, we signed a confidentiality agreement prohibiting us from leaking the news before the morning the announcement was made on the “Today” show. This forced us to delay work on the video until just two weeks before it was needed for the annual meeting. We were confident we would receive TV coverage so we decided to build the video around it. We hired an outside videographer to tape the press conference and we used some existing B-roll to fill in the gaps. We contacted our media taping service to record the local news stations’ coverage of our announcement. And we crossed our fingers

Once we had all the tapes in hand, we viewed the TV coverage (a total of 12 different stories, including coverage on each of the four TV stations in Kansas City) and the video we shot of the press conference. We selected certain stories and bits of certain stories and then worked with the videographers to edit and piece it together. The digital editing process was a lifesaver, as we were able to quickly and smoothly weave between TV coverage and our own footage. We added some music and some words and we were done. *We did not write a single word or do any additional voice over.*

What portions of entry were created internally/externally

The TV stories were done by the TV stations and network; an outside firm shot the press conference video for us; and the physical editing was done by the outside firm. The editing and “putting it all together conceptually” was done internally.

Results/evaluation/measuring effectiveness

The result was better than we dreamed. Not only is it pretty miraculous that it works so well as a cohesive video (and we didn’t write a word of it!), but the reaction has been tremendous:

- The CEO said the annual meeting could have simply ended right after the video.
- The Human Resources department requested copies of the video to show at new-employee orientation.
- The Internet Services department made a special dub to place on the Intranet and the Internet. It is seen by hundreds of Web site visitors each month.
- Departments from throughout the hospital – Medical Education, Resource Development – have asked for copies to show at meetings, etc.