

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



## **2003 Winners**

*The “Show-Me Excellence” Awards are presented annually by the Missouri Association for Healthcare Public Relations and Marketing to recognize quality performance in the profession of health care public relations and marketing. “Show-Me Excellence” co-chairs for 2003 were Rita Eyerly, communication services manager at Audrain Medical Center in Mexico; Darren Heckman, manager of marketing and public relations at Capital Region Medical Center in Jefferson City; and Thomas McCormally, director of public relations and Internet services at Children’s Mercy Hospitals and Clinics in Kansas City, Mo. Members of the New England Society for Healthcare Communicators served as judges this year.*

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**ADVERTISING — TELEVISION**

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**Less than \$15,000**

1st "Online Health — Vicki Frank"  
Keith Whitworth  
SOUTHEAST  
MISSOURI HOSPITAL  
Cape Girardeau

1st "Women's Heart Advantage"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

**Greater than \$15,000**

1st "The Difference is Profound"  
Steven Kutheis  
ST. LOUIS  
CHILDREN'S HOSPITAL

2nd "NICU Series"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

3rd "Cancer Free St. Louis"  
Public Relations Department,  
Adamson Inc.  
ST. JOHN'S MERCY  
MEDICAL CENTER  
St. Louis

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**ADVERTISING — RADIO**

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**Less than \$1,000**

1st "Student Health  
Center Relocation"  
Karen Hendrix  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

2nd "Online Health —  
Jennifer Wallis"  
Keith Whitworth  
SOUTHEAST  
MISSOURI HOSPITAL  
Cape Girardeau

**Greater than \$1,000**

1st "Special Announcement Radio"  
Shawn Arni  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "MC+ Rap"  
Community Relations  
FAMILY HEALTH PARTNERS  
Kansas City

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**ADVERTISING — PRINT**

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**Less than \$500**

1st "Missouri OB/GYN  
Associates' Opening"  
Karen Hendrix  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia

2nd "Village North Thank You"  
Bret Berigan, Jane House  
CHRISTIAN HOSPITAL  
St. Louis

3rd "Boots Doctor"  
CMH Community Development  
Department, Lorrie Simpson  
CITIZENS  
MEMORIAL HEALTHCARE  
Bolivar

**Greater than \$1,500**

1st "Siteman Cancer Center  
Print Campaign"  
Arlinda Warren, Linda Giddy  
SITEMAN CANCER CENTER  
AT BARNES-JEWISH  
HOSPITAL AND  
WASHINGTON UNIVERSITY  
SCHOOL OF MEDICINE  
St. Louis

2nd "A Pact and Our  
Promise Advertising"  
Communications and Marketing  
BJC HEALTHCARE  
St. Louis

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**ADVERTISING —  
SPECIAL VISUALS**

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**Created by an Agency**

1st "Magnet Outdoor"  
Shawn Arni  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "Siteman Cancer Center  
Display Booth"  
Linda Giddy, Arlinda Warren  
SITEMAN CANCER CENTER  
AT BARNES-JEWISH  
HOSPITAL AND  
WASHINGTON UNIVERSITY  
SCHOOL OF MEDICINE  
St. Louis

**Created by In-House Staff**

1st "Hulston Cancer Center  
Brown Bag Lunch"  
Public Relations  
COXHEALTH  
Springfield

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**ADVERTISING —  
TOTAL CAMPAIGN**

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**Less than \$20,000**

1st "A Fair of the Heart"  
Marketing and Communications  
Department; Graphics  
Department  
ST. LUKE'S HOSPITAL  
Chesterfield

2nd "Siteman Cancer Center  
Ad Campaign"  
Arlinda Warren, Linda Giddy  
SITEMAN CANCER CENTER  
AT BARNES-JEWISH  
HOSPITAL AND  
WASHINGTON UNIVERSITY  
SCHOOL OF MEDICINE  
St. Louis

**Greater than \$20,000**

1st "Women's Heart Advantage"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

2nd "The Difference is Profound"  
Steven Kutheis  
ST. LOUIS  
CHILDREN'S HOSPITAL

3rd "Cancer Care"  
Marketing Department  
CAPITAL REGION  
MEDICAL CENTER  
Jefferson City

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**ANNUAL REPORTS**

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**Less than \$7,000**

1st "Children's Mercy Hospitals  
and Clinics 2002 Annual Report"  
Telisa Hassen  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "2001 Cancer Care  
Annual Report"  
Telisa Hassen  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

3rd "St. John's Mercy Hospital  
2002 Annual Report"  
Public Relations, Colleen  
Himmelberg, Jane Brandon  
ST. JOHN'S  
MERCY HOSPITAL  
Washington

**Greater than \$7,000**

1st "Year in Review 2002:  
Work in Progress"  
Office of the Board of Governors  
SSM CARDINAL GLENNON  
CHILDREN'S HOSPITAL  
St. Louis

2nd "Saint Francis Medical Center"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

3rd "BJC HealthCare: Reaching the  
Next Level"  
BJC Corporate Communications  
BJC HEALTHCARE  
St. Louis

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**BEST PR/MARKETING  
PROJECT FOR A  
SMALL/RURAL OR SOLE  
COMMUNITY PROVIDER  
HOSPITAL**

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1st "This Free Test Saved My Life"  
Marketing Communications  
HEARTLAND HEALTH  
St. Joseph

2nd "Heart Health Month"  
Communication Services  
AUDRAIN  
MEDICAL CENTER  
Mexico

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**COOPERATIVE  
PARTNERSHIPS**

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1st "Just Like You at the Zoo"  
Carolyn Schainker, Anna  
Barklage, Kristine Brooks-Quinn  
ST. LOUIS  
CHILDREN'S HOSPITAL

1st "Transplant Awareness Day  
at the Ballpark"  
Barbara McLaurine, Christine  
Mattson, Kathy Holleman  
BARNES-JEWISH HOSPITAL  
St. Louis

2nd "Stepping Stones"  
Marketing Communications  
HEARTLAND HEALTH  
St. Joseph

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**CRISIS COMMUNICATIONS**

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1st "Dress Code Violations"  
Susan Hakes  
SAINT LOUIS  
UNIVERSITY HOSPITAL

2nd "Plane Crashes into  
Mississippi River"  
Susan Hakes  
SAINT LOUIS  
UNIVERSITY HOSPITAL

3rd "Pleasant Hope Family Medical  
Center Letter to the Editor"  
CMH Community Development  
Department, Julie Righter  
CITIZENS MEMORIAL  
HEALTHCARE  
Bolivar

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**DIRECT MAIL**

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**Less than \$2,500**

1st "Octoberfest"  
Donna Dalessandro,  
Karen Stewart  
BJC HEALTHCARE  
St. Louis

2nd "Hooray for Hollywood"  
Donna Dalessandro,  
Dave Nowak  
BJC HEALTHCARE  
St. Louis

**Greater than \$2,500**

1st "Imaging Services Direct Mail"  
David Downs, Kati Goggin,  
Ted Siegel  
ST. JOHN'S MERCY  
MEDICAL CENTER  
St. Louis

2nd "Cardiac Scoring"  
Susan Hakes  
SAINT LOUIS  
UNIVERSITY HOSPITAL

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**EMPLOYEE  
COMMUNICATIONS**

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**Less than \$2,500**

1st "HIPAA Kids"  
Marketing Communications  
HEARTLAND HEALTH  
St. Joseph

2nd "Behavior of the Month"  
Marketing Department  
CAPITAL REGION  
MEDICAL CENTER  
Jefferson City

2nd "Key Phrases"  
Tracy Robison  
THREE RIVERS  
HEALTHCARE  
Poplar Bluff

**Greater than \$2,500**

1st "JCAHO 2002 ... Spreadin'  
the Word"  
Marketing Communications  
HEARTLAND HEALTH  
St. Joseph

2nd "A Gift from the Heart,  
for the Heart"  
Libby Martin, Kathy Bretsch,  
Monica Franklin, Jodi Scarpace  
BARNES-JEWISH HOSPITAL  
St. Louis

3rd "May Day Code Change"  
Patti Smith-Jackson  
SAINT LOUIS  
UNIVERSITY HOSPITAL

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**EXTERNAL PUBLICATIONS/  
ROUTINE**

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**Less than \$5,000**

1st "Connection Newsletter"  
Community Relations  
FAMILY HEALTH PARTNERS  
Kansas City

2nd "Pinnacle"  
Truman Medical Centers Office  
of Marketing and Public  
Relations, S2 Creative,  
Craig Sands Photographic  
TRUMAN MEDICAL  
CENTERS  
Kansas City

3rd "Health Matters"  
Bret Berigan, Jane House  
CHRISTIAN HOSPITAL  
St. Louis

**\$5,001 - \$10,000**

1st "Health Highlights"  
Rhonda Richards,  
Jo Anne Meives, Dave Nowak,  
Bob Schmitz  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis

2nd "Safe & Sound"  
Telisa Hassen  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "Treasures"  
Roger Barnhart, Steven Byers  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

**\$10,001 - \$20,000**

1st "Emergency Perspectives"  
Patti Smith-Jackson  
SAINT LOUIS  
UNIVERSITY HOSPITAL

2nd "Kids Today: A Newsletter  
for Parents"  
Kay Franks  
ST. LOUIS  
CHILDREN'S HOSPITAL

3rd "Health & Harmony"  
Marketing and  
Communications Department,  
Graphics Department  
ST. LUKE'S HOSPITAL  
Chesterfield

**Greater than \$20,000**

1st "Your Health Newsletter"  
Kim Shopper  
NORTH KANSAS CITY  
HOSPITAL

2nd "It's Time to Feel Good"  
It's Time to Feel Good Team  
SAINT LUKE'S  
HEALTH SYSTEM  
Kansas City

3rd "Vim & Vigor"  
Marketing and  
Communications Department  
SOUTHEAST  
MISSOURI HOSPITAL  
Cape Girardeau

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**INTERNAL PUBLICATIONS/  
ROUTINE**

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**Less than \$100**

1st "The Gazette"  
Chuck Davis  
NORTHWEST  
MEDICAL CENTER  
Albany

2nd "e-news"  
Tracy Robison  
THREE RIVERS  
HEALTHCARE  
Poplar Bluff

**\$101 - \$1,000**

1st "St. John's In Touch"  
Marketing and Customer Service  
ST. JOHN'S  
HEALTH SYSTEM  
Springfield

1st "InforMed"  
Renee Bowerman  
SOUTHEAST  
MISSOURI HOSPITAL  
Cape Girardeau

2nd "The Nucleus"  
Tracy Robison  
THREE RIVERS  
HEALTHCARE  
Poplar Bluff

**Greater than \$1,000**

1st "Exceptional Care: A Newsletter  
for the Nurses of  
Barnes-Jewish Hospital"  
Becky Slatin, Kelly Pahl,  
Laura Morgan  
BARNES-JEWISH HOSPITAL  
St. Louis

2nd "SLUHview"  
Patti Smith-Jackson  
SAINT LOUIS  
UNIVERSITY HOSPITAL

3rd "BJC Today"  
BJC Today Staff  
BJC HEALTHCARE  
St. Louis

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**MEDIA RELATIONS  
ACTIVITY OR PROGRAM**

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**Less than \$2,500**

1st "Saving Sarah"  
Jennifer Benz,  
Thomas McCormally  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "SSM Rehab Nursing  
Phone-a-Thon"  
SSM Rehab Marketing and  
Public Relations Department  
SSM REHAB  
St. Louis

3rd "MBNQA Media Initiative"  
Dixie Platt, Suzy Farren,  
Kathryn Stroppel  
SSM HEALTH CARE  
St. Louis

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**NEW MEDIA/  
WEB SITE PROJECTS**

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**Single Hospital**

1st "Redesign of [www.southeastmissourihospital.com](http://www.southeastmissourihospital.com)"  
Joni Adams, Marketing and  
Communications Department  
SOUTHEAST  
MISSOURI HOSPITAL  
Cape Girardeau

2nd "[www.BarnesJewish.org](http://www.BarnesJewish.org)"  
Stacy Christiansen  
BARNES-JEWISH HOSPITAL  
St. Louis

3rd "[www.stlukes-stl.com](http://www.stlukes-stl.com)"  
Marketing and Communications  
Department, Information Systems  
ST. LUKE'S HOSPITAL  
Chesterfield

**Multihospital System**

1st "Ask Martee-CAM  
Services Online"  
Martee Robinson,  
Gregory Volland, Jason Rincker,  
Heidi Hartman  
COXHEALTH  
Springfield

2nd "SSM Physician Connectivity  
— Education Program"  
Media Services  
SSM HEALTH CARE  
St. Louis

3rd "Malcolm Baldrige National  
Quality Award Web Site"  
Dixie Platt, Suzy Farren,  
Kathryn Stroppel, Carol Bales,  
Don Moxley, Tom Draney  
SSM HEALTH CARE  
St. Louis

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**PHOTOGRAPHY**

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1st "Cover Photo from Fall 2002  
Emergency Perspectives"  
Patti Smith-Jackson  
SAINT LOUIS  
UNIVERSITY HOSPITAL

2nd "Calendar Kids"  
Children's Mercy  
Community Relations,  
Mark McDonald Photography  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

3rd "Obstetrics Brochure — Back Cover Replacement Photograph"  
Rhonda Richards,  
Elizabeth White, Jerry Dubinsky  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis

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**PHYSICIAN RELATIONS/  
COMMUNICATIONS  
PROJECT**

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1st "Cross-Cultural Health Care Resource Guide"  
Tyra Miller  
FAMILY HEALTH PARTNERS  
Kansas City

2nd "Together Magazine"  
Patti Smith-Jackson  
SAINT LOUIS  
UNIVERSITY HOSPITAL

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**RESEARCH  
PROJECT**

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1st "Missouri Baptist Medical Center — Cardiac Facility Positioning Study"  
Dave Nowak, Tess Niehaus,  
Angela Ferris Chambers  
MISSOURI BAPTIST  
MEDICAL CENTER  
St. Louis

2nd "Recruitment Focus Groups"  
Steven C. Bjelich  
SAINT FRANCIS  
MEDICAL CENTER  
Cape Girardeau

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**SPECIAL MARKETING  
PROJECT**

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1st "Diabetes from Head to Toe: Special Event Offered by Barnes-Jewish Hospital"  
Sarah Gladson, Kathy Bretsch,  
Communications and Marketing  
BARNES-JEWISH HOSPITAL  
St. Louis

2nd "Graphic Standards CD-Rom"  
Steven Kutheis  
ST. LOUIS  
CHILDREN'S HOSPITAL

3rd "Heart and Stroke Screenings"  
Libby Martin, Kathy Bretsch,  
Monica Franklin,  
Stacy Christiansen  
BARNES-JEWISH HOSPITAL  
St. Louis

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**SPECIAL PUBLIC  
RELATIONS PROJECT**

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**Less than \$5,000**

1st "Birth Day Episodes"  
Public Relations Department  
ST. JOHN'S MERCY  
MEDICAL CENTER  
St. Louis

2nd "Barnes-Jewish Hospital Marfan Clinic"  
Jason Merrill, Kathy Bretsch  
BARNES-JEWISH HOSPITAL  
St. Louis

3rd "Simply the Best Awards Ceremony"  
Tracy Robison  
THREE RIVERS  
HEALTHCARE  
Poplar Bluff

**Greater than \$5,000**

1st "Stop the Flu"  
Communications/Beneficiary  
Outreach Services"  
MISSOURIPRO  
Jefferson City

2nd "Women's Wellness Initiative (WWi)"  
Marketing Communications  
HEARTLAND HEALTH  
St. Joseph

3rd "Saint Louis University Hospital Map for Patients & Visitors"  
Susan Hakes  
SAINT LOUIS  
UNIVERSITY HOSPITAL

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**SPECIAL PURPOSE  
PUBLICATIONS**

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**Less than \$2,500**

1st "Cross-Cultural Health Care Resource Guide"  
Tyra Miller  
FAMILY HEALTH PARTNERS  
Kansas City

2nd "Love & Joy: St. Luke's Special Delivery Suites"  
Graphics Department,  
Marketing and Communications  
Department  
ST. LUKE'S HOSPITAL  
Chesterfield

3rd "Destiny Update"  
Telisa Hassen  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

**\$2,501 - \$10,000**

1st "Centennial Celebration"  
Bret Berigan, Jane House  
CHRISTIAN HOSPITAL  
St. Louis

2nd "Heartland's Center Stage Awards"  
Marketing Communications  
HEARTLAND HEALTH  
St. Joseph

3rd "BJC Hospice Folder and Inserts"  
Karen Stewart,  
Donna Dalessandro  
BJC HEALTHCARE  
St. Louis

**Greater than \$10,000**

1st "Children's Mercy Hospitals and Clinics 2003 Calendar"  
Telisa Hassen, Shawn Arni,  
Steve Byers  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

2nd "The Woman is Stronger Than the Disease"  
Linda Gidday, Jennifer  
Ivanovich, Kathy Sorenson,  
Virginia Herrmann, M.D.,  
Arlinda Warren  
SITEMAN CANCER CENTER  
AT BARNES-JEWISH  
HOSPITAL AND  
WASHINGTON UNIVERSITY  
SCHOOL OF MEDICINE  
St. Louis

3rd "Barnes-Jewish Hospital Patient Binder"  
Kelly Pahl, Jane House,  
Janet Mueller, R.N.,  
Jo Ann Tongay  
BARNES-JEWISH HOSPITAL  
St. Louis

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**VIDEO**

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**Less than \$5,000**

1st "A Path to Healing"  
BJC Media Services  
BJC HEALTHCARE  
St. Louis

2nd "Camp Crescent"  
BJC Media Services  
BJC HEALTHCARE  
St. Louis

3rd "One of the Best"  
Thomas McCormally  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

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## WRITING

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1st "The History of Southeast  
Missouri Hospital"  
Sally Owen  
SOUTHEAST  
MISSOURI HOSPITAL  
Cape Girardeau

2nd "Beating the Odds"  
Jennifer Benz  
CHILDREN'S MERCY  
HOSPITALS AND CLINICS  
Kansas City

3rd "Ten Days in an Occupied Land"  
Karen Hendrix  
UNIVERSITY OF MISSOURI  
HEALTH CARE  
Columbia