

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



2004 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.

Darren Heckman, manager of marketing and public relations at Capital Region Medical Center in Jefferson City, served as the 2004 “Show-Me Excellence” chair. Members of the Nebraska Society for Health Care Marketing & Public Relations judged the competition.

ADVERTISING — TELEVISION

\$15,000 or Less

- 1st "Medical Minute 1x"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Siteman Television
Ad Campaign"
Linda Gidday, Arlinda Warren
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis
- 3rd "Women's and Children's Health
Center TV Ad"
Bill McShane
ST. JOHN'S MERCY
MEDICAL CENTER
St. Louis

Greater than \$15,000

- 1st "Strength in Numbers"
Public Relations and Marketing
ST. JOHN'S MERCY CLINICS
Joplin
- 2nd "Research Medical Center
2003-2004 Image Campaign
Phase 1"
Sunny Drenik, Research Medical
Center; Barnstorming, Inc.;
KLMD Media Group, LLC
RESEARCH
MEDICAL CENTER
Kansas City
- 3rd "Power Within Campaign"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

ADVERTISING — RADIO

\$1,000 or Less

- 1st "Women's Heart Advantage"
Steve Little, Dana Daniels
CHRISTIAN HOSPITAL
St. Louis
- 2nd "Don't Miss a Moment"
Marketing Communications
HEARTLAND HEALTH
St. Joseph

- 3rd "Oncology Series"
Stephanie Gremminger
STE. GENEVIEVE COUNTY
MEMORIAL HOSPITAL
Sainte Genevieve

Greater than \$1,000

- 1st "Stan & Rita Radio"
Barbara McLaurine,
Susan Milford
BARNES-JEWISH HOSPITAL
St. Louis
- 2nd "Hockey"
Steven Kutheis
ST. LOUIS
CHILDREN'S HOSPITAL
- 3rd "Children's Mercy Branding
— Northland"
Shawn Arni
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

ADVERTISING — PRINT

\$500 or Less

- 1st "Nurse Recruitment Ads"
Jane Brandon, Colleen
Himmelberg, Public Relations
ST. JOHN'S
MERCY HOSPITAL
Washington
- 2nd "Deles Heart and Vascular Center
— 'These Guys are Good'"
JMH Marketing/
Community Relations
JEFFERSON
MEMORIAL HOSPITAL
Crystal City
- 3rd "Oncology Series"
Mary Ann Dougherty
and Stephanie Gremminger
STE. GENEVIEVE COUNTY
MEMORIAL HOSPITAL
Sainte Genevieve

Greater than \$1,500

- 1st "Power Within Campaign"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd "Fitness Plus"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

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

**ADVERTISING —
SPECIAL VISUALS**

Created by an Agency

- 1st "Shopping Mall Display Ad —
Women and Heart Disease"
Dave Nowak
MISSOURI BAPTIST
MEDICAL CENTER
St. Louis
- 2nd "100 Year Anniversary Display"
Community Relations
HANNIBAL
REGIONAL HOSPITAL
- 3rd "Family Birth Center"
Marketing
UNIVERSITY OF MISSOURI
HEALTH CARE
Columbia

Created by In-House Staff

- 1st "Magnet Nursing Services
Recognition Advertising —
Special Visuals"
Becky Slatin, Laura Morgan,
Jennifer Arvin and
Barbara McLaurine
BARNES-JEWISH HOSPITAL
St. Louis
- 2nd "Lobby Artwork Panel Displays"
David Downs, Kati Goggin,
Tricia Cygan, Ted Siegel
ST. JOHN'S MERCY
MEDICAL CENTER
St. Louis
- 3rd JMH Historical Display
JMH Marketing/
Community Relations
JEFFERSON
MEMORIAL HOSPITAL
Crystal City

**ADVERTISING —
TOTAL CAMPAIGN**

\$20,000 or Less

- 1st “Freeman Urgent Care”
Freeman Marketing
FREEMAN HEALTH SYSTEM
Joplin
- 2nd “Women’s Heart Advantage
— Phase II”
Rob Shelton, Tim Mudrovic
ALTON MEMORIAL
HOSPITAL
- 3rd “The Most Important Picture”
Marketing Communications
HEARTLAND HEALTH
St. Joseph

Greater than \$20,000

- 1st “Heart Care — Leading the Way”
Cindy Heffernan, Kathy Bretsch
BARNES-JEWISH HOSPITAL
St. Louis
- 2nd “U.S. News & World Report
Best Hospitals Campaign”
Barbara McLaurine,
Jennifer Arvin, Communications
& Marketing Department
BARNES-JEWISH HOSPITAL
St. Louis
- 3rd “St. John’s Health System Brand
Campaign 2003/2004”
St. John’s Marketing
and Customer Service
ST. JOHN’S HEALTH SYSTEM
Springfield

ANNUAL REPORTS

\$7,000 or Less

- 1st “2002 Cancer Care
Annual Report”
Telisa Hassen
CHILDREN’S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd “Children’s Mercy Hospitals
and Clinics 2003 Annual Report”
Telisa Hassen
CHILDREN’S MERCY
HOSPITALS AND CLINICS
Kansas City
- 3rd “Hulston Cancer Center
Annual Report”
Public Relations Department
COXHEALTH
Springfield

Greater than \$7,000

- 1st “The Faces of Giving”
Freeman Marketing
FREEMAN HEALTH SYSTEM
Joplin
- 2nd “Year in Review 2003”
Board of Governors
SSM CARDINAL GLENNON
CHILDREN’S HOSPITAL
St. Louis
- 3rd “2003 Annual Donor Report”
Suzanne Fontaine,
2003 Annual Donor Report
ST. LOUIS
CHILDREN’S HOSPITAL

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

- 1st “PR/Image Campaign”
Communication Services
AUDRAIN MEDICAL CENTER
Mexico

**COOPERATIVE
PARTNERSHIPS**

- 1st “Post-Dispatch Spelling Bee”
Kay Franks
ST. LOUIS
CHILDREN’S HOSPITAL
- 2nd “Just Like You at the Zoo”
Carolyn Schainker,
Anna Barklage,
Kristine Brooks-Quinn
ST. LOUIS
CHILDREN’S HOSPITAL
- 3rd “No Loafers Walking Program”
Kathleen Grueneberg,
Steve Little, Kelley McDonald
and Sharon Wehmeier
CHRISTIAN HOSPITAL
St. Louis

DIRECT MAIL

\$2,500 or Less

- 1st “Survivor Postcard”
Maureen Lynam,
Donna Dalessandro
BJC HEALTHCARE
St. Louis

- 2nd “Oncology Campaign”
Mary Ann Dougherty
and Stephanie Gremminger
STE. GENEVIEVE COUNTY
MEMORIAL HOSPITAL
Sainte Genevieve
- 3rd “Fabulous 50s Fun”
Donna Dalessandro
and Karen Stewart
BJC HEALTHCARE
St. Louis

Greater than \$2,500

- 1st “Little Reasons”
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau
- 2nd “Cancer Center Invitation”
Kati Goggin, Ted Siegel
ST. JOHN’S MERCY
MEDICAL CENTER
St. Louis
- 3rd “Children’s Mercy Northland
Direct Mail”
Shawn Arni and Telisa Hassen
CHILDREN’S MERCY
HOSPITALS AND CLINICS
Kansas City

**EMPLOYEE
COMMUNICATIONS**

\$2,500 or Less

- 1st “‘Employees Exceeding
Expectations’ Communications”
John Twombly, Kate Carlson
and Mark St. Aubin
ST. LOUIS
CHILDREN’S HOSPITAL
- 2nd “BJC TODAY Insert:
Race for the Cure”
Emily Barklage, Jason Merrill,
Arlinda Warren
BJC HEALTHCARE
St. Louis
- 2nd “657 Birth Coupons”
Kati Goggin, Bill McShane
ST. JOHN’S MERCY
MEDICAL CENTER
St. Louis

Greater than \$2,500

- 1st “Patient Safety”
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

2nd "Christian Hospital —
The First Hundred Years"
Bret Berigan and Jane House
CHRISTIAN HOSPITAL
St. Louis

3rd "Born Here, Work Here"
Cara Dahlor
NORTH KANSAS CITY
HOSPITAL
Kansas City

EXTERNAL PUBLICATIONS/ ROUTINE

\$2,500 or Less

1st "Physician's Update Newsletter"
Shawn Arni
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

\$2,501 - \$10,000

1st "Safe & Sound"
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

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

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

Greater than \$10,000

1st "Glennon Magazine"
Board of Governors
SSM CARDINAL GLENNON
CHILDREN'S HOSPITAL
St. Louis

2nd "Saint Luke's Report"
Saint Luke's Hospital Foundation
and Saint Luke's Health System
Marketing and Public Relations
SAINT LUKE'S HOSPITAL
Kansas City

3rd "Emergency Perspectives"
Patti Smith-Jackson,
Maureen Geraty O'Brien
Graphic Design, Dan Sindelar
Photography
SAINT LOUIS
UNIVERSITY HOSPITAL

INTERNAL PUBLICATIONS/ ROUTINE

\$100 - \$1,000

1st "Bothwell Billboard"
Tim A. Blackmore
BOTHWELL REGIONAL
HEALTH CENTER
Sedalia

2nd "Spotlight"
Ed Gurney, Public Relations
ST. ANTHONY'S
MEDICAL CENTER
St. Louis

3rd "St. John's In Touch"
Web Freeman and
Melissa Haase, St. John's
Marketing and Customer Service
ST. JOHN'S HEALTH SYSTEM
Springfield

Greater than \$1,000

1st "BJC TODAY"
Patty Johnson and
BJC TODAY Staff
BJC HEALTHCARE
St. Louis

2nd "Barnes-Jewish EXTRA"
Kelly Pahl, Becky Slatin,
Monica Franklin
BARNES-JEWISH HOSPITAL
St. Louis

3rd "Exceptional Care: A Newsletter
for Patient Care Services at
Barnes-Jewish Hospital"
Becky Slatin, Laura Morgan
and Kelly Pahl
BARNES-JEWISH HOSPITAL
St. Louis

MEDIA RELATIONS ACTIVITY OR PROGRAM

\$2,500 or Less

1st "Amy Hancock Surgery"
Jason Merrill and Nicole Vines
BARNES-JEWISH HOSPITAL
St. Louis

2nd "The Heart Truth Campaign —
Laura Bush Visit and Press
Conference at Saint Luke's
Mid America Heart Institute"
Saint Luke's Health System
Marketing and Public Relations
and Saint Luke's Women's
Cardiac Center
SAINT LUKE'S
HEALTH SYSTEM
Kansas City

3rd "SSM DePaul Health Quest"
Sabrina Kalleberg, Patricia Klein,
SSM DePaul PR and
Randy Gardner, News 20
SSM DEPAUL
HEALTH CENTER
Bridgeton

Greater than \$2,500

1st "Saint Luke's Hospital Wins
Malcolm Baldrige National
Quality Award"
Saint Luke's Health System
Marketing and Public Relations
SAINT LUKE'S
HEALTH SYSTEM
Kansas City

NEW MEDIA/ WEB SITE PROJECTS

Single Hospital

1st "St. Louis Children's Hospital
Web Site"
Beth Richard Lammert
ST. LOUIS
CHILDREN'S HOSPITAL

2nd "Cancer Center CD-ROM"
Michele Gramelspacher,
Melissa Miromonti, Ted Siegel
ST. JOHN'S MERCY
MEDICAL CENTER
St. Louis

3rd "Village North CD-ROM"
Karen Stewart
BJC HEALTHCARE
St. Louis

Multihospital System

1st "www.stjohns.com"
Melissa Haase, St. John's
Marketing and Customer
Service, and St. John's
Information Systems
ST. JOHN'S HEALTH SYSTEM
Springfield

2nd "Employee Intranet"
Internet Services
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

PHOTOGRAPHY

Created by an Agency

1st "Precious Cargo"
Board of Governors
SSM CARDINAL GLENNON
CHILDREN'S HOSPITAL
St. Louis

Created by In-House Staff

1st "Lobby Artwork Panel Displays"
David Downs, Tricia Cygan,
Kati Goggin, Ted Siegel
ST. JOHN'S MERCY
MEDICAL CENTER
St. Louis

2nd "Neurosurgeon Hugs Patient"
John Twombly
ST. LOUIS
CHILDREN'S HOSPITAL

3rd "Pediatric Same Day Surgery"
BJC Media Services,
Pediatric Same Day Surgery
BJC HEALTHCARE
St. Louis

PHYSICIAN RELATIONS/ COMMUNICATIONS PROJECT

1st "Children's Mercy
Resource Guide 2004"
Shawn Arni
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

2nd "Neurosurgery Marketing"
John Twombly, Susan Schuh
ST. LOUIS
CHILDREN'S HOSPITAL

3rd "Together magazine"
Patti Smith-Jackson,
Pam Puricelli
SAINT LOUIS
UNIVERSITY HOSPITAL

SPECIAL MARKETING OR PUBLIC RELATIONS PROJECT

\$5,000 or Less

1st "Fit 'n' Fun"
Kay Franks,
Kristine Brooks-Quinn
ST. LOUIS
CHILDREN'S HOSPITAL

2nd "Women's Health at the Pavilion
— 'Women on the Move'"
Carole Whitaker, Department
of Public Relations/Marketing
TRUMAN MEDICAL
CENTERS INC.
Kansas City

2nd "Mission Possible"
Mary Ann Dougherty
and Stephanie Gremminger
STE. GENEVIEVE COUNTY
MEMORIAL HOSPITAL
Sainte Genevieve

\$5,001 - \$10,000

1st "MOPRO Quality
Leader Award"
Community Relations
HANNIBAL
REGIONAL HOSPITAL

2nd "Missouri Baptist Cardiac
and Vascular Center 11th Annual
Heart Fair"
Jo Anne Meives, Dave Nowak,
Jeff Waldman
MISSOURI BAPTIST
MEDICAL CENTER
St. Louis

3rd "Heart Employee Lunch
and Learn"
Libby Martin, Kathy Bretsh,
Monica Franklin
BARNES-JEWISH HOSPITAL
St. Louis

Greater than \$10,000

1st "Emergency Department
Ribbon-Cutting and
EMS Barbecue"
Susan Hakes, Alicia Moser,
Stephanie Stemmler
SAINT LOUIS
UNIVERSITY HOSPITAL

2nd "Magnet Nursing Services
Recognition Public
Relations Project"
Becky Slatin, Laura Morgan,
Jennifer Arvin, Barbara
McLaurine, Tracee Champa,
Kelly Pahl and Stacy Christiansen
BARNES-JEWISH HOSPITAL
St. Louis

3rd "Phase II Construction Project
Grand Opening Events"
Karen Prideaux, Suzanne
Shenkman, Diane Fix, Gary Stolz,
Jenn Hanff, Karen McLaughlin
BARNES-JEWISH
ST. PETERS HOSPITAL

3rd "St. Anthony's Hospice
Development Campaign"
Hospice Development
ST. ANTHONY'S
MEDICAL CENTER
St. Louis

SPECIAL PURPOSE PUBLICATIONS

\$2,500 or Less

1st "Children's Mercy Fact Sheet"
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

2nd "100 Year Anniversary Brochure"
Community Relations
HANNIBAL
REGIONAL HOSPITAL

3rd "Hulston Cancer Center
Resource Guidebook for Patients"
Public Relations
COXHEALTH
Springfield

\$2,501 - \$10,000

1st "Selective Dorsal
Rhizotomy Brochure"
John Twombly and
Kristine Brooks-Quinn
ST. LOUIS
CHILDREN'S HOSPITAL

2nd "Phantom Ball"
Steven C. Bjelich
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

3rd "Cath Lab Insert"
Marketing/Public
Relations Department
CAPITAL REGION
MEDICAL CENTER
Jefferson City

Greater than \$10,000

1st "Building for Care, Searching
for Cures Campaign"
Suzanne Fontaine, Care and
Cures Campaign Brochure
ST. LOUIS
CHILDREN'S HOSPITAL

2nd "Quality in Action"
Saint Luke's Health System
Marketing and Public Relations
SAINT LUKE'S
HEALTH SYSTEM
Kansas City

3rd "Children's Mercy
Calendar 2004"
Shawn Arni, Steven Byers
and Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

VIDEO

\$5,000 or Less

1st "Glennon Stories 2004"
Bob Davidson, Cardinal Glennon
Public Relations and Marketing
SSM CARDINAL GLENNON
CHILDREN'S HOSPITAL
St. Louis

2nd "It All Starts Today"
BJC Media Services,
It All Starts Today
BJC HEALTHCARE
St. Louis

3rd "Leadership Summit Highlights"
Suzanne Fontaine, Leadership
Summit Highlights Video
ST. LOUIS
CHILDREN'S HOSPITAL

Greater than \$5,000

1st "Circles of Commitment"
Suzanne Fontaine, Circles of
Commitment Video
ST. LOUIS
CHILDREN'S HOSPITAL

2nd "Certificate of Need — New
Hospital Presentation"
BJC Media Services,
Certificate of Need —
New Hospital Presentation
BJC HEALTHCARE
St. Louis

WRITING

**Written for Employee/
Physician Audience**

1st "Living on Through Art"
Karen Stewart
BJC HEALTHCARE
St. Louis

2nd "Mailing Process
Reference Manual"
Marketing Communications
HEARTLAND HEALTH
St. Joseph

3rd "Breaking the Color Barrier"
John Twombly
ST. LOUIS
CHILDREN'S HOSPITAL

Written for All Other Audiences

1st "We Get to Have Our Life Back"
Jennifer Benz
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

2nd "Factory Foreman Enjoys
Immediate Rewards"
Harvey R. Wildt
SSM HEALTH CARE -
ST. LOUIS

3rd "Oncology Nurse Lives
Childhood Dream"
Public Relations Department
ST. ANTHONY'S
MEDICAL CENTER
St. Louis