

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



2007 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.

Taira Green, director of government relations and public affairs at Children's Mercy Family Health Partners in Kansas City, and Tom McCormally, public information officer at Children's Mercy Hospitals and Clinics in Kansas City, served as the 2007 Show-Me Excellence Awards co-chairs.

A panel of experts selected by the MAHPRM board judged the competition.

ADVERTISING — TELEVISION

\$15,000 or Less

- 1st “Brain Trust Television Spot”
Saint Louis University Hospital
Marketing Team
SAINT LOUIS
UNIVERSITY HOSPITAL
- 2nd “Clinic Minute”
Marcy George,
Marketing/Communications
HEARTLAND HEALTH
St. Joseph
- 3rd “In His Own Words:
Mr. Rollins”
Hannibal Regional
Hospital Community
Relations Department
HANNIBAL REGIONAL
HOSPITAL

Greater than \$15,000

- 1st “You Can’t Blame Folks
for Bragging”
Skaggs Marketing
Department
SKAGGS COMMUNITY
HEALTH CENTER
Branson
- 2nd “Progress Happens”
Barbara McLaurine
PROGRESS WEST
HEALTHCARE CENTER
O’Fallon
- 3rd “Children’s Mercy Million
Reasons Television Campaign”
Shawn Arni
CHILDREN’S MERCY
HOSPITALS AND CLINICS
Kansas City

ADVERTISING — RADIO

Greater than \$1,000

- 1st “Children’s Mercy Million
Reasons Radio Campaign”
Shawn Arni
CHILDREN’S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd “My Mom’s a Nurse”
Sarah Gladson and Kaci Seals
BARNES-JEWISH WEST
COUNTY HOSPITAL
St. Louis

- 2nd “Play Hard”
Steven Kutheis
ST. LOUIS CHILDREN’S
HOSPITAL

ADVERTISING — PRINT

Less than \$500

- 1st “Hey Lady ... Have a Heart”
CMH Marketing
CITIZENS MEMORIAL
HEALTHCARE
Bolivar
- 2nd “Tobacco-Free Campus Poster”
Julie Jones, Brian Hom
and Heather Cochran
ST. JOHN’S HEALTH SYSTEM
Springfield

\$500 - \$1,500

- 1st “I Have Hope Print Ad”
Saint Louis University Hospital
Marketing Team
SAINT LOUIS
UNIVERSITY HOSPITAL
- 2nd “Taking Our Community’s
Healthcare to the Next Level”
Freeman Marketing
FREEMAN HEALTH SYSTEM
Joplin
- 3rd “Brain Trust Print Ad”
Saint Louis University Hospital
Marketing Team
SAINT LOUIS
UNIVERSITY HOSPITAL

Greater than \$1,500

- 1st “Our People Do
Amazing Things”
Jennifer Benz and
Kuhn and Wittenborn
LIBERTY HOSPITAL
- 2nd “Don’t Miss a Moment
— Print Campaign”
Linda Gidday
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis
- 3rd “Weekly Health Page”
Steven C. Bjelich, FACHE-D
SAINT FRANCIS
MEDICAL CENTER
Cape Girardeau

**ADVERTISING —
OUTDOOR**

- 1st “*IsYourHospitalSafe.com*”
Marcy George, Tama Wagner
and Ben Daugherty
HEARTLAND HEALTH
St. Joseph
- 2nd “Super Powers/Healing Powers”
Jennifer Benz and
Kuhn and Wittenborn
LIBERTY HOSPITAL

**ADVERTISING —
TOTAL CAMPAIGN**

\$20,000 or Less

- 1st “Don’t Miss a Moment —
Total Campaign”
Linda Gidday and
Arlinda Warren
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis
- 2nd “I Have Hope Campaign”
Saint Louis University Hospital
Marketing Team
SAINT LOUIS
UNIVERSITY HOSPITAL
- 3rd “Hey Lady ... Have a Heart”
CMH Marketing
CITIZENS MEMORIAL
HEALTHCARE
Bolivar

Greater than \$20,000

- 1st “Children’s Mercy
Million Reasons Campaign”
Shawn Arni
CHILDREN’S MERCY
HOSPITALS AND CLINICS
Kansas City
- 2nd “A Brand New Hospital.
A Whole New Approach.”
Barbara McLaurine
PROGRESS WEST
HEALTHCARE CENTER
O’Fallon
- 3rd “No Excuses Breast Center
Campaign”
Allison Craig
ST. JOHN’S REGIONAL
MEDICAL CENTER
Joplin

ANNUAL REPORTS

\$7,000 or Less

1st “2006 Cancer Committee Annual Report”
Saint Louis University Hospital
Marketing Team
SAINT LOUIS
UNIVERSITY HOSPITAL

Greater than \$7,000

1st “A Million Reasons — Children’s Mercy Hospitals and Clinics 2006 Annual Report”
Telisa Hassen and Shawn Arni
CHILDREN’S MERCY HOSPITALS AND CLINICS
Kansas City

2nd “Freeman’s Champions”
Freeman Marketing
FREEMAN HEALTH SYSTEM
Joplin

3rd “Nursing Annual Report”
John Twombly, Kristine Brooks-Quinn and the Editorial Board
ST. LOUIS CHILDREN’S HOSPITAL

BEST PR/MARKETING PROJECT FOR A SMALL/RURAL HOSPITAL

1st “Crayon Crusade”
Sandy P. Trumbo and Linda Ankrom Bunch,
Marketing Department
ST. JOHN’S HOSPITAL - LEBANON

2nd “Heritage Foundation Fantasy Gala”
Sandy P. Trumbo and Linda Ankrom Bunch,
Marketing Department
ST. JOHN’S HOSPITAL - LEBANON

3rd “Pink Bag Luncheon”
CMH Marketing
CITIZENS MEMORIAL HEALTHCARE
Bolivar

COOPERATIVE PARTNERSHIPS

1st “Pound Plunge Seconds”
Amy Owens and Tama Wagner
HEARTLAND HEALTH
St. Joseph

2nd “Dave Sinclair PSA Screenings”
Jason Merrill, Amy Schoenherr and Arlinda Warren
SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE
St. Louis

3rd “Get on Board With Child Safety”
Jennifer Althardt, Anna Barklage, Carolyn Schainker and Heidi Suppelsa
ST. LOUIS CHILDREN’S HOSPITAL

CRISIS COMMUNICATIONS

1st “Storm Response”
Laura Signaigo and Michele Carley
SAINT LOUIS UNIVERSITY HOSPITAL

2nd “Saving Sergeant Brough”
Laura Signaigo and Michele Carley
SAINT LOUIS UNIVERSITY HOSPITAL

DIRECT MAIL

\$2,500 or Less

1st “Fitness Plus Member Party Direct Mail”
Steven C. Bjelich, FACHE-D
SAINT FRANCIS MEDICAL CENTER
Cape Girardeau

2nd “Understanding Bariatric Surgery”
Sarah Gladson and Gail Vogt
BARNES-JEWISH WEST COUNTY HOSPITAL
St. Louis

Greater than \$2,500

1st “Vein and Laser Center Direct Mail”
Steven C. Bjelich, FACHE-D
SAINT FRANCIS MEDICAL CENTER
Cape Girardeau

EMPLOYEE COMMUNICATIONS

\$2,500 or Less

1st “Hand Hygiene Compliance”
John Twombly and the Hand Hygiene Committee
ST. LOUIS CHILDREN’S HOSPITAL

2nd “Meet at Moulin”
Donna Dalessandro
BJC HEALTHCARE
St. Louis

3rd “Spreading Holiday Cheer — The Children’s Gift Tree”
Shelley Allen, Marketing/Communications
HEARTLAND HEALTH
St. Joseph

Greater than \$2,500

1st “Tobacco-Free Policy Employee Communications”
Internal Communications Team
SAINT LOUIS UNIVERSITY HOSPITAL

2nd “Employee Referral Bonus Poster Campaign”
Patient and Employee Services
BOONE HOSPITAL CENTER
Columbia

Electronic/Digital

1st “Messenger”
Roger Barnhart
CHILDREN’S MERCY HOSPITALS AND CLINICS
Kansas City

2nd “Spring 2007 Message From Steve Lipstein”
BJC Corporate Communications and BJC Media Services
BJC HEALTHCARE
St. Louis

3rd “Café Digital Signage”
Marketing and Public Relations
BOONE HOSPITAL CENTER
Columbia

EXTERNAL PUBLICATIONS/ ROUTINE		INTERNAL PUBLICATIONS/ ROUTINE		MEDIA RELATIONS ACTIVITY OR PROGRAM
Less than \$2,500		Electronic		1st “Ferrill Five Quintuplets” Media Relations Team BARNES-JEWISH HOSPITAL AND ST. LOUIS CHILDREN’S HOSPITAL St. Louis
1st	“Transplant Life” Saint Louis University Hospital Marketing Team SAINT LOUIS UNIVERSITY HOSPITAL	1st	“Extra Online” Kelly Pahl and Tracee Champa BARNES-JEWISH HOSPITAL St. Louis	1st “First FDA Approved Hip Resurfacing” Jason Merrill BARNES-JEWISH HOSPITAL St. Louis
2nd	“Boone Health Quarterly Newsletter” Marketing and Public Relations BOONE HOSPITAL CENTER Columbia	2nd	“Inspiration From Within” Donna Dalessandro and Bob Schmitz BJC HEALTHCARE St. Louis	2nd “Satellite Media Tour: Sports Injuries in Children and Teens” Thomas McCormally and Jessica Salazar CHILDREN’S MERCY HOSPITALS AND CLINICS Kansas City
3rd	“Vision” Marketing Committee EXCELSIOR SPRINGS MEDICAL CENTER	3rd	“Pulse” CMH Marketing CITIZENS MEMORIAL HEALTHCARE Bolivar	
\$2,500 - \$10,000		\$1,000 or Less		
1st	“HealthWorks” Public Relations CARONDELET HEALTH Kansas City	1st	“Visiting Ours Newsletter” JMH Marketing Department JEFFERSON MEMORIAL HOSPITAL Crystal City	
1st	“Emergency Perspectives” Saint Louis University Hospital Marketing Team SAINT LOUIS UNIVERSITY HOSPITAL	2nd	“Children’s Chat” John Twombly, Paula Huggins and Patty Rode ST. LOUIS CHILDREN’S HOSPITAL	
2nd	“Health Highlights” Rhonda Veenhuis, Alan Wesley and Jo Anne Meives MISSOURI BAPTIST MEDICAL CENTER St. Louis	3rd	“TLC Newsletter” Stephanie Gremminger and Tina Poston STE. GENEVIEVE COUNTY MEMORIAL HOSPITAL Sainte Genevieve	
Greater than \$10,000		Greater than \$1,000		
1st	“Let’s Talk Health” Sarah Gladson BARNES-JEWISH WEST COUNTY HOSPITAL St. Louis	1st	“Pediatric Perspectives” John Twombly, Kristine Brooks- Quinn and the Editorial Board ST. LOUIS CHILDREN’S HOSPITAL	
2nd	“Your Health Newsletter” Kim Shopper NORTH KANSAS CITY HOSPITAL Kansas City	2nd	“BJC TODAY” BJC TODAY Team BJC HEALTHCARE St. Louis	
3rd	“Safe & Sound” Telisa Hassen CHILDREN’S MERCY HOSPITALS AND CLINICS Kansas City	3rd	“CoxHealth Connection” Randy Berger, Donna Barton and Teri B. Watts COXHEALTH Springfield	
				NEW MEDIA/ WEB SITE PROJECTS
				New Media Projects
				1st “HealthInfo Monthly” Thomas Ames ST. LOUIS CHILDREN’S HOSPITAL
				2nd “Cancer Connection Podcast Series” Arlinda Warren, Jason Merrill, Bill Nickrent and Mary Lee SITEMAN CANCER CENTER AT BARNES-JEWISH HOSPITAL AND WASHINGTON UNIVERSITY SCHOOL OF MEDICINE St. Louis
				3rd “Healthy Kids News” Telisa Hassen CHILDREN’S MERCY HOSPITALS AND CLINICS Kansas City
				Internet Sites
				1st “www.sfmcc.net” Steven C. Bjelich, FACHE-D SAINT FRANCIS MEDICAL CENTER Cape Girardeau
				2nd “www.stjohnsmc.org” Melissa Miromonti and Kim Gamel ST. JOHN’S MERCY HEALTH CARE St. Louis

3rd "Redesign/Reorganization of the Public Website"
Internet Services
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

PHOTOGRAPHY

1st "Nursing Annual Report Photographs"
John Twombly, Kimberly Keefe and Melanie Guard
ST. LOUIS CHILDREN'S HOSPITAL

2nd "Randy and Carol Meyer — Cancer Patient Projects"
David R. Owens,
Public Relations and Marketing
UNIVERSITY OF MISSOURI HEALTH CARE
Columbia

3rd "BJH H.R. Nurse Recruitment"
BJC Media Services
BJC HEALTHCARE
St. Louis

PHYSICIAN RELATIONS/ COMMUNICATIONS PROJECT

1st "Medical Staff Development Brochure"
Barbara McLaurine
PROGRESS WEST
HEALTHCARE CENTER
O'Fallon

2nd "Heartland Clinic Satis 'five'"
Becky Davison,
Marketing/Communications
HEARTLAND HEALTH
St. Joseph

3rd "Friday's Fast Facts"
Public Relations
and Marketing Department
SSM ST. JOSEPH
HEALTH CENTER
St. Charles

SPECIAL MARKETING OR PUBLIC RELATIONS PROJECT

Less than \$2,500

1st "2006 Travelers' Health Service Marketing Campaign"
Maureen Lynam and
Vicky Seiler
BJC HEALTHCARE
St. Louis

1st "Catch Some ZZZs and CEUs"
Karen Stewart, Emily Barklage and Brigid O'Brien
BJC HEALTHCARE
St. Louis

1st "Christmas Vascular Screening Campaign"
CoxHealth Marketing
COXHEALTH
Springfield

\$2,500 - \$10,000

1st "Stroke Prevention Screening"
CoxHealth Marketing
COXHEALTH
Springfield

2nd "Blue Ribbon of Health"
Marketing Department/
Community Outreach
BOTHWELL REGIONAL
HEALTH CENTER
Sedalia

3rd "Healthy Tips 2007 Calendar"
Rhonda Veenhuis, Sherri Hoyt and Claudia Humphrey
MISSOURI BAPTIST
MEDICAL CENTER
St. Louis

Greater than \$10,000

1st "University Hospital 50th Anniversary"
Public Relations
and Marketing
UNIVERSITY OF MISSOURI
HEALTH CARE
Columbia

2nd "Healthy Kids University"
Children's Mercy Community
Relations Department
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

3rd "Every Woman. Everywhere Mammography Van"
Linda Gidday and
Arlinda Warren
SITEMAN CANCER CENTER
AT BARNES-JEWISH
HOSPITAL AND
WASHINGTON UNIVERSITY
SCHOOL OF MEDICINE
St. Louis

SPECIAL PURPOSE PUBLICATIONS

Less than \$2,500

1st "Surgeryland"
Kay Franks and
Kristine Brooks-Quinn
ST. LOUIS CHILDREN'S
HOSPITAL

2nd "New Beginnings Handbook"
Telisa Hassen and FAB
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

3rd "Health Expos"
CMH Marketing
CITIZENS MEMORIAL
HEALTHCARE
Bolivar

\$2,500 - \$10,000

1st "My Health Folders
Employer Launch Kit"
BJC Corporate Communications,
BJC Media Services
and BJC Creative Services
BJC HEALTHCARE
St. Louis

2nd "Wish List 2006"
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

3rd "ICN Parent Booklet"
Telisa Hassen
CHILDREN'S MERCY
HOSPITALS AND CLINICS
Kansas City

Greater than \$10,000

1st "University Hospital's 50th Anniversary Commemorative Publication"
Public Relations
UNIVERSITY OF MISSOURI
HEALTH CARE
Columbia

VIDEO		2nd	“50th Anniversary” JMH Marketing Department JEFFERSON MEMORIAL HOSPITAL Crystal City	3rd	“Celebrating Excellence in Donation” Marketing/Communications HEARTLAND HEALTH St. Joseph
\$5,000 or Less		1st	“A Call to Care” Daniel Reed and Bradley Glaeser ST. JOHN’S MERCY MEDICAL CENTER St. Louis	3rd	“An Easier Way to a Better Life” BJC Media Services BJC HEALTHCARE St. Louis
2nd	“I’m Ready” BJC Media Services BJC HEALTHCARE St. Louis	WRITING			
3rd	“25th Anniversary” CMH Marketing CITIZENS MEMORIAL HEALTHCARE Bolivar	Written for Employee/ Physician Audience			
Greater than \$5,000		1st	“Journey of a Lifetime” Thomas McCormally CHILDREN’S MERCY HOSPITALS AND CLINICS Kansas City	1st	“Chef Bonetti Story” Saint Louis University Hospital Marketing Team and Patti Smith-Jackson SAINT LOUIS UNIVERSITY HOSPITAL
1st	“Our Heritage of Healing” Corporate Media Production SSM HEALTH CARE St. Louis	2nd	“1918 Flu Shows Power of Pandemic” Chris Whitley COXHEALTH Springfield	2nd	“Stroke Team Story” Saint Louis University Hospital Marketing Team and Patti Smith-Jackson SAINT LOUIS UNIVERSITY HOSPITAL
				3rd	“Neurosurgeon Brings Lifesaving Skills to Africa” Lois Kendall, Media Coordinator ST. ANTHONY’S MEDICAL CENTER St. Louis