The Missouri Association for Healthcare Public Relations and Marketing Announces the 2011 Winners
Advertising — Television

$15,000 or Less

1st  “A Reason to Dance”  
Becky Davison & Marketing Team  
*Heartland Health*  
St. Joseph

2nd  “Kids … Growing Into Their Dreams”  
MU Health Care  
*University of Missouri Health Care*  
Columbia

3rd  “Miracle at Moila”  
Becky Davison & Marketing Team  
*Heartland Health*  
St. Joseph

Greater Than $15,000

1st  “Everything is Possible SSM Health Care St. Louis Brand Outreach 2010”  
SSM Health Care  
St. Louis

2nd  “I’m a Clot Stroke Awareness TV”  
Rob Shelton & Tom Barry  
*SSM Health Care - St. Louis*

3rd  “Saint Francis Medical Center So Glad I’m Here OB TV Spots”  
*Saint Francis Medical Center*  
Cape Girardeau

Advertising — Radio

$1,000 or Less

1st  “A Tradition of Community Healthcare”  
*Pike County Memorial Hospital*  
Louisiana

Greater Than $1,000

1st  “Kids … Growing Into Their Dreams”  
MU Health Care  
*University of Missouri Health Care*  
Columbia

Advertising — Print

$1,500 or Less

1st  “Real Men Wear Pink”  
*Mineral Area Regional Medical Center*  
Farmington

2nd  “Salute to Nurses Ads”  
CoxHealth Marketing & Planning  
*CoxHealth*  
Springfield

3rd  “Community-Based Marketing Testimonials”  
*Mineral Area Regional Medical Center*  
Farmington

Greater Than $1,500

1st  “Kids … Growing Into Their Dreams”  
MU Health Care  
*University of Missouri Health Care*  
Columbia

2nd  “Better. Every Day.”  
*Capital Region Medical Center*  
Jefferson City

Advertising — Outdoor

1st  “Southeast Cancer Center — A New Era of Care”  
*SoutheastHEALTH*  
Cape Girardeau
2nd  “Southeast Cancer Center — A New Era of Care”
SoutheastHEALTH
Cape Girardeau

3rd  “Better. Every Day.”
Capital Region Medical Center
Jefferson City

Advertising — Multimedia Campaign

$20,000 or Less

1st  “A Reason to Dance”
Becky Davison & Marketing Team
Heartland Health
St. Joseph

2nd  “Heart Healthy 2011”
Marketing Department
Hannibal Regional Hospital

3rd  “Hank’s Story”
Patti Lemons, Dee Dee Jacobs & Becky Hamm
CoxHealth
Springfield

Greater Than $20,000

1st  “Redefining Pediatric Medicine Campaign”
Shawn Arni & Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City

2nd  “Pursue Knowing”
Steven Kutheis
St. Louis Children’s Hospital

3rd  “Boone Baby Campaign”
Boone Hospital Center
Columbia

Annual Reports

$10,000 or Less

1st  “What We Do: CMFHP 2010 Community Report (Missouri)”
Children’s Mercy Family Health Partners
Kansas City

R. Veenhuis, B. Fagan & E. White
Missouri Baptist Medical Center
St. Louis

2nd  “University of Missouri Health Care 2010 Annual Report”
Public Relations Department
University of Missouri Health Care
Columbia

Greater Than $10,000

1st  “I WIN! 2010 Annual Report”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

S. Duane & S. Arni
Children’s Mercy Hospitals and Clinics
Kansas City
### Best PR/Marketing Project for a Small/Rural Hospital

1st  “Baby Place Multi-media Campaign”  
*Scotland County Hospital*  
Memphis

2nd  “Be Nice Boot Camp”  
*Ozarks Community Hospital*  
Springfield

3rd  “2011 Healthy Kid’s Day”  
*Cooper County Memorial Hospital*  
Boonville

### Cooperative Partnerships

1st  “Partnership With the Magic House, Children’s Museum”  
Carolyn Schainker  
*St. Louis Children’s Hospital*

2nd  “Stroke Awareness Media Partnership”  
Rob Shelton  
*SSM Health Care - St. Louis*

3rd  “Dig for Life Campaign”  
*Saint Francis Medical Center*  
Cape Girardeau

### Crisis Communications

1st  “Tornado Damaged SSM Imaging Center”  
Network Communications  
*SSM Health Care - St. Louis*

2nd  “University Hospital Lockdown”  
Public Relations Department  
*University of Missouri Health Care*  
Columbia

### Direct Mail

#### $2,500 or Less

1st  “An Evening Under the Stars”  
Donna Dalessandro & Amy Connelly  
*BJC HealthCare*  
St. Louis

2nd  “Human Motion Institute Golf Clinic”  
Amy Owens  
*Heartland Health*  
St. Joseph

3rd  “Are You One of the 6 in 10?”  
*Mineral Area Regional Medical Center*  
Farmington

### Greater Than $2,500

1st  “Redefining Pediatric Medicine”  
Shawn Arni & Callahan Creek  
*Children’s Mercy Hospitals and Clinics*  
Kansas City

2nd  “A New Partnership in Care”  
*SoutheastHEALTH*  
Cape Girardeau

3rd  “Meet My Better Half”  
Jennifer Benz and Prairie Dog  
*St. Anthony’s Medical Center*  
St. Louis

### Employee Communications Projects

#### $2,500 or Less

1st  “Experience Exceptional: Make a Commercial! Video Contest”  
*SSM Health Care*  
St. Louis
2nd “First Day Orientation Video”
Daniel Hernandez & Kris Daise
Heartland Health
St. Joseph

3rd “Anita Answers”
Public Relations Department
University of Missouri Health Care
Columbia

Greater Than $2,500

1st “Clean Hand Jive Campaign”
Saint Francis Medical Center
Cape Girardeau

2nd “2010 Showcase for Sharing”
SSM Health Care
St. Louis

Printed - $10,000 or Less

1st “Imagine”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “Treasures Magazine”
S. Duane & B. Mueth
Children’s Mercy Hospitals and Clinics
Kansas City

3rd “Physician’s Update”
Shawn Arni, Telisa Hassen & Megan Stock
Children’s Mercy Hospitals and Clinics
Kansas City

Printed - Greater Than $10,000

1st “Ellis”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “Safe & Sound”
Telisa Hassen & True North
Custom Media
Children’s Mercy Hospitals and Clinics
Kansas City

3rd “HealthSense Magazine”
Teri Watts, Editor & Becky Hamm, Designer
CoxHealth
Springfield

External Publications/Routine

Electronic

1st “Healthy Kids News”
Telisa Hassen & True North
Custom Media
Children’s Mercy Hospitals and Clinics
Kansas City

2nd “OMCNews”
Ozarks Medical Center
West Plains

3rd “Services to Business e-Newsletter”
Saint Francis Medical Center
Cape Girardeau

Internal Publications/Routine

Electronic

1st “Children’s Chat”
John Twombly
St. Louis Children’s Hospital

2nd “Friday Report”
Gene Hallinan
Centerpoint Medical Center
Independence
Printed - $1,000 or Less

1st “DePaul News Employee Newsletter”
Jamie Newell & Rachel Peine
SSM DePaul Health Center
Bridgeton

2nd “PowerLine Employee Newsletter”
Saint Francis Medical Center
Cape Girardeau

3rd “InforMed - SoutheastHEALTH Employee Newsletter”
SoutheastHEALTH
Cape Girardeau

Printed - Greater Than $1,000

1st “BJC Today”
BJC Today Staff
BJC HealthCare
St. Louis

2nd “Pediatric Perspectives”
John Twombly
St. Louis Children’s Hospital

3rd “CoxHealth Connection”
Randy Berger, Corporate Communications
CoxHealth
Springfield

Media Relations Activity or Program

Small/Rural Hospital

1st “Healthy U Radio Show”
“Healthy U Radio Show” With
Dr. Randy Tobler
Scotland County Hospital
Memphis

Mid to Large Size Hospital

1st “Ozarks Medical Center Emergency Department Grand Opening”
Ozarks Medical Center
West Plains

2nd “British Invasion: International Media Coverage Results in New Patient Population”
Abby Wuellner
St. Louis Children’s Hospital

3rd “Womancare Expansion”
Saint Francis Medical Center
Cape Girardeau

Websites

Internet

1st “Internet Site Rework”
Dave Lalande, Webmaster
Hannibal Regional Hospital

2nd “OCH Website www.ochonline.com”
Ozarks Community Hospital
Springfield
3rd “Siteman Cancer Center Website”
Mary Lee & Dustin Horn
Siteman Cancer Center
St. Louis

Intranet

1st “CoxHealth Intranet”
Corporate Communications
CoxHealth
Springfield

Social/Interactive Media

1st “BooneStories.com”
Boone Hospital Center
Columbia

2nd “Heartland Health Facebook — Defending the Hospital”
Ben Daugherty
Heartland Health
St. Joseph

Photography

1st “Barnes-Jewish Hospital Lab Week Display”
Tim Mudrovic, Photographer
BJC HealthCare
St. Louis

(Tie) “2011 Calendar Photography”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

1st “2011 Calendar Photography”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

(Tie) “Fall 2010 Imagine Photographs”
Public Relations Department
University of Missouri Health Care
Columbia

Physician Relations/Communications Projects

1st “Children’s Mercy Resource Guide”
Megan Stock & Shawn Arni
Children’s Mercy Hospitals and Clinics
Kansas City

2nd “University Physicians 2011 Directory”
Public Relations Department
University of Missouri Health Care
Columbia

3rd “Therapy Referral Source Marketing”
Bothwell Regional Health Center
Sedalia

Special Marketing or Public Relations Projects

Less Than $2,500

1st “St. Baldrick’s Day Fundraiser”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “Exceptional Performance and Service Awards”
Marketing and PR
SSM Health Care - St. Louis

3rd “Oral Cancer Screening”
Saint Francis Medical Center
Cape Girardeau
$2,500 to $10,000

1st “Southeast Cancer Center - 5 for $5 Campaign”
SoutheastHEALTH
Cape Girardeau

2nd “St. Mary’s Hands on Hearts Community Event”
St. Mary’s Marketing Department
St. Mary’s Health Center
Jefferson City

3rd “myBJC Launch Campaign”
Maureen Lynam
BJC HealthCare
St. Louis

Greater Than $10,000

1st (Tie) “Redefining Pediatric Medicine National Reputation Campaign”
Shawn Arni & Callahan Creek
Children’s Mercy Hospitals and Clinics
Kansas City

1st (Tie) “MU Children’s Hospital Move”
Public Relations and Marketing
University of Missouri Health Care
Columbia

Biotechnology & Healthcare Communication
Fleishman-Hillard, Inc.
Kansas City

Special Purpose Publications

$5,000 or Less

1st “School Outreach Brochures”
(Tie) Donna Dalessandro & BJC School Outreach
BJC HealthCare
St. Louis

1st “Stories From the Storm”
(Tie) SSM Health Care - St. Louis

2nd “2010 Wish List”
Telisa Hassen
Children’s Mercy Hospitals and Clinics
Kansas City

Greater Than $5,000

1st “2011 Calendar”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

2nd “Ascension Health 10th Anniversary Book”
Ascension Health
St. Louis

Video

$5,000 or Less

1st “Safety Matters”
Cyndi Fahrlander
Carondelet Health
Kansas City
2nd “Beyond the Bedside: The Story of Aleah Holliman”
Ranken Jordan — A Pediatric Specialty Hospital
Maryland Heights

3rd “T.J. on the Move Videos”
Public Relations Department
University of Missouri Health Care
Columbia

Greater Than $5,000

1st “Pink Up Cape Video”
Saint Francis Medical Center
Cape Girardeau

2nd “A New Era”
SoutheastHEALTH
Cape Girardeau

3rd “HealthSense TV”
Marketing and Planning
CoxHealth
Springfield

Written for All Other Audiences

1st “In the Game: Cystic Fibrosis Doesn't Sideline Jeffrey Mullen”
Public Relations Department
University of Missouri Health Care
Columbia

2nd “That is Dedication”
Public Relations Department
University of Missouri Health Care
Columbia

3rd “A Bad Case of the Zzzzzzzz …”
Jessica M. Salazar
Children's Mercy Hospitals and Clinics
Kansas City

Writing

Written for Employee/Physician Audience

1st “Our People: The Quarterback”
SSM Health Care
St. Louis

2nd “Nurse's Quick Action Prevents a Tragedy”
(Tie) Randy Berger
SSM Health Care
Springfield

2nd “Our People: The Triumphant Nurse”
(Tie)
SSM Health Care
St. Louis
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