

Missouri Association for Healthcare
Public Relations and Marketing



2016 Winners

Advertising — Television

\$15,000 or Less

- 1st “Be Hip Again”
Liberty Hospital Marketing and
Red Crow Marketing
Liberty Hospital

Greater Than \$15,000

- 1st “Hannibal Regional Spine
Center”
*Hannibal Regional
Healthcare System*
- 2nd “We Know Cancer Campaign
TV Spots”
Saint Francis Healthcare System
Cape Girardeau
- 3rd “They Saved My Life”
*Hannibal Regional
Healthcare System*

Advertising — Radio

\$1,000 or Less

- 1st “Be Hip Again”
Liberty Hospital Marketing and
Red Crow Marketing
Liberty Hospital
- 2nd “Get Back in the Game”
SoutheastHEALTH
Cape Girardeau

Advertising — Print

\$1,500 or Less

- 1st “Urgent Care”
Marketing & Public Relations
Team
Liberty Hospital
- 2nd “The Bravest Wear Pink”
SoutheastHEALTH
Cape Girardeau

- 3rd “Get Back in the Game”
SoutheastHEALTH
Cape Girardeau

Greater Than \$1,500

- 1st “A Wedding Story”
Teresa Watkins and
Jennifer Archdekin
Mosaic Life Care
St. Joseph

Advertising — Outdoor

- 1st “Message Us”
Ozarks Medical Center
West Plains
- 2nd “Surgery Made Personal”
Fitzgibbon Hospital
Marshall
- 3rd “The Bravest Wear Pink”
SoutheastHEALTH
Cape Girardeau

Advertising — Multimedia Campaign

\$20,000 or Less

- 1st “Comprehensive Stroke
Certification Campaign”
MU Health
Columbia
- 2nd “HealthFest 2015”
(Tie) HealthFest Planning Team
Bothwell Regional Health Center
Sedalia

- 2nd “Be Hip Again”
(Tie) Liberty Hospital Marketing and
Red Crow Marketing
Liberty Hospital

Greater Than \$20,000

- 1st “A World Without Cancer
Multimedia Campaign”
Ellis Fischel Cancer Center
MU Health
Columbia
- 2nd “Go Linda, Go Life”
Saint Luke’s Health System
Kansas City
- 3rd “Hannibal Regional Spine
Center”
*Hannibal Regional
Healthcare System*

Best PR/Marketing Project for a Small/Rural Hospital

- 1st “Orthopedics at Cass Regional
Medical Center”
Cass Regional Medical Center
Harrisonville

Cooperative Partnership

- 1st “Elementary School
Homework Folder and
Nurse’s Station Items
Partnership”
MU Health
Columbia
- 2nd “Community Matters”
Teresa Watkins and
Jennifer Archdekin
Mosaic Life Care
St. Joseph
- 3rd “Healthy U: Learn. Change.
Inspire.”
Stephanie Hanning
Bothwell Regional Health Center
Sedalia

Crisis Communications

- 1st “Crisis Communication
Management – Police Officer
Hospitalized with Flesh-
Eating Bacteria”
Saint Luke’s Health System
Kansas City
- 2nd “National Medical Billing
Debate”
Tracey Turner Clark
Mosaic Life Care
St. Joseph
- 3rd “Mumps Education”
MU Health
Columbia

Direct Mail

\$2,500 or Less

- 1st “Colon Cancer Awareness
Month Direct Mail”
Saint Francis Healthcare System
Cape Girardeau
- 2nd “Hispanic Women’s Health Fair
Direct Mail”
Saint Francis Healthcare System
Cape Girardeau
- 3rd “Center for Pelvic Health
Launch Direct Mail”
Saint Francis Healthcare System
Cape Girardeau

Greater Than \$2,500

- 1st “BJC HealthCare
2015 Marketplace
Direct Mail Campaign”
Maureen Lynam, Steven
Bernstetter and Laura Morgan
BJC HealthCare
St. Louis

2nd “LUNGevity: Understanding Lung Cancer”
Mosaic Life Care
St. Joseph

3rd “Annual Direct Mail Campaign for The Foundation for Barnes Jewish Hospital”
Care + Courage
Almanac, Inc. on behalf of Barnes Jewish Hospital
St. Louis

Employee Communications Projects

\$2,500 or Less

1st “Live Life Connected”
Mosaic Life Care
St. Joseph

Greater Than \$2,500

1st “Power Up”
(Tie) Kim Shopper and Michelle Ford
North Kansas City Hospital

1st “Internal Communication Transformation”
(Tie) John Twombly
St. Louis Children’s Hospital

2nd “125th Anniversary Calendar”
Heather Kite and Madelynn Innes
Mercy
Springfield

Websites

Internet

1st “SSM Health Careers Site”
Marketing & Communications
SSM Health
St. Louis

2nd “stanthony.medcenter.com”
Jennifer Benz
St. Anthony’s Medical Center
St. Louis

3rd “MoBapBaby.org Redesign”
Missouri Baptist Medical Center
St. Louis

Social/Interactive Media

1st “Saint Luke’s Health System Social Media Follower and Engagement Growth”
Saint Luke’s Health System
Kansas City

2nd “Baby Nora’s Journey Social Media Series”
Marketing Team
CoxHealth
Springfield

3rd “Strong Content Drives Facebook Engagement”
Mercy Social Media Team
Mercy
Springfield

Physician Relations/ Communications Projects

1st “LASIK Referring Provider Communications”
MU Health
Columbia

Special Marketing or Public Relations Projects

\$2,500 or Less

- 1st “Blue Jean Ball”
Ozarks Medical Center
West Plains
- 2nd “Allergy Prevention
Digital Ads”
MU Health
Columbia
- 3rd “CoxHealth Med Spa
Refresh, Nourish, Accent”
Marketing Team
CoxHealth
Springfield

\$2,500 to \$10,000

- 1st “Lorelai’s ‘Shake It Off’
Music Video”
St. Louis Children’s Hospital
- 2nd “Breast Cancer Awareness
Campaign”
Ellis Fischel Cancer Center
MU Health
Columbia
- 3rd “Go Girl Run Women’s Health
Sponsorship”
MU Health
Columbia

Greater Than \$10,000

- 1st “Plaza Art Fair Sponsorship”
Saint Luke’s Health System
Kansas City
- 2nd “The Bravest Wear Pink”
SoutheastHEALTH
Cape Girardeau

- 3rd “2015 Mission Days –
The Big Reveal”
Marketing & Communications
SSM Health
St. Louis

Annual Reports

\$10,000 or Less

- 1st “We Are SSM Health –
2015 Year in Review”
Marketing & Communications
SSM Health
St. Louis
- 2nd “Because of You
Annual Review 2014”
Hannibal Regional
Healthcare System
- 3rd “Missouri Baptist Cancer
Center Annual Report”
Missouri Baptist Medical Center
St. Louis

Greater Than \$10,000

- 1st “St. Louis Children’s Hospital
Foundation 2014 Annual
Report: Because of You”
Almanac, Inc. on behalf of
St. Louis Children’s Hospital
- 2nd “Missouri Baptist Medical
Center Nursing Annual
Report”
Missouri Baptist Medical Center
St. Louis
- 3rd “2015 Annual Report –
Built for the Future”
Saint Francis Healthcare System
Cape Girardeau

External Publications/Routine

Electronic

- 1st “The Link”
Children’s Mercy Kansas City

Printed – Greater Than \$10,000

- 1st “MU Health Magazine”
Velvet Hasner
MU Health
Columbia
- 2nd “Your Health Magazine”
Mari Rydings and Michelle Ford
North Kansas City Hospital
- 3rd “Saint Luke’s Health Magazine”
Saint Luke’s Health System
Kansas City

Internal Publications/Routine

Electronic

- 1st “Inside MU Health”
MU Health
Columbia
- 2nd “MU Health Today”
Anne Kettenbrink
MU Health
Columbia
- 3rd “Barnes-Jewish West County
Hospital eConnect”
Kelly Pahl and Cindy Weinstein
*Barnes-Jewish West County
Hospital*
St. Louis

Printed – \$1,000 or Less

- 1st “MU Health Weekly”
Anne Kettenbrink
MU Health
Columbia

Printed – Greater Than \$1,000

- 1st “CoxHealth Connection”
CoxHealth
Springfield
- 2nd “Archives Magazine”
Derek Thompson
MU Health
Columbia
- 3rd “BJC TODAY”
Patty Johnson and Bob Schmitz
BJC HealthCare
St. Louis

Media Relations Activity or Program

Mid to Large Size Hospital

- 1st “Monkey in My Chair”
MU Health
Columbia
- 2nd “Andrew Oberle Story”
Jason Merrill and Laura Keller
*SSM Health Saint Louis
University Hospital*
St. Louis
- 3rd “Caleb’s Pitch”
Stephanie Baehman
MU Health
Columbia

Photography

- 1st “MU Children’s Hospital
Superhero Window
Washers”
Justin Kelley
MU Health
Columbia
- 2nd “2016 Babies of
St. Anthony’s”
Christy Siebert
St. Anthony’s Medical Center
St. Louis
- 3rd “Baby Gwen”
Justin Kelley
MU Health
Columbia

Special Purpose Publications

\$5,000 or Less

- 1st “Baby Book for Expecting
Mothers”
Fitzgibbon Hospital
Marshall
- 2nd “Blue Jean Ball Invitation”
Ozarks Medical Center
West Plains
- 3rd “BJC Hospice Grief Books”
Cara Lotspeich and
Emily Barklage
BJC HealthCare
St. Louis

Greater Than \$5,000

- 1st “St. Louis Children’s
Specialty Care Center
Patient Passports”
St. Louis Children’s Hospital
- 2nd “Pink Tie Guys Calendar”
Saint Francis Healthcare System
Cape Girardeau
- 3rd “2016 Saint Francis
Healthcare System Calendar”
Saint Francis Healthcare System
Cape Girardeau

Video

\$5,000 or Less

- 1st “Hilde’s Story”
Doug Raines, Michelle Ford and
Mari Rydings
North Kansas City Hospital
- 2nd “A Series of Miracles Video”
Marketing & Communications
SSM Health
St. Louis
- 3rd “BarnesCare Health On-Site
Educational Video”
Maureen Lynam, Jay Shelp and
Tim Reardon
BJC HealthCare
St. Louis

Greater Than \$5,000

- 1st “Connected to You: Employee Video”
Liberty Hospital Marketing and
Red Crow Marketing
Liberty Hospital
- 2nd “Medical Debt Grace Period Application Video”
Tracey Turner Clark
Mosaic Life Care
St. Joseph

Writing

Written for Employee/ Physician Audience

- 1st “BJC designer works to help others avoid drug tragedy”
Kathryn Holleman
BJC HealthCare
St. Louis
- 2nd “Health care is a family affair for mom, sons”
Randy Berger
CoxHealth
Springfield
- 3rd “BJC TODAY article:
History mystery: Puzzling
postcards link employee to
family history”
Kathryn Holleman
BJC HealthCare
St. Louis

Written for All Other Audiences

- 1st “Mighty Melody”
Saint Luke’s Health System
Kansas City
- 2nd “Couple Battles Breast Cancer & Heart Attack Together”
Joe Poelker
St. Anthony’s Medical Center
St. Louis
- 3rd “Mercy Nurses Host Wedding in Hospital Room”
Bradley Haller
Mercy
Aurora

CONGRATULATIONS
to MAHPRM's 2016 Show-Me
Award Winners!

SAVE THE DATE

2017 MAHPRM Summer Forum
June 21-23
Camden on the Lake

Judges Biographies

Randy Dillon, Ph.D.

Professor and Director of Graduate Studies
Missouri State University
Springfield, Mo.

Dillon is Professor and Director of Graduate Studies in the Department of Communication at Missouri State University. He directs the undergraduate and graduate internship program in communication and teaches courses in communication theory and methods.

Samuel Dyer Jr., Ph.D.

Associate Professor
Missouri State University
Springfield, Mo.

Dyer received a doctorate in public relations from the University of Tennessee in Knoxville in 1991. He worked overseas five years and has been teaching public relations at Missouri State University since 1997 as an Associate Professor in the Department of Communication.

Tricia Hansen-Horn, Ph.D.

Department of Communication & Sociology
University of Central Missouri
Warrensburg, Mo.

Hansen-Horn is a Professor of Public Relations and PR Program Coordinator at the University of Central Missouri. She specializes in strategic planning and campaign development. She is co-author of “Strategic Planning for Public Relations: Beginning the Journey” (2014) and “Public Relations: From Theory to Practice” (2008). Hansen-Horn has a doctorate in public affairs and issues management from Purdue University in West Lafayette, Ind.

Judges Biographies cont.

Tom Heapes, APR
Associate Professor
University of Central Missouri
Warrensburg, Mo.

Heapes is an Associate Professor at the University of Central Missouri. He teaches public relations courses including writing, social media and crisis communications. His more than 25-year career in public relations includes stints as a senior leader at two major Kansas City marketing communications agencies and managing communications at Marion Merrell Dow. He is the former president of the board of directors of the Greater Kansas City Chapter of the Public Relations Society of America.

Adam Horn, Ph.D.
Assistant Professor of Public Relations
University of Central Missouri
Adam Horn Associates
Warrensburg, Mo.

Horn is an Assistant Professor of Public Relations at the University of Central Missouri. He also works for the auto racing industry and Kansas City Chiefs. He specializes in media relations and crisis communication strategy. He is co-author of "Strategic Planning: Beginning the Journey." He has a doctorate in strategic communication from the University of Missouri School of Journalism in Columbia.

Stephen Lennartz
President
The Healthcare Marketing Department
St. Louis

Lennartz has nearly 25 years of management experience in health care marketing, development, communications and program management. He has worked with hospitals and health systems across the U.S. Locally, he served as director of marketing and public relations at Jefferson Memorial Hospital near St. Louis for eight years. Lennartz is a former board member of the Missouri Association for Healthcare Public Relations and Marketing and served as chapter president of the American Heart Association. He has been recognized with 40 awards of excellence in communications.

Judges Biographies cont.

Barb Long

President

E-savvy Communications

Jefferson City, Mo.

Since 2001, Long has been President of E-savvy Communications, a Web development firm. Previously, she was media relations director at the Missouri Hospital Association for five years and marketing director at Capital Region Medical Center in Jefferson City for seven years.

Emily Mantle

Marketing Manager

Jefferson City Medical Group

Jefferson City, Mo.

Mantle has been in marketing for more than 20 years, with the last 14 years spent in the medical field. In addition to her marketing and business degrees, she has a master's degree in business administration.

Jenn Mullins, M.A.

Associate Professor

Public Relations Program

University of Central Missouri

Warrensburg, Mo.

Mullins is an Associate Professor at the University of Central Missouri. She teaches writing and design courses. She is a graduate of the University of Nebraska at Omaha, where she earned a master's of communication and graduate certificate of technical communication.

Rick Nobles

President

Patron Insight, Inc.

Stilwell, Kan.

Nobles has a degree in advertising from the University of Texas in Austin and has spent more than 35 years in the marketing communications field. A former college professor, Nobles has worked with some of the world's leading brands including Coca Cola, Midas, Sprint, Subaru and the Dallas Cowboys. Career highlights include starting the first health care advertising agency in Texas in 1984 and owning his own award-winning agency in Dallas during the 90's.

Judges Biographies cont.

Sherry Osburn

Owner

Osburn Public Relations

Harrisonville, Mo.

Osburn is the owner of Osburn Public Relations, a consulting firm that specializes in health care writing and publications. Before starting her own firm, Osburn worked as a public relations specialist for Saint Luke's Hospital of Kansas City. Currently, she is active in the Kansas City Healthcare Communicators Society and the Missouri Association of Healthcare Public Relations and Marketing. She has a bachelor of journalism degree from the University of Missouri School of Journalism in Columbia and has received more than 50 awards recognizing her work in health care marketing and public relations.

Matthew Penn

Owner

Penn Communications, LLC

Mexico, Mo.

Penn is the owner of Penn Communications, a website and application development company. He specializes in PHP, MySQL and AJAX technologies to develop database-driven websites for a wide range of clients across the U.S.

