

MAHPRM Show-Me Excellence Awards Categories and Divisions

As of 2023, all categories are results optional. Although results are not required for submission, they will still reflect 5% of the total score and are required to be considered for "Best of Show."

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
1	Advertising – Television	A	Production cost of \$15,000 or Less	Any television advertisement (broadcast, satellite or cable) produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted as one entry.
		B	Production cost greater than \$15,000	
2	Advertising – Radio	A	Online/Streaming	Any radio advertisement produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted as one entry.
		B	Traditional	
3	Advertising – Print	A	All entries are judged in one division.	Any print advertisement produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted as one entry.
4	Advertising – Outdoor	A	All entries are judged in one division.	Any outdoor advertisement, such as billboards or transit advertising, produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted as one entry.
5	Advertising – Digital	A	Spending cost of \$5,000 or less	Any digital advertisement, such as social media campaigns and online ad placements, produced exclusively for the entrant’s health care organization is eligible. Multiple ads for the same campaign may be submitted as one entry.
		B	Spending cost greater than \$5,000	
6	Advertising – Multimedia Campaign	A	Production cost of \$20,000 or less	Any advertising campaign produced exclusively for the entrant’s health care organization that includes advertising in more than one medium is eligible.
		B	Production cost greater than \$20,000	Radio advertising and television advertising files must be submitted as audio and video files, and all outdoor advertising files should be submitted as photographs. Samples of collateral pieces such as direct mail, newspaper, magazine and other print advertising, also may be included.

CATEGORY Number and Name		DIVISION Letter and Description		CATEGORY DESCRIPTION
7	Best PR/ Marketing Project For A Small/Rural Hospital	A	All entries are judged in one division.	<p>This category is designed to recognize the efforts of small or rural health care providers that have developed successful projects with limited budgets and do not have access to corporate/system marketing resources. Entries eligible for this category are public relations and marketing projects and employee communications projects.</p> <p>A facility must meet one of the following criteria to be eligible: fewer than 100 acute care beds or fewer than 4,000 admissions annually. Indicate on the entry form which criterion your hospital meets — bed size or admissions.</p>
8	Best PR/ Marketing Project for a Standalone Clinic or Facility Affiliated with a Hospital/System	A	All entries are judged in one division.	<p>This category is designed to recognize projects for standalone clinic or facility affiliated with a hospital or system, such as an urgent care, primary care or specialty clinic.</p> <p>Entries eligible for this category must be specific to a standalone clinic or facility, and not a system- or hospital-wide campaign implemented across all facilities within one system or hospital.</p>
9	Cooperative Partnership	A	All entries are judged in one division.	<p>This category is designed to recognize programs that partner health care institutions with entities such as community groups, media, schools, other health care providers/organizations, businesses, government agencies, etc., in resolving health care-related issues, such as improving access, quality, cost and education about service utilization.</p>
10	Crisis Communications	A	All entries are judged in one division.	<p>This category is designed to recognize a marketing and/or public relations department's resolution of a crisis situation, such as a natural disaster, medical accident/procedure performed incorrectly or legal dispute. Support materials could include newspaper clippings, broadcast stories, transcripts, etc.</p>
11	Direct Mail	A	Production cost of \$2,500 or less	<p>Any one piece that targets a specific audience and reaches that audience by mail is eligible. Examples include breast screening information mailed to women and cardiac rehabilitation information sent to seniors.</p> <p>(Note: Routine publications that are mailed, such as quarterly community magazines, should be entered in the External Publications/Routine category.)</p>
		B	Production cost greater than \$2,500	

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12	Employee Communications Projects	A	Production cost of \$2,500 or less	Any employee communications project (print or electronic) other than a newsletter, such as a brochure, phone application, text messages, intranet, recognition program or educational offering, that is primarily for health care employees is eligible.
		B	Production cost greater than \$2,500	
13	Websites	A	All entries are judged in one division.	This category is designed to recognize the successful use of websites designed for an external audience. Entries must include the website address. (Note: Intranet submissions should be entered in the “Employee Communications Projects” category.)
14	Social/Interactive Media	A	Paid	This category is designed to recognize various electronic, digital, social and/or other new media methods of communication and marketing. This may include social media content, video game development, interactive public displays, digital signage, Facebook, Twitter, etc. Include the address of social media.
		B	Organic	
15	Physician Relations/ Communications Projects	A	All entries are judged in one division.	Any form of communication, project or event — print or electronic — that is directed to or for physicians and physician practices is eligible.
16	Special Marketing or Public Relations Projects	A	Production cost of \$10,000 or less	Any marketing or public relations project designed to meet specific marketing objectives or to support specific services or special events. Entries using multiple methods of communication to reach internal and/or external audiences, such as health fairs, anniversary celebrations, open houses and seminars are eligible. Entries should include collateral materials, photographs of displays or billboards, advertising scripts, supporting correspondence or media, and examples of earned media.
		B	Production cost greater than \$10,000	

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17	External Publications/ Routine	A	Production cost per issue of \$10,000 or less	Submit up to two consecutive issues of a routine publication – electronic or print – designed primarily for individuals outside the health care organization.
		B	Production cost per issue greater than \$10,000	
18	Internal Publications/ Routine	A	All entries are judged in one division.	Submit an issue of a routine publication, such as a newsletter, designed primarily for health care employees. Electronic and print publications will be accepted.
19	Media Relations Activity or Program	A	All entries are judged in one division.	Any single event or comprehensive program designed to generate favorable coverage of health care issues and events in the local media is eligible. Submit samples of articles published, as well as audio/video broadcast stories referenced in the narrative.
20	Photography	A	All entries are judged in one division.	Submit a single copy or a series of photographs. Proof of use of the photograph must accompany each entry, such as a copy of the publication in which it appeared or date and location of the display. Photographs purchased from a syndicated service, newspaper, wire service or stock photography agency are not eligible. However, a photograph taken by a commercial photographer under the specific direction of the public relations professional may be entered.
21	Special Purpose Publications	A	Production cost of \$10,000 or less	Submit one sample of a publication — print or electronic — designed to meet a specific need or purpose, such as a patient information handbook, open house or dedication program, new service brochure, allied health recruiting piece, report card or annual report.
		B	Production cost greater than \$10,000	
22	Video	A	Production cost of \$5,000 or less	Any video project other than television advertising is eligible. Entries may include any focus — health care overview, recruitment, procedure, staff/patient education, etc.
		B	Production cost greater than \$5,000	
23	Writing	A	All entries are judged in one division.	Submit writing sample in manuscript form, double-spaced. Entry must be the final/edited version. Entries may include a news release, feature story, editorial or speech. Judging will be conducted on the manuscript alone; the publication format or graphic design will not be considered in this category.