



**Missouri Association for Healthcare
Public Relations and Marketing**

**Show-Me Excellence Awards
2022 Winners**

Advertising — Television

\$15,000 or Less

- 1st Heroes Commercial**
SoutheastHEALTH
Cape Girardeau
- 2nd Pink Up**
Saint Francis Healthcare System
Cape Girardeau

Greater Than \$15,000

- 1st Neurosciences Institute TV Commercials**
Saint Francis Healthcare System
Cape Girardeau
- 2nd Primary Care Campaign**
(Tie) *Saint Francis Healthcare System*
Cape Girardeau
- 2nd Join the Blue Campaign**
(Tie) *Saint Francis Healthcare System*
Cape Girardeau

Advertising — Radio

\$1,000 or Less

- 1st Join the Blue Campaign**
Saint Francis Healthcare System
Cape Girardeau
- 2nd Neurosciences Institute**
Saint Francis Healthcare System
Cape Girardeau

Advertising — Radio

Greater Than \$1,000

- 1st Starting Point Radio**
SoutheastHEALTH
Cape Girardeau

Advertising — Print

\$1,500 or Less

- 1st Join the Blue Print Ad**
Saint Francis Healthcare System
Cape Girardeau
- 2nd Heart of Gold Print**
Golden Valley Memorial Healthcare
Clinton
- 3rd I'm Not Just Cute**
Fitzgibbon Hospital
Marshall

Greater Than \$1,500

- 1st Saint Francis Pediatrics**
Saint Francis Healthcare System
Cape Girardeau
- 2nd Keep Moving Forward**
SoutheastHEALTH
Cape Girardeau
- 3rd Pink Up**
Saint Francis Healthcare System
Cape Girardeau

Advertising — Outdoor

- 1st Heart of Gold Outdoor**
(Tie) **Nominated for Best of Show**
Golden Valley Memorial Healthcare
Clinton
- 1st Urgent Care — Troost Ave.**
(Tie) **Now Open Campaign**
Nominated for Best of Show
Saint Luke's Health System
Kansas City
- 2nd Neurosciences Institute**
Billboard
Saint Francis Healthcare System
Cape Girardeau

Advertising — Multimedia Campaign

\$20,000 or Less

- 1st Women's Health East Campaign**
Saint Luke's Health System
Kansas City
- 2nd FY21 Orthopaedics Campaign**
MU Health Care
Columbia
- 3rd FY21 Bariatric Surgery Campaign**
MU Health Care
Columbia

Advertising — Multimedia Campaign

Greater Than \$20,000

- 1st Heart of Gold Multimedia Campaign**
Golden Valley Memorial Healthcare
Clinton
- 2nd Saint Francis Health Plans**
Saint Francis Healthcare System
Cape Girardeau
- 3rd Neurosciences Institute**
Saint Francis Healthcare System
Cape Girardeau

Best PR/Marketing Project For A Small/Rural Hospital

- 1st Breast Cancer Awareness**
Golden Valley Memorial Healthcare
Clinton

Cooperative Partnership

- 1st NICU Sponsored Content**
Saint Francis Healthcare System
Cape Girardeau
- 2nd Unity Community Immunity**
Carroll County Memorial Hospital
Carrollton
- 3rd College of Nursing Recruitment**
SoutheastHEALTH
Cape Girardeau

Crisis Communications

- 1st Springfield as Delta Variant Epicenter**
Mercy Springfield Communities
Springfield
- 2nd COVID-19 in 2021**
Saint Luke's Health System
Kansas City
- 3rd Reducing Vaccination Fears in the Ozarks**
Ozarks Healthcare
West Plains

Direct Mail

\$2,500 or Less

- 1st Primary Care Patient Retention Strategy**
Saint Luke's Health System
Kansas City
- 1st The Cancer Fight Isn't Over**
(Tie) SoutheastHEALTH
Cape Girardeau
- 2nd Back-to-School Direct Mail Campaign**
Saint Francis Healthcare System
Cape Girardeau

Greater Than \$2,500

- 1st Colon Cancer Awareness Direct Mail**
SoutheastHEALTH
Cape Girardeau
- 2nd CoxHealth Lapsed Patient Campaign**
CoxHealth
Springfield
- 3rd Pink Up**
Saint Francis Healthcare System
Cape Girardeau

Employee Communications Projects

\$2,500 or Less

- 1st COVID-19 Vaccine — Pregnancy/Fertility Panel**
Saint Luke's Health System
Kansas City
- 2nd DEI Communications 2021**
Saint Luke's Health System
Kansas City
- 3rd OZH Coworker COVID-19 Updates**
Ozarks Healthcare
West Plains

Greater Than \$2,500

- 1st MRJ Way Campaign**
Ranken Jordan Pediatric Bridge Hospital
Maryland Heights
- 2nd “Thank You to Heroes” Engagement Program**
Barnes-Jewish Hospital
St. Louis
- 3rd Employee Town Hall Appreciation Video**
SoutheastHEALTH
Cape Girardeau

Websites

- 1st July 2020 Website Redesign**
University Health
Kansas City
- 2nd Website Redesign**
SoutheastHEALTH
Cape Girardeau

Social/Interactive Media

- 1st Mini Team USA — Olympic Babies**
Nominated for Best of Show
Saint Luke’s Health System
Kansas City
- 2nd Saint Luke’s Innovation Week**
Saint Luke’s Health System
Kansas City
- 3rd Turn the Tables**
Ozarks Healthcare
West Plains

Physician Relations/ Communications Projects

- 1st Neuro Referral Guide/Clinical Case Study**
Saint Luke’s Health System
Kansas City
- 2nd COPD Clinic Rack Card**
SoutheastHEALTH
Cape Girardeau
- 3rd Cardiology Provider Referral Cards**
Phelps Health
Rolla

Special Marketing or Public Relations Projects

\$2,500 or Less

- 1st Donate Life Campaign 2021**
Saint Luke’s Health System
Kansas City
- 2nd Hospice Memorial Service**
Golden Valley Memorial Healthcare
Clinton
- 3rd FY21 Heart Month Campaign**
MU Health Care
Columbia

\$2,500 to \$10,000

- 1st Immediate Care Rolla Campaign**
Phelps Health
Rolla

Greater Than \$10,000

**1st NextGen Precision Health
Grand Opening**
MU Health Care
Columbia

2nd Virtual Benefit Concert
SoutheastHEALTH
Cape Girardeau

**3rd Children's Hospital
Groundbreaking**
MU Health Care
Columbia

Annual Report

\$10,000 or Less

1st 2020 Annual Report
*Ranken Jordan Pediatric Bridge
Hospital*
Maryland Heights

2nd 2021 Year in Review Video
SoutheastHEALTH
Cape Girardeau

3rd Foundation Annual Report
Saint Luke's Health System
Kansas City

Greater Than \$10,000

**1st SLMBNI Neuro Outcomes
Book 2022**
Saint Luke's Health System
Kansas City

**2nd 2020 Triumphs and
Tribulations**
*Saint Francis Healthcare
System*
Cape Girardeau

External Publications/Routine — Printed

Greater Than \$10,000 Per Issue

1st Employee Photo Calendar
SoutheastHEALTH
Cape Girardeau

2nd Healthier Look Magazine
SoutheastHEALTH
Cape Girardeau

**3rd Health Magazine Series of
Issues 2021**
Saint Luke's Health System
Kansas City

Internal Publications/Routine

Electronic

**1st "InforMed" Weekly Employee
eNewsletter**
SoutheastHEALTH
Cape Girardeau

2nd Real Talk With Reese
*Saint Francis Healthcare
System*
Cape Girardeau

3rd Noble News & Views
University Health
Kansas City

Media Relations Activity or Program

Small/Rural Hospital

- 1st Celebrating Our Provider Longevity**
Carroll County Memorial Hospital
Carrollton

Mid-to-Large Size Hospital

- 1st COVID-19 Rehab/Long-Haulers**
Saint Luke's Health System
Kansas City
- 2nd COVID-19 Media Briefings**
BJC HealthCare
St. Louis
- 3rd Mental Health Amid COVID-19 Pandemic**
Saint Luke's Health System
Kansas City

Photography

- 1st Nature's Landing Photo**
SoutheastHEALTH
Cape Girardeau

Special Purpose Publications

\$5,000 or Less

- 1st Frontlines: Our COVID-19 Stories**
(Tie) **Nominated for Best of Show**
North Kansas City Hospital

- 1st SSM Health 2020 Pet Calendar Fundraiser**
(Tie) *SSM Health*
St. Louis

- 2nd Reference Lab On-Boarding Handbook**
SoutheastHEALTH
Cape Girardeau

Greater Than \$5,000

- 1st SSM Health SLU Hospital Art Book**
SSM Health
St. Louis

Video

\$5,000 or Less

1st Please Get Vaccinated Video

(Tie) **Nominated for Best of Show**

Ozarks Healthcare

West Plains

1st Kaiti Valadez Epilepsy/DBS

(Tie) **Patient Story**

Nominated for Best of Show

Saint Luke's Health System

Kansas City

2nd 60 Years of Caring For You

Carroll County Memorial

Hospital

Carrollton

Greater Than \$5,000

1st SSM Health Behind the Mask

(Tie) **Documentary**

SSM Health

St. Louis

1st UH2 Virtual Opening

(Tie) **Nominated for Best of Show**

University Health

Kansas City

2nd Neurosciences Institute

Longform Video

Saint Francis Healthcare

System

Cape Girardeau

Writing

Written For All Other Audiences

1st The Science Behind the “Mom Bod”

MU Health Care

Columbia

2nd Women of Color Birth Outcomes

MU Health Care

Columbia

3rd Features from the Frontlines

Ozarks Healthcare

West Plains

Nichole Brandt, MBA

Marketing Consultant
Dallas

Nichole Brandt began her career in the health care industry holding marketing and communications positions with the Missouri League for Nursing, Primaris and the Missouri Hospital Association. In 2021, she accepted the Marketing Manager position at Androvett Legal Media and Marketing in Dallas. She also is the Chief Marketing Officer for Lane Gang Capital Group. Brandt graduated in 2007 from the University of Missouri – Columbia with a Bachelor of Science in business administration, and in 2013, she earned her Master of Business Administration in organizational development through Upper Iowa University.

Kim Drury

Graphic Designer
Kim Drury Graphic Design
Bloomsdale, Mo.

Kim Drury has a bachelor's degree in communications with a minor in studio art. She has worked in the design and printing industry for more than 20 years, freelancing full-time since 2006.

Marisa Ellison

Communications Manager
MoDOT - Northeast District
Hannibal, Mo.

Marisa Ellison has been in the public relations and marketing field for more than 25 years — in health care, manufacturing and transportation. She holds a master's degree in business communications and is an active member of the National Association of Government Communications. She is the Communications Manager for the Missouri Department of Transportation's Northeast District and is available as a professional speaker on the topics of customer service, strategic communications, promotional planning and project/people management.

Erin Fennewald

Empower Digital Media Management
Jefferson City, Mo.

Erin Fennewald is the owner of Empower Digital Media Management located in Jefferson City, Mo. She graduated from Missouri State University in 2022 while completing three marketing internships and is now an entrepreneur providing marketing services to many small and corporate businesses. Fennewald loves telling a business's story and creating a clear value. When not working, you can find her outside walking her dog, moving cows or hiking. She loves to travel and to meet new people.

Dr. Tricia Hansen-Horn

UCM Public Relations Program
Department of Marketing and PR -
Harmon College of Business and Professional Studies
Warrensburg, Mo.

Tricia Hansen-Horn is a professor of public relations and is the PR program coordinator at the University of Central Missouri. She specializes in strategic planning and campaign development. She is co-author of "Public Relations Strategy, Theory and Cases" (2017), "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.

Christine Hoog

Graphic Designer
Bloomsdale, Mo.

Christine Hoog is a graphic designer who works full time and freelances on the side. Her design career began more than 25 years ago, and she still loves and craves design daily.

Lindsay Huhman

Chief Project Manager
The Carden Group
Jefferson City, Mo.

Lindsay Huhman has a background in strategic communications working for more than 15 years for an expansive health care system in mid-Missouri. During her time in health care, Huhman directed all public relations, marketing and communication strategies, as well as internal communications initiatives. Additionally, she held oversight of the strategic planning process. She currently serves as the Chief Project Manager for a business consulting firm, also in mid-Missouri.

Sherry Osburn

Owner
Osburn Public Relations
Camdenton, Mo.

Sherry Osburn is the owner of Osburn Public Relations, a consulting firm that specializes in health care writing and publications. Before beginning her own firm, Osburn worked as a public relations specialist for Saint Luke's Hospital of Kansas City. Currently, she is a member of the Missouri Association of Healthcare Public Relations and Marketing. She has a Bachelor of Journalism from the University of Missouri School of Journalism in Columbia, and she has received more than 75 awards recognizing her work in health care marketing and public relations.

Rebecca Scheuler

Director of Brand Development
High 5 Communications
Jefferson City, Mo.

Currently the Director of Brand Development at High 5 Communications, Rebecca Scheuler brings more than 17 years of enthusiasm and experience in developing marketing strategies that elicit action. From copy and script writing to photo and video direction, she is well-versed in executing integrated online marketing campaigns and strategies that help clients meet their growth objectives.

Amy Vaughn

Founder/Non-Profit Consultant
Be The Change For Your Community, LLC
Hannibal, Mo.

Amy Vaughn is the owner and lead consultant for Be The Change For Your Community, LLC. She has more than 25 years of leadership and nonprofit management experience. Her company was established in 2018, and since that time, she has been able to work with nonprofits throughout Missouri to help them maximize their impact through awareness, marketing and fundraising campaigns. Vaughn has a bachelor's degree in human services and a master's degree in leadership/business administration.

Congratulations
to MAHPRM's 2022
Show-Me Award Winners!

2023 MAHPRM Summer Forum

Date: September
(exact date and location TBD)