

'Play-Doh' PR



You gotta make snakes!

Brandei Clifton, Communications Manager, Cox Medical Center Branson

Why Blend in When You're born to stand out!

Missouri State University

Studied Broadcast Journalism and Communications

KOLR 10 (CBS News) through 2014

Director of Boys & Girls Club of the Ozarks through 2017

CoxHealth Public Relations



“Like Weird different?”



YEP! Weird different!

WHAT THE 'POWERHOUSES' ARE DOING


Mayo Clinic
September 28 at 9:20 PM ·

Do you want to work for the No.1 Hospital and the No. 1 Employer in the state of Arizona? Then look no further, we are growing at a rapid rate and have immediate opportunities in Nursing, Respiratory Therapist, Surgical Techs, and Housekeeping just to name a few.
Visit us at <https://mayoclinic.in/3dK7GXi> to learn more about all the exciting opportunities. Apply today!



Mayo Clinic
September 27 at 7:18 PM ·

September is Leukemia and Lymphoma Awareness Month, which makes this a good time to learn about treating some of the most common types of these two diseases. <https://mayoclinic.in/3LKQbT4>



NEWSNETWORK.MAYOCLINIC.ORG
Consumer Health: Treating leukemia and lymphoma - Mayo Clinic News Network
September is Leukemia and Lymphoma Awareness Month, which makes this a good time to learn...

48 Likes · 6 Shares

Like Comment Share

Cleveland Clinic
16h ·

Exactly how many calories should you be eating every day? We'll help you do the math:



HEALTH.CLEVELANDCLINIC.ORG
How Many Calories Should You Eat In A Day?
Work the numbers to hit your goals

17 Likes · 5 Shares

Like Comment Share

MAYO CLINIC
Mayo Clinic
\$\$\$\$ · Hospital

Like

[Learn more](#)

www.mayoclinic.org

Mariah, Randy, Christy and 1,207,440 others like this

Home Photos Posts Videos Community

Cleveland Clinic
Hospital

Liked

[Donate](#)

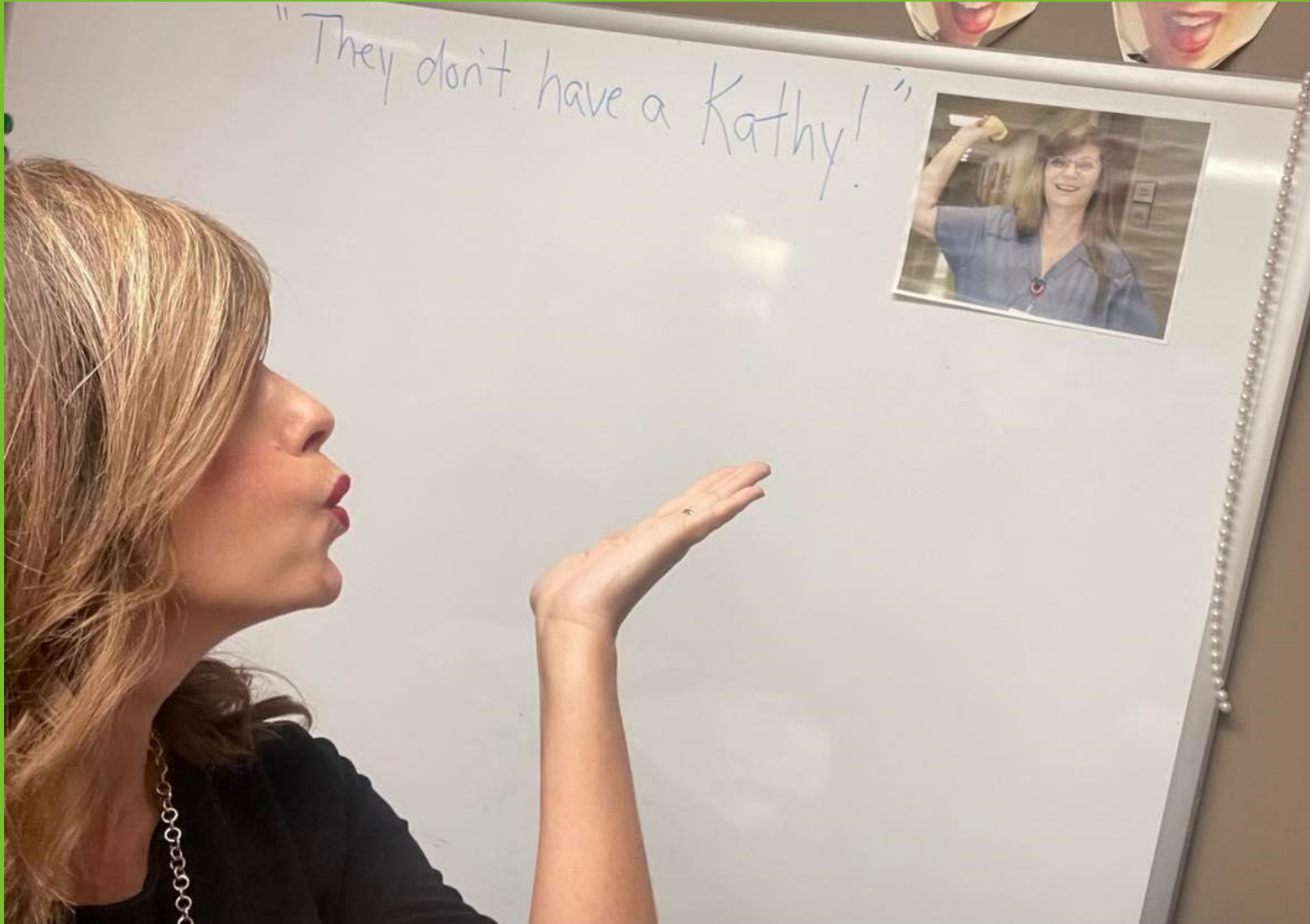
Andrea, Karen, Kelly and 2,020,371 others like this

WHERE'S THE FUN IN THAT?





THEY DON'T HAVE A KATHY!



Stop surface level reporting! Peel the orange.



PEEL IT!





2 • JULY 1, 2022



Bryce Burtless, RN (Special to Branson Globe)

Field of Dreams: A journey from college baseball to the ER frontline

Submitted to Branson Globe

You can learn a lot about life from the game of baseball.

Cox Branson ER nurse Bryce Burtless was only 19 when he started working at the hospital – juggling life in the Lab with life at the ballpark, playing pitcher, short stop and third base for the College of the Ozarks Bobcats.

He liked the Lab because it gave him the opportunity to work in various departments, and he wasn't sure at the time which health care field he'd choose when he graduated. That's when an incident at a baseball game brought his fuzzy path into focus.

"I'm pretty sure it was right there in ER Room 3 that brought

me to where I am today," he says.

Burtless had collided with another player, lacerating his tongue. He broke his jaw, got a slew of stitches, broke a tooth and had a concussion.

"I'll never forget how those nurses and physicians took such tremendous care of me," he remembers. "I knew in that moment that I wanted to be like that for patients one day."

Burtless returned to baseball, still juggling his Lab job with a full load of rigorous college courses.

"It took a lot of long nights and sacrifices from doing things that a typical teenager would do," he says.

"I had great support from my family

SEE FIELD OF DREAMS, PAGE 36

Progr begin

By K.D. MICH

Elevate Bran
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business.

The kick-of
Entrepreneurs
on the campus

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representing E
the Director o
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Memor



Patti McCord, g
mother in her b
Sutliff co-author
Carthage, MO an

PEEL IT!



KISSES FOR CONNIE



PEEL IT!

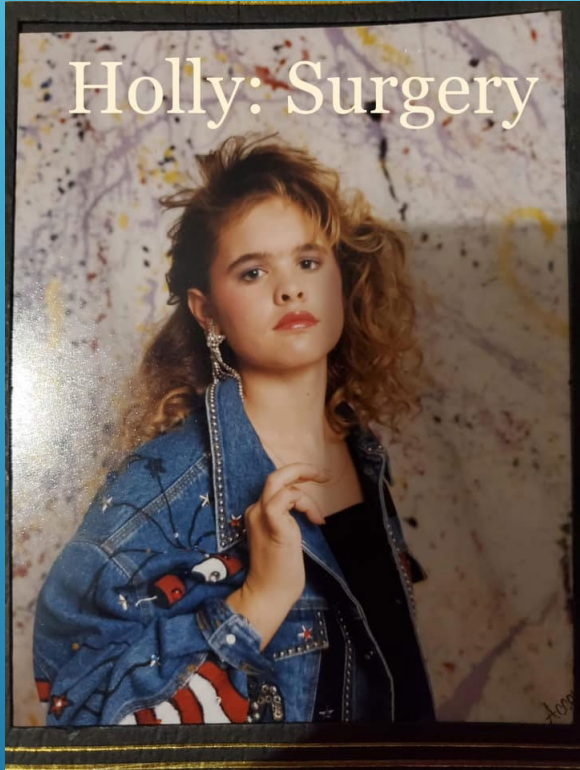




FREE MAMMOGRAMS

PEEL IT!

80'S LADIES OF COX BRANSON



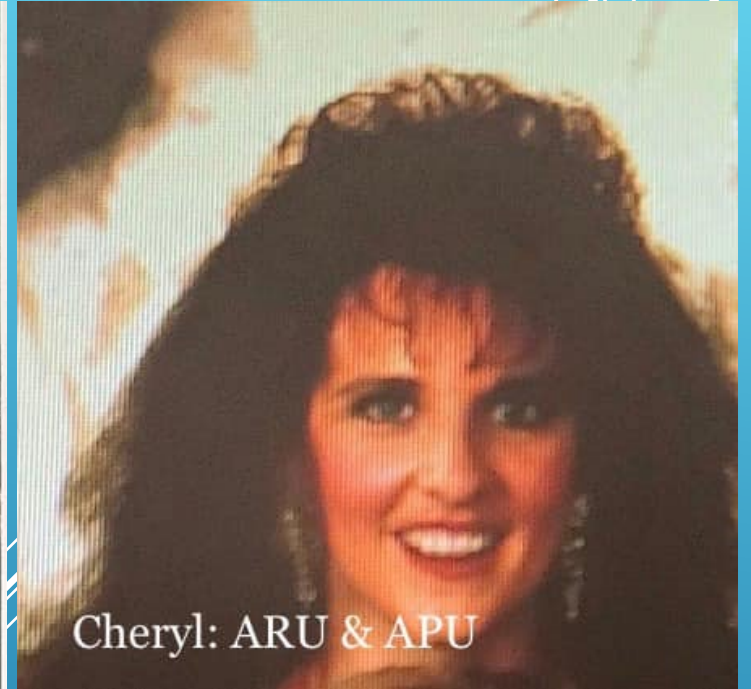
Holly: Surgery



Wendy: Labor & Delivery



Lindsey: Surgery

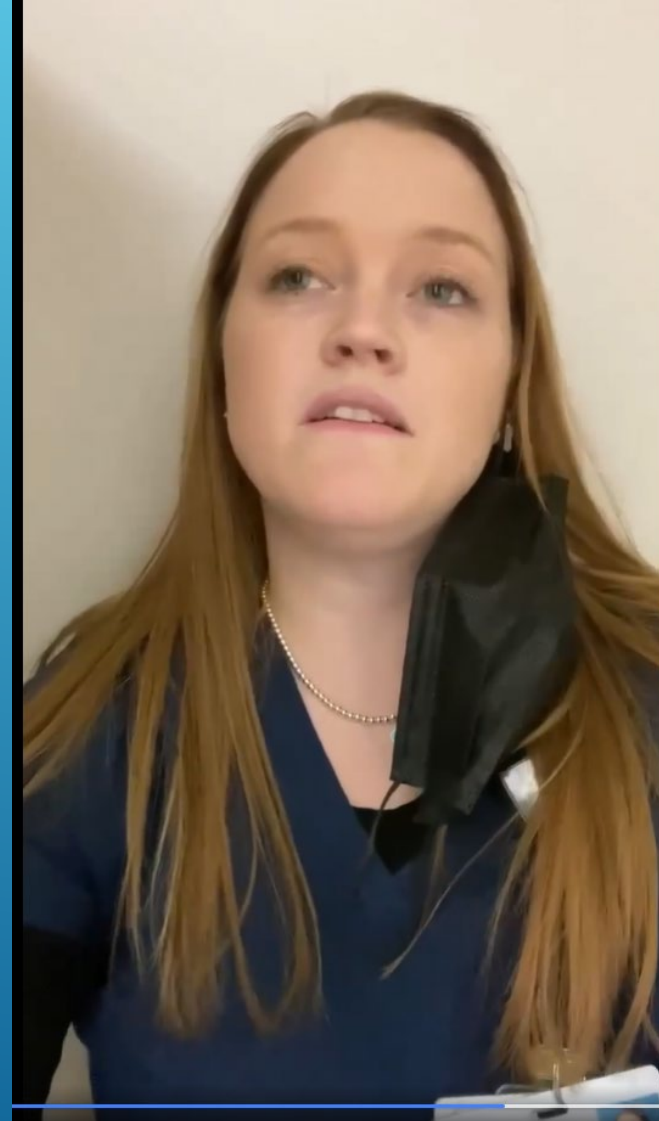


Cheryl: ARU & APU



Dana: Med 100

COVID DIARIES: 'WE'RE NOT OKAY TODAY'





Via | webex by cisco

Branson, Missouri

9:08 AM CT



CORONAVIRUS PANDEMIC

LIVE Jul 23, 9:00 AM • CNN Newsroom With Poppy Harlow and Jim Sciutto



Cox Medical Center Branson

Published by Brandei Harris-Clifton · March 2 ·

🎵 Sunshine on my shoulders makes me happy...🎵
What a joy to witness this precious moment on a glorious day! 🌞
Courtney and Chris from our Surgical Unit took a patient outside to feel the sun on his face and wind in his hair! It was a beautiful break for this COVID long-hauler who has been with us more than a month. We loved his smile! #ThatExtraMile #WhateverItTakes #StrongerTogether



9,635 People reached 1,205 Engagements +1.1x average Distribution score [Boost post](#)

You and 558 others 38 Comments 20 Shares



Cox Medical Center Branson

September 21 at 9:00 AM ·

Anybody out there hate elevators?
Our precious Molly recently made a new friend over that fear. Check out this sweet note:
"I want to compliment Molly at the front desk of the hospital. My dad is a patient and every day, sometimes more than once per day, I would visit. He was on the 4th floor, and I have a terrible fear of elevators when I'm alone. Molly took the time every time to ride the elevator with me and talk to me which helped A LOT! I enjoyed getting to know her w... See more



534 1614



Published by Brandei Harris-Clifton · April 5 at 9:03 AM ·

Our ER nurse Cheyenne is exactly why we say compassion doesn't clock out! 🙏🙏 She was caring for a patient who fell at home. He had a fracture and needed to be transferred for a neurosurgery consult. The patient didn't want to go because he had no one to care for his dog.
Cheyenne volunteered to go to his home and get his German Shepherd. She kept the dog at her house for several days until he was released from the hospital. Wow! Cheyenne, you are our vision alive... to be the best for those who need us! Thank you! 🙏🙏
#LetTheGoodVibesRoll



31,016 People reached 3,381 Engagements +3.7x higher Distribution score [Boost post](#)

You and 606 others 89 Comments 63 Shares

Cox Medical Center Branson
Published by Brandei Harris-Clifton · April 4 at 9:35 AM · 🌐

Got a sweet one for ya! 😊
We're celebrating our Cancer Center nurse Amber for kindness she showed during a recent ice storm. Here is her Daisy Award nomination letter:

"On a cold, snowy and icy day, Amber went outside, without gloves, and cleaned off an elderly patient's windshields. The patient was here all day for treatment and Amber knew it would be a struggle for the patient to even get into her car -- not to mention driving safely home with all the snow covering it. Wh... See more



9,913 People reached 1,344 Engagements [Boost post](#)

👍❤️ You and 301 others 29 Comments 11 Shares

Cox Medical Center Branson
Published by Brandei Harris-Clifton · March 17 · 🌐

The power of love. ❤️
We had a hospital wedding this week! An incredible story of a fisherman and his best catch -- a bride who never gives up! And, just wait until you find out who the surprise minister was! More pics in the comments. #LoveConquersAll
Read the full story here 📄 <https://bit.ly/3r5tflL>




12,795 People Reached 4,688 Engagements [Boost Post](#)

👍❤️👩🏻 275 33 Comments 37 Shares

Cox Medical Center Branson
Published by Brandei Harris-Clifton · March 10 · 🌐

An unforgettable gift... ❤️👉👈
When the snow storm hit last month, our EVS manager Brad Stallcup drove all over the Ozarks picking up his housekeepers for work. An example of kindness that he sets with his team on a daily basis. 🙌 To show their appreciation, they all chipped in and bought him Dodgers jersey signed by the late Tommy Lasorda. 🙌 But, there's so much more to the story, including other examples of his above and beyond deeds and why the Dodgers are extra special to this VERY beloved boss! Full story 📄 <https://www.coxhealth.com/.../about-jersey-hospital.../>



SHOWING COMMITMENT IN WAKE OF WEATHER

Peel it!

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

Slumber party!!!!

Cox Medical Center Branson
Published by Brandei Harris-Clifton · February 23 ·

Slumber party!!!! 🎉👯💤
Our gals from General Surgery, the Women's Center, Rheumatology and Urology are crashing at the hospital tonight to make sure they are there for patients tomorrow! 🌟 They've got their fuzzy socks, pajamas, games and junk food! #WhateverItTakes 🍷
Thank you to all the others on our team also spending the night away from families to make sure our community is cared for.



16,185 People reached 2,516 Engagements [Boost post](#)

372 54 Comments 22 Shares

Cox Medical Center Branson
Published by Brandei Harris-Clifton · February 2 ·

Nighty night. 🌙👯💤
Our team is getting tucked into makeshift beds around the hospital and local motels. Our president Mr. Mahoney is camping on a cot in his office (lots of practice as a Boy Scout leader). No matter what the weather brings tonight, we WILL be here for those who need us in the morning because THAT'S what it takes to be our best for you!
#OurCommunity #WhateverItTakes #NoSnowDayHere #WeGotYou



45,327 People reached 10,828 Engagements [Boost post](#)

736 95 Comments 92 Shares

Cox Medical Center Branson
Published by Brandei Harris-Clifton · February 3 ·

There's no business like "snow" business! ❄️ We've got a hospital to run...even if things look different today! Dana in Security is serving breakfast, Lab folks are stocking shelves and nurse Cheryl is running the register! Our people are pitching in all over the place as our patients continue to receive the best care. #WeGotThis #WhateverItTakes



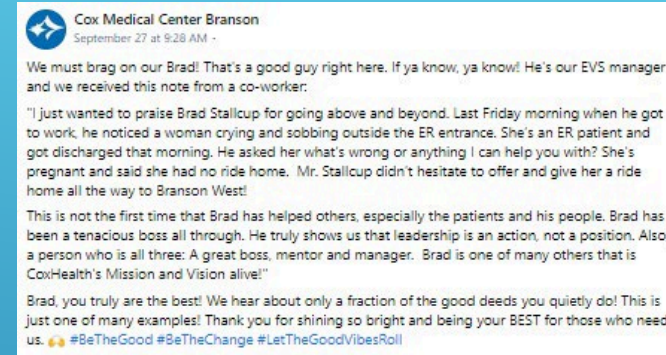
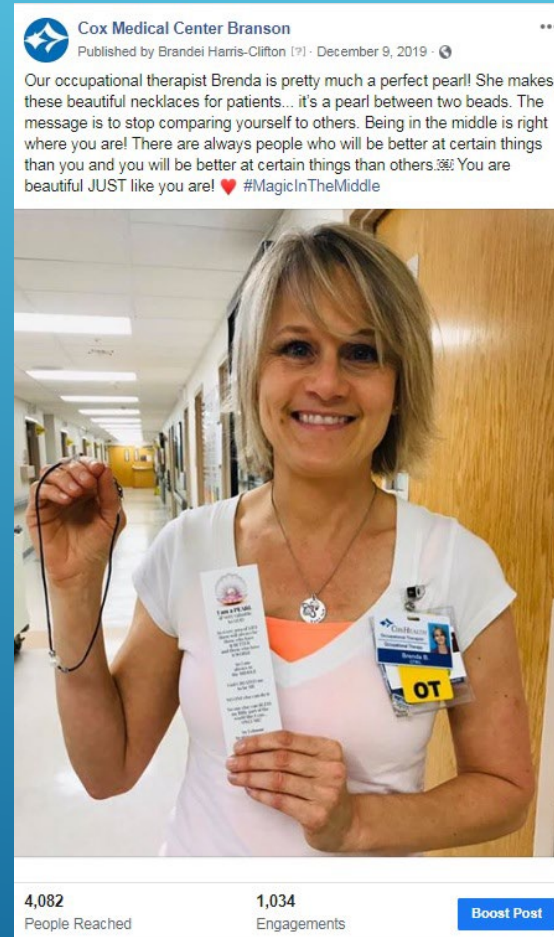
14,289 People reached 1,974 Engagements [Boost post](#)

420 28 Comments 18 Shares

SALAD BAR BLESSINGS



“EXTRAORDINARY MOMENTS IN ORDINARY DAYS”



The “Elfie Effect”

DECEMBER 1-23

NO PAID BOOSTS

10% GROWTH

↑ 500 NEW “LIKES”



A Social Sensation



Cox Medical Center Branson

Published by Brandei Harris-Clifton [?] · December 10 at 11:24 AM · 🌐

Ha! Elfie tried writing out a \$1 million check for cookies! Gotta give him credit for trying! 🍪



Cox Medical Center Branson

Published by Brandei Harris-Clifton [?] · 7 hrs · 🌐

🍷🍕 He's had WAY too much candy and junk food! 🍔🍪 Our team at the CoxHealth fitness center is showing Elfie it's fun to be healthy! Fitness center Barbie is no joke!



PIC-COLLAGES

A SOCIAL SENSATION

 **Cox Medical Center Branson**
Published by Brandei Harris-Clifton [?] · Yesterday at 6:43 AM · 🌐

Poor Elfie took a tumble while pulling pranks on the post-surgical floor. They took SUCH good care of him! Even gave him a bubble bath with cucumber slices for his little elf eyes! He'll have a walker for a few days until his leg gets stronger. Have you seen how skinny elf legs are???? 🤔



 **Cox Medical Center Branson**
Published by Brandei Harris-Clifton [?] · December 10 at 6:18 AM · 🌐

Elfie's always been a ladies man (see earlier photos with social work Barbie), but now he officially knows how to mend broken hearts. Here's a peek at his day in our Cath Lab. ❤️



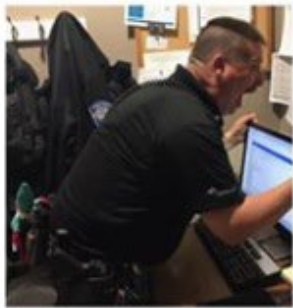
A Social Sensation



Cox Medical Center Branson

Published by Brandei Harris-Clifton [?] · December 8 at 8:28 AM · 🌐

Soooo, Elfie swiped the keys to our Security patrol car and it turned into quite a deal. 🤪 Goofy guy had to ride downtown with Branson PD to explain his little elf self!



PIC•COLLAGE



Cox Medical Center Branson

Published by Brandei Harris-Clifton [?] · December 6 at 7:37 PM · 🌐

Hang on tight, Elfie!!!! 🤪 That thing's a lot different than flying Santa's sleigh!!!!



PIC•COLLAGE



Cox Medical Center Branson

Published by Brandei Harris-Clifton [?] · 22 hrs · 🌐

You've seen the silly side of Elfie, but he serves a really precious purpose too... comforting our dear friends. This one right here melted us. Thanks to her mommy for sharing this photo of how our goofy little guy makes a big difference.

#BelieveInMagic #NeverGrowUp #AllTheFeels #ElfieMakesItBetter



16,388

People Reached

3,371

Engagements

Boost Post



37 Comments 98 Shares

A Social Sensation

“Elfie makes me better!”

PEEL THE ORANGE!
MAKE THE SNAKES!

The image features a blue gradient background with several white diagonal lines in the bottom right corner, creating a sense of motion or energy.