



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

**Show-Me Excellence Awards
2023 Winners**

Advertising — Television

Production Cost of
\$15,000 or Less

- 1st College of Nursing Commercial**
SoutheastHEALTH
Cape Girardeau
- 2nd Pediatric Dental — Columbia**
Compass Health Network
Clinton
- 3rd Sandra Exon Orthopedics Commercial**
Phelps Health
Rolla

Production Cost
Greater Than \$15,000

- 1st Fighting to Save Every Moment**
Saint Luke's Health System
Kansas City
- 2nd Moving Well Means Living Well**
Saint Francis Healthcare System
Cape Girardeau
- 3rd Where People Come First**
Saint Francis Healthcare System
Cape Girardeau

Advertising — Radio

Traditional

- 1st Caring for Family, Friends and Neighbors**
Carroll County Memorial Hospital
Carrollton
- 2nd You're Not Alone**
Saint Francis Healthcare System
Cape Girardeau
- 3rd Where People Come First**
Saint Francis Healthcare System
Cape Girardeau

Advertising — Print

- 1st You're Not Alone**
Saint Francis Healthcare System
Cape Girardeau
- 2nd Moving Well Means Living Well**
Saint Francis Healthcare System
Cape Girardeau

Advertising — Outdoor

- 1st Where People Come First**
Saint Francis Healthcare System
Cape Girardeau
- 2nd SGCMH New Providers Billboards**
Ste. Genevieve County Memorial Hospital
Sainte Genevieve

Advertising — Digital

Spending Cost of
\$5,000 Or Less

- 1st Joint Replacement Lead Campaign**
SSM Health
St. Louis
- 2nd Home Health and Hospice**
Saint Francis Healthcare System
Cape Girardeau
- 3rd SLE 3D Mammography Campaign**
Saint Luke's Health System
Kansas City

Spending Cost
Greater Than \$5,000

- 1st The Science of Blues Hockey**
Barnes-Jewish Hospital
St. Louis

Advertising — Multimedia Campaign

Production Cost of
\$20,000 or Less

- 1st Life is Better in Motion**
Nominated for Best of Show
Liberty Hospital
Liberty
- 2nd Radiation Oncology Center Campaign**
Golden Valley Memorial Healthcare
Clinton
- 3rd Virtual Visits On Demand**
(Tie) *Saint Luke's Health System*
Kansas City
- 3rd Troost Urgent Care Grand**
(Tie) **Opening**
Saint Luke's Health System
Kansas City

Production Cost
Greater Than \$20,000

- 1st St. Louis Children's ONLY Campaign**
Nominated for Best of Show
BJC HealthCare
St. Louis
- 2nd SSM Health Cardinal Glennon Campaign**
SSM Health
St. Louis

**3rd Summer Nurse Recruitment
(Tie) Campaign**

*Darling Brand Makery on
behalf of Lake Regional Health
System
Osage Beach*

**3rd You Deserve a Leader
(Tie) Campaign**

*North Kansas City Hospital and
Merit Health
North Kansas City*

**Best PR/Marketing Project For
A Small/Rural Hospital**

1st GVMH Top Gun

*Golden Valley Memorial
Healthcare
Clinton*

**2nd Celebrating National Rural
Health Day**

*Carroll County Memorial
Hospital
Carrollton*

3rd 2022 SGCMH Calendar

*St. Genevieve County
Memorial Hospital
Sainte Genevieve*

**Best PR/Marketing Project for
a Standalone Clinic or Facility
Affiliated with a Hospital/
System**

**1st Dermatology Clinic
Launch**

*Citizens Memorial Hospital
Bolivar*

Cooperative Partnership

**1st Kansas City Current
Sponsorship**

*Saint Luke's Health
System
Kansas City*

2nd Bolivar R-1 Navigator

*Citizens Memorial Hospital
Bolivar*

Crisis Communications

**1st COVID-19 Media – The
Second Wave**

*Saint Luke's Health
System
Kansas City*

2nd Boil Order

*Saint Francis Healthcare
System
Cape Girardeau*

Direct Mail

Production Cost of
\$2,500 or Less

**1st Adios Cancer Event
Invitation**

*SoutheastHEALTH
Cape Girardeau*

**2nd Recently Turned 40
Mammogram Reminder**

*Carroll County Memorial
Hospital
Carrollton*

Direct Mail

Production Cost
Greater Than \$2,500

- 1st Back to School**
*Saint Francis Healthcare
System*
Cape Girardeau

Employee Communications Projects

Production Cost of
\$2,500 or Less

- 1st Microsoft Authenticator
Launch**
BJC HealthCare
St. Louis
- 2nd Sister Gramen Gratitude
Award**
*Saint Francis Healthcare
System*
Cape Girardeau
- 3rd CEO and COO/CNO Town Hall
Flyer**
Phelps Health
Rolla

Employee Communications Projects

Production Cost
Greater Than \$2,500

- 1st New Employee
Orientation**
*North Kansas City Hospital and
Merit Health*
North Kansas City

- 2nd SSM Health SLUH Holiday
Party Invitation**
SSM Health
St. Louis

- 3rd It Pays to Have
Connections**
*Saint Luke's Health
System*
Kansas City

Websites

- 1st Saint Francis Website
Redesign**
*Saint Francis Healthcare
System*
Cape Girardeau
- 2nd Compass Health Network
Website**
Compass Health Network
Clinton

Social/Interactive Media

Paid

- 1st Celebrating 0 COVID
Patients**
*Saint Francis Healthcare
System*
Cape Girardeau
- 2nd New Providers Social
Media**
*Ste. Genevieve County
Memorial Hospital*
Sainte Genevieve

Social/Interactive Media

Organic

1st Heart Month 2022
Nominated for Best of Show
Saint Luke's Health System
Kansas City

2nd April Showers, Bring May Flowers
Saint Luke's Health System
Kansas City

3rd Twosday 2.2.22
North Kansas City Hospital and Meritas Health
North Kansas City

Physician Relations/ Communications Projects

1st Doctors Day 2022
Saint Luke's Health System
Kansas City

Special Marketing or Public Relations Projects

Production Cost of
\$10,000 or Less

1st Health News You Can Use
(Tie) *Saint Luke's Health System*
Kansas City

1st SLHS Transplant Public Relations
(Tie) *Saint Luke's Health System*
Kansas City

2nd SSM Health 2022 Biz Dash 5K Run T-Shirt
SSM Health
St. Louis

Special Marketing or Public Relations Projects

Production Cost
Greater Than \$10,000

1st 'Press On and Carry On' Sticker Signs
(Tie) *BJC HealthCare*
St. Louis

1st 50th Anniversary Celebration
(Tie) *Golden Valley Memorial Healthcare*
Clinton

External Publications/Routine

Production Cost
of \$10,000 or Less

1st 2022 Balance Magazine
Phelps Health
Rolla

2nd Compass Health Network Year in Review
Compass Health Network
Clinton

3rd Health Newspaper Section
Bothwell Regional Health Center
Sedalia

External Publications/Routine

Production Cost
Greater Than \$10,000

1st Curiosus

BJC HealthCare
St. Louis

2nd Your Health — Summer 2022 Issue

North Kansas City Hospital and Meritas Health
North Kansas City

3rd Your Health — Spring 2022 Issue

North Kansas City Hospital and Meritas Health
North Kansas City

Internal Publications/ Routine

1st Bothwell Billboard

Bothwell Regional Health Center
Sedalia

2nd Vitals July 13, 2022

North Kansas City Hospital and Meritas Health
North Kansas City

Media Relations Activity or Program

1st Aftercare is Not an Afterthought

Nominated for Best of Show
BJC HealthCare
St. Louis

2nd Heart Month 2022

Saint Luke's Health System
Kansas City

3rd Saint Luke's East Baby Boom

Saint Luke's Health System
Kansas City

Photography

1st Mobile Wellness

Saint Francis Healthcare System
Cape Girardeau

2nd Adios Cancer Photo

SoutheastHEALTH
Cape Girardeau

Special Purpose Publications

Production Cost of
\$10,000 or Less

1st MidAmerica Stroke Network Annual Report

SSM Health
St. Louis

2nd 2022 Bothwell Foundation (Tie) Annual Report

Bothwell Regional Health Center
Sedalia

2nd Annual Report

(Tie) *Saint Francis Healthcare System*
Cape Girardeau

Special Purpose Publications

Production Cost
Greater Than \$10,000

1st Neuroscience Outcomes Book 2023

Nominated for Best of Show

*Saint Luke's Health
System
Kansas City*

**2nd MAHI Book-Heart Failure/
Transplantation**

*Saint Luke's Health
System
Kansas City*

Video

Production Cost of
\$5,000 or Less

**1st Children's Spot — Family of
Hope**

*Saint Luke's Health
System
Kansas City*

**2nd Last Chance Didn't Stand a
Chance**

*Saint Luke's Health
System
Kansas City*

3rd Top Gun Video

*Golden Valley Memorial
Healthcare
Clinton*

Production Cost
Greater Than \$5,000

**1st The Kindness We All Need In
This World**

*Mosaic Life Care
St. Joseph*

2nd 50th Anniversary Video

*Golden Valley Memorial
Healthcare
Clinton*

3rd Video Tours

*Saint Francis Healthcare
System
Cape Girardeau*

Writing

**1st Hospital Designed with Quilts
in Mind**

*Cox Barton County
Hospital
Lamar*

2nd Nursing is a Family Bond

*Citizens Memorial Hospital
Bolivar*

**3rd Living with a Grateful
(Tie) Heart**

*Bothwell Regional Health
Center
Sedalia*

3rd ER Dream Team

*(Tie) Cox Barton County
Hospital
Lamar*

Lisa Cox, M.S.

Communications Director
Missouri Department of Health and Senior Services
Jefferson City, Mo.

Lisa Cox has spent the past 15 years in government and health care public relations, and has experienced a variety of crisis communications events. In addition to short-term emergencies, Cox led communications for Missouri's public health agency throughout the COVID-19 pandemic. Before her time in state government, she led public affairs for the Springfield, Mo., Police Department and handled communications for high-profile investigations that included officer-involved shootings, missing children, homicides and more. She also worked in media relations for Mercy Hospital Springfield and supported crisis communications for months following the 2011 Joplin tornado after the twister destroyed a fellow Mercy hospital, displacing the surviving patients. Cox earned her master's degree in administrative studies in applied communication and her bachelor's in public relations, both from Missouri State University, located in Springfield, Mo.

Sami Jo Freeman

Deputy Communications Director
Missouri Department of Health and Senior Services
Jefferson City, Mo.

Sami Jo Freeman has served as the deputy communications director for the Missouri Department of Health and Senior Services since 2021, bringing experience in branding, graphic design, photography, videography and social media to the team.

Before joining the DHSS team, she worked in communications for the Missouri Department of Agriculture from 2012-2021. During the COVID-19 pandemic, Freeman volunteered her time to support the state's COVID-19 vaccine rollout by assisting with the design and maintenance of MOStopsCovid.com, promotional campaigns, community outreach, vaccine prioritization levels and more. She also played a critical role in the state's \$10 million vaccine incentive program called MOVIP.

She graduated from the University of Missouri with a degree in agricultural journalism.

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. Her clients have included Children's Mercy Kansas City, Associated Audiologists and Saint Luke's Cardiovascular Consultants, among many others. Before starting her own firm, Osburn worked as a public relations specialist for Saint Luke's Hospital of Kansas City. She has a Bachelor of Journalism from the University of Missouri School of Journalism in Columbia, Mo., and she has received more than 80 awards recognizing her work in health care marketing and public relations.

Kyle Petersen

Communications Manager
South Carolina Hospital Association
Columbia, S.C.

Kyle Petersen is the communications manager at the South Carolina Hospital Association and an ex-officio board member of the Carolinas Healthcare PR and Marketing Society. His focus is on external communications, member engagement and content strategy. He is a former freelance journalist and instructor at the University of South Carolina.

Shelby Stacy

Communications Director
Kansas Hospital Association
Topeka, Kan.

Shelby Stacy is the communications director for the Kansas Hospital Association. She works on a variety of digital and print campaigns targeted around advocacy issues and public awareness. Though new to health care, Stacy has worked in communications for nearly 20 years. She spent more than a decade working for an international conservation nonprofit where she learned the value of brand identity, a robust image library and storytelling. She loves to sprinkle the shared language of pop culture into new campaigns and always feels life is better with a whimsical imagination and good organization.

Erin Stewart

Director of Digital Media
Georgia Hospital Association
Atlanta, Ga.

Erin Stewart is the director of digital media and marketing for the Georgia Hospital Association in Atlanta, Ga. She joined GHA in 2007 as the public relations manager. In her current role, she promotes a positive image of GHA, hospitals and health care through GHA's external affairs department. She develops internal and external communication strategies, manages GHA's social media presence, and oversees GHA's award recognition programs. Stewart began her health care marketing career as a marketing intern at Wellstar Health System in Marietta, Ga. She holds a Bachelor of Science in science, technology and culture from the Georgia Institute of Technology and a Master of Arts in mass communication from Georgia State University.

Congratulations
to MAHPRM's 2023
Show-Me Award Winners!

2024 MAHPRM Summer Forum

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Date and Location TBD