Health Care Communicators’ Marketing/Public Relations Efforts Honored in Statewide Competition

Topeka, Kan. – Area hospitals and health systems were recently recognized for excellence in public relations and marketing efforts by the Kansas Association of Health Care Communicators through its Emerald Award competition.

Emerald Awards are given annually to Kansas hospitals and health systems that excel in internal communications, external communications, special events, advertising and other categories. Three marketing professionals from Georgia with extensive experience in health care marketing evaluated this year’s 44 entries for planning and research, implementation, cost effectiveness and results.

The 2019 Emerald Awards were presented at the Kansas Association of Health Care Communicators Spring Conference on April 12, in Hutchinson, Kan.

In addition to the 25 Emerald Awards and 19 Certificates of Merit presented this year, judges selected one entry as Best of Show. This year’s winner was “Fine-tuning the Swing Bed Funnel,” William Newton Hospital, Winfield, Kan. This campaign was designed to increase swing-bed utilization using a “funnel” graphic to help patients and providers visually understand how swing beds integrate with the recovery process. Judges praised the measurable results of the campaign, calling it “brilliant” and a “case study to share with other marketers.”

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The following awards in their respective categories were presented:

**Internal Communications - Newsletter**

*Emerald Award*


*Certificate of Merit*


**Internal Communications - Total Campaign**

*Emerald Award*


**External Communications – Annual Report**

*Emerald Award*


*Certificate of Merit*


**External Communications - Other Publication**

*Emerald Award*

“Embark KU Wichita,” Public Affairs, KU School of Medicine-Wichita, Wichita, Kan.

*Certificate of Merit*


“Nemaha Valley Community Hospital 2018 Community Benefit Report,” Courtney Schmelzle, Nemaha Valley Community Hospital, Seneca, Kan.
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External Communications - Total Campaign

Emerald Award
“Cardiovascular Marketing Campaign,” Sue Wray, Hutchinson Regional Medical Center, Hutchinson, Kan.

Special Events

Emerald Award

Certificate of Merit
“Happy Birthday Hutch,” Sue Wray, Hutchinson Regional Medical Foundation, Hutchinson, Kan.
“Intensive Care Unit Grand Opening,” Sue Wray, Hutchinson Regional Medical Center, Hutchinson, Kan.

Digital Media Projects

Emerald Award
“How to Choose Between Primary Care, Urgent Care or the Emergency Room,” Christopher Steen, Hutchinson Regional Healthcare System, Hutchinson, Kan.
“#Bench to Bedside,” The University of Kansas Cancer Center, Kansas City, Kan.

Video

Emerald Award
“2018 Feature Video,” Courtney Schmelzle, Nemaha Valley Community Hospital, Seneca, Kan.
“Total Joint Video Academy,” Andie Dean, Pratt Regional Medical Center, Pratt, Kan.

Certificate of Merit
“Wrist Injury,” Kansas City Orthopaedics Institute, Leawood, Kan.
“Ortho Urgent Care,” Kansas City Orthopaedics Institute, Leawood, Kan.
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Website

Emerald Award

Certificate of Merit
“Kansas Rural Health Association Website – ksrha.org,” Anthony Pafford, KU Medical Center, Rural Health Education and Services, Kansas City, Kan.

Advertising - Print and Direct Mail

Certificate of Merit

Advertising - Television and Radio

Emerald Award
“Lawrence Loop Riders (:30 TV spot),” Janice Early, LMH Health, Lawrence, Kan.

Advertising - Total Campaign

Emerald Award
“We Doctor Kansas Awareness Campaign,” Public Affairs, KU School of Medicine-Wichita, Wichita, Kan.

Certificate of Merit
“Community Health Needs Assessment Campaign,” Katie Allen and collaborators, Norton County Hospital, Norton, Kan.
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Writing
Emerald Award
“Elaine’s Story,” Tracy Campbell, Coffey Health System, Burlington, Kan.

Certificate of Merit

Wildcard
Emerald Award
“Pratt Prevention Partnership,” Andie Dean, Pratt Regional Medical Center, Pratt, Kan.
“Rural Kansas Photography Contest,” Jenifer Yuza, KU Medical Center, Rural Health Education & Services, Kansas City, Kan.

Certificate of Merit

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