



NEWS RELEASE

FOR IMMEDIATE RELEASE

ADDITIONAL INFORMATION:

John Francis, KAHCC Emerald Awards
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Health Care Communicators' Marketing/Public Relations Efforts Honored in Statewide Competition

Topeka, Kan. – Kansas 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 Awards 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 54 entries for planning and research, implementation, cost effectiveness and results.

The 2020 Emerald Awards were presented at the Kansas Association of Health Care Communicators Virtual Fall Conference on Sept. 11.

In addition to the 29 Emerald Awards and 25 Certificates of Merit presented this year, judges selected two entries as Best of Show. This year's winners were "Gala 2019: The Greatest Show," William Newton Hospital Marketing and William Newton Healthcare Foundation, Winfield, Kan. The 12th annual gala sold out and was the highest grossing in the event's history, and it has become the biggest fundraiser in the county. Judges praised the circus theme and said the creativity of this event exceeded most big hospitals with large marketing staffs.

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KAHCC Awards – Page 2

The second Best of Show winner was “Mammography Spot,” Amy Northrop, LMH Health, Lawrence, Kan. This successful ad for television and social media compared the time an average person spends on social media, watching TV and driving to the time it takes to get a mammogram. It helped the hospital achieve a 9.5 percent increase in mammograms in 2019 compared to the previous year. Judges said it was a great plan, great execution and exceptionally effective.

The following awards in their respective categories were presented:

Internal Communications – Newsletter

Emerald Award

“*E-Connection, entry 1,*” Sarah Caldwell Hancock, Community HealthCare System, Inc., Onaga, Kan.

“*E-Connection, entry 2,*” Sarah Caldwell Hancock, Community HealthCare System, Inc., Onaga, Kan.

“*The Central Line Newsletter,*” Terry Weathers, Hutchinson Regional Healthcare System, Hutchinson, Kan.

Certificate of Merit

“*KCOI Connect Employee Newsletter,*” Kansas City Orthopaedic Institute, LLC, Leawood, Kan.

Internal Communications – Total Campaign

Certificate of Merit

“*Core Values Campaign,*” Sarah Caldwell Hancock, Community HealthCare Systems, Inc., Onaga, Kan.

External Communications – Annual Report

Certificate of Merit

“*Foundation Annual Report,*” Katie Allen, Norton County Hospital, Norton, Kan.

“*2019 Annual Report,*” Amy Doane, Smith County Memorial Hospital, Smith Center, Kan.

“*HouseCalls Issue 32-2019*” William Newton Hospital Marketing, William Newton Hospital, Winfield, Kan.

External Communications – Newsletter

Emerald Award

“*KU School of Medicine-Wichita e-newsletter,*” Public Affairs, KU School of Medicine-Wichita, Wichita, Kan.

External Communications - Other Publication

Emerald Award

“*Rural Hospital Leadership Team Nomination Book,*” Tracy Campbell, Coffey Health System, Burlington, Kan.

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

KAHCC Awards – Page 3

External Communications – Other Publication, Emerald Award continued

“Annual Appeal Campaign,” Marketing Team, Newton Medical Center, Newton, Kan.

“Norton County Relocation Guide,” Katie Allen, Norton County Hospital, Winfield, Kan.

“HouseCalls Issue 31 – Cardiology Edition,” William Newton Hospital Marketing, William Newton Hospital, Winfield, Kan.

Certificate of Merit

“CEO Column,” Richard Shank, Hutchinson Regional Medical Center, Hutchinson, Kan.

External Communications - Total Campaign

Emerald Award

“HRHS Pulmonology Launch Campaign,” Business Development Team, Hutchinson Regional Healthcare System, Hutchinson, Kan.

“NASCAR Breast Cancer Campaign,” Marketing & Strategic Engagement Department, AdventHealth Shawnee Mission, Merriam, Kan.

Certificate of Merit

“Employee Testimonial Campaign,” Terry Weathers, Hutchinson Regional Healthcare System, Hutchinson, Kan.

“Infection Campaign,” Christopher Steen, Hutchinson Regional Healthcare System, Hutchinson, Kan.

Special Events

Emerald Award

“Gala 2019: The Greatest Show,” William Newton Hospital Marketing & William Newton Healthcare Foundation, William Newton Hospital, Winfield, Kan.

Certificate of Merit

“First Course ‘Stroke Awareness,’” HRHS Marketing Team, Hutchinson Regional Healthcare System, Hutchinson, Kan.

“Employee Recognition Celebration,” Courtney Schmelzle, Nemaha Valley Community Hospital, Seneca, Kan.

“Shriner’s Clinic Launch,” Marketing Team, Newton Medical Center, Newton, Kan.

“Afternoon in the Park,” WNH Marketing & William Newton Healthcare Foundation, William Newton Hospital, Winfield, Kan.

Digital Media Projects

Emerald Award

“Student Volunteer Instagram Video,” Public Affairs, KU School of Medicine-Wichita, Wichita, Kan.

KAHCC Awards – Page 4

Video

Emerald Award

“3D Video Series,” Virginia DuBuke and Tracy Campbell, Coffey Health System, Burlington, Kan.

“Family Birth Center Promotional Video,” Katie Marcum, Hospital District #1 of Rice County, Lyons, Kan.

“KCOI Ortho Urgent Care Football Injury Video,” Kansas City Orthopaedic Institute, Leawood, Kan.

Certificate of Merit

“Christmas Video,” Amy Dovidio, Goodland Regional Medical Center, Goodland, Kan.

“Rehabilitation Promotional Video,” Katie Marcum, Hospital District #1 of Rice County, Lyons, Kan.

“‘Pushing Forward’ HRMC Intensive Care Unit,” Terry Weathers, Hutchinson Regional Healthcare System, Hutchinson, Kan.

“Take the First Step,” Eric Sumearl/Terri Polifka, Rooks County Health Center, Plainville, Kan.

Website

Emerald Award

“www.chcsks.org,” Sarah Caldwell Hancock, Community HealthCare System, Inc., Onaga, Kan.

Certificate of Merit

“LMH Health Website Redesign,” LMH Health, Lawrence, Kan.

Advertising – Direct Mail

Certificate of Merit

“Community HealthCare System Fall 2019 Direct Mail,” Sarah Caldwell Hancock, Community HealthCare System, Inc., Onaga, Kan.

“KCOI Ortho Urgent Care Direct Mail Campaign,” Kansas City Orthopaedic Institute, LLC, Leawood, Kan.

Advertising – Television or Radio

Emerald Award

“Mammography Spot,” Amy Northrop, LMH Health, Lawrence, Kan.

Certificate of Merit

“Community HealthCare System 2019 Radio Ads,” Sarah Caldwell Hancock, Community Healthcare System, Inc., Onega, Kan.

“Navio Robotics System,” Andie Dean, Pratt Regional Medical Center, Pratt, Kan.

KAHCC Awards – Page 5

Advertising – Digital/Social

Emerald Award

“*Compassion Connection*,” Amy Dovidio, Goodland Regional Medical Center, Goodland, Kan.
“*We’re on a Mission Campaign’ for the International Medical Education and Mission (IMEM) Award*,” Anthony Pafford, KU Medical Center, Rural Health Education and Services, Kansas City, Kan.

Advertising - Total Campaign

Emerald Award

“*Childhood Wellness & Vaccinations – Advertising Campaign*,” Tara Overmiller, Phillips County Health Systems, Phillipsburg, Kan.
“*We’ve Got Your Back*,” Marketing Team, Newton Medical Center, Newton, Kan.
“*Saint Luke’s Rehabilitation Institute Grand Opening Campaign*,” Saint Luke’s Marketing Team, Saint Luke’s South Hospital, Overland Park, Kan.
“*Runner Campaign*,” Amy Northrop, LMH Health, Lawrence, Kan.

Writing

Emerald Award

“*Hospital Welcomes New Physicians*,” Katie Allen, Norton County Hospital, Norton, Kan.

Certificate of Merit

“*Stryker Robotic Arm News Release*,” Richard Shank, Hutchinson Regional Medical Center, Hutchinson, Kan.

Media Relations/Crisis Communications

Certificate of Merit

“*Judy Hill Retirement Story*,” Richard Shank, Hutchinson Regional Medical Center, Hutchinson, Kan.

Small Budget, Big Results

Emerald Award

“*When I Knew....*,” Virginia DuBuke & Tracy Campbell, Coffey Health System, Burlington, Kan.
“*Paint Your HeART Out*,” William Newton Hospital Marketing, William Newton Hospital, Winfield, Kan.

Certificate of Merit

“*Your World Is in Good Hands; Obstetrics at Gove County Medical Center*,” Wade Richard, Gove County Medical Center, Quinter, Kan.

KAHCC Awards – Page 6

Wildcard

Emerald Award

“2020 PRMC Wellness Calendar,” Andie Dean, Pratt Regional Medical Center, Pratt, Kan.

“Industrial Wellness Program,” Community Outreach Department, Nemaha Valley Community Hospital, Seneca, Kan.

Certificate of Merit

“GRMC TV,” Amy Dovidio, Goodland Regional Medical Center, Goodland, Kan.

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