



NEWS RELEASE

FOR IMMEDIATE RELEASE

ADDITIONAL INFORMATION:

Sarah Hancock, KAHCC Emerald Awards
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Health Care Communicators’ Marketing/Public Relations Efforts Honored in Statewide Competition

Topeka, Kan. – Kansas hospitals, health systems and health care organizations 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, health systems and health care organizations that excel in communications, special events, advertising, video, and other categories. Three marketing professionals from Oregon, Georgia, and Arizona, with extensive experience in health care marketing, evaluated this year’s entries for planning and research, implementation, cost-effectiveness and results.

The 2025 Emerald Awards were presented at the Kansas Association of Health Care Communicators Spring Conference on April 25 in Newton, Kan.

In addition to the 21 Emerald Awards and 22 Certificates of Merit presented this year, judges selected one entry as Best of Show. This year’s Best of Show winner was “Say Yes to Your Health,” by the NMC Health marketing team in Newton, Kan. This year-long campaign from NMC Health set out to educate the community about the importance of preventive care, specifically, annual wellness checks and immunizations, as key steps toward living longer, healthier lives. With creative, quarterly-themed messaging and a targeted focus on women as the primary health care decision-makers, the campaign aimed to increase awareness, drive engagement online and boost patient visits to family medical clinics.

Through a thoughtful blend of digital ads, social media and in-person outreach, NMC Health successfully reached and motivated working-age families to say yes to their health.

The judges complimented the campaign's clear approach, creativity and results. "You were innovative in your approach from a planning perspective and rolled out unique and eye-catching graphics and visuals. This is the type of campaign that will get people talking, and you won't soon forget these images," one judge said.

The following awards in their respective categories were presented.

Advertising – Total Campaign

Emerald Award

"*Say Yes to Your Health*," Marketing Team, NMC Health, Newton, Kan.

"*AdventHealth Cancer Institute Launch*," Marketing Team, AdventHealth, Shawnee Mission, Kan.

"*Dr. Schnee Weight Management Program Campaign*," Roger Stockman, Holton Community Hospital, Holton, Kan.

"*Cardiac Rehab Resuscitation*," Marketing Team, NMC Health, Newton, Kan.

"*World-Class Inpatient Mental Health Hospital Launch: Camber CMC Opening*," Onspire Health Marketing, Camber CMC and Children's Mercy, Olathe, Kan.

Certificate of Merit

"*New Doctor Marketing*," Jennifer Ploeger, Sabetha Community Hospital, Sabetha, Kan.

"*Breaking the Cycle, Bridging the Gap Campaign*," Marketing and Communications Department, Stormont Vail Health, Topeka, Kan.

Communications – Newsletter

Certificate of Merit

"*From the Field*," Brett Lyerla, KU Med Area Health Education Center, Pittsburg, Kan.

"*E-newsletter*," Belinda Venters, Darcy Gray, Jennifer Eaton, KU School of Medicine–Wichita, Wichita, Kan.

Communications – Other Publication

Emerald Award

"*HCH Foundation Magazine*," Roger Stockman and PFAC, Holton Community Hospital Foundation, Holton, Kan.

Certificate of Merit

"*Trauma Workbook*," Kelsey Papps and Madison Powers, Stormont Vail Health, Topeka, Kan.

"*Embark KU Wichita*," Office of Public Affairs, KU School of Medicine–Wichita, Wichita, Kan.

"*Joint Guidebook Remodel*," Marketing Team, NMC Health, Newton, Kan.

Communications – Total Campaign

Emerald Award

“Your Voice, Our Mission: 2024 CHNA Awareness Campaign,” Roger Stockman and VVV Consultants LLC, Holton Community Hospital, Holton, Kan.

“You Choose: Medicare Education,” Marketing Team, NMC Health, Newton, Kan.

“Project Fast Track,” WNH Marketing Team, William Newton Hospital, Winfield, Kan.

“Vote YES,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

Certificate of Merit

“Kearny County Cares: Vote for a Healthy Community,” Onspire Health Marketing, Kearny County Hospital, Lakin, Kan.

“Where Healthcare and Community Meet,” Haley Kern, Kiowa County Memorial Hospital, Greensburg, Kan.

Digital Media Projects

Certificate of Merit

“Amputee Mom Survives the Odds,” Gayle Sweitzer, The University of Kansas Health System, Kansas City, Kan.

Small Budget, Big Results

Emerald Award

“Don Land: From the Ranch to Recovery,” WNH Marketing Team, William Newton Hospital, Winfield, Kan.

“Chef Steve’s Grab Good,” Chef Steve Smith and Shannon Rogers, Smith County Memorial Hospital, Smith Center, Kan.

Certificate of Merit

“Brain Health Day Video,” Tracy Jones, Coffey Health System, Burlington, Kan.

Special Events

Emerald Award

“Shoes that Fit,” Foundation and Marketing, AdventHealth, Shawnee Mission, Kan.

“2024 SWMC Community Health Fair,” Janeth Vazquez and Rachel Downing, Southwest Medical Center, Liberal, Kan.

Certificate of Merit

“Kansas Coroner / Medicolegal Conference 2024,” Brett Lyerla, KU Med Area Health Education Center, Pittsburg, Kan.

“CHS Women’s Health Conference-2024,” Tracy Jones, Coffey Health System, Burlington, Kan.

Video

Emerald Award

“Birth Care You Can Trust Video,” Marketing Team, AdventHealth South Overland Park, Overland Park, Kan.

Certificate of Merit

“Mammogram Podcast,” Kristen Birket, Patterson Health Center, Anthony, Kan.

“Family Medicine at Rice Community Health,” Brittney Weis, Rice Community Health, Lyons, Kan.

“Sydney’s Story,” Ryan Bishop, Stormont Vail Health Marketing and Communications, Topeka, Kan.

Website

Emerald Award

“Family Medicine at Rice Community Health,” Brittney Weis, Rice Community Health, Lyons, Kan.

“SWMC Website Redesign,” Janeth Vazquez and Rachel Downing, Southwest Medical Center, Liberal, Kan.

Writing

Emerald Award

“Celebrating Swing Bed Success,” Sarah Johnson, William Newton Hospital, Winfield, Kan.

“From Diagnosis to Recovery: A First-Hand Look at Breast Cancer,” Autumn Bishop, LMH Health, Lawrence, Kan.

Certificate of Merit

“Tour Spurs Fond Memories,” Darcy Gray, KU School of Medicine–Wichita, Wichita, Kan.

Media Relations / Crisis Communication

Certificate of Merit

“Medical Mistakes — The Power of a Second Opinion,” Gayle Sweitzer, The University of Kansas Health System, Kansas City, Kan.

Wildcard

Emerald Award

“Cardiopulmonary Connection,” Kristen Birket, Patterson Health Center, Anthony, Kan.

“Beam There Done That,” Marketing and Development Team, NMC Health, Newton, Kan.

Certificate of Merit

“MRD — Keep the Beat Going” Janae Talbott, Russell Regional Hospital, Russell, Kan.

“Built to Care. Driven to Cure. — Activation,” Marketing Team, AdventHealth, Shawnee Mission, Kan.

“Night at the Lab Trophies,” Brett Lyerla, KU Med Area Health Education Center, Pittsburg, Kan.

“We Love Our Nurses,” SCM Health Nurses and Shannon Rogers, Smith County Memorial Hospital, Smith Center, Kan.

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