



NEWS RELEASE

FOR IMMEDIATE RELEASE

ADDITIONAL INFORMATION:

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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 Tennessee, Nebraska, and Missouri with extensive experience in health care marketing evaluated this year's entries for planning and research, implementation, cost-effectiveness, and results.

The 2023 Emerald Awards were presented at the Kansas Association of Health Care Communicators Spring Conference on June 2 in Manhattan, Kan.

In addition to the 19 Emerald Awards and 17 Certificates of Merit presented this year, judges selected one entry as Best of Show. This year's Best of Show winner was "Proton Therapy VIP Grand Opening," Jaclyn Johnson and Jessica Peak, The University of Kansas Health System. This event showcased the newest cancer technology available for patients and provided an opportunity to celebrate the hard work to bring this new cancer treatment to the region. Despite bad weather and maintenance issues that made the event planners move from Plan A to Plan B to Plan C, the event went well and provided a kickoff for more tours and newsworthy visitors.

The judges recognized the “gorgeous and well-planned event” and noted that it came in under budget and helped generate publicity for the new treatment center.

The following awards in their respective categories were presented.

Internal Communications – Total Campaign

Certificate of Merit

“Rawlins County Health Center Foundation 2022 Employee Campaign,” Suzanna Koel, Rawlins County Health Center, Atwood, Kan.

External Communications – Newsletter

Certificate of Merit

“KU School of Medicine-Wichita e-newsletter,” Darcy Gray, Belinda Venters, Jennifer Eaton, KU School of Medicine-Wichita, Wichita, Kan.

External Communications - Other Publication

Emerald Award

“Internal Medicine Donor Thank You,” Belinda Venters, KU School of Medicine-Wichita, Wichita, Kan.

Certificate of Merit

“Building a Healthy Future,” Jennifer Ploeger, Sabetha Community Hospital, Sabetha, Kan.

External Communications - Total Campaign

Emerald Award

“Welcome Dr. Rebeka Ross,” William Newton Hospital Marketing, William Newton Hospital, Winfield, Kan.

Certificate of Merit

“Choose Wisely: A Community Health Collaboration,” Marketing Team, NMC Health, Newton, Kan.

“The Gathering Place: Emergency Winter Shelter,” Matthew Brooksher, Robert Poole, Stephanie Potter, Community Health Center of Southeast Kansas, Pittsburg, Kan.

Special Events

Emerald Award

“28th Annual Women’s Health Conference,” Tracy Campbell & Virginia DuBuke, Coffey Health System, Burlington, Kan.

“Proton Therapy VIP Grand Opening,” Jaclyn Johnson & Jessica Peak, The University of Kansas Health System

“Gala 2022: The Grand Affair,” William Newton Hospital Marketing & William Newton Healthcare Foundation, Winfield, Kan.

Certificate of Merit

“Fall into Health Fair,” Patterson Health Center, Anthony, Kan.

“Community Health Fair,” Jennifer Ploeger, Sabetha Community Hospital, Sabetha, Kan.

“Learn to Ride,” NCVH Therapy Department, Nemaha Valley Community Hospital, Seneca, Kan.

“Remember, Reflect, Rise: COVID-19 Two-Year Anniversary,” Marketing & Communications Team, Stormont Vail Health, Topeka, Kan.

Digital Media Projects

Emerald Award

“One Day. One KU. Social Media,” Darcy Gray, KU School of Medicine – Wichita, Wichita, Kan.

Certificate of Merit

“Ask a Doc,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

“Bettering Our Community: International Volunteer Day,” Maureen Kennedy and the Marketing & Communications Department, Stormont Vail Health, Topeka, Kan.

“International Women’s Day: Meet the Female Surgeons of Stormont Vail Health,” MollyPatt Eyestone and the Marketing & Communications Department, Stormont Vail Health, Topeka, Kan.

Video

Emerald Award

“Surgery,” Dobies Health Marketing and Community HealthCare System, Kansas City, Mo., and Onaga, Kan.

“Safe Trick or Treating,” Shannon Rogers and Girl Scout Troop 20428, Smith County Memorial Hospital, Smith Center, Kan.

“Welcome to Stormont Vail Health: A Message for International Recruitment,” Ryan Bishop and the Marketing & Communications Department, Stormont Vail Health, Topeka, Kan.

“Morning Medical Update: 83-Day COVID Hospital Stay with Pictures,” The University of Kansas Health System Medical News Network

Certificate of Merit

“Quick Bites,” Kristen Birket and Lakin Whealy, Patterson Health Center, Anthony, Kan.

Website

Emerald Award

“Wnhcares.org Redesign 2022,” William Newton Hospital Marketing, William Newton Hospital, Winfield, Kan.

“Website Optimization,” Colton Tucker and Marketing Team, NMC Health, Newton, Kan.

Advertising - Total Campaign

Emerald Award

“Be Immune Kansas Campaign,” Dobies Health Marketing, Kansas City, Mo.

Certificate of Merit

“Camber Brand Launch,” Dobies Health Marketing, Kansas City, Mo.

Writing

Certificate of Merit

“Following Dad’s Advice,” Kristen Birket, Patterson Health Center, Anthony, Kan.

“Routine Hysterectomy Turns Into Much, Much More,” Autumn Bishop, LMH Health

Small Budget, Big Results

Emerald Award

“Building Spirit,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

“Bat Signal,” Marketing Team, NMC Health, Newton, Kan.

“COVID-19 Self-test Kit Drive,” Sarah Johnson, William Newton Hospital, Winfield, Kan.

Wildcard

Emerald Award

“Mammo is the Best Ammo,” Kristen Birket, Patterson Health Center, Anthony, Kan.

“Interior Wayfinding,” Marketing Team, NMC Health, Newton, Kan.

“Dear Cowley County Citizens,” Sarah Johnson, William Newton Hospital, Winfield, Kan.

Certificate of Merit

“The Build Back,” Janae Talbot, Russell Regional Hospital, Russell, Kan.

“Stop the Bleed Initiative,” Courtney Schmelzle, Nemaha Valley Community Hospital, Seneca, Kan.

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