



## 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 communications, special events, advertising, video, and other categories. Three marketing professionals from Alaska, Southern California, and the District of Columbia with extensive experience in health care marketing evaluated this year’s entries for planning and research, implementation, cost-effectiveness, and results.

The 2024 Emerald Awards were presented at the Kansas Association of Health Care Communicators Spring Conference on April 26 in Topeka, Kan.

In addition to the 19 Emerald Awards and 29 Certificates of Merit presented this year, judges selected one entry as Best of Show. This year’s Best of Show winner was “Margaret Potter – Shave to Save,” by the AdventHealth marketing team in Shawnee Mission, Kan. This video told the story of an oncology nurse at AdventHealth Cancer Center who has shaved her head for the last 12 years to raise awareness and funds for patients going through cancer treatment. The video garnered national media attention and more than 20 million impressions.

The judges recognized the “powerful job of capturing Margaret’s story and impact” on her patients as well as the video’s professional, high-quality production. “Hospitals and health care workers are so much more than only providing patient care,” one judge said.

The following awards in their respective categories were presented.

### **Communications – Total Campaign**

#### *Emerald Award*

“*Olathe Health Benefits Enrollment Campaign*,” Jeff Winkler, Laura McCoy, Michelle Guffey and Brianna Stecklein, The University of Kansas Health System

“*Project Briefs*,” Marketing Team, NMC Health, Newton, Kan.

#### *Certificate of Merit*

“*Not Defined by Dialysis*,” Kristen Birket, Patterson Health Center, Anthony, Kan.

“*Your Fight is Our Fight*,” Kylie Smith, Girard Medical Center, Girard, Kan.

“*Morning Medical Update – Cancer: Choices, Hope and Science*,” Gayle Sweitzer, The University of Kansas Health System

“*Primary Care Campaign*,” Jessica Flax, Hutchinson Regional Medical Center, Hutchinson, Kan.

“*2023 Nursing Symposium*,” Marketing Team, NMC Health, Newton, Kan.

“*Moments in Medicine*,” WNH Marketing, William Newton Hospital, Winfield, Kan.

“*Foundation Building*,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

### **Communications – Newsletter**

#### *Emerald Award*

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

#### *Certificate of Merit*

“*News on the Go*,” Corporate Communications, The University of Kansas Health System

“*SCH INK*,” Jennifer Ploeger, Sabetha Community Hospital, Sabetha, Kan.

### **Communications – Annual Report**

#### *Emerald Award*

“*2022 Nursing Annual Report*,” Kaitlin Thompson, The University of Kansas Health System

### **Communications – Other Publication**

#### *Certificate of Merit*

“*Health Beat Magazine*,” Shannon Rogers and Megan Solomon, Smith County Memorial Hospital, Smith Center, Kan., and Nex-Tech Creative

“*Embark KU Wichita*,” Public Affairs, KU School of Medicine–Wichita

### **Advertising – Digital/Social**

#### *Emerald Award*

“*Freedom and Opportunities*,” Eberle Studios and Shannon Rogers, Smith County Memorial Hospital, Smith Center, Kan.

## **Advertising – Total Campaign**

### *Emerald Award*

“*We Are Camber Campaign*,” Dobies Health Marketing, Camber Children’s Mental Health

“*Urology Specialists Launch*,” Marketing Team, NMC Health, Newton, Kan.

“*Come Home to Heal*,” Haley Kern, Kiowa County Memorial Hospital, Greensburg, Kan.

### *Certificate of Merit*

“*Top Hospital Campaign*,” Marketing Team, AdventHealth South Overland Park Hospital, Overland Park, Kan.

“*Be Immune Kansas Back to School Campaign*,” Dobies Health Marketing and Kansas Coalition of Partners

“*Be Immune Kansas Primary Care Campaign*,” Dobies Health Marketing and Kansas Coalition of Partners

## **Digital Media Projects**

### *Emerald Award*

“*Healthy Holiday Advent Calendar*,” Marketing Team, NMC Health, Newton, Kan.

“*Just Another Magnet Monday Podcast*,” MollyPatt Eyestone and the Marketing and Communications Team, Stormont Vail Health, Topeka, Kan.

### *Certificate of Merit*

“*Get in the Groove*,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

“*Growing with LinkedIn*,” Darcy Gray, KU School of Medicine–Wichita

## **Writing**

### *Certificate of Merit*

“*Think Like a Resident: Surgery Boot Camp Article*,” Belinda Venters, KU School of Medicine–Wichita

“*To Hell and Back: A Journey Through COVID-19*,” Autumn Bishop, LMH Health, Lawrence, Kan.

“*Nursing: A Tie That Binds Family Together*,” Autumn Bishop, LMH Health, Lawrence, Kan.

“*Defying Gravity*,” Kade Han, LMH Health, Lawrence, Kan.

## **Website**

### *Certificate of Merit*

“*RRH Website Rehab*,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

“*IMEM Web Page Testimonials*,” Ed Pilolla, Jenifer Yuza and Laurie Scott, University of Kansas Medical Center, Rural Health Education and Services

“*CAP Fellowship Website*,” Darcy Gray and Karen Chinn, KU School of Medicine–Wichita

## **Special Events**

### *Emerald Award*

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

“2023 SWMC Community Health Fair,” Janeth Vazquez and Rachel Downing, Southwest Medical Center, Liberal, Kan.

*Certificate of Merit*

“2023 Crucial Catch Activations,” Jessica Peak and Jaclyn Johnson, The University of Kansas Health System

“Turning Up Purple,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

**Small Budget, Big Results**

*Emerald Award*

“Aquablation Webinar,” Marketing Team, AdventHealth South Overland Park, Overland Park, Kan.

*Certificate of Merit*

“A&W Collaborative Works,” Janae Talbott, Russell Regional Hospital, Russell, Kan.

**Video**

*Emerald Award*

“Bringing Your Care Home,” Kristen Birket, Patterson Health Center, Anthony, Kan.

“Margaret Potter – Shave to Save,” AdventHealth Marketing Team, Shawnee Mission, Kan.

“The Community Impact of Nutrition Services,” Shannon Rogers, Smith County Memorial Hospital Team, Smith Center, Kan.

*Certificate of Merit*

“Roped In: A Testament to Kiowa District Healthcare’s Lifesaving Care,” Sierra Cargill, Kiowa District Healthcare, Kiowa, Kan.

**Wildcard**

*Emerald Award*

“Take Five,” Alan Van Zandt, The University of Kansas Health System

“Bass N’ BBQ Branding,” WNH Marketing, William Newton Hospital, Winfield, Kan.

“Mock Crash PSA,” Shannon Rogers, Smith County Memorial Hospital ER, Smith Center, Kan.

*Certificate of Merit*

“Why Wednesday?” Jalin Johnson, Minneola Healthcare, Minneola, Kan.

“Not Defined by Dialysis,” Patterson Health Center and Harper County Health Foundation, Anthony, Kan.

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