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SOUTHEAST MISSOURI HOSPITAL HONORED FOR EXCELLENCE IN STATEWIDE COMPETITION

Southeast Missouri Hospital has received statewide recognition for a marketing and public relations project – Consult: A Journal for Medical Professionals – which the Hospital produced this year to communicate with physicians and other healthcare professionals in the region.

The Show-Me Excellence Awards, presented annually by the Missouri Association for Healthcare Public Relations and Marketing (MAHPRM), recognize high achievement and superb quality in advertising, marketing and public relations projects produced by hospitals and healthcare systems throughout the state. Southeast Missouri Hospital received two first place, three second place and two third place awards.

The awards were presented at the Missouri Hospital Association's 87th Annual Convention & Trade Show in November. A statewide panel of public relations and marketing professionals judged the 317 entries in this year's competition.

"We're honored that the work of Southeast Missouri Hospital's marketing staff has been selected to receive this statewide recognition," said the Hospital's Candace Quinn.

In addition to a first place award for its Consult magazine, The Hospital won first place in television advertising (Greater than \$15,000) which promoted its vascular services. The marketing department received second place awards for a Healthier Look print ad, a neurosciences television spot and a special marketing project which promoted the Wellness Connection. The Hospital received third place awards for its promotion of the "Pink Parade" in support of the fight against breast cancer and its direct mail piece on "Rounding Up the World's Best Volunteers."

The awards competition was established by MAHPRM in 1981 and is the only Missouri competition dedicated to hospital and healthcare public relations and communications efforts.

With 21 categories, the competition included projects in media relations, advertising, publications, writing, photography, marketing and public relations.