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## SoutheastHEALTH Honored for Marketing Excellence

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JULY 29TH 2019 BY DEE LOFLIN

## SoutheastHEALTH Honored for Marketing Excellence

Thirteen SoutheastHEALTH marketing projects received statewide recognition at the recent Show Me Excellence Awards held recently in Branson, Mo.

Southeast won first place for five marketing efforts:

1. “Cancer Journey,” outdoor advertising
2. Family Cancer Risk public seminar, direct mail
3. “Mammos & a Makeover” open house at the Breast Care and Diagnostic Center, direct mail
4. Annual report video
5. “Heart Smart” campaign.

Second place honors went to Healthier Look magazine, “The Hope Edition;” “Cancer Journey” television ad; an open house showcasing the new Emergency Department and Behavioral Health Unit at Southeast Health of Stoddard County; and “Embrace the Change” public seminar, direct mail.

Third place recognition went to “AEDs Save Lives,” highlighting the work of the SoutheastHEALTH Foundation in providing these devices to community and civic groups; 2018 Employee Engagement Campaign; Power of Women expo booth and video; and a physician recruitment video.

The Show Me Excellence Awards, presented annually by the Missouri Association for Healthcare Public Relations and Marketing (MAHPRM), recognize high achievement and quality in advertising, marketing and public relations projects produced by hospitals and healthcare systems throughout the state. A statewide panel of public relations and marketing professionals judged the 147 entries in this year’s competition.

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 22 categories, the competition includes projects in media relations, advertising, publications, writing, photography, marketing and public relations.

### About SoutheastHEALTH

At SoutheastHEALTH, the region's premier healthcare system in southeast Missouri, our patients receive excellent care of the highest clinical quality, close to home. Within our

network are more than 50 care locations in 13 communities, including hospitals, primary and specialty care clinics representing over 30 clinical specialties and extending care for patients in a four-state area. Learn more at SEhealth.org.

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