



32nd Annual Louisiana Medical News Pelican Awards

Louisiana Society for Hospital Public Relations and Marketing
The Best in Louisiana Hospital Public Relations and Marketing Communications

Annual Report – Production Cost of \$7,000 Or Less

Pelican Award

The John Ochsner Heart and Vascular Institute 2012 Annual Report, Ochsner Health System

Annual Report – Production Cost Greater Than \$7,000

Certificate of Merit

Nursing Annual Report, Our Lady of the Lake Regional Medical Center

Annual Report – Production Cost Greater Than \$7,000

Pelican Award

Report to the Community, St. Elizabeth Hospital

External Periodicals – Production Cost Per Issue of \$5,000 Or Less

Certificate of Merit

April 2013 Mary Bird Perkins at TGMC Newsletter, Terrebonne General Medical Center

External Periodicals – Production Cost Per Issue of \$5,000 Or Less

Pelican Award

My Woman's Email Newsletter, Woman's Hospital

External Periodicals – Production Cost Per Issue Greater Than \$5,000

Certificate of Merit

In Good Health Community Print Newsletter, Touro Infirmary

External Periodicals – Production Cost Per Issue Greater Than \$5,000

Pelican Award

Our Lady of the Lake Children's Hospital "Wee Believe" Magazine, Our Lady of the Lake Regional Medical Center

Internal Periodicals – Production Cost Per Issue of \$500 Or Less

Certificate of Merit

Hurricane Preparedness, St. Charles Parish Hospital

Internal Periodicals – Production Cost Per Issue of \$500 Or Less

Pelican Award

Employee E-News, Baton Rouge General Medical Center

Internal Periodicals – Production Cost Per Issue Greater Than \$500

Pelican Award

Exchange, Baton Rouge General Medical Center

Brochure/Other Print Publication – Production Cost of \$2,500 Or Less

Pelican Award

Put Back Pain Behind You, Ochsner Baptist

Brochure/Other Print Publication – Production Cost Greater Than \$2,500

Certificate of Merit

Healthy Lives Brochure, Our Lady of the Lake Regional Medical Center

Brochure/Other Print Publication – Production Cost Greater Than \$2,500

Pelican Award

Education Brochure Cards, St. James Parish Hospital

Internal Writing

Certificate of Merit

"Press" Releases, St. James Parish Hospital

Internal Writing

Pelican Award

Employee Giving Campaign, Woman's Hospital

External Writing

Certificate of Merit

Mary Louise and Phyllis' Story, Rapides Regional Medical Center

External Writing

Pelican Award

Gulf Oil Rig Explosion Press Conference Script, Baton Rouge General Medical Center

**Advertising Writing**

Pelican Award
Family Birthing Center "New Orleans" Print Ads, Touro Infirmary

Public Relations Campaign – Produced In–House – 150 Beds Or Less

Pelican Award
St. Charles Parish Hospital Partners With School System, St. Charles Parish Hospital

Public Relations Campaign – Produced In–House – More Than 150 Beds

Certificate of Merit
Ochsner Performs First In Utero Surgery in Gulf South, Ochsner Health System

Public Relations Campaign – Produced In–House – More Than 150 Beds

Pelican Award
Piece Of Cake Mammogram Campaign, Rapides Regional Medical Center

PR And Marketing Project for a Healthcare–Related Organization (Non–Hospital)

Certificate of Merit
The Power to Connect: LaHIE, Louisiana Health Care Quality Forum

PR And Marketing Project for a Healthcare–Related Organization (Non–Hospital)

Pelican Award
Heart Month Campaign, Cardiovascular Institute of the South

Handling Of Media Relations Issue/Crisis Communications

Pelican Award
Gulf Oil Rig Explosion Communications, Baton Rouge General Medical Center

Best PR/Marketing Project for a Small/Rural Hospital

Certificate of Merit
Peanut Butter Time, St. Charles Parish Hospital

Best PR/Marketing Project for a Small/Rural Hospital

Pelican Award
Community Benefit Report, St. James Parish Hospital

Presentation – Production Cost of \$5,000 Or Less

Pelican Award
Highlights from the North Oaks Medical Center Expansion Celebration, North Oaks Health System

Presentation – Production Cost Greater Than \$5,000

Pelican Award
Baton Rouge General Foundation Gala Video
Baton Rouge General

Logo – 150 Beds Or Less

Certificate of Merit
House Call Column Logo, Beauregard Memorial Hospital

Logo – 150 Beds Or Less

Pelican Award
20th Anniversary Mr. Peanut, St. Charles Parish Hospital

Logo – More Than 150 Beds

Pelican Award
We Heart Your Heart Logo, Lafayette General Medical Center

Invitation & Cards – 150 Beds Or Less

Pelican Award
Christmas Card, St. Elizabeth Hospital

Invitation & Cards – More Than 150 Beds

Pelican Award
Open House Invitation, North Oaks Health System

Specialty Item – 150 Beds Or Less

Pelican Award
Hospital of the Year Shirt, St. Elizabeth Hospital

Specialty Item – More Than 150 Beds

Certificate of Merit
"Get On Board" Boarding Pass, Our Lady of the Lake Regional Medical Center



Specialty Item – More Than 150 Beds

Pelican Award
2012 Breast Cancer Awareness 'Beat Dat' T-Shirt, Touro Infirmary

Internal Events – 150 Beds Or Less

Pelican Award
Awards Banquet, St. Elizabeth Hospital

External Events – 150 Beds Or Less

Pelican Award
Pink Ribbon Event, St. James Parish Hospital

External Events – More Than 150 Beds

Certificate of Merit
Woman's Half Marathon, Woman's Hospital

External Events – More Than 150 Beds

Pelican Award
Go Red for Women Luncheon Event Sponsorship, Baton Rouge General

Radio

Certificate of Merit
I Choose Lafayette General, Lafayette General Medical Center

Radio

Pelican Award
Connections Radio Campaign, Ochsner Health System

Print – Single Ad – More Than 150 Beds

Certificate of Merit
"Referee" Ad, Our Lady of the Lake Regional Medical Center

Print – Single Ad – More Than 150 Beds

Pelican Award
Heart Fair, Lafayette General Medical Center

Print – Campaign – More Than 150 Beds

Certificate of Merit
60 Strong Print Ad Campaign, Lake Charles Memorial Hospital

Print – Campaign – More Than 150 Beds

Pelican Award
Community of Campaign, Baton Rouge General

Television – Single Ad – 150 Beds Or Less

Pelican Award
General TV Spot, St. Elizabeth Hospital

Television – Single Ad – More Than 150 Beds

Certificate of Merit
SMH Image Campaign, Slidell Memorial Hospital

Television – Single Ad – More Than 150 Beds

Pelican Award
I Choose Lafayette General, Lafayette General Medical Center

Television – Campaign – More Than 150 Beds

Pelican Award
I Choose Lafayette General, Lafayette General Medical Center

Outdoor – Billboard – 150 Beds Or Less

Pelican Award
General Billboard, St. Elizabeth Hospital

Outdoor – Billboard – More Than 150 Beds

Certificate of Merit
"Better" Outdoor Advertising, Our Lady of the Lake Regional Medical Center

Outdoor – Billboard – More Than 150 Beds

Pelican Award
Orthopedics Billboards, Woman's Hospital

**Outdoor – Other – 150 Beds Or Less**

Pelican Award
Baby Bus Wrap, Ochsner Baptist

Outdoor – Other – More Than 150 Beds

Pelican Award
Baby Grand Banners, Woman's Hospital

Direct Mail – 150 Beds Or Less

Pelican Award
Back and Spine Direct Mail, Ochsner Baptist

Direct Mail – More Than 150 Beds

Pelican Award
Magnolia OB/GYN Direct Mail–Paper Dolls, North Oaks Health System

Advertising Campaign – Agency Produced – 150 Beds Or Less

Pelican Award
Quality Care Campaign, St. Elizabeth Hospital

Advertising Campaign – Agency Produced – More Than 150 Beds

Certificate of Merit
Connections Campaign, Ochsner Health System

Advertising Campaign – Agency Produced – More Than 150 Beds

Pelican Award
I Choose Lafayette General, Lafayette General Medical Center

Advertising Campaign – Produced In–House – 150 Beds Or Less

Pelican Award
Ochsner North Shore Sick Today? Seen Today., Ochsner Health System – North Shore Region

Advertising Campaign – Produced In–House – More Than 150 Beds

Certificate of Merit
Community Of Caring, Baton Rouge General Medical Center

Advertising Campaign – Produced In–House – More Than 150 Beds

Certificate of Merit
Livingston Grand Opening In-House Advertising Campaign, Our Lady of the Lake Regional Medical Center

Advertising Campaign – Produced In–House – More Than 150 Beds

Pelican Award
Orthopedics Campaign, Woman's Hospital

Project on a Shoestring

Pelican Award
New Dermatologist?, St. James Parish Hospital

Web Initiatives – Single Hospital

Certificate of Merit
2012 31 Days of Pink Campaign, Touro Infirmary

Web Initiatives – Single Hospital

Pelican Award
Pink Parking, Woman's Hospital

Web Initiatives – Multi–Hospital System

Pelican Award
Website, North Oaks Health System

Intranet Initiatives – Internal

Pelican Award
The Power of ONE Intranet, Ochsner Health System

Social Media Initiatives

Pelican Award
Facebook Revamp, Baton Rouge General Medical Center

Graphic Design

Certificate of Merit
100 Year Anniversary Book, St. Francis Medical Center



Graphic Design

Certificate of Merit
Orthopedics, Woman's Hospital

Graphic Design

Pelican Award
Nursing Annual Report, Our Lady of the Lake Regional Medical Center



GOLDEN PELICAN AWARDS

President's Award

John Matessino
Louisiana Hospital Association

Lagniappe Award

Taylor Bennett
MESH

Graphic Designer of the Year

Pamela Cantrelle
North Oaks Health System

Public Relations Practitioner of the Year

Dana Michell
Woman's Hospital

Marketer of the Year

Terri Mcnorton
Ochsner Health System



BEST OF SHOW

Jacqueline Leonhard Award for Writing Excellence

Gulf Oil Rig Explosion Press Conference Script
Baton Rouge General Medical Center

Best of Show in Graphic Design

Nursing Annual Report
Our Lady of the Lake Regional Medical Center

Best of Show in Strategy

Ochsner North Shore Sick Today? Seen Today.
Ochsner Health System - North Shore Region

Frank V. Leblanc Best of Show Award

I Choose Lafayette General
Lafayette General Medical Center



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