



34th 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

Certificate of Merit: 2015 Report to Community, St. Elizabeth Hospital
Pelican Award: Annual Report 2014, North Oaks Health System

Annual Report – Production cost more than \$7,000

Pelican Award: 2014 Annual Report, Franciscan Missionaries of Our Lady Health System
Pelican Award: 2014 Annual Report, Ochsner Health System

External Periodicals – Production cost per issue of \$5,000 or less

Certificate of Merit: In Good Health, Community Print Newsletter, Touro Infirmary
Pelican Award: Community Education Newsletters, St. Elizabeth Hospital

External Periodicals – Production cost per issue more than \$5,000

Pelican Award: CommUnity Newsletter, North Oaks Health System

Internal Periodicals – Production cost per issue of \$500 or less

Pelican Award: Heartbeat Newsletter, North Oaks Health System

Internal Periodicals – Production cost per issue more than \$500

Pelican Award: The Ochsner Playbook, Ochsner Health System

Brochure – Production cost of \$2,500 or less

Certificate of Merit: A Woman's Journey, Woman's Hospital
Pelican Award: Physician Recruitment Brochure, North Oaks Health System

Internal Writing

Pelican Award: Ochsner Playbook: Communicating Our Strategy, Ochsner Health System

External Writing

Certificate of Merit: Health in General: A Trucker's Lifesaving Detour, Lafayette General Health
Pelican Award: To Your Health: The Ochsner Blog, Ochsner Health System

Advertising Writing

Pelican Award: Birth Center Ad Writing, Baton Rouge General

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

Certificate of Merit: 31 Days of Pink Breast Cancer Awareness Campaign, Touro Infirmary
Pelican Award: Empowering Patients Through Mobile Technology, Ochsner Health System

Public Relations Campaign – Agency Produced – 150 Beds or Less

Pelican Award: Grateful Hearts Program, St. Elizabeth Hospital

Public Relations Campaign – Agency Produced – More Than 150 Beds

Pelican Award: Orthopedics Campaign: Play On, Our Lady of Lourdes Regional Medical Center

Handling of Media Relations Issue/Crisis Communications

Certificate of Merit: Mid City ER Closure, Baton Rouge General
Pelican Award: Ebola Crisis Communication, Terrebonne General Medical Center

PR Project for a Small/Rural Hospital

Pelican Award: Beauties Beating the Odds, St. James Parish Hospital

Marketing Project for a Small/Rural Hospital

Pelican Award: SJPH.org, St. James Parish Hospital

Presentation – Production cost of \$5,000 or less

Pelican Award: A Day in the Life of Dr. St. Amant, Woman's Hospital

Presentation – Production cost more than \$5,000

Certificate of Merit: What Is Lafayette General Health – Video, Lafayette General Health
Pelican Award: Tree of Life, Ochsner Health System

**Logo – 150 Beds or Less**

Pelican Award: Grateful Hearts Logo, St. Elizabeth Hospital

Logo – More Than 150 Beds

Certificate of Merit: Tammany 10k Logo, Slidell Memorial Hospital

Pelican Award: Lily Pad Pediatrics, Opelousas General Health System

Specialty Item – More Than 150 Beds

Pelican Award: 2015 Calendar, Lafayette General Health

Pelican Award: Trauma Stretchers, North Oaks Health System

Special Events, Internal – 150 Beds or Less

Pelican Award: Awards Banquet Event, St. Elizabeth Hospital

Special Events, Internal – More Than 150 Beds

Pelican Award: Gumbo Cook-off, Lafayette General Health

Special Events, External – 150 Beds or Less

Pelican Award: Beauties Beating the Odds, St. James Parish Hospital

Special Events, External – More Than 150 Beds

Certificate of Merit: Fit as a Firefighter Summer Camp, Slidell Memorial Hospital

Pelican Award: BUST Breast Cancer, Woman's Hospital

Radio Advertising

Pelican Award: \$25 Heart Screening Campaign, Baton Rouge General

Pelican Award: CEO Radio Vignettes, Natchitoches Regional Medical Center

Print Advertising – Single Ad – More Than 150 Beds

Pelican Award: North Oaks Primary Care Ad: Apple a Day, North Oaks Health System

Pelican Award: Orthopedics Campaign Ad: Play On, Our Lady of Lourdes Regional Medical Center

Print Advertising – Campaign – 150 Beds or Less

Certificate of Merit: Walk-In Clinic Ad Series, Natchitoches Regional Medical Center

Pelican Award: Exceptional Campaign, St. Elizabeth Hospital

Print Advertising – Campaign – More Than 150 Beds

Certificate of Merit: Patient Testimonial Series, Baton Rouge General

Pelican Award: 60th Anniversary Campaign, Terrebonne General Medical Center

Television Advertising – Single Ad – 150 Beds or Less

Pelican Award: Exceptional Care TV Spot, St. Elizabeth Hospital

Television Advertising – Single Ad – More Than 150 Beds

Pelican Award: When I Grow, Children's Hospital

Television Advertising – Campaign – More Than 150 Beds

Certificate of Merit: "I Choose" Campaign, Lafayette General Health

Pelican Award: Where Do Babies Come From?, Baton Rouge General

Billboard – 150 Beds or Less

Certificate of Merit: Campti Clinic Outdoor, Natchitoches Regional Medical Center

Pelican Award: Emergency Exceptional Care Billboard, St. Elizabeth Hospital

Billboard – More Than 150 Beds

Certificate of Merit: Birth Center Outdoor Campaign, Baton Rouge General

Pelican Award: Origami Mammography, Woman's Hospital

Digital Advertising Campaign

Pelican Award: Recruiting Campaign, Baton Rouge General

Social Media Advertising

Certificate of Merit: FamilyFest Campaign, St. Elizabeth Hospital

Pelican Award: Women's Digital Facebook Campaign, Ochsner Health System



Email Marketing

Pelican Award: See Your Physician Reminder, Baton Rouge General

Direct Mail – 150 Beds or Less

Pelican Award: Campti Clinic Direct Mailer, Natchitoches Regional Medical Center

Direct Mail – More Than 150 Beds

Certificate of Merit: Ochsner Medical Complex: Iberville Grand Opening Mailer, Ochsner Health System

Certificate of Merit: 31 Days of Pink 2014 Campaign Mailer, Touro Infirmary

Pelican Award: Colonoscopy Direct Mail, Baton Rouge General

Advertising Campaign – Agency Produced – 150 Beds or Less

Pelican Award: FamilyFest Campaign, St. Elizabeth Hospital

Advertising Campaign – Agency Produced – More Than 150 Beds

Pelican Award: "When I Grow" Campaign, Children's Hospital

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

Certificate of Merit: LGMC MAKOpasty Campaign, Lafayette General Health

Pelican Award: Origami Mammography, Woman's Hospital

Marketing Project for a Healthcare-Related Organization

Pelican Award: Print Ad Series, LHA Trust Funds

Project on a Shoestring

Certificate of Merit: Chalkboard Wall, North Oaks Health System

Pelican Award: Employee Spotlight Campaign, St. James Parish Hospital

Website Initiatives – Single Hospital – 150 Beds or Less

Pelican Award: SJPH.org, St. James Parish Hospital

Website Initiatives – Single Hospital – More Than 150 Beds

Certificate of Merit: UMCNO Website, University Medical Center New Orleans

Pelican Award: womans.org, Woman's Hospital

Website Initiatives – System

Pelican Award: North Oaks.TV, North Oaks Health System

Intranet Initiatives

Pelican Award: "Where's Ollie?," Ochsner Health System

Social Media – Facebook

Certificate of Merit: Student Athlete of the Year, North Oaks Health System

Pelican Award: Heart Month on Facebook, Ochsner Health System

Results/ROI – Single Hospital – 150 Beds or Less

Certificate of Merit: SJPH.org, St. James Parish Hospital

Pelican Award: Walk-In Clinic Ad Series, Natchitoches Regional Medical Center

Results/ROI – Single Hospital – More Than 150 Beds

Pelican Award: LGMC MAKOpasty Campaign, Lafayette General Health

Results/ROI – System

Pelican Award: Patient Direct Connect Program, Ochsner Health System

Graphic Design

Pelican Award: Foundation for Woman's Annual Report, Woman's Hospital



GOLDEN PELICAN AWARDS

President's Award

Greg Feirn, LCMC Health

Lagniappe Award

Healthgrades, an Innovative Strategic Marketing Partner

Graphic Designer of the Year

Vaughn Taylor
Ochsner Health System

Marketer of the Year

Charla Ducote
Rapides Regional Medical Center

Public Relations Practitioner of the Year

Daryl Cetnar
Lafayette General Medical Center

Team of the Year

Baton Rouge General



BEST OF SHOW

Jacqueline Leonhard Award for Writing Excellence

Foundation Annual Report
Woman's Hospital

Best of Show in Graphic Design

2014 Annual Report
Franciscan Missionaries of Our Lady Health System

Best of Show in Strategy

Trauma Stretchers
North Oaks Health System

Frank V. Leblanc Best of Show Award

"When I Grow" Advertising Campaign
Children's Hospital



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