

Louisiana Society for Hospital Public Relations and Marketing 36th Annual Gordon & Breaux Pelican Awards Winner List

PUBLICATIONS – PRINT & ELECTRONIC DIVISION

Annual Report – Production cost of \$7,000 or less

Pelican Award

Source of Strength 2016 Annual Report, North Oaks Health System

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

Pelican Award

FMOLHS 2016 Annual Report, Our Lady of the Lake Regional Medical Center

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

Pelican Award

Health Matters, Baton Rouge General

External Periodical – Production cost per issue greater than \$5,000

Certificate of Merit

CommUnity Newsletter, North Oaks Health System

External Periodical – Production cost per issue greater than \$5,000

Pelican Award

Amazing Magazine, Our Lady of the Lake Children's Hospital

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

Certificate of Merit

Heartbeat, North Oaks Health System

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

Pelican Award

Exchange – Flood Edition, Baton Rouge General

Brochure/Other Print Publication – Production cost of \$2,500 or less

Pelican Award

Clinics Card, Natchitoches Regional Medical Center

Brochure/Other Print Publication – Production cost greater than \$2,500

Pelican Award

Inpatient Brochure, North Oaks Health System

WRITING DIVISION

Internal Writing

Pelican Award

A Message from the CMO: Tackling Physician and Provider Burnout, Ochsner Health System

External Writing

Certificate of Merit

Blog: Surgeon Gets His Former Track Coach Up to Full Speed, Our Lady of the Lake Regional Medical Center

WRITING DIVISION CONTINUED

External Writing

Certificate of Merit

Walking the Trail Her Mother Blazed, P&S Surgical Hospital

External Writing

Pelican Award

Heart Month, Ochsner Health System

Advertising Writing

Certificate of Merit

Mother's Day Ad, Lafayette General Health

Advertising Writing

Pelican Award

We Get You. Healthier., Baton Rouge General

PUBLIC RELATIONS DIVISION

Public Relations Campaign – Agency Produced – More than 150 beds

Pelican Award

The Rachel Sones Story, Slidell Memorial Hospital

Public Relations Campaign – Agency Produced – More than 150 beds

Pelican Award

One Year Anniversary, University Medical Center New Orleans

Public Relations Campaign – Produced In-House – 150 beds or less

Pelican Award

Louisiana Coach First in Nation to Receive ProTrach, University Hospital & Clinics

Public Relations Campaign – Produced In-House – More than 150 beds

Certificate of Merit

Groundbreaking Ceremony, Children's Hospital

Public Relations Campaign – Produced In-House – More than 150 beds

Pelican Award

Epic EMR Go-Live Campaign, Our Lady of the Lake Regional Medical Center

PR Project for a Healthcare-Related Organization (Non-Hospital)

Pelican Award

Heart Month PR Campaign, Cardiovascular Institute of the South

Handling of Media Relations Issue/Crisis Communication

Pelican Award

Baton Rouge Flood Response, Ochsner Health System

RURAL HOSPITAL DIVISION

Best PR Project for a Small/Rural Hospital

Pelican Award

Diabetic Dine-In, St. James Parish Hospital

Best Marketing Project for a Small/Rural Hospital

Certificate of Merit

Primary Care Marketing Campaign, St. Charles Parish Hospital

Best Marketing Project for a Small/Rural Hospital

Pelican Award

Woman 2 Woman Campaign, St. James Parish Hospital

PRESENTATIONS DIVISION

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

Certificate of Merit

Recruitment Video Series, University Medical Center New Orleans

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

Pelican Award

Hogs House Presentation, Children's Hospital

Presentation – Production cost greater than \$5,000

Pelican Award

Amy Teague Video, Woman's Hospital

SPECIAL PURPOSE MATERIALS DIVISION

Logo – More than 150 beds

Pelican Award

Acadian Healthcare Alliance Logo, Lafayette General Health

Invitation – 150 beds or less

Pelican Award

007 Gala Invitation, Natchitoches Regional Medical Center

Invitation – More than 150 beds

Pelican Award

Sugarplum Ball Invitation, Children's Hospital

Specialty Item – More than 150 beds

Pelican Award

Look Back Rearview Mirror Tags, Woman's Hospital

EVENTS DIVISION

Internal Events – More than 150 beds

Pelican Award

Making Our Epic History: Team Member Education Fair, Our Lady of the Lake Regional Medical Center

Internal Events – More than 150 beds

Pelican Award

Baby Friendly 10K Event, Woman's Hospital

External Events – 150 beds or less

Pelican Award

007 Gala, Natchitoches Regional Medical Center

External Events – More than 150 beds

Certificate of Merit

Wellness Center Dedication Celebration, Thibodaux Regional Medical Center

External Events – More than 150 beds

Pelican Award

Life's a Canvas – Home Edition, Baton Rouge General

ADVERTISING DIVISION

Radio Advertising

Certificate of Merit

Togetherness, Terrebonne General Medical Center

Radio Advertising

Pelican Award

Pediatric Radio Spots, West Jefferson Medical Center

Print Advertising – Single – 150 beds or less

Pelican Award

Stay Home for the Holidays Ad, St. James Parish Hospital

Print Advertising – Single – More than 150 beds

Certificate of Merit

Unbreakable Ad, Terrebonne General Medical Center

Print Advertising – Single – More than 150 beds

Certificate of Merit

Crescent Brand Ad, Touro Infirmary

Print Advertising – Single – More than 150 beds

Pelican Award

Mommy Docs Ad, Baton Rouge General

Print Advertising – Campaign – More than 150 beds

Pelican Award

Print Campaign, Terrebonne General Medical Center

ADVERTISING DIVISION CONTINUED

Television Advertising – Single Ad – 150 beds or less

Pelican Award

Surgery Services TV Spot, Natchitoches Regional Medical Center

Television Advertising – Single Ad – More than 150 beds

Certificate of Merit

Surgery Matters, CHRISTUS St. Frances Cabrini Hospital

Television Advertising – Single Ad – More than 150 beds

Pelican Award

Mako Mike, Lafayette General Health

Television Advertising – Campaign – More than 150 beds

Pelican Award

I Choose TV Campaign, Lafayette General Health

Television Advertising – Campaign – More than 150 beds

Pelican Award

Is Your Heart in the Right Place, Lake Charles Memorial Health System

Outdoor – Billboard – 150 beds or less

Pelican Award

Breast Cancer Awareness Billboard, Iberia Medical Center

Outdoor – Billboard – More than 150 beds

Certificate of Merit

Mommy Docs Billboard, Baton Rouge General

Outdoor – Billboard – More than 150 beds

Pelican Award

Peace & Prayer Outdoor Campaign, Our Lady of the Lake Regional Medical Center

Outdoor – Other – More than 150 beds

Pelican Award

Streetcar Ad, Ochsner Health System

Digital Advertising Campaign

Certificate of Merit

The Rachel Sones Story, Slidell Memorial Hospital

Digital Advertising Campaign

Pelican Award

Women's Services Digital Campaign, Ochsner Health System

Social Media Advertising

Pelican Award

Women Choose Woman's Cancer Campaign, Woman's Hospital

Email Marketing

Certificate of Merit

Cardiology HRA Email Campaign, Ochsner Health System

ADVERTISING DIVISION CONTINUED

Email Marketing

Pelican Award
E-News for “Free,” St. James Parish Hospital

Direct Mail

Certificate of Merit
New Movers Direct Mail Campaign, Ochsner Health System

Direct Mail

Pelican Award
Balance Postcard, Woman’s Hospital

Advertising Campaign – Agency Produced – 150 beds or less

Certificate of Merit
Woman 2 Woman, St. James Parish Hospital

Advertising Campaign – Agency Produced – 150 beds or less

Pelican Award
“There’s More to Love at Lane” OB Campaign, Lane Regional Medical Center

Advertising Campaign – Agency Produced – More than 150 beds

Certificate of Merit
I Choose Advertising Campaign, Lafayette General Health

Advertising Campaign – Agency Produced – More than 150 beds

Pelican Award
A New Way of Health Campaign, Terrebonne General Medical Center

Advertising Campaign – Produced In-House – More than 150 beds

Certificate of Merit
Pediatric ED Campaign, West Jefferson Medical Center

Advertising Campaign – Produced In-House – More than 150 beds

Pelican Award
Weight Loss Surgery Numbers Campaign, Woman’s Hospital

Marketing Project for a Healthcare-Related Organization (Non-Hospital)

Pelican Award
PAD Marketing Campaign, Cardiovascular Institute of the South

PROJECT ON A SHOESTRING DIVISION

Project on a Shoestring

Pelican Award
Take Your Child to Work Video, Baton Rouge General

OTHER ELECTRONIC COMMUNICATIONS DIVISION

Website Initiative – Single Hospital

Pelican Award
Living Well Blog Redesign, Touro Infirmary

Website Initiative – Multi-Hospital System

Certificate of Merit
Physician Star-Ratings Initiative, Baton Rouge General

Website Initiative – Multi-Hospital System

Pelican Award
Website Redesign, North Oaks Health System

Intranet Initiative – Internal

Pelican Award
Intranet, Woman’s Hospital

Social Media – Facebook

Pelican Award
Caregivers Month: Ms. Betty Caregiver Profile Video, Ochsner Health System

Social Media – YouTube

Pelican Award
Patient Story: Brothers in Blue, Ochsner Health System

Other Emerging Social Media Platforms

Pelican Award
Kids Don’t Come with Instructions Manual, Our Lady of the Lake Children’s Hospital

RESULTS/ROI DIVISION

Results/ROI – Single – 150 beds or less

Certificate of Merit
Facebook ROI, Iberia Medical Center

Results/ROI – Single – 150 beds or less

Pelican Award
E-News for “Free” Results, St. James Parish Hospital

Results/ROI – Single – More than 150 beds

Certificate of Merit
Mako Mike Results, Lafayette General Health

Results/ROI – Single – More than 150 beds

Pelican Award
Orthopedics IP Matching Digital Campaign, Ochsner Health System

Results/ROI – System

Pelican Award
Foundation: Results/ROI, North Oaks Health System

GRAPHIC DESIGN DIVISION

Graphic Design

Certificate of Merit

Love Your Heart, Baton Rouge General

Graphic Design

Pelican Award

FMOLHS 2016 Annual Report, Our Lady of the Lake Regional Medical Center

BEST OF SHOW AWARDS

Jacqueline Leonhard Award for Writing Excellence

Exchange-Flood Edition, Baton Rouge General

Best of Show: Graphic Design

Website Redesign, North Oaks Health System

Best of Show: Strategy

Women's Services Digital Campaign, Ochsner Health System

Frank V. Leblanc Best of Show Overall

Amazing Magazine, Our Lady of the Lake Children's Hospital

GOLDEN PELICAN AWARDS

President's Award

Mary Ellen Pratt, St. James Parish Hospital

Lagniappe Award

Jeff Betz, Xact Business Solutions

Graphic Designer of the Year

Allison Portier, North Oaks Health System

Public Relations Practitioner of the Year

Taslin Alfonzo, West Jefferson Medical Center

Marketer of the Year

Brittany Graffagnini, Ochsner Health System

Team of the Year

Our Lady of the Lake Regional Medical Center

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