

Louisiana Society for Hospital Public Relations and Marketing 35th Annual Gordon & Breaux Pelican Awards Winner's List

PUBLICATIONS – PRINT & ELECTRONIC DIVISION

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

Pelican Award

Annual Report 2015, North Oaks Health System

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

Certificate of Merit

2016 Community Report, Lafayette General Health

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

Certificate of Merit

Bringing Life to Our Community, St. James Parish Hospital

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

Pelican Award

FMOLHS 2015 Annual Report – One Day, Every Day, Our Lady of the Lake Regional Medical Center

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

Certificate of Merit

Mid City Proud, Baton Rouge General

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

Pelican Award

Community Education Brochures, St. Elizabeth Hospital

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

Certificate of Merit

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

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

Pelican Award

CommUnity Newsletter, North Oaks Health System

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

Pelican Award

Employee ENews, Baton Rouge General

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PUBLICATIONS – PRINT & ELECTRONIC DIVISION

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

Certificate of Merit

C.A.R.E.S. Connection, St. Tammany Parish Hospital

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

Pelican Award

Heartbeat, North Oaks Health System

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

Pelican Award

LGMC NicView Brochure, Lafayette General Health

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

Certificate of Merit

innovationOchsner, Ochsner Health System

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

Pelican Award

My Pregnancy Journal, Woman's Hospital

WRITING DIVISION

Internal Writing

Pelican Award

Vision, Baton Rouge General

External Writing

Certificate of Merit

Heart Attack Sets Wheels in Motion, Lafayette General Health

External Writing

Pelican Award

Bringing Life to Our Community, St. James Parish Hospital

PUBLIC RELATIONS DIVISION

Public Relations Campaign – Agency Produced, Hospital – More Than 150 Beds

Certificate of Merit

Grand Opening Campaign, University Medical Center New Orleans

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PUBLIC RELATIONS DIVISION

Public Relations Campaign – Agency Produced, Hospital – More Than 150 Beds
Pelican Award

#RewardsVsAwards Campaign, St. Tammany Parish Hospital

Public Relations Campaign – Produced In–House, Hospital – More Than 150 Beds
Pelican Award

RN Residency, Lafayette General Health

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

Pelican Award

LaPOST/National Healthcare Decisions Day–2016, Louisiana Health Care Quality Forum

Handling of Media Relations Issue/Crisis Communications

Pelican Award

Grand 16 Theater Shooting, Lafayette General Health

RURAL HOSPITAL DIVISION

Best Marketing Project for a Small/Rural Hospital

Pelican Award

Bringing Life to Our Community, St. James Parish Hospital

PRESENTATIONS DIVISION

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

Certificate of Merit

Level II Trauma Audit Presentation, North Oaks Health System

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

Pelican Award

Impact Luncheon Video, Woman's Hospital

Presentation – Production Cost Greater Than \$5,000

Pelican Award

Star Wars Video, West Jefferson Medical Center

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SPECIAL PURPOSE MATERIAL DIVISION

Logos, Hospital – More Than 150 Beds

Certificate of Merit

Our Lady of the Lake Children's Hospital Amazing Half Marathon Logo,
Our Lady of the Lake Regional Medical Center

Logos, Hospital – More Than 150 Beds

Pelican Award

Play It Safe Event Logo, North Oaks Health System

Invitations & Cards, Hospital – 150 Beds or Less

Pelican Award

Awards Banquet Invite, St. Elizabeth Hospital

Invitations & Cards, Hospital – More Than 150 Beds

Pelican Award

Impact Luncheon Invitations, Woman's Hospital

Specialty Items, Hospital – 150 Beds or Less

Pelican Award

See You Later, Alligator!, Lafayette Surgical Specialty Hospital

Specialty Items, Hospital – More Than 150 Beds

Certificate of Merit

Our Lady of the Lake Children's Hospital Drive Slowly Signs,
Our Lady of the Lake Regional Medical Center

Specialty Items, Hospital – More Than 150 Beds

Pelican Award

March for Babies T-Shirt, Woman's Hospital

EVENTS DIVISION

Internal Events, Hospital – 150 Beds or Less

Pelican Award

Awards Banquet Event, St. Elizabeth Hospital

Internal Events, Hospital – More Than 150 Beds

Pelican Award

World Health Day Event, Lafayette General Health

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EVENTS DIVISION

External Events, Hospital – 150 Beds or Less

Pelican Award

FAREWELCOME, St. James Parish Hospital

External Events, Hospital – More Than 150 Beds

Certificate of Merit

Grand Opening Dedication Event, University Medical Center New Orleans

External Events, Hospital – More Than 150 Beds

Pelican Award

Play It Safe Event, North Oaks Health System

ADVERTISING DIVISION

Radio

Certificate of Merit

CEO Radio Messages, Natchitoches Regional Medical Center

Radio

Pelican Award

GNO Radio – Healthcare That Can Keep Up, Ochsner Health System

Print Single, Hospital – 150 Beds or Less

Pelican Award

Joy Print Ad, Natchitoches Regional Medical Center

Print Single, Hospital – More Than 150 Beds

Certificate of Merit

New Year... New You Ad, West Jefferson Medical Center

Print Single, Hospital – More Than 150 Beds

Pelican Award

Colonoscopy, Woman's Hospital

Print Campaign, Hospital – 150 Beds or Less

Pelican Award

Exceptional Campaign Print, St. Elizabeth Hospital

Print Campaign, Hospital – More Than 150 Beds

Certificate of Merit

New Way of Health Print Campaign, Terrebonne General Medical Center

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ADVERTISING DIVISION

Print Campaign, Hospital – More Than 150 Beds

Pelican Award

Our Lady of the Lake Children's Hospital Kids Are Amazing, Our Lady of the Lake Regional Medical Center

Television Single Ad, Hospital – 150 Beds or Less

Pelican Award

I Believe TV Spot – Patients, Natchitoches Regional Medical Center

Television Single Ad, Hospital – More Than 150 Beds

Pelican Award

The Future of Healthcare Is Here, University Medical Center New Orleans

Television Campaign, Hospital – 150 Beds or Less

Pelican Award

I Believe TV Campaign, Natchitoches Regional Medical Center

Television Campaign, Hospital – More Than 150 Beds

Pelican Award

Our Lady of the Lake Children's Hospital Kids Are Amazing TV Campaign, Our Lady of the Lake Regional Medical Center

Outdoor – Billboard, Hospital – 150 Beds or Less

Pelican Award

Exceptional Hospital Billboard, St. Elizabeth Hospital

Outdoor – Billboard, Hospital – More Than 150 Beds

Pelican Award

A Mammogram for Your Lungs, West Jefferson Medical Center

Outdoor – Other, Hospital – More Than 150 Beds

Certificate of Merit

Leading the Way, Rapides Regional Medical Center

Outdoor – Other, Hospital – More Than 150 Beds

Pelican Award

New Way of Health Elevator Skins, Terrebonne General Medical Center

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ADVERTISING DIVISION

Digital Advertising Campaign

Certificate of Merit

GiveNOLA Day, Children's Hospital, New Orleans

Digital Advertising Campaign

Pelican Award

Digital Transplant Campaign, Ochsner Health System

Social Media Advertising

Pelican Award

Flu Season Campaign, Ochsner Health System

Email Marketing

Certificate of Merit

Do It Again, Children's Hospital, New Orleans

Email Marketing

Certificate of Merit

Women's Move Email Campaign, Ochsner Health System

Email Marketing

Pelican Award

Health Risk Assessments Email Marketing Campaign, Baton Rouge General

Direct Mail, Hospital – More Than 150 Beds

Pelican Award

31 Days of Pink 2015 Campaign Mailer, Touro Infirmary

Direct Mail, Hospital – More Than 150 Beds

Pelican Award

Program Calendar Guide, Woman's Hospital

Advertising Campaign – Agency Produced, Hospital – 150 Beds or Less

Certificate of Merit

Exceptional Campaign, St. Elizabeth Hospital

Advertising Campaign – Agency Produced, Hospital – 150 Beds or Less

Pelican Award

Awareness Campaign, St. Charles Parish Hospital

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ADVERTISING DIVISION

Advertising Campaign – Agency Produced, Hospital – More Than 150 Beds
Certificate of Merit

The Future of Healthcare Is Here, University Medical Center New Orleans

Advertising Campaign – Agency Produced, Hospital – More Than 150 Beds
Pelican Award

New Way of Health Campaign, Terrebonne General Medical Center

Advertising Campaign – Produced In–House, Hospital – More Than 150 Beds
Pelican Award

Our Lady of the Lake Children's Hospital Radiothon, Our Lady of the Lake Regional Medical Center

PROJECT ON A SHOESTRING

Project on a Shoestring

Certificate of Merit

GiveNOLA Day, Children's Hospital, New Orleans

Project on a Shoestring

Certificate of Merit

Wall of Hope Videos, Woman's Hospital

Project on a Shoestring

Pelican Award

Rapides Cancer Center Patient Pillows, Rapides Regional Medical Center

OTHER ELECTRONIC COMMUNICATIONS

Website Initiatives, Hospital – More Than 150 Beds

Pelican Award

Our Lady of the Lake Blog, Our Lady of the Lake Regional Medical Center

Website Initiatives, Multi–Hospital System

Certificate of Merit

Women's Health North Oaks.TV Promotion, North Oaks Health System

Website Initiatives, Multi–Hospital System

Pelican Award

Ochsner.org Website Redesign, Ochsner Health System

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OTHER ELECTRONIC COMMUNICATIONS

Intranet Initiatives – Internal

Pelican Award

FMOLHS TeamLink Intranet, Our Lady of the Lake Regional Medical Center

Social Media – Facebook

Pelican Award

Our Lady of the Lake Children's Hospital's Chris Pratt Training, Our Lady of the Lake Regional Medical Center

RESULTS/ROI

Results/ROI, Single, Hospital –150 Beds or Less

Pelican Award

Capabilities Direct Mailer, Ochsner Medical Center – Kenner

Results/ROI, Single, Hospital – More Than 150 Beds

Pelican Award

Moonlight & Martinis Facebook Posts, West Jefferson Medical Center

Results/ROI, System

Certificate of Merit

Online Appointment Campaign, Ochsner Health System

Results/ROI, System

Pelican Award

New Movers Campaign, Lafayette General Health

GRAPHIC DESIGN

Graphic Design

Certificate of Merit

Men's Health Month Infographic, Thibodaux Regional Medical Center

Graphic Design

Certificate of Merit

My Pregnancy Journal, Woman's Hospital

Graphic Design

Pelican Award

My Inspire Ribbon, Baton Rouge General

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BEST OF SHOW

Jacqueline Leonhard Award for Writing Excellence

Bringing Life to Our Community
St. James Parish Hospital

Best of Show in Graphic Design

My Inspire Ribbon
Baton Rouge General

Best of Show in Strategy

Our Lady of the Lake Children's Hospital's Chris Pratt Training
Our Lady of the Lake Regional Medical Center

Frank V. Leblanc Best of Show Overall

Crisis Communications: Grand 16 Theater Shooting
Lafayette General Health

GOLDEN PELICAN AWARDS

Golden President's Award

Teri Fontenot, FACHE, Woman's Hospital

Public Relations Practitioner of the Year

Jessica Estorino, University Medical Center New Orleans

Creative Director of the Year

Timothy Samaha, Our Lady of the Lake Regional Medical Center

Marketer of the Year

Kristen Robinson, Touro Infirmary

Team of the Year

Ochsner Health System

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