



Louisiana Hospital Association's Public Relations & Marketing ThreeSixtyEight Pelican Awards Winner's List

PUBLICATIONS – PRINT & ELECTRONIC DIVISION

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

Pelican Award

Report to the Community, St. Elizabeth Hospital

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

Pelican Award

Annual Report, Franciscan Missionaries of Our Lady Health System

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

Pelican Award

CommUnity Newsletter, North Oaks Health System

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

Pelican Award

Internal Channel Evolution, Ochsner Health System

Internal Periodical – 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

Certificate of Merit

Pediatric Cancer Report 2017, Women's & Children's Hospital

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

Pelican Award

Physician Business Planning Session Brochure, University Medical Center New Orleans

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

Pelican Award

CCPI Primary Care Physician Recruitment Brochure, Touro Infirmary

WRITING DIVISION

Internal Writing

Pelican Award

Recruiting Tomorrow's Nurses Today, Ochsner Health System

External Writing

Certificate of Merit

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

External Writing

Pelican Award

Physicians Ailments Advertising Campaign, Baton Rouge General

Advertising Writing

Certificate of Merit

"Faster Than a 28-3 Lead" Digital ER, Tulane Health System

Advertising Writing

Pelican Award

We Are Relentless, Ochsner Health System

PUBLIC RELATIONS DIVISION

Public Relations Campaign – Agency Produced – More Than 150 Beds

Certificate of Merit

The Coach Batt Story, Slidell Memorial Hospital

Public Relations Campaign – Agency Produced – More Than 150 Beds

Pelican Award

ICU Fundraising Video, CHRISTUS St. Frances Cabrini

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

Certificate of Merit

Professional Athlete Care Team Launch, Tulane Health System

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

Pelican Award

New AI Technology to Save Lives in Real-Time, Ochsner Health System

Handling of Media Relations Issue

Pelican Award

Steel Topping Ceremony, Our Lady of the Lake Children's Hospital

Employee Relations Campaign

Certificate of Merit

Inspired We Serve, Our Lady of the Lake Regional Medical Center

Employee Relations Campaign

Certificate of Merit

Good Catch Program, West Jefferson Medical Center

Employee Relations Campaign

Pelican Award

I Am Beauregard, Beauregard Health System

RURAL HOSPITAL DIVISION

Best PR Project for a Small/Rural Hospital

Pelican Award
Pink Talk 2017, St. James Parish Hospital

Best PR Project for a Small/Rural Hospital

Pelican Award
Tax Vote, St. Martin Hospital

Best Marketing Project for a Small/Rural Hospital

Pelican Award
Awareness Campaign, St. Charles Parish Hospital

PRESENTATIONS DIVISION

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

Pelican Award
Sonic Car Seat Program, University Medical Center New Orleans

Presentation – Production Cost Greater Than \$5,000

Certificate of Merit
Surgical Weight Loss, Our Lady of the Lake Regional Medical Center

Presentation – Production Cost Greater Than \$5,000

Pelican Award
Presentation Video, Natchitoches Regional Medical Center

SPECIAL PURPOSE MATERIALS DIVISION

Logo – 150 Beds or Less

Certificate of Merit
New Health System Logo, Beauregard Health System

Logo – 150 Beds or Less

Pelican Award
Rehab Center Logo, Iberia Medical Center

Logo – More Than 150 Beds

Certificate of Merit
Mammos & Mimosas Logo, Baton Rouge General

Logo – More Than 150 Beds

Pelican Award
Centre de la Vie Logo, Opelousas General Health System

Invitation – 150 Beds or Less

Pelican Award
Flashback '80s Gala Invite, Natchitoches Regional Medical Center

Invitation – More Than 150 Beds

Certificate of Merit
Healthcare Heroes of Acadiana Awards Gala Invite and Program, Lafayette General Health

Invitation – More Than 150 Beds

Pelican Award
Sugarplum Ball Invitation, Children's Hospital

Specialty Item – 150 Beds or Less

Pelican Award

Dietary Button, Natchitoches Regional Medical Center

Specialty Item – More Than 150 Beds

Certificate of Merit

Amazing Half Marathon, Our Lady of the Lake Children's Hospital

Specialty Item – More Than 150 Beds

Pelican Award

Pennington Cancer Center Expansion/30th Anniversary Lunchbox Giveaway, Baton Rouge General

EVENTS DIVISION**Internal Events – 150 Beds or Less**

Pelican Award

Logo Reveal, Beauregard Health System

Internal Events – More Than 150 Beds

Pelican Award

Member Kickball Tournament, Our Lady of the Lake Regional Medical Center

External Events – 150 Beds or Less

Pelican Award

Pink Talk 2017, St. James Parish Hospital

External Events – More Than 150 Beds

Pelican Award

Trauma Symposium Event, North Oaks Health System

External Events – More Than 150 Beds

Pelican Award

Pampered & Pink Women's Health Celebration, Touro Infirmary

ADVERTISING DIVISION**Radio Advertising**

Pelican Award

Physicians Ailments Campaign, Baton Rouge General

Print Advertising – Single Ad – 150 Beds or Less

Pelican Award

Pink Talk 2017 Ad, St. James Parish Hospital

Print Advertising – Single Ad – More Than 150 Beds

Certificate of Merit

Unique Women's Healthcare for Every Generation, Lake Charles Memorial Health System

Print Advertising – Single Ad – More Than 150 Beds

Pelican Award

Burn Safety PSA Print Ad, Baton Rouge General

Print Advertising – Campaign – 150 Beds or Less

Pelican Award

Exceptional Campaign, St. Elizabeth Hospital

Print Advertising – Campaign – More Than 150 Beds

Pelican Award

We Get You. Healthier., Baton Rouge General

Television Advertising – Single Ad – 150 Beds or Less

Pelican Award

Pediatric Single TV, Lane Regional Medical Center

Television Advertising – Single Ad – 150 Beds or Less

Pelican Award

Skilled Services Commercial, St. James Parish Hospital

Television Advertising – Single Ad – More Than 150 Beds

Pelican Award

Community Clinics, CHRISTUS St. Frances Cabrini

Television Advertising – Campaign – 150 Beds or Less

Pelican Award

Service Line TV Campaign, Lane Regional Medical Center

Television Advertising – Campaign – More Than 150 Beds

Pelican Award

Where Do Babies Come From?, Touro Infirmary

Outdoor – Billboard – 150 Beds or Less

Pelican Award

Billboard, Iberia Medical Center

Outdoor – Billboard – More Than 150 Beds

Certificate of Merit

Where Do Babies Come From?, Touro Infirmary

Outdoor – Billboard – More Than 150 Beds

Pelican Award

Baton Rouge General Delivers..., Baton Rouge General

Outdoor – Other – More Than 150 Beds

Pelican Award

St. Patrick's Day Float, Baton Rouge General

Digital Advertising Campaign

Certificate of Merit

Patient Testimonials, Lakeview Regional Medical Center

Digital Advertising Campaign

Pelican Award

Sports Medicine Digital Campaign, Ochsner Health System

Social Media Advertising

Certificate of Merit

Lourdes Promise, Our Lady of Lourdes Regional Medical Center

Social Media Advertising

Certificate of Merit

The Sisterhood Social Campaign, Woman's Hospital

Social Media Advertising

Pelican Award

Recruiting Campaign, Baton Rouge General

Email Marketing

Pelican Award

Heart Health Fair Automated Email, West Jefferson Medical Center

Direct Mail – 150 Beds or Less

Pelican Award

Recruitment Mailer, Lane Regional Medical Center

Direct Mail – More Than 150 Beds

Pelican Award

New Mover Direct Mail Campaign - House of Firsts, LCMC Health

Advertising Campaign – Agency Produced – 150 Beds or Less

Pelican Award

“We Are” Campaign, Iberia Medical Center

Advertising Campaign – Agency Produced – 150 Beds or Less

Pelican Award

Pediatrics Campaign, Lane Regional Medical Center

Advertising Campaign – Agency Produced – More Than 150 Beds

Certificate of Merit

Unique Women’s Healthcare for Every Generation, Lake Charles Memorial Health System

Advertising Campaign – Agency Produced – More Than 150 Beds

Pelican Award

Where Do Babies Come From?, Touro Infirmary

Advertising Campaign – Produced In-House – 150 Beds or Less

Pelican Award

Campaign, Beauregard Health System

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

Pelican Award

Primary Care Advertising Campaign, North Oaks Health System

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

Pelican Award

Pregnancy App, Woman's Hospital

PROJECT ON A SHOESTRING DIVISION**Project on a Shoestring**

Certificate of Merit

Kindness Rocks Project, Franciscan Missionaries of Our Lady Health System

Project on a Shoestring

Pelican Award

Patient Story: Love, Edgar, Ochsner Health System

OTHER ELECTRONIC COMMUNICATIONS DIVISION

Website Initiative – Single Hospital – 150 Beds or Less

Pelican Award

Website, Beauregard Health System

Website Initiative – Single Hospital – More Than 150 Beds

Pelican Award

Website, Our Lady of the Lake Regional Medical Center

Website Initiative – Multi-Hospital System

Pelican Award

BRG & BRGP Website Launch, Baton Rouge General

Intranet Initiative

Pelican Award

Ochweb 2.0 Launch, Ochsner Health System

Social Media – Facebook

Pelican Award

Pregnancy App Facebook Campaign, Woman's Hospital

Social Media – YouTube

Pelican Award

Patient Story: Love, Edgar, Ochsner Health System

App for Mobile Device

Pelican Award

Pregnancy App, Woman's Hospital

Blog

Pelican Award

“To Your Health” Blog SEO Performance, Ochsner Health System

RESULTS/ROI DIVISION

Results/ROI – Single Hospital – 150 Beds or Less

Pelican Award

Recruitment ROI, Lane Regional Medical Center

Results/ROI – Single Hospital – More Than 150 Beds

Pelican Award

Direct Mailers, Our Lady of the Lake Regional Medical Center

Results/ROI – System

Pelican Award

Coordination of Care Email Campaign, Ochsner Health System

GRAPHIC DESIGN DIVISION

Graphic Design

Certificate of Merit

Report to the Community, St. Elizabeth Hospital

Graphic Design

Pelican Award

Too Much Mardi Gras Billboard, West Jefferson Medical Center

BEST OF SHOW AWARDS

Jacqueline Leonhard Award for Writing Excellence

"We Are Relentless" Advertising Writing, Ochsner Health System

Best of Show: Graphic Design

Centre de la Vie Logo, Opelousas General Health System

Best of Show: Strategy

BRG & BRGP Website Launch, Baton Rouge General

Frank V. Leblanc Best of Show Overall

Woman's Pregnancy App In-House Advertising Campaign, Woman's Hospital

GOLDEN PELICAN AWARDS

President's Award

Bill Masterton, President & CEO, University Medical Center New Orleans

Creative Director of the Year

Barbara Ruiz, Creative Services Manager, Baton Rouge General

Public Relations Practitioner of the Year

Cathy Jacobs, Director of Physician/Community Relations, Natchitoches Regional Medical Center

Marketer of the Year

Shantel Johnson, Marketing Director, North Oaks Health System

Team of the Year

Lane Regional Medical Center

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