



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

2018 Annual Report, Woman's Hospital

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

Pelican Award

Memorial Medical Milestones, Lake Charles Memorial Health System

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

Associate E-News, Natchitoches Regional Medical Center

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

Pelican Award

Little Book of Extras, LCMC Health

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

Pelican Award

Very Best Birth Day Children's Book, Woman's Hospital

WRITING DIVISION

Internal Writing

Certificate of Merit

Generally Speaking: Employee Newsletter, Lafayette General Health

Internal Writing

Pelican Award

Brand Launch Teaser Email Campaign, LCMC Health



WRITING DIVISION CONTINUED

External Writing

Pelican Award

Very Best Birth Day Children's Book, Woman's Hospital

Advertising Writing

Pelican Award

BRG Delivers, Baton Rouge General

PUBLIC RELATIONS DIVISION

Public Relations Campaign – Agency Produced – More Than 150 Beds

Pelican Award

Dr. Breaux's Landmark Surgery, Lakeview Regional Medical Center

Public Relations Campaign – Produced In-House – 150 Beds or Less

Certificate of Merit

#saveUHC, University Hospital & Clinics

Public Relations Campaign – Produced In-House – 150 Beds or Less

Pelican Award

Baton Rouge PR Campaign, Ochsner Medical Complex - The Grove

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

Certificate of Merit

Protect Your Pumpkins, Baton Rouge General

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

Certificate of Merit

Re-Naming Project, Tulane Health System

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

Pelican Award

GRACE Program Announcement, Woman's Hospital

Employee Relations Campaign

Pelican Award

Spirit Week, Franciscan Missionaries of Our Lady Health System

Employee Relations Campaign

Pelican Award

#LakeviewProud, Lakeview Regional Medical Center



RURAL HOSPITAL DIVISION

Best PR Project for a Rural Hospital

Pelican Award

Ladies' Month, St. James Parish Hospital

Best Marketing Project for a Rural Hospital

Pelican Award

Medicare Population Health, St. James Parish Hospital

HEALTHCARE-RELATED ORGANIZATION

Public Relations Project for a Healthcare-Related Organization

Pelican Award

Women's Program, Cardiovascular Institute of the South

Marketing Project for a Healthcare-Related Organization

Pelican Award

Great American Smokeout Campaign, Cardiovascular Institute of the South

PRESENTATIONS DIVISION

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

Certificate of Merit

Patient Story: Listen To Your Heart, West Jefferson Medical Center

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

Pelican Award

Patient Story: "Domino Liver" Video, Ochsner Health System

Presentation – Production Cost Greater Than \$5,000

Pelican Award

GiveCHNOLA Day, Children's Hospital New Orleans

SPECIAL PURPOSE MATERIALS DIVISION

Logo – More Than 150 Beds

Pelican Award

Generally Speaking Podcast, Opelousas General Health System

Invitation – 150 Beds or Less

Pelican Award

Foundation Gala, Natchitoches Regional Medical Center

Invitation – More Than 150 Beds

Pelican Award

2019 Sugarplum Ball Invitation, Children's Hospital New Orleans



SPECIAL PURPOSE MATERIALS DIVISION CONTINUED

Specialty Item – 150 Beds or Less

Pelican Award

Football "Fans," St. James Parish Hospital

Specialty Item – More Than 150 Beds

Certificate of Merit

Airport Security Tray Campaign, Opelousas General Health System

Specialty Item – More Than 150 Beds

Pelican Award

Very Best Birth Day Children's Book, Woman's Hospital

EVENTS DIVISION

Internal Event – More Than 150 Beds

Pelican Award

Brand Launch Day, LCMC Health

External Event – 150 Beds or Less

Pelican Award

Ladies' Month, St. James Parish Hospital

External Event – More Than 150 Beds

Certificate of Merit

Play It Safe Event, North Oaks Health System

External Event – More Than 150 Beds

Pelican Award

Nurse Recruitment Event with New Orleans Saints, Ochsner Health System

ADVERTISING DIVISION

Radio Advertising

Certificate of Merit

ENT & Allergy "Breathe," North Oaks Health System

Radio Advertising

Pelican Award

OB Radio, Woman's Hospital

Print Advertising – Single Ad – 150 Beds or Less

Pelican Award

Before the Bell Rings, Lane Regional Medical Center

Print Advertising – Single Ad – More Than 150 Beds

Pelican Award

BRG Delivers, Baton Rouge General



ADVERTISING DIVISION CONTINUED

Print Advertising – Campaign – 150 Beds or Less

Pelican Award

"I'm Here" Labor & Delivery Campaign, Beauregard Health System

Print Advertising – Campaign – More Than 150 Beds

Certificate of Merit

Leading Edge Ad Campaign, Terrebonne General Medical Center

Print Advertising – Campaign – More Than 150 Beds

Pelican Award

Endless Hope, Lake Charles Memorial Health System

Television Advertising – Single Ad – 150 Beds or Less

Pelican Award

Care Coordinator Commercial, St. James Parish Hospital

Television Advertising – Single Ad – More Than 150 Beds

Pelican Award

Pennington Cancer Center Campaign, Baton Rouge General

Television Advertising – Campaign – 150 Beds or Less

Pelican Award

"I'm Here" Labor & Delivery Campaign, Beauregard Health System

Television Advertising – Campaign – More Than 150 Beds

Certificate of Merit

Leading Edge TV Campaign, Terrebonne General Medical Center

Television Advertising – Campaign – More Than 150 Beds

Pelican Award

Endless Hope, Lake Charles Memorial Health System

Television Advertising – Campaign – More Than 150 Beds

Pelican Award

OB Television, Woman's Hospital

Outdoor – Billboard – 150 Beds or Less

Pelican Award

First Birthday, CHRISTUS Bossier Emergency Hospital

Outdoor – Billboard – More Than 150 Beds

Certificate of Merit

Nurse Recruiting, Rapides Regional Medical Center

Outdoor – Billboard – More Than 150 Beds

Certificate of Merit

Weight Loss Surgery, Woman's Hospital



ADVERTISING DIVISION CONTINUED

Outdoor – Billboard – More Than 150 Beds

Pelican Award
BRG Delivers, Baton Rouge General

Other Outdoor – 150 Beds or Less

Pelican Award
Award-Winning NRMC, Natchitoches Regional Medical Center

Other Outdoor – More Than 150 Beds

Pelican Award
Mobile Mammography Unit, Woman's Hospital

Digital Marketing Campaign

Pelican Award
Virtual After Hours Campaign, Children's Hospital New Orleans

Digital Marketing Campaign

Pelican Award
Cardiology Services Campaign, Ochsner Health System

Social Media Advertising

Pelican Award
Women's Services Conversation Series Campaign, Ochsner Health System

Email Marketing

Pelican Award
Mammogram Email Campaign, West Jefferson Medical Center

Direct Mail – 150 Beds or Less

Pelican Award
Before the Bell Rings, Lane Regional Medical Center

Direct Mail – More Than 150 Beds

Certificate of Merit
Surgical Services Birthday Direct Mail, North Oaks Health System

Direct Mail – More Than 150 Beds

Pelican Award
New Mover Campaign, Ochsner Health System

Advertising Campaign – Agency Produced – 150 Beds or Less

Certificate of Merit
Heart Campaign, New Orleans East Hospital

Advertising Campaign – Agency Produced – 150 Beds or Less

Pelican Award
Moving Forward, Lafayette General Orthopaedic Hospital



ADVERTISING DIVISION CONTINUED

Advertising Campaign – Agency Produced – 150 Beds or Less

Pelican Award
Cancer Center, Lane Regional Medical Center

Advertising Campaign – Agency Produced – More Than 150 Beds

Certificate of Merit
Health Esteem, Franciscan Missionaries of Our Lady Health System

Advertising Campaign – Agency Produced – More Than 150 Beds

Certificate of Merit
WellFit, Thibodaux Regional Medical Center

Advertising Campaign – Agency Produced – More Than 150 Beds

Pelican Award
Pennington Cancer Center Campaign, Baton Rouge General

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

Pelican Award
Medicare Population Health, St. James Parish Hospital

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

Pelican Award
Pelvic Floor Campaign, Woman's Hospital

PROJECT ON A SHOESTRING DIVISION

Project on a Shoestring

Certificate of Merit
Endo/Diabetes Board, North Oaks Health System

Project on a Shoestring

Pelican Award
Crescent Farmers Market, Ochsner Health System

OTHER ELECTRONIC COMMUNICATIONS DIVISION

Website Initiative – Single Hospital – 150 Beds or Less

Pelican Award
New Website, Natchitoches Regional Medical Center

Website Initiative – Multi-Hospital System

Pelican Award
Protect Your Pumpkins Microsite, Baton Rouge General

Intranet Initiative

Pelican Award
Ochweb Quick Polls, Ochsner Health System



OTHER ELECTRONIC COMMUNICATIONS DIVISION CONTINUED

Social Media – Facebook

Certificate of Merit
#weareHishands, CHRISTUS Health Louisiana

Social Media – Facebook

Pelican Award
Protect Your Pumpkins, Baton Rouge General

Social Media – Facebook

Pelican Award
Facebook Strategy, Ochsner Health System

Social Media – YouTube/Other Social Media Video Sites

Pelican Award
Domino Liver - Digital Video Distribution, Ochsner Health System

Emerging Social Media Platform

Pelican Award
Generally Speaking Podcast, Opelousas General Health System

Blog

Pelican Award
Health Tip of the Week, Baton Rouge General

RESULTS/ROI DIVISION

Results/ROI – Single Hospital – 150 Beds or Less

Pelican Award
Cancer Center, Lane Regional Medical Center

Results/ROI – Single Hospital – More Than 150 Beds

Pelican Award
"Every Stage" OB/GYN Campaign, Touro

Results/ROI – System

Pelican Award
End of Year Email, Ochsner Health System

GRAPHIC DESIGN DIVISION

Graphic Design

Certificate of Merit
2018 Annual Report, Woman's Hospital

Graphic Design

Pelican Award
2018 Annual Report, North Oaks Health System



BEST OF SHOW AWARDS

Jacqueline Leonhard Award for Writing Excellence

Very Best Birth Day Children's Book, Woman's Hospital

Best of Show: Graphic Design

New Website, Natchitoches Regional Medical Center

Terri McNorton Award for Strategic Excellence

Crescent Farmers Market, Ochsner Health System

Frank V. Leblanc Best of Show Award

Pennington Cancer Center Campaign, Baton Rouge General

GOLDEN PELICAN AWARDS

President's Award

Katie Hebert, CEO, University Hospital & Clinics

Lagniappe Award

Adria Goins

Graphic Designer of the Year

Cherie Boudreaux, Graphic Designer, Woman's Hospital

Public Relations Practitioner of the Year

Katie Johnston, Public Relations Specialist, Baton Rouge General

Marketer of the Year

Kassie Roussel, Director of Marketing, St. James Parish Hospital

Team of the Year

LCMC Health

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