



**FOR IMMEDIATE RELEASE**

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**LCMC Health Hospitals Honored by Louisiana Marketing Organizations  
*LCMC Health, Children's Hospital, Touro, University Medical Center New Orleans and  
West Jefferson Medical Center Recognized for Achievements in Marketing***

*New Orleans, LA (November 16, 2016)* – LCMC Health's hospitals, including Children's Hospital, Touro, University Medical Center (UMC) New Orleans and West Jefferson Medical Center recently received numerous recognitions for exceptional work in marketing, advertising and public relations. Several hospital campaigns were recognized, in addition to individual awards received by marketing professionals at Touro and UMC New Orleans.

**Louisiana Society of Hospital PR and Marketing – Louisiana Hospital Association**

This professional organization, made up of hospital and healthcare marketing and public relations personnel, hosted its annual Pelican Awards on Friday, Nov. 4, honoring the top marketing campaigns and professionals in Louisiana. Below is a list of recognitions received by each hospital.

**Children's Hospital**

- Certificate of Merit (Email Marketing) – Do it Again
- Certificate of Merit (Digital Ad Campaign) – Give NOLA Day
- Certificate of Merit (Project of a Shoestring) – Give NOLA Day

**Touro**

- Pelican Award (Direct Mail) – 31 Days of Pink 2015 postcard
- Marketer of the Year Award – Kristen Robinson, Director, Marketing Communication

**University Medical Center New Orleans**

- Pelican Award (TV Ad, Single) – The Future of Healthcare is Here TV spot
- PR Practitioner of the Year – Jessica Estorino, Communications Coordinator
- Certificate of Merit (PR Campaign) – Grand Opening campaign
- Certificate of Merit (Ad Campaign) – The Future of Healthcare is Here campaign
- Certificate of Merit (External Events) – Grand Opening dedication

### West Jefferson Medical Center

- Pelican Award (Presentation) – “Star Wars” video
- Pelican Award (Billboard) – A Mammogram for Your Lungs
- Pelican Award (Results/ROI) – Moonlight & Martinis Facebook posts
- Certificate of Merit (Print) – New Year, New You ad

### **Public Relations Society of America (PRSA), New Orleans Chapter**

The world’s largest organization for public relations professionals, PRSA boasts nearly 32,000 professional and student members and more than 100 chapters. The New Orleans arm of the organization hosted its annual awards banquet on Wednesday, Nov. 9. Below is a list of recognitions received by each hospital.

### Children’s Hospital

- Award of Excellence (Print) – 2016 Sugarplum Ball invitation
- Award of Excellence (Print) – Care is Magic program
- Best in Category/Award of Excellence (Audio Visual) – “You are my Sunshine” video
- Award of Merit – Jazz Notes
- Award of Merit – Small Talk

### Touro

- Award of Excellence (Social Media) – Touro Living Well blog
- Award of Excellence (Audio Visual) – Katrina 10<sup>th</sup> Anniversary video
- Award of Excellence (Print) – Katrina 10<sup>th</sup> Anniversary letter to the editor
- Award of Excellence (Print) – In Good Health community newsletter
- Award of Excellence (Online Video) – Mardi Gras Emergency Department campaign

### University Medical Center New Orleans

- Award of Excellence (Audio Visual) – The Future of Healthcare is Here TV spot
- Award of Excellence (Campaign) – UMC brand campaign

### West Jefferson Medical Center

- Award of Excellence (Presentation) – “Star Wars” Video

For additional information about LCMC Health or its hospitals, please visit [www.lcmchealth.org](http://www.lcmchealth.org).

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### **About LCMC Health**

Established in 2009, [LCMC Health](http://www.lcmchealth.org) is a Louisiana-based, not-for-profit hospital system serving the healthcare needs of the Gulf Coast region. LCMC Health currently manages Children’s Hospital, Touro, New Orleans East Hospital, University Medical Center New Orleans and West Jefferson Medical Center.