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**Taslin Alfonzo Receives
PRSA Individual of Award of Excellence Honor**
Plus, seven total recognitions by Louisiana Marketing and PR Organizations

(Marrero, LA – November 10, 2017) – Taslin Alfonzo, APR, Director of Marketing and Communications for West Jefferson Medical Center (WJMC), recently received the **Individual Award of Excellence** by the Public Relations Society of America's (PRSA) New Orleans Chapter, as well as 7 total awards for exceptional work in marketing, advertising and public relations. The awards are as follows:

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, November 8. Below is a list of recognitions received by WJMC.

- Individual Award of Excellence – Taslin Alfonzo, Director of Marketing & Community Relations
- Award of Excellence (Social Media) – WJMC Fallen Heroes Facebook Posts
- Award of Excellence (External Relations Corporation/Government) – External Relations
- Certificate of Merit (Integrated Marketing) – WJMC – CHNOLA Pediatric ED

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, November 3, honoring the top marketing campaigns and professionals in Louisiana. Below is a list of recognitions received by WJMC.

- PR Practitioner of the Year – Taslin Alfonzo, Director of Marketing & Community Relations
- Pelican Award (Radio Advertising) – Pediatric Radio Spots
- Certificate of Merit (Advertising Campaign) – Pediatric ED Campaign

Alfonzo received the PRSA Individual award of Excellence and LHA's PR Practitioner of the Year for garnering positive media attention, during the lengthy lease negotiations between a local governing authority negotiating and overseeing the lease of its hospital to a health system.

Armed with a passion to help the organization shine a light on what it does best... take care of patients... she launched a campaign aimed at highlighting all the positive and lifesaving work WJMC does day in and day out. She garnered positive coverage for West Jefferson by helping the hospital and its service lines organize the following events and good works:

- Seven free health screenings for the community (which included EKG's, blood pressure, glucose, carotid artery screenings, head and neck cancer screenings, and cervical cancer screenings)
- The opening of a new clinic in an underserved area
- And five events giving back to the community and celebrating patients and their loved ones (examples: assisting with hosting a free National Cancer Survivors' Day Luncheon for 200 survivors and guests; helping to provide health information at different *Night Out Against Crime* events; promoting an annual free-admission family festival to thank the community, which attracted more than 8,000 people and helped raise money for the hospital's cancer center and other good works).

In addition, Alfonzo took every opportunity to announce and inform the public of the 13 quality awards the hospital and its staff earned between May 1, 2016 – April 30, 2017, including being named Top 5% in the Nation for Patient Safety Excellence by Healthgrades, Top 10% in the Nation for Stroke Care by Healthgrades, and an "A" Hospital Safety Score by The Leapfrog Group.

Under her leadership, she helps bring service line and leadership team members as well as volunteers together to work towards serving the hospital's vision of optimizing the health of the community they serve, through the various outreach events mentioned earlier. She is quick to acknowledge none of this success would be possible without the help of her team and the hospital family who support her in various marketing/PR initiatives.

"Congratulations to Taslin for winning the PRSA Individual Award of Excellence, LHA's PR Practitioner of the Year, and other recent accolades," said Nancy R. Cassagne, President and CEO of West Jefferson. "She is a true champion for West Jefferson and is instrumental in touting the excellent work our physicians, nurses and staff provide the West Bank community and beyond. We are proud of her accomplishments and are happy to have her as part of our hospital family."

Alfonzo received her master's degree in journalism from the Columbia University Graduate School of Journalism in New York City. She has been involved in a variety of community organizations. That lists includes the American Heart Association, Jefferson Chamber of Commerce, Café Hope, the Louisiana Hospital Association's Society for Hospital and Public Relations and Marketing, Public Relations Association of Louisiana, Southern Public Relations Federation, Public Relations Society of America, West Jefferson Hospital Foundation, and LikeMinded Ladies.