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**Taslin Alfonzo Receives
Public Relations Practitioner of the Year Award
From LSHPRM**

(Marrero, LA – November 3, 2017) – Taslin Alfonzo, APR, Director of Marketing and Communications for West Jefferson Medical Center (WJMC), received the **Public Relations Practitioner of the Year Golden Pelican Award** by the Louisiana Hospital Association's Society for Hospital and Public Relations and Marketing (LSHPRM).

Alfonzo received the award from the Vice President of Marketing and Communications for LCMC Health, Christine Albert, MPP, APR, WJMC Marketing Assistant Carol Hatchett and the LCMC Health Marketing Team in advance of the 36th Annual LSHPRM Awards ceremony held Friday, November 3. She received the award ahead of schedule, since she was unable to attend the awards ceremony due to a scheduling conflict. This year, LSHPRM awarded 58 Pelican Awards, 24 Certificates of Merit, and 6 special Golden Pelican Awards, which recognize excellence in individuals or groups who advance the sound principles of communications, marketing and public relations within the hospital field.

Alfonzo took home one of the 6 special awards for her leadership and expertise in public relations and for helping advance the role of public relations in the New Orleans area and at West Jefferson. In addition, she received a Pelican Award for the WJMC Pediatric ER Radio Spots she helped produce and a Certificate of Merit for helping launch the WJMC Pediatric ED. She has worked in the field of marketing and public relations for nearly a decade. Currently, she is responsible for the marketing, advertising and public relations functions for West Jefferson Medical Center.

"Taslin is a valued member of our hospital family," said Nancy R. Cassagne, President and CEO of West Jefferson. "When it comes to public relations and marketing, Taslin champions the amazing work carried out by our physicians, nurses and staff. She works tirelessly to help West Jefferson shine, and we are proud of her accomplishments in PR and marketing."

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.