



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

2022 Prestige Awards

THE PRESTIGE AWARDS

- Recognize excellence and superior accomplishment in the practice of healthcare public relations and marketing
- All WHPRMS members are eligible to submit their work



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

Prestige Awards

Two categories for entries:

- Single-channel campaign
- Multi-channel campaign

Entrants provide their:

- Strategy & Goals
- Implementation
- Results

Single-channel Entries

2022 Prestige Awards Showcase

Speech Pathology Online Campaign

Travis Baumgarten, Mile Bluff Medical Center,
created with Scorpion (agency)

Goal:

Bring back patients who were unable to have care during the pandemic for speech and swallowing issues

Highlight:

“Our speech pathologists asked that we stop the online ads after two months because their schedules had completely filled up.”



Improve
Communication
Between You &
Your Loved One

[LEARN MORE](#)

Matchless. Innovative. Orthopedics.

Kathy Behnke, Mile Bluff Medical Center
Online, social and display ads created
with Scorpion

Goal: Educate the community about our growing, capable orthopedics program and award-winning rehab services, so we could serve more patients locally

Highlight:

“We exceeded our goal and ended at 109% of our targeted surgical cases for the year.”

Display ad samples



Top Entry:
Single-channel

Faces of Froedtert Video Series

Stephanie Graham, Froedtert Hospital

Goal: Build stronger bonds among staff by showing the “whole person”

Highlight:

“We have more and more employees reaching out to us with ideas of colleagues to feature—which was the ultimate goal!”



RGA Patient Story and Digital: Janell's Story

Elizabeth Lazdins, Chartwell Agency,
for Rockford Gastroenterology Associates

Goal: Attract younger patients for
colonoscopies to save more lives

Highlight:

“Clicks through to the website have
doubled since we updated the digital
campaign to this creative work and patient story.”



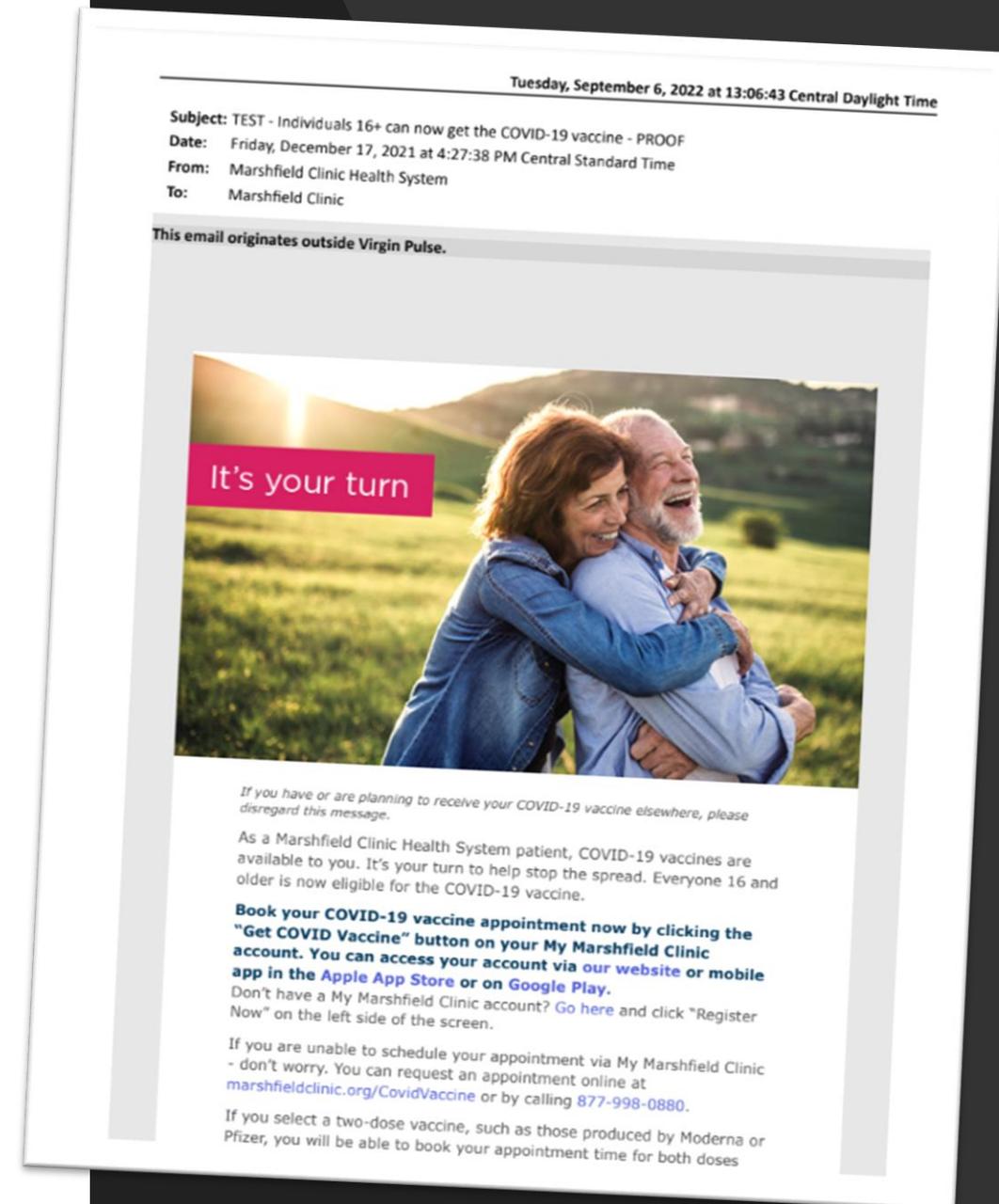
Marshfield Clinic COVID Vaccination Email Campaign: It's Your Turn

Carrie Oren, Virgin Pulse

Goals: Keep the population better protected and keep capacity down so Marshfield Clinic could see more patients with other important medical needs

Highlight:

“By January 2022, 55% of the vaccines were administered in the system's walk-in clinics and tracked back to the email outreach program with Virgin Pulse.”



Multi-channel Campaigns

2022 Prestige Awards

Top Multi-channel Entry &
Carol Mehlberg Winner

Experience Mile Bluff – OB

Kathy Behnke, Mile Bluff Medical Center and
Amperage Marketing & Fundraising

Goal: Serve more obstetrics patients locally,
148 births/year

Highlight:

“We increased our deliveries by 14.9%
over the previous year and delivered
154 babies—more than our
five-year average!”



Family-Centered C-Sections

Sometimes a C-section is the right choice for delivery. For moms having a planned, non-emergency surgical delivery, we now offer family-centered C-sections. This option slows down the traditional surgical method, increases comfort and focuses on the family. So it feels less like major surgery and more like a natural birth experience.

- Safe procedure that follows surgical rules and safety protocols
- Choose from comfort measures like lowered lights, music and aromatherapy
- Clear draping allows you and your partner to see your baby being born, helping to establish an immediate bond

ExperienceMileBluffOB.com

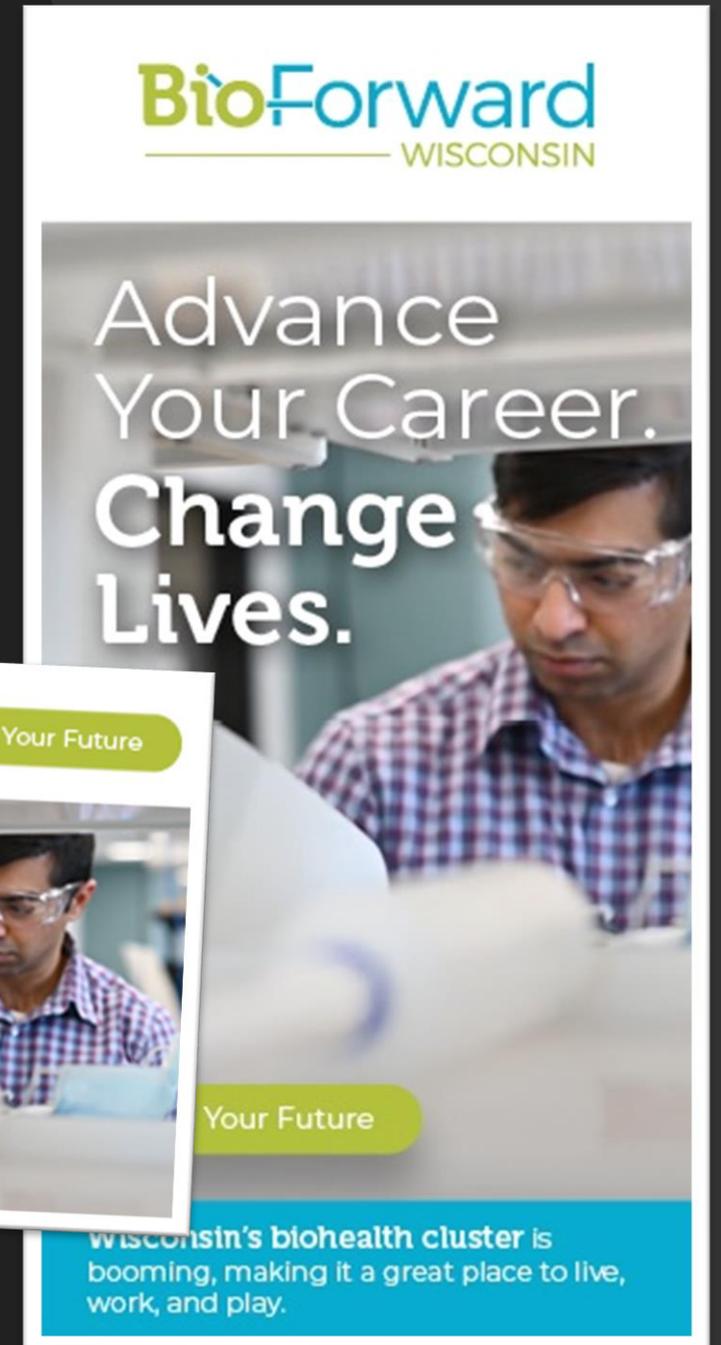


Talent Recruitment Campaign

Rebecca Epperson, Chartwell Agency,
for BioForward Wisconsin

Highlight:

“The Google campaign has seen 4.6 million impressions and 38.5K clicks with a 4.7% click-through rate and average of \$.88/click per click.”



Vascular Screening Campaign

Carrie Oren, Virgin Pulse, for Redlands Community Hospital

Goal: Identify potential patients for vascular health screenings to drive revenue and patient volume

Highlight:

“Redlands Community Hospital was blown away when 54% of prospects engaged with the first campaign cycle – on the first day! There were 32 referrals in the first 6 hours!”

Take the Wheel When it Comes to Vascular Health with a Complimentary Screening

TAKE THE WHEEL



We are inviting everyone to take control of their vascular health by visiting our new Vascular Discovery Lab for a free screening. Don't wait until there is a problem—be proactive to stay in control.

Many people with vascular disease never notice symptoms until their blood-flow issues are severe. In fact, it's possible to go about normal life—working, enjoying activities, even exercising—without knowing there is a problem. **But diagnosing this sneaky disease can be lifesaving.**

 **Redlands Community Hospital**
Caring for Generations.

Vascular Discovery Lab Now Open

Get in the Driver's Seat of Your Health with a Complimentary Vascular Screening

TAKE THE WHEEL



Hi Mary,

Now is your chance to take the wheel when it comes to your vascular health by getting a screening at our new Vascular Discovery Lab. Don't wait until there is a problem—be proactive to stay in control.

Many people with vascular disease never notice symptoms until their blood-flow issues are severe. In fact, it's possible to go about normal life—working, enjoying activities, even exercising—without knowing there is a problem. **But diagnosing this sneaky disease can be lifesaving.**

-  Free to Patients*
-  Painless Tests
-  Non-Invasive
-  Quick Results