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SoutheastHEALTH Honored for Marketing Excellence

NOVEMBER 14TH 2022 BY DEE LOFLIN

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Cape Girardeau, MO. (November 9, 2022) – Sixteen SoutheastHEALTH marketing projects recently received statewide recognition from the Show Me Excellence Awards presented annually by the Missouri Association for Healthcare Public Relations and Marketing.

The Show Me Excellence Awards recognize high achievement and quality in advertising, marketing and public relations projects produced by hospitals and healthcare systems throughout the state.

Southeast won first place for seven marketing efforts:

- 2022 Employee Photo Calendar
- InforMed weekly employee eNewsletter
- Nature's Landing photograph of main hospital campus
- Colon Cancer Awareness direct mail
- "The Cancer Fight isn't Over" direct mail
- "Southeast Heroes" television ad
- Starting Point Weight Management Program radio ad

Second place honors went to:

- COPD Clinic rack card
- Reference Lab on-boarding handbook
- Cancer Gala Virtual Benefit Concert
- "Keep Moving Forward" print ad
- SoutheastHEALTH Website Redesign
- 2021 Year in Review Video
- Healthier Look Magazine

Third place recognition went to:

- College of Nursing and Health Sciences Recruitment
- Employee Town Hall Appreciation Video

The awards were presented as part of the Missouri Hospital Association's 100th annual convention held in Osage Beach.

About SoutheastHEALTH

At SoutheastHEALTH, the region's premier healthcare system in southeast Missouri, our patients receive excellent care of the highest clinical quality, close to home. Within our network are more than 51 care locations in 11 communities, including hospitals, primary and specialty care clinics representing over 30 clinical specialties and extending care for patients in a four-state area. Learn more at [SEhealth.org](https://sehealth.org).

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