

# NEWS RELEASE

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## BOTHWELL REGIONAL HEALTH CENTER EARNS TWO AWARDS IN STATEWIDE COMPETITION

Bothwell Regional Health Center recently received two Show-Me Excellence Awards, from the [Missouri Association for Health-care Public Relations and Marketing](#) (MAHPRM). The awards recognize high achievement and quality in advertising, marketing and public relations projects produced by Missouri hospitals and health-care systems.

The health center received a second place award in the category of Overall Campaign – under \$20,000 for the “Better Choice for Health” campaign to mark the opening of Bothwell Health Center—Truman Lake in Warsaw. First place in that category went to Siteman Cancer Center, St. Louis, for its opening of a new location.

Bothwell also received a second place award in the category of Special Marketing or PR Project – less than \$2,500 for the “Thanks A Million” campaign, which included a video honoring BRHC Auxiliary and American Red Cross volunteers. The Auxiliary reached the \$1 million mark in cumulative donations since it began in 1972. The video can be viewed at <http://big.brhc.org:81/Video.htm>. First place in that category went to Heartland Health, St. Joseph.

The awards were presented at the [Missouri Hospital Association's](#) 87<sup>th</sup> Annual Convention and Trade Show. The statewide competition drew 317 entries.



*Terri Ballard, left, volunteer coordinator, and Lisa Church, marketing director, accepted awards on behalf of Bothwell Regional Health Center during the Missouri Hospital Association's Annual Convention and Trade Show held recently at the Lake of the Ozarks.*

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Bothwell Regional Health Center is a 180-bed regional health center serving west-central Missouri with state-of-the-art technology and comprehensive health and wellness services including surgical, cancer, orthopaedic, endovascular/cardiac, women's health, and therapy services. For more information on Bothwell Regional Health Center and its services, visit the website at [www.brhc.org](http://www.brhc.org).