



Arkansas Methodist Medical Center

It's all about you.

Contact:

Shay Nanke

Marketing Coordinator

(870) 239-8031; shay.nanke@arkansasmethodist.org

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AMMC RECOGNIZED WITH 13 AWARDS BY ARKANSAS HOSPITAL ASSOCIATION

PARAGOULD, AR -- Arkansas Methodist Medical Center has been honored by the Arkansas Hospital Association (AHA) for outstanding hospital advertising, marketing and public relations with 13 awards including three Diamond Awards, five Certificates of Excellence and five Judges' Merit Awards

AMMC took the top Diamond Awards for the medical center's *Beacon Magazine*, and for its "Road to Health" television and print advertisements.

AHA Certificates of Excellence were awarded for AMMC's 2008 Report to the Community, its "Road to Health" overall advertising campaign, "Raising the Bar" print ad, "All About You" radio ad and "Day One" billboard advertisement.

In addition, AMMC received five Judges' Merit Awards for its AMMC Foundation Gala Invitation, "Fine Living" and "Around the Corner" billboard ads, "24-hour Fitness" print ad and the hospital's employee orientation video.

The awards were presented to AMMC at an awards dinner held recently at The Peabody Hotel in Little Rock, Arkansas, in conjunction with the AHA's 79th Annual Meeting and Trade Show.

"We are honored to be recognized by the AHA for our marketing efforts," AMMC's

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President and CEO Ron Rooney said. “While our primary focus is providing leading-edge, personalized care for our patients, we hope that our dedication and commitment to patient-focused care is reflected in our marketing and advertising efforts.”

The Arkansas Hospital Association’s awards program is held annually to recognize Arkansas healthcare institutions for their exemplary work in the communications field.

A recognized leader, Arkansas Methodist Medical Center in Paragould provides progressive, compassionate healthcare to residents throughout Northeast Arkansas and Southeast Missouri. Additional information about AMMC is available at: www.arkansasmethodist.org.