



# Arkansas Methodist Medical Center

*It's all about you.*

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## **AMMC RECOGNIZED WITH 7 AWARDS BY ARKANSAS HOSPITAL ASSOCIATION**

**PARAGOULD, AR --** Arkansas Methodist Medical Center (AMMC) was recently honored by the Arkansas Hospital Association (AHA) with two Diamond Awards, two Certificates of Excellence and three Judges' Merit Awards for outstanding hospital advertising, marketing and public relations.

AMMC took the top Diamond Awards for the medical center's 2007 annual report "Report to the Community" and its television ad, "Generations of Women."

Along with the Diamond Awards, AMMC was awarded two Certificates of Excellence for its "Generations of Women" overall advertising campaign, and for a "Leading Doctors" print ad.

In addition, AMMC received three Judges' Merit Awards for its "Generations of Women" billboard and print ads for AMMC's Men's Health Fair and for the Greene County Fair.

The awards were presented at an awards dinner on Thursday evening, October 9th at The Peabody Hotel in Little Rock in conjunction with the AHA's 78th Annual Meeting and Trade Show.

"We are pleased and excited to have so many of Arkansas Methodist's marketing efforts recognized by the Arkansas Hospital Association," said Shane Carter, Director of The Foundation and Marketing for Arkansas Methodist. "It's our hope that our dedication and commitment to quality, personalized care for our patients shines through and is reflected in all of our marketing and advertising efforts."

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The Arkansas Hospital Association's awards program is held annually to recognize Arkansas healthcare institutions for their exemplary work in the communications field. This year marks the 78<sup>th</sup> year for the program.

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