



Arkansas Methodist Medical Center

It's all about you.

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- - FOR IMMEDIATE RELEASE- -

ARKANSAS METHODIST MEDICAL CENTER RECEIVES TOP HONORS FROM ARKANSAS HOSPITAL ASSOCIATION.

Arkansas Methodist Medical Center has been honored by the Arkansas Hospital Association for public relations and marketing excellence. AMMC received four Diamond Awards, the top given, at the Arkansas Hospital Association's 77th Annual Meeting October 11th at Little Rock's Peabody Hotel. AMMC also earned six excellence awards. AMMC's winning entries, ranging from television to print advertising, were submitted as part of the medical center's "It's all about you" advertising campaign. "It's all about you is more than just a slogan at Arkansas Methodist Medical Center," said Shane Carter, Director of Public Relations and Marketing. "It describes the best, personalized healthcare that our patients and their families receive from each of our nearly 700 employees. Our advertising campaign is a direct reflection of our staff's unmatched, hard work," Carter added. The Arkansas Methodist Medical Center winning entries were created by the medical center's internal public relations and

marketing department and Walker and Associates, a Memphis-based marketing and public relations firm that represents AMMC.

The competition drew 184 entries, a record number since the competition began in 1995. Judging for each entry was based on goals and objectives, targeted audience, reasons for choosing the format, frequency and quantity, results and budget. It is co-sponsored by the Arkansas Hospital Association and the Arkansas Society for Healthcare Marketing and Public Relations.

Arkansas Methodist Medical Center is a 129-bed, fully JCAHO accredited, not-for-profit medical center. AMMC has touched thousands of lives since 1949 as a Beacon of Health, Hope and Healing. Additional AMMC information is available at www.arkansasmethodist.org.

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Cutline: Shane Carter, (left), Director of Public Relations and Marketing and Karen Cooper, Special Events Coordinator, hold the four Diamond Awards presented to Arkansas Methodist Medical Center during the 2007 Arkansas Hospital Association Annual Meeting.



Arkansas Methodist Medical Center – Paragould, Arkansas