



FOR IMMEDIATE RELEASE

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**LCMC Health Hospitals Honored by Louisiana Marketing Organizations
*Children's Hospital, Touro, University Medical Center New Orleans and West Jefferson
Medical Center Recognized for Achievements in Marketing***

New Orleans, LA (November 10, 2017) – LCMC Health hospitals, including Children's Hospital, Touro, University Medical Center New Orleans and West Jefferson Medical Center recently received nineteen awards for exceptional work in marketing, advertising and public relations. Several hospital campaigns were recognized, in addition to individual awards received by Taslin Alfonzo, Director of Marketing & Community Relations at West Jefferson Medical Center.

Louisiana Society of Hospital PR and Marketing – Louisiana Hospital Association

This professional organization, made up of hospital and healthcare marketing and public relations personnel, hosted its annual Pelican Awards on Friday, November 3, honoring the top marketing campaigns and professionals in Louisiana. Below is a list of recognitions received by each hospital.

Children's Hospital

- Pelican Award (Presentation) – Hogs House Presentation
- Pelican Award (Invitation) – Sugarplum Ball Invitation
- Certificate of Merit (Public Relations Campaign) – Groundbreaking Ceremony

Touro

- Pelican Award (Website Initiative) – Living Well Blog Redesign
- Certificate of Merit (Print Advertising) – Crescent Brand Ad

University Medical Center New Orleans

- Pelican Award (Public Relations Campaign) – One Year Anniversary
- Certificate of Merit (Presentation) – Recruitment Video Series

West Jefferson Medical Center

- Pelican Award (Radio Advertising) – Pediatric Radio Spots
- PR Practitioner of the Year – Taslin Alfonzo, Director of Marketing & Community Relations
- Certificate of Merit (Advertising Campaign) – Pediatric ED Campaign

Public Relations Society of America (PRSA), New Orleans Chapter

The world's largest organization for public relations professionals, PRSA boasts nearly 32,000 professional and student members and more than 100 chapters. The New Orleans arm of the organization hosted its annual awards banquet on Wednesday, November 8. Below is a list of recognitions received by each hospital.

Children's Hospital

- Award of Excellence (Print) – Sugarplum Ball Invitation
- Award of Excellence (Print) – When Pigs Fly Feature Story
- Award of Excellence (Print) – Hogs House Proposal
- Certificate of Merit (Internal Relations) – Small Talk
- Certificate of Merit (Special Events) – Groundbreaking Ceremony
- Certificate of Merit (External Publications) – Small World

University Medical Center New Orleans

- Award of Excellence (Social Media) – UMC Trauma Survivor Videos

West Jefferson Medical Center

- Individual Award of Excellence – Taslin Alfonzo, Director of Marketing & Community Relations
- Award of Excellence (Social Media) – WJMC Fallen Heroes Facebook Posts
- Award of Excellence (External Relations Corporation/Government) – External Relations
- Certificate of Merit (Integrated Marketing) – WJMC – CHNOLA Pediatric ED

For additional information about LCMC Health or its hospitals, please visit www.lcmchealth.org.

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About LCMC Health

Established in 2009, [LCMC Health](http://www.lcmchealth.org) is a Louisiana-based, not-for-profit hospital system serving the healthcare needs of the Gulf Coast region. LCMC Health currently manages Children's Hospital, Touro, New Orleans East Hospital, University Medical Center New Orleans and West Jefferson Medical Center.