



OSF HealthCare Marketing and Communications Recognized with Pinnacle Awards at Tri-State Conference

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(December 11, 2019/Peoria, IL)-OSF HealthCare has distinguished itself as an industry leader in offering the greatest care and love as it delivers patients high-quality, affordable care. The Peoria-based health system's Marketing and Communications team also continues to be recognized as an industry leader, recently receiving **11 awards** for excellence and achievement in health care marketing and public relations.

[The Illinois Society for Healthcare Marketing and Public Relations \(ISHMPR\)](#) honored OSF HealthCare and other communication professionals at its annual, tri-state conference in Geneva, Illinois.. OSF HealthCare and Innovation Strategic Marketing Director Barb Carter and her team won the "Best of Show" award which is typically the surprise recognition, chosen from among all "Award of Excellence" winners and it's revealed only at the Pinnacle Awards ceremony.

Carter's team received the honor in the Fundraising category for designing a unique two-day event that incorporated creativity with a gaming theme that was used at [OSF Innovation's](#) first-ever Synergy Society Summit held at the [Jump Simulation and Education Center](#) in Peoria.

"It's an honor to be recognized for the work our team does, specifically with this project to advance the OSF Innovation agenda through philanthropic support of our communities to ensure care is provided when and where it is needed to everyone. I am very proud of how our team serves the OSF HealthCare Ministry and our communities."

– Barb Carter, strategic marketing director for OSF Innovation.

Carter's team also received an "Award of Excellence" for an integrated marketing campaign for [OSF Silver Cloud](#), a digital tool to help people manage stress, anxiety and depression.

Here is a list of other OSF HealthCare Marketing and Communication Awards from ISHMPR:

Annual Report-OSF HealthCare 2018 Annual Report Laura Baumgardner / Executive Communications Program Manager	"Award of Excellence"
E-Marketing & Social Networking-"How Bad Is It?" (Double Dip) Mike Vujovich / Director of Digital Marketing	"Award of Excellence"
Employee Engagement-OSF HealthCare New Benefits Structure Campaign Maria Chambers / Internal Communications Coordinator	"Award of Excellence"
Integrated Marketing Campaign-OSF Urgo Mary Evans / Strategic Marketing Director	"Award of Excellence"
Advertising Campaign-OSF HealthCare Children's Hospital of Illinois "Without Limits" Amy Paul / Strategic Marketing Director	"Award of Merit"
E-Marketing & Social Networking- OSF HealthCare Blog Relaunch Katie Whitt / Social Media Coordinator	"Award of Merit"
Media Relations-Blaze Farnan Karen Brodbeck / Vice President Public Relations	"Award of Merit"

**Advertising Campaign-Joint Replacement Campaign -
OSF HealthCare St. Joseph Medical Center, Bloomington, IL**
Judy Winkler/Strategic Marketing Director

“Honorable Mention”

Advertising Television-“Growing Without Limits”
Amy Paul/Strategic Marketing Director, OSF HealthCare Children’s Hospital of Illinois

“Honorable Mention”

OSF HealthCare

OSF HealthCare is an integrated health system owned and operated by the Sisters of the Third Order of St. Francis, headquartered in Peoria, Illinois. OSF HealthCare employs nearly 21,000 Mission Partners (employees) in 126 locations, including 13 hospitals – nine acute care, four critical access – and two colleges of nursing. Its physician network employs more than 1,200 primary care, specialist physicians, and advanced practice providers. More at www.osfinnovation.org and www.osfhealthcare.org.

ISHMPR

As an affiliate of the Illinois Hospital Association (IHA), the Illinois Society of Healthcare Marketing and Public Relations (ISHMPR) is a group of healthcare marketing and communications professionals dedicated to offering networking, recognition and educational opportunities for professionals in the fields of healthcare public and community relations, marketing and affiliated services. Founded in 1973, the Society is made up of professional healthcare communicators from a variety of disciplines. Membership is open to all healthcare marketing professionals across the state. For more information, visit www.ishmpr.org.