

*The 36th Annual*  
**MAGGIE  
AWARDS**

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*Presented by*

*THE MISSISSIPPI HOSPITAL ASSOCIATION*  
**SOCIETY FOR HEALTH CARE  
MARKETING & PUBLIC RELATIONS**

# PUBLICATIONS/ INTERNAL AUDIENCES





# Maggie Award



**February 9, 2023**

Below are updates for the coming week at Covington County Hospital.

## COVID-19 Updates and Reminders

Arrington Living Center is out of outbreak status, having achieved 14 days with no positive COVID-19 cases as of Tuesday, February 7.

However, eight CCH employees tested positive this week within the hospital. As a result, Kathe Bryant, Director of Quality, announced at the monthly COVID update meeting held on Tuesday that masking will remain in effect until further notice for employees, patients, and hospital visitors.

## Bob Page Event A Rousing Success



**Covington County  
Hospital Weekly Newsletter**

# PUBLICATIONS/ EXTERNAL AUDIENCES





# Maggie Award



## Senior Care Unit Rack Card



### SUPPORT FOR GERI-PSYCHIATRIC NEEDS IS HERE

Covington County Hospital offers a geriatric-psychiatric inpatient program that provides quality care to patients over 55 who are experiencing a psychiatric illness which places them or others at risk.

Our senior care unit is fully staffed with a team of nurses, therapists, and a board-certified psychiatrist. Let us help you or your loved one find a sense of independence and stability again.

#### Conditions we treat:

- ✦ Depression
- ✦ Anxiety
- ✦ Suicidality
- ✦ Psychosis
- ✦ Memory problems (mild to moderate dementia with behavioral disturbance)

For more information or to schedule a pre-admission screening, call

**601-698-0158.**

[www.covingtoncountyhospital.com](http://www.covingtoncountyhospital.com)

# COMMUNITY & ANNUAL REPORTS/ PRODUCED EXTERNALLY



# Maggie Award



## Community Health Needs Assessment 22-23

### OCH Regional Medical Center CHNA Report

September 2022

Approved by  
OCH Board of Trustees September 27, 2022



# DIGITAL COMMUNICATIONS

**Website**





**SOUTH CENTRAL  
REGIONAL MEDICAL CENTER**

# Maggie Award

The screenshot shows the website for South Central Children's Academy. At the top, there is a navigation bar with links for Events, SC Children's Academy, Managers, Quality, and a search bar. Below this is a header for "SCRCM Employee Resources" with sub-links for Employee Services, Human Resources, Education, and News. The main content area is titled "South Central Children's Academy" with a sub-link "Learn More Below!". On the left, there is a "Search Our Site" section with a search bar and a list of search results including API, Employee Discount Program, Employee Handbook, Employee Life Assistance Program, Employee of the Month, Employee Recognition, eNewsletter, Patient Portal, Resources Links, South Central Children's Academy Hub, South Central Children's Academy Curriculum, South Central Children's Academy Get Started, South Central Children's Academy Meet our Students, South Central Children's Academy Meet the Team, South Central Children's Academy Parent Hub, South Central Children's Academy Programs, and Wellness Center. On the right, there is a "South Central Children's Academy Hub" section with links for Curriculum, Programs, Get Started, Meet the Team, Parent Hub, and Meet our Students. Below this is a "Welcome to South Central Children's Academy" message with the academy's logo and a paragraph stating their commitment to providing a safe, loving, and nurturing environment for children. At the bottom, there are two rows of photos showing children and staff interacting.

**South Central Children's Academy**

<https://employee.scrmc.com/employees/scca/>

# DIGITAL COMMUNICATIONS

**Videos**



# Maggie Award



**The Carolyn Norris Story**



# DIGITAL COMMUNICATIONS

**Social Media Campaign**



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SOUTH CENTRAL  
REGIONAL MEDICAL CENTER

## Rehabilitation: Team Member Spotlight



Team Member Spotlight: Channele Cooley, MOTR/L

Channele Cooley received her Bachelor's Degree at the University of North Florida and attained a Master of Science Degree in Occupational Therapy from the University of St. Augustine in 2000. Meet the Team: Channele Cooley, MOTR/L

Channele has been an employee of South Central Rehabilitation Services since 2002.

Channele has experience in the nursing home and hospital settings with special interest in outpatient care and home health. For more information on Occupational Therapy, call 601.399.0530 or visit [scrmc.com](http://scrmc.com).

# SPECIAL EVENTS

**Hospital-Based**





**Easter Grams help raise employee morale and fund for cancer patients**

# Maggie Award

SEND AN  
**Easter**  
GRAM

Baptist is hosting an Easter Fundraiser! To purchase an Easter Gram, email [ashleigh.guyton@bmhcc.org](mailto:ashleigh.guyton@bmhcc.org) or stop by the marketing office to personalize your Easter Gram! Easter Grams include a candy bag with your special message inside an Easter egg! Send love and blessings this Easter to your friends and coworkers!

1 gram = \$3  
2 grams = \$5  
5 grams = \$10

Last day to purchase: March 31st  
Easter Gram delivery: April 3rd - 6th

**NOW ACCEPTING VENMO!!**

venmo, cash or check

All proceeds benefit our local cancer patients!

**REMINDER!**

Make some 'bunny' at Baptist Golden Triangle feel special by sending an employee an Easter Gram!



All proceeds benefit our local cancer patients!

Easter grams are available to order through March 31st! Message us on Facebook for more details!

Must have access to Venmo



# SPECIAL EVENTS

**Hospital-Based**



# Maggie Award



CCH Hospital Week  
Celebration



# SPECIAL EVENTS

**Community Service / Education**





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**Baptist Memorial  
Health Care**

## **Baptist Union County Baby Fair**



It's the mother of all baby fairs.

**Baby Fair**  
Tuesday, April 25 • 5 - 7 p.m.

Baptist Memorial  
Hospital-Union County  
In the Hospital Cafe 200  
200 Highway, 30 West  
New Albany, MS 38652

Join us for our baby fair that celebrates and supports new moms. Free gifts, educational materials, giveaways from exhibitors, and all the expert help you need to make sure your baby has the best start.

- Breastfeeding education
- Sibling fingerprints
- Childbirth experts
- Medical and dental providers
- Resources for new parents
- Car seat safety

For more information, please call 662-538-2397.



[baptistonline.org/babyfair-union-county](http://baptistonline.org/babyfair-union-county)

**Get Better.**

# WRITING

## Internal Writing





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Press Announcement

February 27, 2023

## **Higginbotham Announces Retirement from South Central Regional Medical Center**

On Friday, February 24, 2023, Doug Higginbotham, President and Chief Executive Officer of South Central Regional Medical Center, officially announced his retirement from the organization. Higginbotham began his career in July 1988 as controller when the facility was known as Jones County Community Hospital. He has served as Chief Executive Officer for 30 years.

Higginbotham, originally from Port Arthur, Texas, graduated from Texas A&M University in 1982 with a Bachelor of Business Arts. He received his Certified Public Accountant licensure from the State of Texas in 1985. Following roles at BDO Seidman Accounting Firm (83-86) and St. Luke's Episcopal Hospital (86-88), Doug and his family relocated to Laurel to begin his career at Jones County Community Hospital (now SCRMC). He also completed his Master of Business Administration from the University of Southern Mississippi in 1992.

On June 3, 1993, Higginbotham was appointed to serve as interim CEO by the South Central Regional Medical Center Board of Trustees. An executive recruiting firm was engaged to select candidates for the CEO position from throughout the region. After multiple interviews with those candidates, the Board unanimously agreed that based upon Higginbotham's proven leadership ability while serving as interim, he would be the best choice to lead the health system. On August 27, 1993, Higginbotham was named CEO.

"The organization is far more complex than it was 30 years ago with increased regulations, new payment models, and increased competition," stated Higginbotham. "I am proud of what we have accomplished together. We have adapted to these changes in the past and the new leader will as well. With the help of many – Board of Trustees, Medical Staff, Vice Presidents, Directors, front-line staff, etc. – I have tried to guide and direct the health system down the right path. Many times the right path was not always clear, but I did the best I could. In



**SOUTH CENTRAL  
REGIONAL MEDICAL CENTER**

## **Doug Higginbotham Retirement**

# WRITING

## External Writing





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## Brooke Lillie/MORA

**“I would not be here today if that little boy’s mom had made a different decision.” – The importance of being an organ donor.**

*Brooke Lillie, RN, ADN shares her own personal story to highlight the importance of organ donation.*

At 13 months of age, Brooke Lillie was diagnosed with restrictive cardiomyopathy, a change in how the heart muscles function. At The University of Alabama at Birmingham (UAB), her parents, Will Miley and Kim Graves, were told the only cure for the disease was a heart transplant. She was immediately placed on the organ donation list and began her stay as an inpatient at UAB. On December 11, 1996, Brooke was given one of the greatest gifts a person could receive, a heart. The donor, a 13 month old male, was killed in a car accident. Brooke and her parents waited for 5-weeks for the donation.

“Following the donation, we lived in Birmingham,” said Brooke. “It was hard for my parents. My mom

# RADIO ADVERTISING



# Maggie Award



**The Doctor Is In**

# TELEVISION ADVERTISING



# Maggie Award



**Carolyn Norris-  
Against All Odds**



# NEWSPAPER ADVERTISING

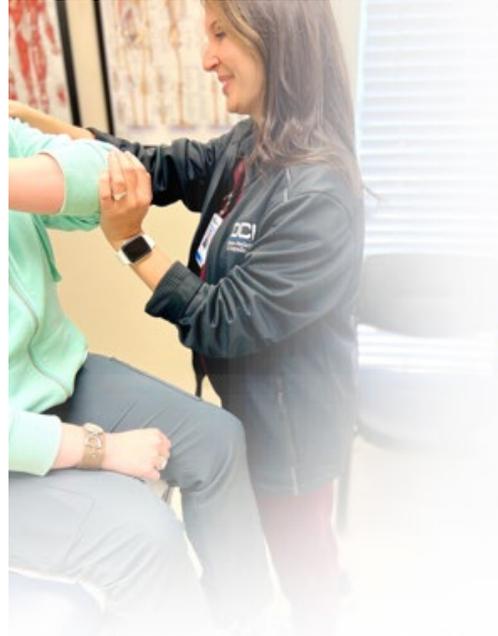




**OCH**  
**REGIONAL**  
MEDICAL CENTER

**Finding the Right  
Specialist**

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**OCH**  
Sports Medicine and  
Orthopedic Center

"Finding the right specialist for your  
orthopedic needs just got easier."

Move. Restore. Thrive.



# MAGAZINE ADVERTISING



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**OCH**  
REGIONAL  
MEDICAL CENTER

**We Hit It Out of the Park  
50<sup>th</sup> Celebration**

**OCH**

**WE HIT IT OUT OF THE PARK**

Celebrating 50 years as your community hospital!

**50<sup>th</sup> ANNIVERSARY**  
2023

20+ Medical Specialties · 300+ Doctors & Nurses ·  
12 OCH Clinics · 40,000 Babies Delivered

**MISSISSIPPI STATE**  
OFFICIAL WOMEN'S HEALTHCARE PROVIDER  
THE MISSISSIPPI STATE ATHLETIC

**OCH REGIONAL MEDICAL CENTER**

400 Hospital Road, Starkville, MS 39759

# DIGITAL ADVERTISING



# Maggie Award



**MINUTES MATTER  
IN EMERGENCY CARE.**



**Minutes Matter**



**SO BEING CLOSE COUNTS.**

# OUTDOOR TRANSIT/ BILLBOARD



# Maggie Award



# STAY SEATED

## AND BE TREATED

1827C Simpson Highway 149



DRIVE-THRU CLINICS ARE A USEFUL RESOURCE FOR MEDICARE-ELIGIBLE SENIOR CITIZENS.



**SGH**  
Drive-Thru Clinic

[simpsongeneral.com](http://simpsongeneral.com)

## Simpson General Hospital Billboard

# POSTER





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## “One for the Decades” Hospital Week Poster

**One for the Decades!** **MAY 8-12**  
**HOSPITAL WEEK 2023**

**MONDAY**  
*Shake, Rattle, & Roll*  
Suck My Ice Cream Party 10:00 am - 1:30 pm  
Put On Your Night Shift Ice Cream Party 8:00 pm - 9:00 pm  
Cute Contest: "The Sweetest Dream" - When you smile, who and why will I let you kiss?  
Let's Do The Twist Contest: "Who you gonna dance with? Kelly and I! Let's rock around the clock!"

**TUESDAY**  
**FREE LUNCH & BREAKFAST**  
Cafeteria | 7:00 a.m. - 9:00 a.m.  
**THE HOT SHOW FREEZE BUBBLES**  
Front Parking Lot | 1:30 p.m. - 2:30 p.m.  
Hula Hoop Contest & Bubble Gum Blowing Contest

**WEDNESDAY**  
**DISCO DONUTS** 7 a.m. - 8 a.m. | MAIN LOBBY  
**SNACK FEVER** 11 a.m. - 12:30 p.m. | CR CLASSROOM  
**GET DOWN & DISCO DESSERT COOKOFF**  
1:00 p.m. - JUDGING  
2:00 p.m. - WINNERS ANNOUNCED  
Sit Place receives entry into contest  
\$1 entry fee - a draw will award \$500. THE BEST HOSTESS "Name the Song" Show your Disco Fever on 70's attire!

**THURSDAY**  
**JUST OFF YOUR CASSETTES, TRASH UP YOUR HAIR, IT'S BOY'S DAY!**  
**BE THERE OR BE SQUARE!**  
**WEAR YOUR TOTALLY AWESOME BOY'S GEAR WITH YOUR HOSPITAL T-SHIRT!**  
**FRONT LAWN/PARKING LOT**  
8 a.m. - 1:00 p.m. | Employee costumes (coveralls, jumps on a skirt, shorts, overalls, & denim)  
1:00 a.m. - 1:30 p.m. | Free food reception, obstacle course, water gun, & carnival!  
1:30 p.m. | Employee T-shirts (cash redemption, and cash ton immediately following)

**FRIDAY** PARTY LIKE IT'S 1970! A GRAND AFFAIR!  
10 a.m. - EMPLOYEE OF THE YEAR CEREMONY  
TEA AND TALK, PRIZES, AND DINNER LET'S DRESS FOR THE MOMENT 2:00 p.m.  
1 p.m. to 2 p.m. END OF A DECADE SNACKS WITH AMEDYSIS!  
MAIN LOBBY

# LOGO DESIGN



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SOUTH CENTRAL  
REGIONAL MEDICAL CENTER

**South Central Children's  
Academy Logo**



SOUTH CENTRAL  
CHILDREN'S ACADEMY

# PHOTOGRAPHY / ILLUSTRATION



# Maggie Award



**Legislative  
Notecards**

# MEDIA RELATIONS/ CRISIS COMMUNICATIONS





# PUBLIC RELATIONS CAMPAIGN

**Internal or External  
Audience**



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## Breast Cancer Campaign

*All breasts are not the same.*

About 40% of women have dense breast tissue. For these women, a mammogram alone may not be enough to find breast cancer.

South Central Regional Medical Center in Laurel is now offering Invenia™ ABUS (Automated Breast Ultrasound System), the only breast cancer screening technology FDA-approved for detection in women with dense breast tissue. The Invenia™ ABUS provides high resolution images that can be acquired rapidly.

Ask your provider for a referral today. [scrmc.com](http://scrmc.com)

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Breast Cancer Awareness Month [scrmc.com](http://scrmc.com)

### MAMMOGRAMS

can detect a breast lump before you can feel or see it.

SCRMC offers 3D Mammography.

Call your medical provider today to request your annual mammogram.

Fight Like a Girl

SOUTH CENTRAL REGIONAL MEDICAL CENTER

COMPREHENSIVE BREAST CANCER TREATMENT AVAILABLE CLOSE TO HOME

Comprehensive Breast Cancer Treatment is available close to home. Cancer services near home allow patients to be surrounded by loved ones when they need it most. The team of cancer care specialists in Laurel work together to provide patients with individualized cancer treatment. Our goal is to guide each patient through the entire journey of cancer diagnosis, treatment and survivorship.

**SERVICES INCLUDE:**

- Diagnostic/Mammography Services
- Radiation Oncology
- Pathology
- Interventional Radiology
- Hematology
- Chemotherapy
- Medical Oncology
- Plastic/Reconstructive Surgery
- Gynecological Surgery
- Physical/Occupational Therapy

**DIAGNOSTIC MAMMOGRAPHY SERVICES:**

**3D MAMMOGRAPHY™**  
3D mammography (also known as tomosynthesis) is a newer type of mammography that uses a low-dose x-ray to create multiple images of the breast from different angles. This allows for a more detailed view of the breast, which can help detect small breast lumps that may not be visible on a standard 2D mammogram. The 3D Mammogram exam includes a method of imaging that can greatly reduce the tissue overlapping.

**3D MAMMOGRAPHY™** exams are recommended for breast cancer to be detected by screening in a later system for women of all breast densities compared to 2D alone.

**3D MAMMOGRAPHY™**  
The goal of the 3D exam is a comfortable, anxiety free experience with exceptional imaging. This is achieved by combining state-of-the-art digital imaging technology, including Breast MRI, with a staff of board certified and state licensed Radiologists and technologists. The fact that South Central Regional Medical Center's MRI Department is accredited and recognized by the American College of Radiology (ACR) further attests to our commitment to excellence.

**3D MAMMOGRAPHY™**  
About 40% of women have dense breast tissue. And for these women, mammograms alone may not be enough to find breast cancer. SCRMC offers Invenia™ ABUS, the only breast cancer screening technology FDA approved for detection in women with dense breast tissue. Cancer breast tissue is linked with an increase in the risk of developing breast cancer. Women with extremely dense breast tissue have a 4 to 6 times greater risk of developing breast cancer than women who do not have dense breast tissue. Invenia™ ABUS helps physicians look differently at dense breast tissue.

**ADULT BREAST EXAMINATIONS**

- 3D MAMMOGRAPHY™
- BREAST MRI
- BREAST ULTRASOUND
- BREAST SELF-EXAM
- BREAST BIOPSY
- BREAST SURGERY
- BREAST RECONSTRUCTIVE SURGERY
- BREAST RADIATION THERAPY
- BREAST CHEMOTHERAPY
- BREAST MEDICAL ONCOLOGY
- BREAST PATHOLOGY
- BREAST HEMATOLOGY
- BREAST RADIATION ONCOLOGY
- BREAST PLASTIC SURGERY
- BREAST GYNECOLOGY
- BREAST OCCUPATIONAL THERAPY

**BREAST SELF-EXAM**

WHY IT'S IMPORTANT  
Breast self-exams are a simple way to check for changes in your breasts. They can help you find a lump or other changes in your breasts early, when treatment often leads to the best outcomes.

HOW TO DO A BREAST SELF-EXAM  
1. Look at your breasts in a mirror. 2. Feel your breasts and underarms. 3. Check for changes in your breasts. 4. Know your normal. 5. Tell your doctor about any changes.

ADULT WOMEN OF ALL AGES ARE ENCOURAGED TO PERFORM A BREAST SELF-EXAM AT LEAST ONCE A MONTH.

# CAMPAIGN ADVERTISING



# Maggie Award

## Clinic Improvement Plan

2023

### Rebranding and Imaging

### New Clinic Logo

Before



After



### CLINIC BRAND STANDARDS



- New consistent logo for all locations/rename locations - integration plan of changes as needed per clinic for cost effectiveness
- Signage on buildings
- Signage of providers on windows/doors with hours of operation
- Cleanup notices - remove all taped/replace with framed
- Cleanup waiting areas - fresh, clean look
- Logo template for posted notices
- Letterhead template for all clinics (fillable PDF)
- Telehealth services where available
- Access and availability
- Flat-screen TV's with video loop of CCH services and clinics
- FMA rebrand/relocation and claim on Google
  - Mail out letters to patients notifying them of name change and relocation.
- Signage placed inside clinic first part of May



## CCH Clinics Improvement Plan



**CONGRATULATIONS  
TO ALL OUR  
WINNERS!**

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