



FOR IMMEDIATE RELEASE

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Norton County Hospital recognized in statewide competition

Two Emerald Awards were given for the hospital's public relations and marketing efforts.

TOPEKA, Kan. – Kansas hospitals and health systems were recently recognized for excellence in public relations and marketing efforts by the Kansas Association of Health Care Communicators (KAHCC) through its Emerald Awards competition.

Emerald Awards are given annually to Kansas hospitals and health systems that excel in internal communications, external communications, special events, advertising and other categories. Three marketing professionals from Georgia with extensive experience in health care marketing evaluated this year's 54 entries for planning and research, implementation, cost effectiveness and results.

The 2020 Emerald Awards were presented at the KAHCC Virtual Fall Conference on Sept. 11.

Norton County Hospital was awarded two Emerald Awards in the following categories:

- External Communications – Other Publication: "*Norton County Relocation Guide*," a collaboration among the Norton County Hospital, Norton Area Chamber of Commerce and Norton City/County Economic Development, designed by Katie Allen
- Writing: "*Hospital Welcomes New Physicians*," by Katie Allen

In addition to the two Emerald Awards, the hospital received a Certificate of Merit in the External Communications – Annual Report category for its "*Foundation Annual Report*." Katie Allen, Norton County Hospital's communications director and the executive director of the Norton Regional Health Foundation, accepted these awards.

The KAHCC is a group of health care communications professionals dedicated to improving communication with our communities, health care employees, physicians, media and more. Information about Norton County Hospital, including many of its communication projects, can be found online at www.ntcohosp.com.

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Our mission: "Norton County Hospital meets the evolving health care needs of our region and provides an exceptional staff and patient experience to empower health and wellness at any stage of life." More information about the hospital can be found on its website, www.ntcohosp.com or Facebook page, www.facebook.com/nortoncountyhosp. Norton County Hospital complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex.

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