

May 1, 2015

RVH Corporate Communications team wins two first place national awards

Royal Victoria Regional Health Centre's (RVH) Corporate Communications team has won two national awards from the Health Care Public Relations Association (HCPRA) of Canada for Strategic Communications and Social Media.

The Strategic Communications award was for RVH's **MY CARE** sustainability plan which embedded the health centre's strategic plan and vision, mission and values throughout the organization. RVH's 'Elf on the Shelf' campaign also won first place for best social media campaign.

"Everyone at RVH is extremely proud of our dynamic Corporate Communications team," says Janice Skot, RVH president and CEO. "I am continually impressed with this small team's creativity and ability to produce top quality work that showcases and highlights RVH's many achievements."

Chief Communications Officer Suzanne Legue was at the HCPRA annual conference to accept the awards and also presented to other healthcare communicators on how to sustain and embed a strategic plan through engagement and innovation.

"We were extremely honoured to receive these awards," says Suzanne Legue, RVH's chief communications officer. "The entries received for this year's awards were from across the country and it is a remarkable achievement to be recognized for products that RVH creates exclusively in-house on very limited budgets."

This is not the first time RVH Corporate Communications has been recognized for its outstanding work. The team has been the recipient of nine HCPRA Awards for communication excellence, two international MarCom Awards recognizing outstanding achievement by communications professionals, a Chamber of Commerce Community Award and was recognized by the Suburban Newspapers of America for its special purpose publications.

The RVH Corporate Communication team includes Suzanne Legue, chief communications officer, Jane Cocking, manager, Donna Danyluk and Jennifer Moore, communication representatives, Denise Philpott, media services specialist and Kaylee MacMillan, communication coordinator.

-30-

For more information:

Suzanne Legue
Chief Communications Officer
705-728-9090 ext. 41600

Jane Cocking
Corporate Communications
705-728-9090 ext. 41611

About RVH:

RVH is a regional health centre in Barrie, Ontario, located 80 kilometres north of Toronto. As the largest hospital in the region of Simcoe Muskoka, RVH's team of over 350 physicians, 2,500 employees and 850 volunteers provides exceptional care and specialty services to almost half a million residents, including cancer care, stroke services, orthopedics, intensive care, mental health and interventional radiology. RVH is focused on delivering safe, high quality care that puts patients and their families first. For more information visit www.rvh.on.ca