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SWMC/Epic Touch Think Pink Clip Airs On GMA

LIBERAL, KS – Getting the right mix of people together really does pay off, according to Southwest Medical Center Public Relations Director Nancy Kletecka.

"We began a new partnership for our Think Pink 2010 Campaign with Epic PCS and Epic Touch for a 'Your Life In Three Words' video," Kletecka said. "We are very excited and proud to say one clip of that video featuring Golden Plains Credit Union in Liberal aired on Good Morning America during their July 17 show."

The Think Pink video is similar to Good Morning America's "Your Three Words", Kletecka said.

"GMA encourages people to submit short video clips depicting something special about their lives and we wanted something special to add to our annual program - this was a perfect match for that," Kletecka said."

The Think Pink program is going into its fourth year and began because of one department's creativity and its people.

"I was in the OB department at SWMC one day and it was all decked out in pink," Kletecka said. "It was awesome. When I asked what the occasion was, I was told Dianna Baray, one of our nurses, decorated it in honor of Breast Cancer Awareness month (in October). Believing it was such a cool idea I decided to take it a step further and include all of the hospital's departments. Then, we added the community and it just keeps getting bigger every year."

Two years ago, Kletecka turned over the chairmanship of the program to the capable hands of Kelly Denton, director of Radiology at SWMC.

"Kelly organized a committee and they are the reason why it has grown even more," Kletecka said. "Kelly, SWMC Lab Assistant Donna Lagunas and I were talking one day, passing ideas back and forth about what we could do to add something new – a 'Pink Glove Dance' and Good Morning America's 'Your Three Words' were brought up. Even though we may still do a dance, the video won out for now."

Kletecka suggested they contact Epic Touch to assist with the project.

"I knew Linda Ward was the new marketing person there and how talented Christopher Garrison is – we have all worked together before at one time or another," Kletecka said. "They immediately were on board with the idea."

After the committee secured some footage Ward and Garrison decided to try and "hand deliver" the video. While in New York City for a marketing seminar, the duo went to ABC on Times Square.

"Unfortunately, it was the only day we had open from the seminar and coincidentally was a Friday and the concert in Central Park," Ward said. "ABC in Times Square was almost deserted. We were able to speak to a few people at ABC but were reluctant to leave the video which was 12 minutes of b-roll (raw footage)."

Instead, as the search continued for the exact person to speak to at ABC to get an entire Your Life in Three Words dedicated to October's Think Pink event, Garrison edited the 12 minutes down to the recommended length for submission on the ABC Your Three Words on-line submission and with hope - hit send."

It paid off. The mix of those involved was the key to the success.

“All those involved with this project are creative and when they are also passionate about something – if I do say so myself - it’s bound to work out,” Kletecka said.

Along with Epic Touch, the committee began recruiting volunteers from the hospital and the community to tell “Your Life In Three Words”.

“They didn’t have to say anything – just hold up three signs with three words best describing what they were feeling or wanted to say,” Kletecka said.

Denton did not want to take the chance of not seeing the aired product.

“Since Epic Touch turned over our video to GMA, I have my DVR set to auto record every Saturday morning,” she said. “I was out of town over the weekend, so Monday night when I had a chance to view the recording, I was extremely excited to see Liberal’s Golden Plains Credit Union on the segment. I can’t wait to see who’s next and when it will appear. It’s kind of like Christmas every Saturday morning for Liberal.”

There is still an opportunity to be included on the video. Epic Touch and Southwest Medical Center will be located side by side at the upcoming Seward County Fair and will be taping during that time. Everyone is invited to participate in the video, just bring “your three words” – creativity is encouraged, and be ready to be recorded.

“We will continue to add more to this tape up until October and plan to play the final tape during our Think Pink Seminar,” Denton said.

The Think Pink Committee at Southwest Medical Center includes: Kletecka, Denton, Baray, Lagunas, Vice President of Operations Michele Gillespie, and nurse Tina Wedel.

Anyone who would like more information on the Think Pink program or who would like to participate may call Kelly Denton at 629-6285 or Nancy Kletecka at 629-6335.

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SOUTHWEST MEDICAL CENTER is a 101-bed, non profit hospital governed by a board of trustees that has been serving Seward and the surrounding communities since 1964. A county-owned hospital, the facility has never utilized tax dollars in the operation or maintenance of its facility.

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