

News Release

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CONTACT: Lisa Diehl, 316-685-1100, ldiehl@pmma.org

PMMA websites, COVID communications win digital marketing awards

WICHITA, Kan. – PMMA’s (Presbyterian Manors of Mid-America’s) giving and corporate websites and the PMMA Media Room dedicated to the organization’s COVID-19 response were awarded in the first Healthcare Digital Marketing Awards competition. Winners were announced December 16, 2020.

The Healthcare Digital Marketing Awards recognizes the best healthcare websites, digital content, electronic communications, mobile media and social media. A national panel of industry specialists reviewed each entry; judging creativity, marketing execution, message impact, technology application and innovation content.

A gold award winner among development websites, the organization’s giving website, www.Giving.PresbyterianManors.org, focuses on stories of how philanthropy has affected PMMA residents and employees. The site offers stories from donors, scholarship recipients and residents sharing the power of giving to shape the lives of others.

Redesigned in 2019, the PMMA corporate website, www.PMMA.org, highlights the services and programs offered by the nearly 72-year-old not-for-profit senior living provider. The site was a gold award winner in the institutional website category in the new competition.

The newly created PMMA Media Room, which offers a broad look at the organization’s COVID-19 response, received a silver award in the COVID response category. The Media Room features a regularly updated statement from PMMA leadership, resources, a timeline, frequently asked questions, and media releases about the COVID situation at each campus, the results of focused infection control surveys and other PMMA news.

Presbyterian Manors of Mid-America is a 501(c)(3) not-for-profit organization with 15 senior living communities and two hospices in Kansas and Missouri, and a new campus under development in Colorado Springs, Colo. Learn more at PMMA.org.