

Patients First Health Care
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**PATIENTS FIRST HEALTH CARE HONORED FOR EXCELLENCE
IN STATEWIDE COMPETITION**

Washington, MO, December 28, 2009.....Patients First Health Care has received statewide recognition for a Primary Care Directory project that the company produced to introduce the Patients First physicians to the company's staff and Medicare Advantage patient members. Alvera Heeger, Director of Marketing for Patients First Health Care, created the spiral-bound directory which was printed locally by Paper Chase of Washington.

The special purpose publication received a Show-Me Excellence Award by the Missouri Association for Healthcare Public Relations and Marketing (MAHPRM) at the Missouri Hospital Association's 87th Annual Convention and Trade Show in November. A statewide panel of public relations and marketing professionals judged the 317 entries in this year's competition.

The awards competition was established by MAHPRM in 1981 and is the only Missouri competition dedicated to hospital and health care public relations and communications efforts. The SHOW-ME Excellence Awards recognize high achievement and superb quality in advertising, marketing and public relations projects produced by hospitals and health care systems throughout the state.

Patients First Health Care, headquartered in Washington, MO, is a multi-specialty physician group. Patients First has 65 physicians practicing in 16 locations in East Central Missouri.