



2023 ANNUAL LAMPLIGHTER AWARDS

WESTIN COPLEY PLACE BOSTON

BOSTON, MA

MAY 31, 2023

ADVERTISING

DIGITAL ADVERTISING (AGENCY)

DIGITAL ADVERTISING (IN-HOUSE)

OUTDOOR ADVERTISING (IN-HOUSE)

PRINT ADVERTISING (AGENCY)

PRINT ADVERTISING (IN-HOUSE)

TELEVISION (AGENCY)

TELEVISION (IN-HOUSE)

VIDEO

SINGLE VIDEO – PATIENT (AGENCY)

SINGLE VIDEO – PATIENT (IN-HOUSE)

SINGLE VIDEO – PHYSICIAN (AGENCY)

SINGLE VIDEO – PHYSICIAN (IN-HOUSE)

SINGLE VIDEO – OTHER (AGENCY)

SINGLE VIDEO – OTHER (IN-HOUSE)

SHORT FORMAT SERIES (AGENCY)

SHORT FORMAT SERIES (IN-HOUSE)

SINGLE ITEM & SERIES DIVISION

CRISIS COMMUNICATIONS

MEDIA RELATIONS (AGENCY)

MEDIA RELATIONS (IN-HOUSE)

POTPOURRI



BLOG/VLOG

SPECIAL EVENTS

SUCCESS ON A SHOESTRING

WEBSITES

LESS THAN \$100,000

MICRO-SITE

HEALTHCARE INTERRUPTED: NAVIGATING CHALLENGING TIMES (AGENCY)

**HEALTHCARE INTERRUPTED: NAVIGATING CHALLENGING TIMES (IN-
HOUSE)**

PUBLICATIONS

ANNUAL REPORT (AGENCY)

DIRECT MAIL (IN-HOUSE)

GENERAL PUBLICATIONS (AGENCY)

GENERAL PUBLICATIONS (IN-HOUSE)

CAMPAIGN DIVISION

COMMUNICATIY RELATIONS EVENT / CAMPAIGN

CAUSE/SOCIAL MARKETING (AGENCY)

CAUSE/SOCIAL MARKETING (IN-HOUSE)

HEALTH PROMOTION CAMPAIGN (AGENCY)

HEALTH PROMOTION CAMPAIGN (IN-HOUSE)

PROVIDER/EMPLOYEE, RETENTION & REFERRAL GNERATION (AGENCY)

PUBLIC RELATIONS (AGENCY)

PUBLIC RELATIONS (IN-HOUSE)

SOCIAL MEDIA CAMPAIGN

MARKETING

IMAGE/BRANDING (AGENCY)

SERVICE LINE MARKETING (AGENCY)



SERVICE LINE MARKETING (IN-HOUSE)

NON-SERVICE LINE MARKETING (AGENCY)

NON-SERVICE LINE MARKETING (IN-HOUSE)

HYBRID DIVISION

CONTENT MARKETING (IN-HOUSE)

INTERNAL COMMUNICATIONS (AGENCY)

**INTERNAL COMMUNICATIONS (IN-
HOUSE) MARKETING TECHNOLOGY**

R(E)VOLUTIONARY

CREATIVE (VISUAL) DESIGN & PHOTOGRAPHY

DESIGN

LOGO DESIGN (IN-HOUSE)

PRINTED PIECE (IN-HOUSE)

PHOTOGRAPHY (AGENCY)

PHOTOGRAPHY (IN-HOUSE)

EXCELLENCE IN WRITING

FEATURED ARTICLES

OTHER (AGENCY)

OTHER (IN-HOUSE)

OWEN J. MCNAMARA EXCELLENCE IN WRITING AWARD

BEST IN NEW ENGLAND



CONGRATULATIONS LAMP WINNERS

Ball Consulting Group, LLC
BoatHouse
Camelo Communication
Cape Cod Healthcare
Care New England
Connecticut Children's
Cronin
Dana Farber Cancer Institute
Dana-Farber Cancer Institute
Daydream Communications
Denterlein
EVR Advertising
Gaylord Specialty Healthcare
Hartford HealthCare

Hartford HealthCare, Strategy
and Transformation Division
Harvard Medical Faculty
Physicians at Beth Israel
Deaconess Medical Center
(HMFP)
Issues Management Group
Jennings
Jennings Health
Laura Benys Writing
Massachusetts General Hospital
Massachusetts General Research
Institute
Newton-Wellesley Hospital
Northern Light Eastern Maine
Medical Center
Northern Light Health
OHO Interactive
Rutland Regional Medical Center
Sean Tracey Associates

South Shore Health
Speare Memorial Hospital
Spectrum Healthcare Partners
Spectrum Management Services
Company
Systems Change Strategies
Tenth Crow Creative
The University of Vermont Health
Network
ThinkArgus
Trinity Health Of New England
Tufts Medicine
UConn Health
Yale New Haven Health

