

2018



NESHCo

NEW ENGLAND SOCIETY FOR
HEALTHCARE COMMUNICATIONS

28TH ANNUAL
LAMPLIGHTER
AWARDS

May 21, 2018

Southbridge Hotel & Convention Center
Southbridge, MA

THE LAMPLIGHTER AWARDS
RECOGNIZE OUTSTANDING
HEALTHCARE MARKETING AND
PUBLIC RELATIONS.

With more than 20 major categories and hundreds of entries each year, the Lamplighter Awards truly recognizes the best of the best.

Those who earn an award, or the coveted Best in New England Lamp, can count themselves among the region's best public relations and marketing professionals.



PRODUCED IN-HOUSE VS. AGENCY PRODUCED

The major distinction between in-house and agency-produced entries is where the creative direction for an entry resides. When an advertising, design or PR agency is hired/directed by a client to create and produce a brochure, publication, ad or campaign, and the agency is responsible for the creative concept and execution, the entry is considered AGENCY-PRODUCED. If a hospital marketing or PR staff member or team conceptualizes a brochure, ad or campaign, creates its content and coordinates its production/execution (even if freelance copywriters, freelance graphic designers, printers and/or mailing houses are hired to execute portions of it), this type of entry is considered PRODUCED IN-HOUSE.

SINGLE ITEM & SERIES DIVISION

WEBSITES: This category recognizes websites that serve as an organization's primary online presence. This category was not divided by agency produced and produced in house. All entries were split by budget only: budget under \$100,000 and over \$100,000.

MICRO-SITE: This category recognizes micro-sites created to support a specific initiative such as an event or ad campaign, for example. This category was not divided by agency produced and produced in house.

SUCCESS ON A SHOESTRING: Projects of special merit with a significantly reduced, limited, or shoestring budget will be recognized in this category. Projects appropriate for this category are one-time or first-time initiatives or the continuation of ongoing programs with newly-reduced funding.

SPECIAL EVENTS: This category recognizes the tremendous team effort on the part of public relations, marketing, and other departments to stage a successful special event such as a groundbreaking ceremony, open house, health fair, fundraisers such as golf tournaments, annual meetings, and more.

SOCIAL/NEW MEDIA: A single social media effort aimed at reaching the organization's patients, staff or community.

PUBLICATIONS - SPECIAL PURPOSE: Includes patient handbooks, newspaper supplements (other than paid advertising), recruitment literature and one-time publications for a specific purpose other than annual reports

PUBLICATIONS - INTERNAL PERIODICALS: Issued at periodic intervals and distributed primarily within the healthcare facility. Examples: Newsletters and magazines.

PUBLICATIONS - EXTERNAL PERIODICALS: Issued at periodic intervals, distributed primarily outside the healthcare facility. Examples: Newsletters and magazines.

PUBLICATIONS - DIRECT MAIL: This category includes any publication that targets a specific audience by mail for any purpose including fundraising. *Results will be paramount in judging.

PUBLICATIONS - ANNUAL REPORT: Formats vary. Examples include newspaper supplement, magazine, calendar, electronic annual report, etc.

POTPOURRI: The potpourri category includes entries that do not qualify for any other category. Entries in this category may not be entered in any other category.

MEDIA RELATIONS: This category looks specifically at the public relations professional's skill in proactively pitching a story to the media. Entrants should outline the objective of the pitch, describe how media targets were selected and cultivated and detail all obstacles overcome in the successful pitch. Show how the media story supports the strategic goals of the organization. Describe how they successfully worked with the journalist to secure the story(ies).

CRISIS COMMUNICATIONS: This category recognizes specific crisis situations and unplanned events resolved through the use of public relations techniques. Entrants should outline the challenge, internal or external target audiences involved, and evaluate the effectiveness of public relations strategy in resolving the problem. Examples include medical accidents, investigations, security failures, labor disputes, natural disasters and others.

BLOG/VLOG: A blog/vlog aimed at reaching your organization's patients, staff or community. Include examples of written posts and/or videos.

ADVERTISING (THIS CATEGORY INCLUDES BOTH PAID AND PUBLIC SERVICE ADVERTISING. SINGLE-ITEM ELEMENTS OF A CAMPAIGN MAY BE SUBMITTED IN THESE CATEGORIES.)

SINGLE VIDEO: Single video of no more than 30 minutes in length.

VIDEO: SHORT-FORMAT SERIES: Up to four (4) videos of two minutes or less each.

TELEVISION: Single spot or series, 30 or 60 seconds in length.

RADIO: Single spot or series, 10, 20, 30 or 60 seconds in length.

PRINT: Single ads or series of ads in newspapers or magazines.

OUTDOOR ADVERTISING: Entry Included color photographs.

ONLINE ADVERTISING: Entry Includes screen shots as JPEG's or PDF's and analytics as appropriate.

HYBRID DIVISION

INTERNAL COMMUNICATIONS: Any communication designed to be sent to hospital staff including employee newsletters, medical staff newsletters, brochures, posters, DVDs, intranets, voice mail, and other pieces used for communicating with staff – whether a one-time event or campaign, or an ongoing series.

ELECTRONIC MARKETING: This category recognizes use of electronic media—i.e., e-mail, e-newsletters and overall e-campaigns – for marketing/public relations purposes. Materials in this category must be PDFs created from the original file for e-use, Including explanation of distribution and rationale behind use of electronic vs. traditional media. May be one time, or a series of e-pubs or related efforts and an explanation of how email list was obtained. Tracking data included.

PHOTOGRAPHY: Entries submitted in the actual context it was used. For print media, photo submitted, accompanied by evidence of use. Commissioned original material only, no syndicated or stock photos.

CREATIVE (VISUAL) DESIGN & PHOTOGRAPHY

EXCELLENCE IN WRITING

BLOG: An original piece written or commissioned for a healthcare blog or for organization's own blog. Submissions must be shown in their final state. This category is not for blog design or campaigns. This is for writing only.

OTHER: Written pieces that do not fit into any of the above categories. Examples include white papers, communications to elected officials, case statements, Op-Ed pieces, brochures, etc.

FEATURE ARTICLES: An original piece written or commissioned for a healthcare publication, professional journal, magazine or newspaper. Submissions must be substantially unedited or revised. Must provide the publication in which it appeared, as well as the original manuscript, typed, double-spaced. Challenge statement should also include reasons for the article, research involved and any measurable reactions.

DESIGN

PRINTED PIECE DESIGN: May be banners, postcards, calendars or any printed piece including special publications such as special purpose, one-time publication or single issue of an ongoing publication.

LOGO DESIGN: Submit stat copies and examples of logo used on stationery or object for judging. Upload JPG or PDF of logo and evidence of use.

CAMPAIGN DIVISION

SOCIAL MEDIA CAMPAIGN: Provide evidence of how the organization leveraged new or social media technologies/tools such as blogs, wikis, podcasts, pictures, video, vlogs, wall-postings, email, instant messaging, and RSS to communicate and strengthen relationships with target markets, including patients, staff, physicians, community, etc. All items should be part of a comprehensive campaign.

PUBLIC RELATIONS CAMPAIGN: Initiative designed to solve a specific problem or to communicate with a specific audience, either internal or external, using multiple tools of communications. This category recognizes the individual practitioner's analytical and creative skills. This includes any program or special project in the organization which the department initiated to address a specific issue and/or audience. This must be a project that the department had primary responsibility for executing. A detailed case study outlining the situation, your assessment and analysis of the problem, methods chosen, implementation, evaluation and results was submitted, along with copies of the resulting media coverage — include newspaper clippings, broadcast stories, letters, Web stories and other published materials. This is for proactive PR pitches only, not crisis communications

PROVIDER/EMPLOYEE RECRUITMENT, RETENTION AND REFERRAL GENERATION CAMPAIGN: This category recognizes full campaigns that specifically target providers and/or employees to recruit them to work at an organization, improve relations with them to enhance retention, or generate leads from referring physicians. These campaigns can include creation of a newsletter and other publications, speaker's bureau, orientation sessions, physician referral service, websites, advertising, outreach programs and more. Entrants should outline the challenge and the effectiveness of public relations/marketing strategy. category recognizes full campaigns that specifically target physicians in order to recruit them to work at an organization, improve relations with them to enhance retention, or generate leads from referring physicians. These campaigns could include creation of a newsletter and other publications, speaker's bureau, orientation sessions, physician referral service, websites, advertising, outreach programs and more. Entrants outlined the challenge and the effectiveness of public relations/marketing strategy.

MARKETING CAMPAIGN – SERVICE LINE: Includes service-line marketing campaigns, described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status.

MARKETING CAMPAIGN – IMAGE/BRANDING: Includes total marketing efforts of a healthcare facility, satellite facility or major program. Described and demonstrated through research, program objectives, strategy to accomplish objectives, implementation, evaluation of the effectiveness of the marketing promotional tools used, and report on current status.

COMMUNITY RELATIONS EVENT/CAMPAIGN: This category reflects programs developed to reach out to communities in the organization's service territory. This includes programs that target specific audiences and demographics and were developed to build relationships and deliver health information to the community through school programs, senior programs, special events, etc. Entries in this category may include joint efforts with other hospitals, healthcare providers and community organizations. Entrants outlined the efforts, the objectives, the role of public relations or marketing and the resulting benefits to the community. Support materials may include newspaper clippings, broadcast stories, brochures, letters, speeches and other testimony. All collateral materials must be uploaded.

CAUSE/SOCIAL MARKETING CAMPAIGN: This category reflects initiatives developed to increase awareness about a public health issue (e.g., domestic violence), influence legislation, public sentiment or rally support for a cause (advocacy). Entries in this category may include joint efforts with other hospitals, healthcare providers and community organizations. Entrants should outline the efforts, the objectives, the role of public relations or marketing and the resulting outcome(s) of the initiative. Support materials should accompany the entry and may include newspaper clippings, broadcast stories, brochures, letters, speeches and other testimony. All collateral materials must be uploaded.

ADVERTISING CAMPAIGN – SERVICE LINE: Includes service-line campaigns that utilize advertising and sales promotion in two or more media. Radio and television spots and other visual support should be submitted along with color photographs for outdoor advertising.

ADVERTISING CAMPAIGN – IMAGE/BRANDING: Includes image/branding campaigns that utilize advertising and sales promotion in two or more media. Radio and television spots and other visual support should be submitted along with color photographs for outdoor advertising.





THE CHALLENGE STATEMENT

TELLS THE STORY BEHIND THE ENTRY.

Situation Analysis

Describes the factors in the marketplace or organization that created the need for the publication/project/campaign, etc. Explaining the problem(s) and opportunity(s).

Statement of Objectives

Provides a specific, detailed explanation of the objectives that guided the development of the publication/project/campaign, etc.

Program Planning and Strategy

Discusses the techniques, methods, and approaches used to achieve the objectives and/or solve the problem. Includes explanation of strategic and tactical considerations.

Results Documentation

For entries in Single Item & Series, Campaign and Hybrid categories, provides both quantitative and qualitative documentation of the success of the project, such as inquiries, patient visits, sales generated, press clippings, or positive feedback that demonstrate that objectives were met. The results documentation must contain factual information and should confirm achievement of the set goals.

For entries in creative categories (Design/Visual, Photography and Excellence in Writing), provide qualitative documentation of the success of the project, including all the elements that went into the creative process was provided so that judges could evaluate the entry on how successfully it was executed. What was the original theme/idea? How does the creative work answer the problem/challenge that was set out to solved? How is the style of the creative work suited for the target audience? What is unique and memorable about the creative work? What visual and/or emotional experience were they striving to create?

We acknowledge that results in the Design and Excellence in Writing categories are often difficult to quantify, and these creative categories are evaluated on more qualitative criteria. Judges are advised to evaluate the worth of these entries based on their creative achievement and not solely on actual results/sales/volume increases.

Design category entries, for example, were judged on the visual craft that conveys brand or product/service line messages in a distinctive way, and the considered relevance to the audience and uniqueness.

In evaluating Excellence in Writing entries, judges were asked to consider the quality of the writing: is it coherent; did it hold their attention, did it have resonance that stays with them after reading it, and how well did it communicate a strategic message.

Entrants were encouraged to articulate all the elements that went into their creative process so that judges could evaluate the entry on how successfully it was executed.

SINGLE ITEM & SERIES DIVISION

11 WEBSITES

WEBSITE LESS THAN \$100,000
WEBSITE \$100,000 OR MORE
MICRO-SITE

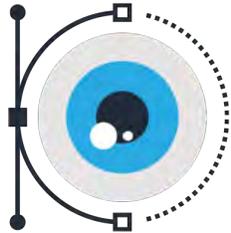
11 SUCCESS ON A SHOESTRING

11 SPECIAL EVENTS

11 SOCIAL/NEW MEDIA

11 PUBLICATIONS - SPECIAL PURPOSE

SPECIAL PURPOSE
INTERNAL PERIODICALS
EXTERNAL PERIODICALS
DIRECT MAIL
BROCHURE
ANNUAL REPORT



11 POTPOURRI

11 MEDIA RELATIONS

11 CRISIS COMMUNICATIONS

11 BLOG/VLOG

11 ADVERTISING SINGLE VIDEO

VIDEO: SINGLE VIDEO
VIDEO: SHORT FORMAT SERIES
TELEVISION
RADIO
PRINT
OUTDOOR ADVERTISING
ONLINE ADVERTISING

HYBRID DIVISION

11 INTERNAL COMMUNICATIONS

11 ELECTRONIC MARKETING

CREATIVE (VISUAL) DESIGN & PHOTOGRAPHY

11 PHOTOGRAPHY

11 EXCELLENCE IN WRITING

BLOG
FEATURE ARTICLE
OTHER

11 DESIGN

PRINTED PIECE
LOGO DESIGN

CAMPAIGN DIVISION

11 SOCIAL MEDIA CAMPAIGN

11 PUBLIC RELATIONS CAMPAIGN

11 PROVIDER/EMPLOYEE RECRUITMENT, RETENTION AND REFERRAL GENERATION CAMPAIGN

11 MARKETING CAMPAIGN

SERVICE LINE
IMAGE/BRANDING

11 COMMUNITY RELATIONS EVENT/CAMPAIGN

11 CAUSE/SOCIAL MARKETING CAMPAIGN

11 ADVERTISING CAMPAIGN

SERVICE LINE
IMAGE/BRANDING

AWARDS

11 THE OWEN J. MCNAMARA AWARD

11 BEST IN NEW ENGLAND

WEBSITE - LESS THAN \$100,000



MHA website - Multi-view, member-centric



The Massachusetts Health & Hospital Association’s main website receives a comprehensive redesign featuring member-specific views, a variety of search options, mobile-friendly capabilities and a clean, attractive presentation for a vast amount of information. The new site also uses an advanced content management system required by an upgrade to MHA’s database management software.

Catherine Bromberg ► cbromberg@mhalink.org

Massachusetts Health & Hospital Association

with Fassino Design

WEBSITE - LESS THAN \$100,000



Sturdy Memorial Hospital: A Website Redesign



After years of maintaining a hospital website and over 20 medical practice micro-sites that were lacking in both functionality and user experience, we knew it was time to take the leap into a redesign project. In the end, our goal to create one cohesive, effective website was achieved, and more.

Kayla Bagley ► kbagley@sturdymemorial.org

Sturdy Memorial Hospital

with Geonetric

WEBSITE - LESS THAN \$100,000



South County Health Website



South County Health’s new responsive design website launched in November 2017. Its updated graphics and wealth of service line information has helped attract more visitors, and keep users on the site longer. The new website provides more resources for patients, visitors, staff, and physicians, and can be navigated more easily.

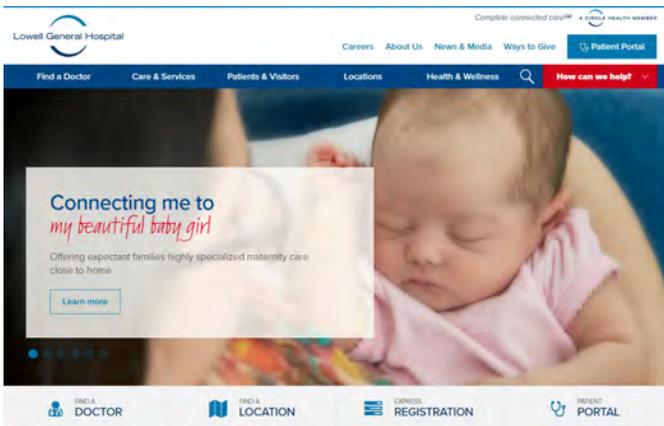
Jamie Masse ► jmasse@southcountyhealth.org

South County Health
with Cyber Technical

WEBSITE - \$100,000 OR MORE



Lowell General Hospital Website Re-design



Lowell General overhauled its current website to create a robust responsive design to meet the needs of mobile users. The internal team worked closely with partners and key stakeholders to produce a simplified site with intuitive navigation, new tools, improved content management, and a consistent theme of *Complete connected care*.

Kimberley Weaver ► kimberley.weaver@lowellgeneral.org

Lowell General Hospital
with Lowell General Hospital

WEBSITE - MICRO-SITE (AGENCY PRODUCED)



PatientCareLink: New and Improved

A robust MHA micro-site on hospital quality and patient safety receives a new “look and feel” to incorporate patient and clinician feedback, visually tie back to the main website, and enable MHA member best practice “success stories” to receive more widespread dissemination.

Catherine Bromberg ► cbromberg@mhalink.org

Massachusetts Health & Hospital Association/ Organization of Nurse Leaders
with Fassino Design

WEBSITE - MICRO-SITE (AGENCY PRODUCED)



WCHN Primary Care Campaign

Western Connecticut Health Network’s primary care micro-site allows consumers to search for primary care doctors, book appointments online and learn about the critical role physician assistants play in the primary care team.

Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network
with MedTouch

WEBSITE - MICRO-SITE [PRODUCED IN-HOUSE]

EMMC Nursing Excellence Micro-Site



There is a nursing shortage nationwide, including in Maine. To encourage more nurses to apply at Eastern Maine Medical Center, we needed to take a look at how we were represented online. We decided that our old Nursing Excellence site was outdated and in need of a revamp.

Tricia Denham ► tdenham@emhs.org

Eastern Maine Medical Center

WEBSITE - MICRO-SITE [PRODUCED IN-HOUSE]

Women & Infants - Trusted



What happens when two hospitals located one block away are simultaneously seeking approval to enhance or develop competing services? You take your fight to the court of public opinion.

Amy Blustein ► ablustein@carene.org

Care New England/Women & Infants Hospital

SUCCESS ON A SHOESTRING (AGENCY PRODUCED)



NH Hospital Association Collateral

A leading voice in health care for members and their patients, the NHA recognized the need to prioritize communications related to our advocacy agenda, and develop a communications program that gave our members the ability to speak to key health care issues with tools that were creative and engaging.

Dan Dunlop ► ddunlop@jenningsco.com

New Hampshire Hospital Association
with Jennings

SUCCESS ON A SHOESTRING (PRODUCED IN-HOUSE)



Aware Because We Care

Brigham and Women's Hospital launched a provocative security campaign, Aware Because We Care, to empower and educate employees about the dangers of "piggybacking" and "tailgating," one of the most common security issues at hospitals nationwide. The materials were also distributed broadly as a resource for health care organizations worldwide.

Jessica Zimmerman ► bwhbulletin@partners.org

Brigham and Women's Hospital

SUCCESS ON A SHOESTRING (PRODUCED IN-HOUSE)



Teddy Bear Clinic

The UMass Memorial Children’s Medical Center Teddy Bear Clinic is a free, fun and educational health and safety fair for children and their families. Families throughout Worcester County are invited to enjoy dozens of interactive booths and entertainment, including health and safety-focused games, stuffed animal medical exams and more.

Leighann Dreyer ▶ leighann.zagami@umassmemorial.org

UMass Memorial Health Care

SUCCESS ON A SHOESTRING (PRODUCED IN-HOUSE)



Free Innovative Charging Station Concepts with Marketing & Revenue Generation

Portsmouth Regional Hospital (PRH) was looking for a cost effective solution to more effectively market/brand the hospital and support patient experience. Once introduced to Innovare, we quickly saw the business model as a no-brainer. They provide hospitals with free marketing displays, including Charging Stations, plus share revenue with the hospital.

Michael Ricciardi ▶ mricciardi@innovaremedia.com

Portsmouth Regional Hospital

SPECIAL EVENTS (PRODUCED IN-HOUSE)



Meet the Dean Event Series



HMS launched a new six-city Meet the Dean event series in 2017 to introduce and connect the School's 22nd Dean, George Q. Daley, MD '91, PhD, to alumni and friends, share his vision for the future of HMS, and garner support during the final year of the School's capital campaign.

Brandy Newlon ► brandy_newlon@hms.harvard.edu

Harvard Medical School

SPECIAL EVENTS (PRODUCED IN-HOUSE)



MIT 2017 Flu Clinic



MIT's annual flu-shot clinic helps keep students and employees healthy throughout the flu season. Our goal: immunize as many people as possible. This year, through an innovative campaign combining signs, stickers, and social media, MIT shattered its previous one-day record shot record, jumping from 5,154 to 7,500.

David Tytell ► tytell@mit.edu

MIT Medical

SPECIAL EVENTS (PRODUCED IN-HOUSE)



HELP CLOSE TO HOME

New cancer center at Brockton Hospital allows patients to get quality care without a trip to Boston

By Steve Clark
Senior Writer

BROCKTON—A new general oncology building at the Signature Healthcare Brockton Hospital.

People looked up, as the tarp fell to the ground, revealing the new sign. "John, Steven & Caryl Greene Cancer Center" the sign read.

The Signature Healthcare Brockton Hospital, an affiliation with Beth Israel Deaconess Medical Center, held the grand opening of the city's new cancer center Wednesday night.

"This allows our patients and the community to receive care right here in the community," said Kevin Tully, the CEO of Beth Israel Deaconess Medical Center. "I can't think of a better time to get the care that you need right here, than when you're sick. I can't think of a worse time to transport to a hospital, than when you need to go through something like chemotherapy treatment."

The grand opening of the new building, was in 2016 and after less than a year and a half \$17 million in construction and tenant improvements and \$1.7 million in furniture, fixtures and equipment, the building is complete.

"We now have a cancer care center that is comprehensive, built for our patients, aimed at our patients and that will deliver comprehensive care, as we bring Boston, to Brockton," said Kim Hildreth, the CEO of Signature Healthcare.

Although the inside of the building impressed people, it was the outside that will save them.

There are two "wings" of the building, medical oncology and radiation oncology. There is also a linear accelerator which is used for external beam radiation treatments for patients with cancer. The next closest hospital with this equipment is Chelsea Harbor in Boston, according to a press release.

Hildreth said all of their cancer services, including radiative oncology, medical oncology and hematology, chemotherapy, survival clinical trials, patient navigation and social support services, are under the same roof.

The new center has the capacity to treat up to 70 patients per day in rooms of 10 to 15 patients and 50 procedure rooms, said Rachel L. Lohan, the media representative for Signature Healthcare, in the radiative oncology wing, the center can manage up to 50 daily external beam radiation patients.

The new center was named after 1818 Mayor's executive vice president and the company chairman and his wife.

Steve Clark may be reached at sk@signaturepress.com

WEB EXTRA
On the opening of the building from Rachel L. Lohan, the media representative for Signature Healthcare, in the radiative oncology wing, the center can manage up to 50 daily external beam radiation patients.

The new center was named after 1818 Mayor's executive vice president and the company chairman and his wife.

Steve Clark may be reached at sk@signaturepress.com

The Greene Family looks up as they unveil the sign for the John, Steven & Caryl Greene Cancer Center. Clockwise are Jeff Miller, vice president of the Greene Foundation; John Greene; Caryl Greene; and Steven Greene.

Doctors from Signature Healthcare and Beth Israel Deaconess Medical Center cut the ribbon for the John, Steven & Caryl Greene Cancer Center in Brockton on Wednesday.

Cancer Center Grand Opening

The opening of Signature Healthcare's new cancer center was truly an occasion for the community. Although only 375 invitations were sent out for the grand opening, more than 400 people attended, including community leaders, the mayor and state representatives. The event also received significant press coverage locally and in Boston.

Daniel Dunlop ► ddunlop@jenningsco.com

Signature Healthcare

SPECIAL EVENTS (PRODUCED IN-HOUSE)



Hartford Hospital Black & Red



There are so many different fundraisers in the state and region. How could we set the Hartford Hospital Black & Red Gala apart from the many, many other fundraising events? That was our challenge and opportunity: Make this event far more than a one-night gala. It would become a movement.

Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

SOCIAL/NEW MEDIA (AGENCY PRODUCED)



2017 Spectrum Of Kindness Social Media

The 2017 Spectrum of Kindness campaign efforts were expanded nationally, using social media to further gather real-world accounts of the day-to-day experiences and joys associated with autism that inspire others to be more informed, tolerant and giving of themselves to enhance the lives of individuals and families living with ASD.

Jordana George ► jgeorge@mason23.com

Hospital for Special Care
with Mason, Inc.

SOCIAL/NEW MEDIA (PRODUCED IN-HOUSE)



Surgical Weight Loss at CNE - Webinar

Having surgical weight loss is a big decision. That's why we at Care New England created a webinar, so those impacted by obesity can easily find the answers to their questions, all from the privacy of their own home.

Amy Blustein ► ablustein@carene.org

Kent Hospital, a Care New England hospital

SOCIAL/NEW MEDIA (PRODUCED IN-HOUSE)



Hartford HealthCare Holiday Babies Series 2017/2018



Baby photos are clear drivers of engagement on social media. This series served to raise awareness of Hartford HealthCare's maternity offerings, drive community engagement on various Facebook pages between Christmas and New Year's, and build excitement for the first babies of 2018 at each of our five hospitals.

Carol Vassar ► carol.vassar@hhchealth.org

Hartford HealthCare

SOCIAL/NEW MEDIA (PRODUCED IN-HOUSE)



Hartford HealthCare Podcast series



In 2017, four-in-ten Americans ages 12+ or older have listened to a podcast, according to Edison Research and Triton Digital survey data. In an effort to better leverage already-existing radio content and create new, NPR-style content featuring our subject matter experts and patients, Hartford HealthCare launched a podcast series.

Carol Vassar ► carol.vassar@hhchealth.org

Hartford HealthCare

PUBLICATIONS - SPECIAL PURPOSE [AGENCY PRODUCED]



Spectrum Employee Brand Affirmation Cards

At the internal brand launch, we had our employees sign one of ten brand affirmations, as they "sign on to our new brand." The stickers are now hung up in the entrance of our building.



When it comes to communicating an important brand message, often less is more. Fewer well-chosen words can have a greater impact. That was the strategy behind Spectrum Healthcare Partners' employee brand affirmation cards. The cards were distributed at the employee brand launch event with each conveying an important brand message.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

PUBLICATIONS - SPECIAL PURPOSE [AGENCY PRODUCED]



Spectrum Brand Book

Spectrum and
better healthcare.
SPECTRUM AND ME.

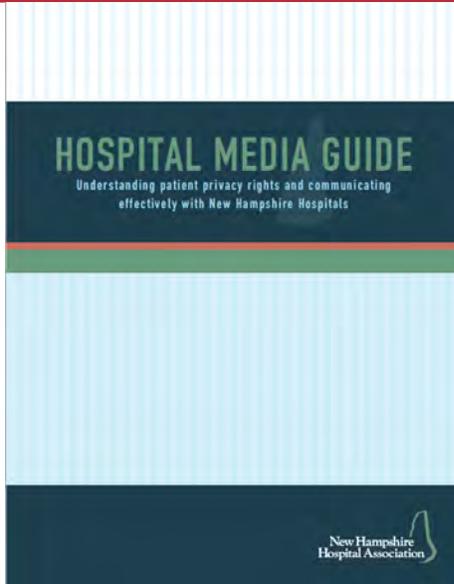


A vital element of Spectrum Healthcare Partners' brand launch strategy was the internal communications program. Spectrum developed a comprehensive program that shared important brand messaging and brand values with its employee base - an audience spread out across dozens of facilities across the State of Maine.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

PUBLICATIONS - SPECIAL PURPOSE [AGENCY PRODUCED]



NHHA Media Guide

A leading voice in health care for members and their patients, the NHHA recognized the need to make patient privacy and media relations a priority. In response, we developed communications tools that were creative, contemporary and engaging, that gave our members the ability to address key issues facing hospital communicators.

Dan Dunlop ► ddunlop@jenningsco.com

New Hampshire Hospital Association with Jennings

PUBLICATIONS - SPECIAL PURPOSE [AGENCY PRODUCED]



2017 ACA Infographic

A leading voice in health care for members and their patients, the NH Hospital Association felt the need to make our advocacy agenda a priority, and develop a communications program that gave our members the ability to speak to key healthcare issues with tools that were creative, contemporary and engaging.

Dan Dunlop ► ddunlop@jenningsco.com

New Hampshire Hospital Association with Jennings

PUBLICATIONS - SPECIAL PURPOSE (PRODUCED IN-HOUSE)



Patient Healthcare Organizer

The Patient HealthCare Organizer is a tool for patients to gather important information and reflections about their health and healing by taking notes, recording questions, reflecting on experiences and storing important documents. The organizer is distributed to all admitted patients across Hartford HealthCare hospitals and behavioral health facilities.



Emily Gravell ► emily.gravell@hhchealth.org

Hartford HealthCare

PUBLICATIONS - SPECIAL PURPOSE (PRODUCED IN-HOUSE)



Hats Off to Hartford Hospital's 2017 Nightingale Award Winners

We salute each and every nurse chosen by their peers as 2017 winners of the prestigious Nightingale Award for Excellence in Nursing. They move us with their compassionate care, inspire us with their knowledge and amaze us with their professionalism. They are caregivers, problem-solvers and respected partners.

To learn more about each of our Nightingale recipients, visit the Hartford Hospital's website at <https://goo.gl/2XsMtrW>

<p>Christine Hart, BSN, RN Women's Health</p> <p>Chris is a team player, a true role model for the entire staff of women's health and eager to help whenever and wherever she is needed.</p>	<p>Christine Ghiglia, MSN, RN, CNM Women's Health</p> <p>Christine's passion and unwavering commitment to her work is evident in every patient encounter. From a warm greeting at the desk to the caring she demonstrates in the room.</p>	<p>Ann Russell, MSN, RN, CCRN-E Nursing Education</p> <p>Ann is the core of the critical care orientation program and has an influence on the care received by every critical care patient at Hartford Hospital.</p>
<p>Angela Leisinger, BSN, RN Siderology Club</p> <p>Angela is a strong-willed, dedicated, hardworking, goal-oriented individual driven by her ethical decisions and a commitment to providing safe, quality care.</p>	<p>Tiffany Otto, BSN, RN Medicine of Living</p> <p>Tiffany is an outstanding nurse who provides holistic nursing care to her patients and exemplifies what it means to take care of the whole person.</p>	<p>Jacqueline Dietrich, MSN, RN Surgery</p> <p>Jackie is a caring and compassionate nurse whose smile and wonderful personality helps her connect with patients and families alike.</p>

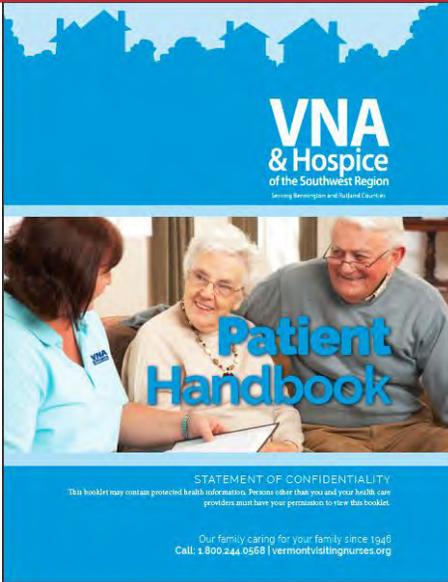
'Blue Edition' of RxTra for Nurses Week

Nurses are the heart and soul of Hartford Hospital. The first-ever "Blue Edition" of our employee newsletter reminded all employees to pause and salute the nurses who make a difference in the lives of our patients and their families.

Matthew Clyburn ► matthew.clyburn@hhchealth.org

Hartford HealthCare

PUBLICATIONS - SPECIAL PURPOSE (PRODUCED IN-HOUSE)



VNA Patient Handbooks



The VNA & Hospice of the Southwest Region expanded to include three smaller agencies, each with different collateral material. It was vitally important that our patient materials represent the strength and unity of our new identity, while providing patients with the information they need.

Bernadette Robin ▶ bernadette@ravnah.org

VNA & Hospice of the Southwest Region

PUBLICATIONS - INTERNAL PERIODICALS (PRODUCED IN-HOUSE)



Vital Signs Newsletter



When employee engagement scores ranked “Communications” as 33% favorable, we knew we had our work cut out for us. In addition to adding digital channels, we went old school and reintroduced a home mailer to ensure employees were aware of our strategic growth, transformation and progress. Scores soared to 60%!

Scott Orstad ▶ scott.orstad@wchn.org

Western Connecticut Health Network

PUBLICATIONS - INTERNAL PERIODICALS (PRODUCED IN-HOUSE)



The BMC Brief
The BMC Brief Volume 6,
Issue 8
 August 23, 2017

The BMC Brief

It can be difficult to build community among employees and promote a sense of pride in the organization with 6,000 busy employees. The BMC Brief aims to solve this problem using in-depth storytelling to illustrate how BMC employees are living our mission and values in their everyday work.

- Welcome to the Second Annual International Issue!
- In Country with Few Neurologists, BMC Provides Education and Resources
- Residents Practice Global Health at Home and Abroad
- A Valuable Lesson in Learning to Work with Less
- What do you do, Kaissa Ouhadj?
- Awards and Accolades
- News of Note

Welcome to the Second Annual International Issue!

Boston Medical Center is known for the many programs and services it provides to people who have immigrated to the United States. But the hospital's diverse patient population inspires more than programs here – it has inspired many staff members to pursue work around the world. From Zambia to South America to Haiti, from surgery to neurology, these are a few of the stories of employees who have created connections and cared for patients internationally.



Tim Viall ► timothy.viall@bmc.org

Boston Medical Center

PUBLICATIONS - INTERNAL PERIODICALS (PRODUCED IN-HOUSE)



BHNews

BHNews is a bi-weekly internal newsletter that offers system news, employee and client features, organizational updates and more to the 2,000 plus employees of the Hartford HealthCare Behavioral Health Network.

Amanda Nappi ► amanda.nappi@hhhealth.org

Hartford HealthCare Behavioral Health Network

PUBLICATIONS - EXTERNAL PERIODICALS [AGENCY PRODUCED]



Health Plus

Southcoast Health System's *Health+* is a 12-page magazine supported by a microsite and e-newsletter. Published three times a year, the magazine shares health and wellness information and tells compelling stories of local individuals who have benefited from Southcoast's advanced services, skilled physicians and compassionate approach to patient care.

Emily Cittadine ► ecittadine@glcdelivers.com

Southcoast Health System
with GLC - a marketing communications agency

PUBLICATIONS - EXTERNAL PERIODICALS [AGENCY PRODUCED]



My Health Today

My Health Today provides health and wellness tips, offers insights into hospital service lines, and keeps community members abreast of exciting changes taking place at Lawrence General Hospital. Outpatient preparation visits for bariatric patients, vascular surgery service line volume and web traffic increased after the newsletter hit mailboxes.

Emily Cittadine ► ecittadine@glcdelivers.com

Lawrence General Hospital
with GLC - a marketing communications agency

PUBLICATIONS - EXTERNAL PERIODICALS [PRODUCED IN-HOUSE]



The Journal: A Publication of Cape Cod Health News

Cape Cod is home to a well-read population which has shown a demand for high-quality information in focus group research. To meet this need, and to demonstrate the expertise of Cape Cod Healthcare providers, we created The Journal, an in-depth look at the most pressing health issues facing Cape Cod.

Patricia Pronovost ▶ papronovost@capecodhealth.org

Cape Cod Healthcare

PUBLICATIONS - EXTERNAL PERIODICALS [PRODUCED IN-HOUSE]



For Your Health

Lowell General Hospital's marketing team has produced its award-winning magazine for nearly 20 years. In 2017, it set out to make it their best edition yet with improved photography, better testimonials and more ways to connect with hospital services and programs.

William Courtney ▶ william.courtney@lowellgeneral.org

Lowell General Hospital

PUBLICATIONS - EXTERNAL PERIODICALS (PRODUCED IN-HOUSE)



Advantage News - A Publication for MyHealthy Advantage members



Mailed 3 times per year to over 12,000 members, Advantage News helps our seniors develop connections with our health system and reaches new customers at MD offices, community centers and events.

kieran curtis ▶ kieran.curtis@hhchealth.org

Hartford HealthCare

PUBLICATIONS - DIRECT MAIL (AGENCY PRODUCED)



Norwalk Hospital Joint Replacement Campaign



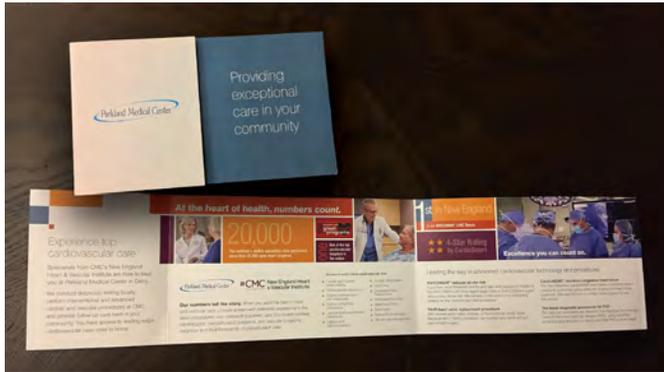
This direct mail campaign was created to promote awareness of The Joint Replacement Center at Norwalk Hospital's remarkable outcomes data to generate new patients for the program.

Scott Orstad ▶ scott.orstad@wchn.org

Western Connecticut Health Network

with **Lionshare**

PUBLICATIONS - DIRECT MAIL [AGENCY PRODUCED]



Catholic Medical Center - New England Heart & Vascular Institute – “Numbers Count” Direct Mail

A co-branded direct mail campaign was created for CMC’s primary and secondary catchment regions as well as for each of the seven NEHVI satellite locations. The mail piece promoted the CMC/NEHVI relationship to each of the seven satellites with the primary services that NEHVI offers to that region.

Jeff Eisenberg ► jeffe@evradvertising.com

Catholic Medical Center
with EVR Advertising

PUBLICATIONS - BROCHURE [PRODUCED IN-HOUSE]



Marketing Brochure for the May Center School for Autism and Developmental Disabilities, Wilmington, Mass.

May Institute’s Communications/PR team was asked to create new marketing collateral to help increase referrals and census at its school in Wilmington, Mass. The school brochure was the centerpiece of a targeted direct mail campaign. Following the mailing, referrals increased 73% over the previous year, and census rose nearly 20%.

Eileen Pollack ► epollack@mayinstitute.org

May Institute

PUBLICATIONS - BROCHURE [PRODUCED IN-HOUSE]



Brand Unity Brochures

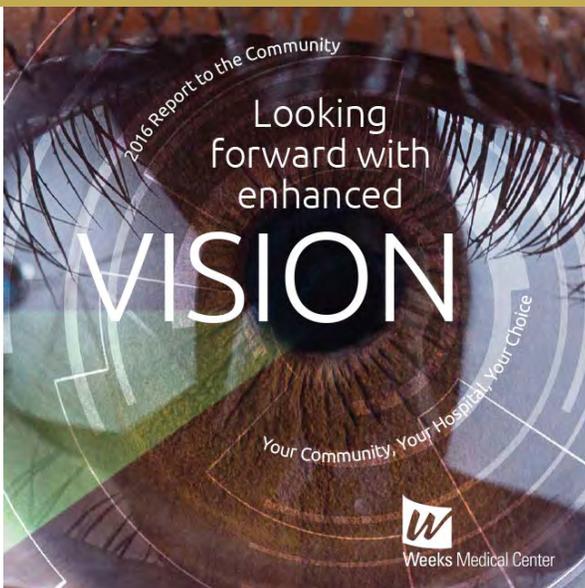


The VNA & Hospice of the Southwest Region expanded to include three smaller agencies, each with a different logo and collection of collateral materials. It was imperative to create a unified and highly recognizable identity to assure communities served that VNA & Hospice services were still available.

Bernadette Robin ▶ bernadette@ravnah.org

VNA & Hospice of the Southwest Region

PUBLICATIONS - ANNUAL REPORT [AGENCY PRODUCED]



Weeks Medical Center 2016 Annual Report



It's important to look forward rather than in the rear-view mirror. The annual report "Looking Forward with Enhanced Vision" portrays Weeks Medical Center moving forward, seeing what's possible, and making it happen. It's an enthusiastic yet realistic vision of effective health care, quality services, community support, and a promising future.

Robert Dukette ▶ rdukette@firsttracksmarketing.com

Weeks Medical Center

with FirstTracks Marketing Group, LLC

PUBLICATIONS - ANNUAL REPORT (PRODUCED IN-HOUSE)



2016 EMHS Annual Report



In 2017, EMHS released a new interactive online annual report, featuring six videos highlighting the system’s continued work to support access to high quality care close to home and to consistently deliver service excellence. Successful promotion resulted in the website views exceeding the previous year’s viewership in just one day.

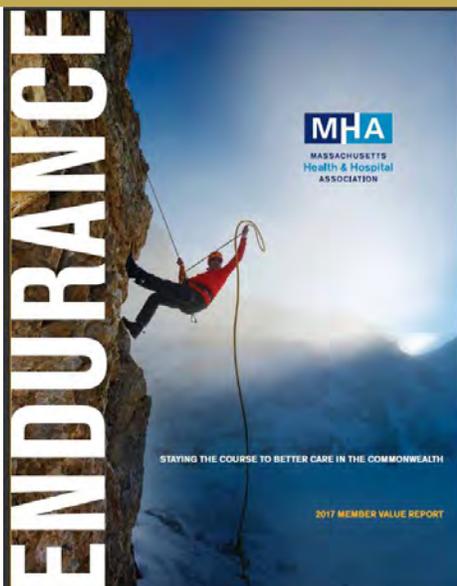
Karen Cashman ▶ kcashman@emhs.org

EMHS

PUBLICATIONS - ANNUAL REPORT (PRODUCED IN-HOUSE)



MHA Annual Report -- Endurance



MHA’s Annual Report is the document that lays out the association’s achieved goals and future challenges while giving the membership a values argument for renewing membership.

Catherine Bromberg ▶ cbromberg@mhalink.org

Mass. Health & Hospital Assn.

PUBLICATIONS - ANNUAL REPORT [PRODUCED IN-HOUSE]



Health + Wellness Special Issue: Report to the Communities of the Monadnock Region



Previous versions of the annual report from Cheshire Medical Center were limited in reach and carried a hefty price tag. The MarComm team at Cheshire Medical Center sought to further engage the communities served by the medical center and to leverage existing resources for a creative and effective new format.

Kristen Bernier ► kbernier@cheshire-med.com

Cheshire Medical Center

PUBLICATIONS - ANNUAL REPORT [PRODUCED IN-HOUSE]



Caring, Connecting, Collaborating

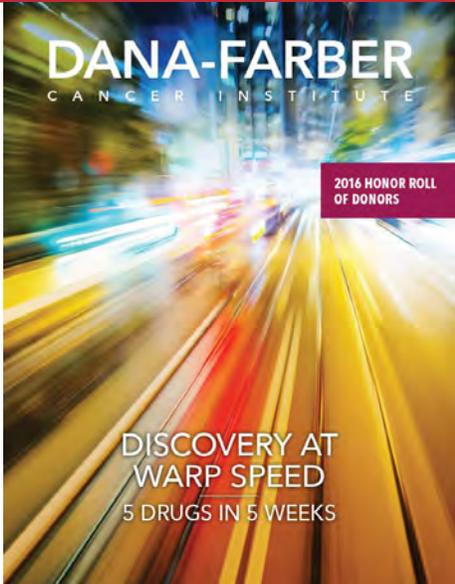


In 2017, the Southwestern Vermont Health Care Foundation aimed to increase giving by 30 percent. In addition, they needed a piece to “tee up” their Centennial year and provide a platform on which to introduce a massive \$25 million capital campaign. They looked to their annual report.

Ashley Jowett ► ashley.jowett@svhealthcare.org

Southwestern Vermont Health Care

PUBLICATIONS - ANNUAL REPORT (PRODUCED IN-HOUSE)



2016 Honor Roll of Donors: Discovery at Warp Speed

Dana-Farber Cancer Institute's Honor Roll of Donors celebrates gifts to Dana-Farber and the Jimmy Fund with donor lists and photos. It also features stories and stats illuminating the powerful impact donors have on our work and our patients, so they will feel good about giving to us, and give again.

Kimberly De La Cruz ► kimberly_delacruz@dfci.harvard.edu

Dana-Farber Cancer Institute



PUBLICATIONS - ANNUAL REPORT (PRODUCED IN-HOUSE)



Speare Annual Report

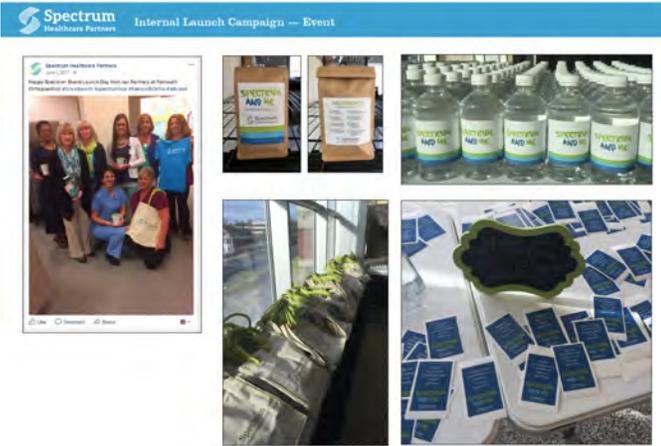
Transforming a ho-hum annual report bloated with numbers, charts, lists, and long, rambling stories in teeny tiny font... the 1.5 member marketing department at 25-bed Speare Memorial Hospital in Central New Hampshire earned praise throughout the community and with its stakeholders with compelling images, engaging stories and, a complete redesign.

Kathleen Tarbox ► kdtcom@gmail.com

Speare Memorial Hospital



POTPOURRI (AGENCY PRODUCED)



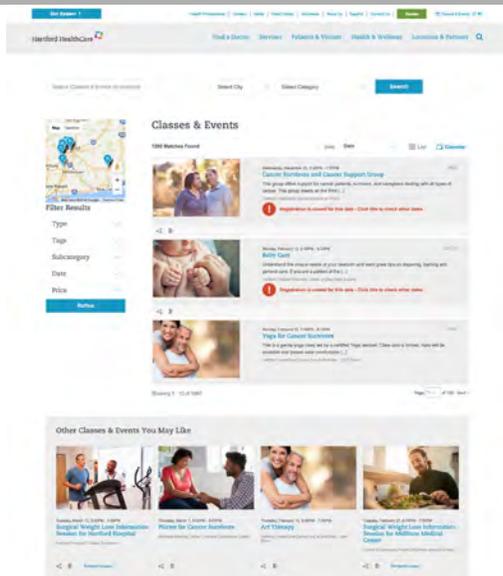
Spectrum Brand Launch Specialty Items

A vital element of Spectrum Healthcare Partners' brand launch strategy was the internal communications program. Spectrum developed a comprehensive program that shared important brand messaging and brand values with its employee base - an audience spread out across dozens of facilities across the State of Maine.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

POTPOURRI (AGENCY PRODUCED)



Website Classes and Events System

Hartford HealthCare is home to a myriad of classes, all connected to separate HHC locations throughout the state of Connecticut. We doubled the amount of online class registrations by redesigning and developing the browsing and registration process, user interface and payment system.

Daniel Small ► daniel.small@hhchealth.org

Hartford HealthCare
with Julia Balfour Ilc

POTPOURRI [PRODUCED IN-HOUSE]



Content Marketing



With dwindling health resources in local media outlets, we decided to create our own destiny with content that we produced in house. With former broadcast journalists, a videographer and television news producer in place, we launched a Content Marketing strategy that puts us well ahead of the pack.

Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

POTPOURRI [PRODUCED IN-HOUSE]



Fertility Coverage for Oncology Patients



Treatment after a cancer diagnosis will begin within two to three weeks, but fertility preservation may take just as long. Patients don't have the luxury of the time required to petition insurance companies or secure additional funding. Passage of our bill mandated fertility preservation coverage for oncology patients.

Jeremy Milner ► jmilner@carene.org

Care New England

POTPOURRI (PRODUCED IN-HOUSE)



The Boston Globe

MONDAY, MARCH 6, 2017

\$25m gift to BMC targets addiction

New center will focus on the opioid crisis

By Rachel Pfiffner
Boston Medical Center has received a \$25 million gift, the largest in its history...

see the Grayken Center for Addiction Medicine, named after H.H. Grayken inventor and South Shore native John Grayken and his wife, Ellen.
In thanking their gift, the couple said they would do charitable giving annually...



The Grayken Center for Addiction Medicine, funded by the billionaire inventor, will open at Boston Medical...

FBI director wants Trump claim rejected

Justice Dept. is pressed on issue

By Michael S. Schwartz and Michael D. Shear
WASHINGTON — FBI Director James B. Comey asked the Justice Department not to work to publicly reject President Trump's assertion that Barack Obama ordered the killing of Osama bin Laden...

City charter school applications soar

25,000 forms submitted for 2,100 seats

By James Warren
BOSTON — A record number of parents submitted applications for Boston charter schools...

'This is a story that needs to be talked about over and over again.'

JOHN ADAMS, a leading play in Boston



Chef Judy Adams, flanked by line cooks Yvonne Garcia (left) and Candace Blackwell, did prep work at Bluebird Bakes...

BMC's New Grayken Center for Addiction Becomes PR Powerhouse

Knowing the significance of a \$25 million gift and how it would help shed light on a disease normally cloaked in the shadows, the media relations team partnered with our Office of Development to generate earned media stories and a corresponding marketing campaign focused on the Grayken Center for Addiction.

Tim Viall | timothy.viall@bmc.org

Boston Medical Center with Boston Medical Center

MEDIA RELATIONS (AGENCY PRODUCED)



Text from the article 'Fixing the 5 Percent' in The Atlantic, discussing healthcare delivery and the 5 percent of patients with complex needs.

Commonwealth Care Alliance's featured in The Atlantic's 'The Platinum Patients' series: 'Fixing the 5 Percent'

Solomon McCown (SM&) worked with reporters from the nationally acclaimed magazine The Atlantic, to feature Commonwealth Care Alliance and its innovative approach to healthcare delivery in an in-depth series, titled; 'The Platinum Patients'.

Sheridan Wachtel | swachtel@solomonmccown.com

Commonwealth Care Alliance with Solomon McCown & Company

MEDIA RELATIONS [AGENCY PRODUCED]



It's "Today" for Lawrence General Hospital

LAWRENCE, MA—The very people believe it used to be is not necessarily the very things are today. That maxim has never been more true than at Lawrence General Hospital in Lawrence, Massachusetts, a city about 20 miles from Boston.

The city is one of the poorest in the state and has a high immigrant population with many of the people in the city speaking another language at home. Almost seven years ago, a new CEO came to Lawrence General. She brought with her a different vision. "She brought with her a different vision," says Jill McDonald Halsey, Chief Marketing and Communication Officer. "Before, the hospital had a downcast reputation like the city itself. It was the inner city hospital for Lawrence. The perception was that it was underfunded and had an old physical plant."

The physical plant was improved as were a number of programs that the hospital offered through upgrading quality and seeking accreditations. Halsey was brought on about three years ago as part of the hospital's initiative to enhance its marketing function. She had worked as the vice president, communication and market development for Eastern Maine Medical Center for the prior eight years.

"I had to start from ground zero with physician, internal and public communications," she says. "I spent several months working with our agency [the Chapel Hill, North Carolina based, Jennings] developing research so we could understand what was needed." Focus groups played an important role in testing messaging that would resonate with the community.

What came back were a number of points that the hospital ought to make. These included focusing on: Inmate, the hospital's affiliation with Beth Israel Deaconess Medical Center, the hospital's vision for the future, bringing healthcare to the community, the hospital's location right off the highway, and the availability of visit, parking. The latter was especially important, she says, because of a perception among some that Lawrence as a city is not as safe as it could be. Additionally, using visit parking means that they do not have to walk from the general parking to up the hill to the hospital.

The "Today" Campaign

"Our research showed that people in the market area had a faded view of the hospital," says Jennings President Dan Dunlop. "They weren't aware of Lawrence General's clinical excellence, affiliations with academic medical centers, and advanced technologies. So, we felt it was important to develop a campaign that showed the community just exactly who Lawrence General Hospital is today. We weren't presenting an idealized vision of the future. We were presenting the health system as it is today—a reality that we knew would challenge currently held perceptions. That's what led us to the Today Campaign."

The campaign began in June 2016 and continues to this day using print, outdoor, digital, video and social media to communicate its message. One of the print ads, for example, has the headline "Today, Top Boston Specialists are at your Fingertips" while showing a doctor shouting the fingertips of a small child. Another ad shows a doctor looking out the window at the landscape beyond with the headline "Today, Our Vision is Focused Beyond Our Walls."

A radio ad set for its internal messaging uses the headline "Today, We See the Power of Innovation" while another

Today Campaign Industry Press Coverage

Extensive research indicated that there was a significant gap between public perceptions of the hospital and the reality. This campaign was created to elevate the Lawrence General's brand in the minds of its constituents. Recognition and feedback within the industry was essential for affirming leadership's decision to support the campaign.

Daniel Dunlop ► ddunlop@jenningsco.com

Lawrence General
with Jennings

MEDIA RELATIONS [PRODUCED IN-HOUSE]



Augmedix Google Glass Pilot Program



Eastern Maine Medical Center became the first hospital in New England to use Augmedix Google Glass, which streams audio and video to an off-site scribe. Not only did we want to share this news, but it was important that people understood the benefits of this new wearable technology.

Tricia Denham ► tdenham@emhs.org

Eastern Maine Medical Center

MEDIA RELATIONS [PRODUCED IN-HOUSE]

Boston Medical Center has a new prescription for its most vulnerable patients: housing



SUZANNE KRITIKER / GLOBE STAFF
After Boston Medical Center helped Neelle Diaz and her son Angelov find housing, the 18-month-old started seeing improvements in his health and development.

Supporting Our Mission and Margin: Boston Medical Center Invests \$6.5 Million in Affordable Housing Initiatives



To improve the health of its patients and the greater Boston community, Boston Medical Center is investing \$6.5 million in affordable housing. The media relations team pitched The Boston Globe to announce the housing initiative, and reached additional thought leaders through social media and follow-up interviews.

Amy Perlack ► amy.perlack@bmc.org

Boston Medical Center (BMC)

MEDIA RELATIONS [PRODUCED IN-HOUSE]

USA TODAY

NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 44° CROSSWORDS WASHINGTON VIDEO NEWSLETTERS MORE

SUBSCRIBE NOW
3 MONTHS
FOR \$19.99

Not a fan of hospital food? Hospitals are working to change that by growing their own produce

Sarah Toy, USA TODAY Published 12:09 p.m. ET Oct. 31, 2017



(Photo: Sarah Toy, USA Today)
CONNECTICUT 515 | INKED IN 4 | COMMENT ENAAL MORE

BOSTON — High atop the roof of a hospital power plant in the middle of the city, you'll find something unexpected: A 7,000-square-foot oasis with a lush carpet of green, rows upon rows of mesclun, kale, rainbow chard and a sea of plump green and red tomatoes.

A Summer of Sun, and Media Coverage, on BMC's Rooftop Farm



BMC's media relations team meticulously pitched stories about the hospital's new rooftop farm over several months, resulting in more than 17 media placements in significant national and local media outlets; stories detailed how significant of an achievement it is for a hospital to have its own rooftop farm.

Amy Perlack ► amy.perlack@bmc.org

Boston Medical Center (BMC)

CRISIS COMMUNICATIONS [PRODUCED IN-HOUSE]



Hard Drive Communication



After being alerted to a missing hard drive containing personal health information, the EMMC Community Relations team enacted a communication plan that promoted transparency to ease patient and community fears.

Tricia Denham ▶ tdenham@emhs.org

Eastern Maine Medical Center

CRISIS COMMUNICATIONS [PRODUCED IN-HOUSE]



Flu Vaccine Recall



Not long ago, nearly a thousand vaccines provided at Hartford HealthCare Medical Group offices were found to be ineffective, after having been exposed to fluctuating temperatures. Instead of shying away, Hartford HealthCare dealt with the issue head on.

Rebecca Stewart ▶ rebecca.stewart@hhchealth.org

Hartford HealthCare

CRISIS COMMUNICATIONS (PRODUCED IN-HOUSE)



Out of network with Anthem insurance for 47 days

Doing media interviews at 3 a.m. never felt so good. That's where Hartford HealthCare found itself after 47 days out of network with Anthem Blue Cross/Blue Shield. Despite facing a corporate giant with nearly unlimited resources, we upheld our reputation, educated patients and got a deal done.

shawn mawhiney ▶ shawn.mawhiney@hhchealth.org

Hartford HealthCare

BLOG/VLOG (AGENCY PRODUCED)



Copley Hospital - Live Well Lamoille

Copley Hospital recognizes that in order to address population health, it will need to unite community and public health organizations in a collaborative effort. To that end, Copley launched a collaborative blog, bringing together community partners. "Live Well Lamoille" encourages residents of Lamoille County, Vermont to make healthy choices.

Daniel Dunlop ▶ ddunlop@jenningsco.com

Copley Hospital
with Jennings

BLOG/VLOG (AGENCY PRODUCED)



Care in Place: Bringing Care Back to the Future

Steven Strongwater and Eliza Shulman | Mar 14, 2017



Last winter, an 83-year-old man experienced weakness over the course of a few days after having been in and out of the hospital several times during the previous year. He had trouble getting out of bed, but the patient's wife—also his caregiver—was hesitant to put him through another emergency department (ED) evaluation.



This problem is familiar to elderly patients who may be very ill, frail, or homebound and have trouble getting to their doctor's office. In 2015, our organization, Atrius Health, had launched an innovation center to help drive new solutions to this sort of recurring issue.

After meeting with patients—both in our offices and in their homes—to learn how we could better serve them, our innovation team developed the Care in Place program. Each week through the program, a staff of five from Atrius Health and our home health subsidiary, VNA Care, conducts an average of 20 home visits to patients and their families.

Solomon McCown & Company for Atrius Health Care in Place: "Bringing Care Back to the Future"

Too often, elderly patients must visit the emergency department for urgent care when they cannot go to the doctor's office. Solomon McCown & Company (SM&) worked with Atrius Health to write a post for the Healthcare Financial Management Association's (HFMA) Leadership blog about the organization's efforts to address this issue.

Sheridan Wachtel ► swachtel@solomonmccown.com

Atrius Health
with Solomon McCown & Company

BLOG/VLOG (AGENCY PRODUCED)



HOME ABOUT SIGNATURE MOMS OUR BLOGGERS SIGNATURE HEALTHCARE ABOUT FLOATING HOSPITAL FOR CHILDREN



5 Ways to Incorporate Your Children Into Your Wedding

By Lauren Tankle | I recently got married this year. Our wedding was a little less traditional than most because I have a son from a previous marriage. I really wanted to incorporate him into most aspects of the wedding because this marriage was not just marrying my fiancé and I, but, all of us ... More



Welcome to the Signature Moms Blog

We're glad to have you join us. It is our hope that families in our parts of Massachusetts will find this blog to be a valuable resource and a great tool for exchanging information. Enjoy!

You are following this blog



Signature Healthcare is Officially Baby-Friendly

By Sally Howland, RN, Nurse Manager | You might be thinking, of course it is. Signature Healthcare is a great place for moms and babies! Now, you're not the only one who thinks so. Recently, Signature Healthcare received International recognition as a Baby-Friendly Participating Birth

Signature Moms Blog

Signature launched its Moms Blog in January 2011. It exists to engage suburban moms and connect them to Signature Healthcare. Sustaining a blog over time is a challenge and rarely done well. Yet, years after it launched, the blog had 77,324 visits in 2017, and now has 2,963 subscribers!

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare
with Jennings

BLOG/VLOG (PRODUCED IN-HOUSE)



FLAVORx - Cape Cod Health News

Persuasive writing can change behaviors. Changing behaviors can improve lives. The Cape Cod Health News series, “FLAVORx” tells the story of a community coalition focused on access to fresh fruits and vegetables and a 12-week study that showed how a plant-based diet could measurably improve health.

Patricia Pronovost ► papronovost@capecodhealth.org

Cape Cod Healthcare

ADVERTISING - VIDEO: SINGLE VIDEO (PRODUCED IN-HOUSE)



Deep Brain Stimulation Helps Parkinson's Patients Regain Independence

Deep brain stimulation—the process by which electrical currents are sent to specific sections of the brain—is an FDA-approved treatment that often brings significant benefits to people with neurological conditions like Parkinson’s disease. Yale Medicine is home to the only deep brain stimulation center in the state of Connecticut.

Joe Piccirillo ► joe.piccirillo@yale.edu

Yale Medicine

ADVERTISING - VIDEO: SINGLE VIDEO (PRODUCED IN-HOUSE)



Building Communities to Support Living Organ Donors



Yale's Center for Living Organ Donors is the first in the country to create supportive communities for their living organ donors and provide them with free, lifelong local monitoring for any health issues that may arise related to their donation.

Joe Piccirillo ► joe.piccirillo@yale.edu

Yale Medicine

ADVERTISING - VIDEO: SINGLE VIDEO (PRODUCED IN-HOUSE)



Martha Michaud



This tells the remarkable story of Martha Michaud, a young mother who had everything to live for when she almost lost it all. She knew something was wrong, terribly wrong...and is so thankful that she went to Hartford Hospital where the advanced care saved her life, and saved her family.

Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

ADVERTISING - VIDEO: SINGLE VIDEO [AGENCY PRODUCED]



Michael Shea Patient Story



Lawrence General Hospital's leadership team identified joint replacement surgery as an area that had significant capacity for additional procedures and a meaningful contribution margin that could drive revenue for the organization. The marketing team was charged with developing a marketing program to support this strategic goal.

Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital

with Jennings

ADVERTISING - VIDEO: SINGLE VIDEO [AGENCY PRODUCED]



Mike Diodati Patient Story



Lawrence General Hospital's leadership team identified joint replacement surgery as an area that had significant capacity for additional procedures and a meaningful contribution margin that could drive revenue for the organization. The marketing team was charged with developing a marketing program to support this strategic goal.

Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital

with Jennings

ADVERTISING - VIDEO: SINGLE VIDEO [AGENCY PRODUCED]



Spectrum Internal Brand Launch Video



A vital element of Spectrum Healthcare Partners’ brand launch strategy was the internal communications program. Spectrum developed a comprehensive program that shared important brand messaging and brand values with its employee base - an audience spread out across dozens of facilities across the State of Maine.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING - VIDEO: SHORT FORMAT SERIES [AGENCY PRODUCED]



“Together, We Make a Difference, Every Day” Video Series



In developing the “Together We Make a Difference, Every Day” video campaign, Cooley Dickinson recruited real employees whose stories are both individually remarkable and emotionally resonant in a universal way. For recruitment, employee engagement and public relations, our goal was to put a real, human face to our organization.

Kelly Charest ► klcharest@cooleydickinson.org

Cooley Dickinson Health Care
with Communicators Group

ADVERTISING - VIDEO: SHORT FORMAT SERIES [AGENCY PRODUCED]

Primary Care Provider Video Series



The Signature Healthcare Physician Marketing Program was developed to improve physician recruitment and retention in a highly competitive market. A secondary goal of the campaign was to grow patient panels by humanizing Signature's employed physicians.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare
with Jennings

ADVERTISING - VIDEO: SHORT FORMAT SERIES [AGENCY PRODUCED]

Signature Orthopedic Surgeon Video Series



The Signature Healthcare Physician Marketing Program was developed to improve physician recruitment and retention in a highly competitive market. A secondary goal of the campaign was to grow patient panels by humanizing Signature's employed physicians. The videos are also helpful in introducing Signature specialists (including orthopedic surgeons) to community physicians.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare
with Jennings

ADVERTISING - VIDEO: SHORT FORMAT SERIES (PRODUCED IN-HOUSE)



Advances in Health



This is an overview of a special series we launched called, Advances in Health. The series is produced entirely in house. It highlights important strategic service lines and airs every week on a local affiliate, during the very popular, Good Morning America.

Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

ADVERTISING - VIDEO: SHORT FORMAT SERIES (PRODUCED IN-HOUSE)



The Communications Survey Video



In 2017, Boston Medical Center conducted the most extensive communications audit to date, including a survey sent to over 6,600 employees. In order to get the word out and make the survey more appealing, the Communications team strategized that a short video would help encourage staff to participate.

Tim Viall ► timothy.viall@bmc.org

Boston Medical Center

ADVERTISING - TELEVISION [AGENCY PRODUCED]

Spectrum Orthopaedics TV Spot



The marketing team was charged with developing a campaign announcing that Spectrum's Ortho practices are now part of one unified, larger system of care. The Ortho practices have a new brand look but still offer the same expert providers and level of care patients have always known and trusted.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING - TELEVISION [AGENCY PRODUCED]

WCHN Primary Care Campaign



Western Connecticut Health Network's TV spot plays off the theme and premise that a relationship with a primary care physician can help you live well and enjoy life.

Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network
with Twist Marketing

ADVERTISING - TELEVISION [AGENCY PRODUCED]



Spectrum Brand TV Spot



Spectrum is a company of mergers. Over the past 20 years, Spectrum has merged 15 different medical practices with the promise that they could keep their identities. This led to a highly segmented brand. Spectrum leadership recognized the need for an integrated master brand and a brand campaign.

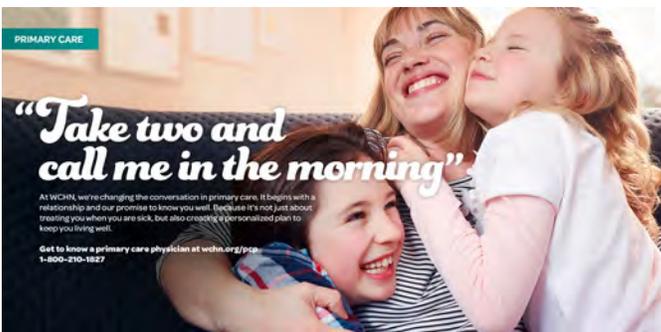
Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING - RADIO [AGENCY PRODUCED]



WCHN Primary Care Campaign



Western Connecticut Health Network's radio spot plays off the theme and premise that a relationship with a primary care physician can help keep you well and enjoy life and its not just about treating you when you are sick.

Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network
with Twist Marketing

ADVERTISING - RADIO [AGENCY PRODUCED]



Spectrum Brand Launch Radio



Spectrum is a company of mergers. Over the past 20 years, Spectrum has merged 15 different medical practices with the promise that they could keep their identities. This led to a highly segmented brand. Spectrum leadership recognized the need for an integrated master brand and brand campaign.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING - RADIO [AGENCY PRODUCED]



Spectrum Orthopaedics Radio



The marketing team was charged with developing a campaign announcing that Spectrum's Ortho practices are now part of one unified, larger system of care. The Ortho practices have a new brand look but still offer the same expert providers and level of care patients have always known and trusted.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING - RADIO [PRODUCED IN-HOUSE]



EMMC Robotic Surgery Radio



In the fall of 2017, Eastern Maine Medical Center became the first hospital in Maine to acquire a next-generation surgical robot. To ensure the medical center maintained its distinction of world leader in robotic surgery advertising the benefits of the minimally invasive technology was required.

Tricia Denham ► tdenham@emhs.org

Eastern Maine Medical Center

ADVERTISING - PRINT [AGENCY PRODUCED]



Spectrum Brand Print Ads



Spectrum is a company of mergers. Over the past 20 years, Spectrum has merged 15 different medical practices with the promise that they could keep their identities. This led to a highly segmented brand. Spectrum leadership recognized the need for an integrated master brand and brand campaign.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners

with Jennings

ADVERTISING - PRINT [AGENCY PRODUCED]



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Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING - PRINT [AGENCY PRODUCED]



Lawrence General Orthopedics Print Ads

Lawrence General Hospital's leadership team identified joint replacement surgery as an area that had significant capacity for additional procedures and a meaningful contribution margin that could drive revenue for the organization. The marketing team was charged with developing a marketing program to support this strategic goal.

Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital
with Jennings

ADVERTISING - PRINT (PRODUCED IN-HOUSE)



Before you power off your phone and enjoy the show, please take a few seconds to help save a life. Make a gift to support Dana-Farber and the Jimmy Fund.

Dana-Farber.org/Lead



Playbill Ad

The Playbill ad was created to build awareness of Dana-Farber and the Jimmy Fund, leveraging increased holiday theater attendance. It ran at the same time as our Calendar Year-End marketing campaign, reinforcing our cancer-fighting message. The ad featured Corinne, an artistic 17-year-old cancer patient in Dana-Farber's Jimmy Fund Clinic.

Kimberly De La Cruz ► kimberly_delacruz@dfci.harvard.edu

Dana-Farber Cancer Institute

ADVERTISING - OUTDOOR ADVERTISING (AGENCY PRODUCED)



Signature ACO Campaign Out-of-Home

Signature Healthcare entered into a pilot program where over 5,300 Medicaid subscribers were to be assigned to an Accountable Care Organization (ACO). This campaign sought to reach as many of the Medicaid subscribers as possible to motivate them to schedule an appointment with a Signature PCP.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare

with Jennings

ADVERTISING - OUTDOOR ADVERTISING [AGENCY PRODUCED]



Lahey Health/Healthy Holidays

We wanted to inspire stressed out holiday shoppers with optimistic, fun and human messages loaded with health tips. With the hectic pace of the season, if we could make shoppers smile for one moment out of their day — while connecting Lahey Health to that feeling of well-being — then mission accomplished.

Lisa Stevenson ► l Stevenson@mergeworld.com

Lahey Health

with MERGE Boston

ADVERTISING - OUTDOOR ADVERTISING [AGENCY PRODUCED]



WCHN Primary Care Campaign

Western Connecticut Health Network's primary care campaign was developed to generate awareness of the Network's extensive primary care services, highlighting the benefits of developing relationship with a primary care provider.

Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network

with Twist Marketing

ADVERTISING - OUTDOOR ADVERTISING (PRODUCED IN-HOUSE)



Eastern Maine Medical Center's Festival of Lights Parade Float

For many years, employees at Eastern Maine Medical Center paint festive windows during the holidays to cheer patients, visitors, and each other. This year's Festival of Lights Parade gave us the opportunity to reconstruct this tradition by painting windows right on our float while rolling down main street.

Tricia Denham ► tdenham@emhs.org

Eastern Maine Medical Center

ADVERTISING - ONLINE ADVERTISING (AGENCY PRODUCED)



Spectrum Brand Digital Advertising

Over the past 20 years, Spectrum has merged 15 different medical practices with the promise that they could keep their identities. This led to a highly segmented and confusing brand presence. Spectrum leadership recognized the need for an integrated master brand and brand campaign.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners

with Jennings

ADVERTISING - ONLINE ADVERTISING [AGENCY PRODUCED]



Lawrence General Bariatrics Digital Campaign

Research pointed to a significant gap between perceptions of the hospital and the reality. This campaign was created to elevate the Lawrence General brand in the minds of its constituents. One of the services we featured was the Bariatric Center. This campaign led to a 266% increase in patient volume.

Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital
with Jennings

ADVERTISING - ONLINE ADVERTISING [AGENCY PRODUCED]



WCHN Primary Care Campaign

Western Connecticut Health Network's primary care campaign was developed to generate awareness of the Network's extensive primary care services, highlighting the benefits of developing relationship with a primary care provider.

Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network
with Twist Marketing

INTERNAL COMMUNICATIONS [AGENCY PRODUCED]



Spectrum Internal Brand Launch

A vital element of Spectrum Healthcare Partners' brand launch strategy was the internal communications program. Spectrum developed a comprehensive program that shared important brand messaging and brand values with its employee base - an audience spread out across dozens of facilities across the State of Maine.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

INTERNAL COMMUNICATIONS [PRODUCED IN-HOUSE]



Cooley Dickinson Adopts Partners eCare Electronic Health Record

Introducing a new electronic health record system to 2,000+ employees & providers presented internal communication opportunities for Cooley Dickinson's Marketing Communications team. More than "just an IT project," Partners eCare at Cooley signaled a change in culture that required a communication strategy and creative tactics to support, inform & engage end users.

Kelly Charest ► klcharest@cooleydickinson.org

Cooley Dickinson Health Care
with Communicators Group

INTERNAL COMMUNICATIONS (PRODUCED IN-HOUSE)



Vitve Health Employee Wellness Program

As WCHN expanded population health efforts to meet community needs, we looked within our walls at our employee population. We wanted to create a culture of wellness aligned with our brand promise to help employees achieve their optimal health. We wanted to walk the walk, not just talk the talk!



Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network

INTERNAL COMMUNICATIONS (PRODUCED IN-HOUSE)



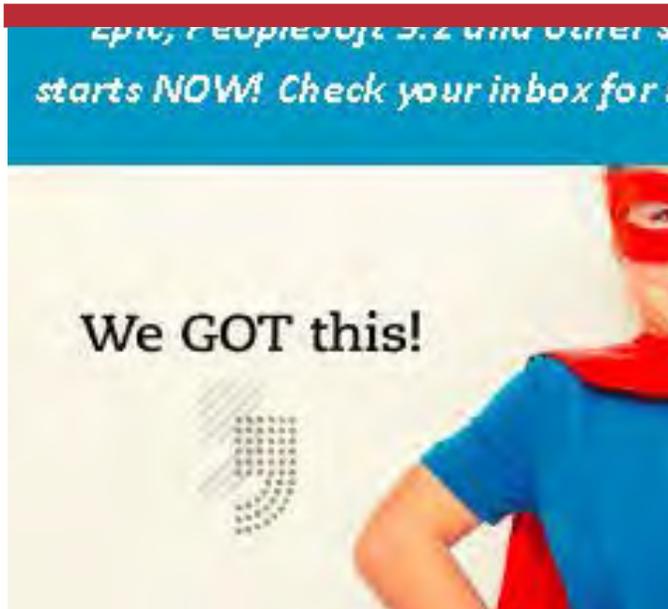
Mass General's Redesigned Intranet: Apollo

In 2017, Massachusetts General Hospital launched its redesigned intranet, Apollo. Believing an intranet can – and should be – a vital part of communications, the Public Affairs Department sought to provide a quick, easy, efficient way to share information and give employees access to tools to be better informed and more productive.

Colleen Delaney ► cdelaney5@partners.org

Massachusetts General Hospital

INTERNAL COMMUNICATIONS (PRODUCED IN-HOUSE)



CareConnect Go-Live Communications



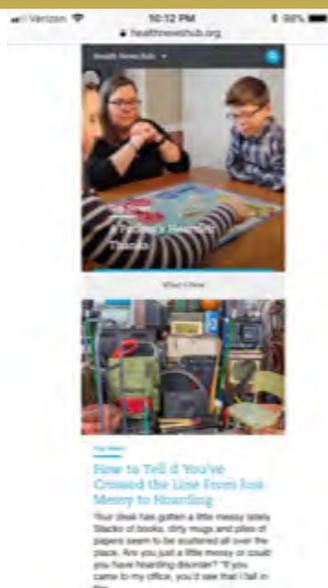
As The Hospital of Central Connecticut prepared to convert to the electronic health record system Epic, the Hartford HealthCare communications team created a strategy and advertising campaign to communicate the change to employees and patients. The biggest challenge: ensuring staff completed their required Epic training prior to go-live.

Susan McDonald ► susan.mcdonald@hhchealth.org

Hartford Health-

Care

ELECTRONIC MARKETING (PRODUCED IN-HOUSE)



Lots of healthcare organizations send e-newsletters. But not with the technology, strategy and newsroom mentality of Hartford HealthCare. It all starts with its health news hub, which serves as a repository of health stories, videos and podcasts produced daily and distributed widely.

shawn mawhiney ► shawn.mawhiney@hhchealth.org

Hartford HealthCare

● CREATIVE (VISUAL) DESIGN & PHOTOGRAPHY ●

PHOTOGRAPHY [AGENCY PRODUCED]



Every Moment Matters

In healthcare, every moment truly matters. Patients choose us for the quality care we provide. But we want them to remember us for the warmth and attention we show them. To ensure this customer loyalty, we need engaged employees. That's where Every Moment Matters came in, and photography was key.

shawn mawhiney ▶ shawn.mawhiney@hhchealth.org

Hartford HealthCare

with Adams & Knight

PHOTOGRAPHY [AGENCY PRODUCED]



Signature ACO Campaign Photography

Signature Healthcare entered into a pilot program where over 5,300 Medicaid subscribers needed to select a PCP and an Accountable Care Organization (ACO). This campaign sought to reach as many of these Medicaid subscribers as possible to motivate them to schedule an appointment with a Signature PCP.

Dan Dunlop ▶ ddunlop@jenningsco.com

Signature Healthcare

with Jennings

PHOTOGRAPHY [AGENCY PRODUCED]



Lawrence General Orthopedics Campaign Photography

Lawrence General Hospital's leadership team identified joint replacement surgery as an area that had significant capacity for additional patient volume and a meaningful contribution margin that could drive revenue for the organization. The marketing team was charged with developing a marketing program to support this strategic goal.

Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital
with Jennings

PHOTOGRAPHY [AGENCY PRODUCED]



Emerson Center for Weight Loss Photography

Imagine the story of a middle aged, deaf man who is morbidly obese and has faced ridicule his entire life. That's Mikey's story. Ultimately, Mikey found Emerson Hospital's Weight Loss Center and received a new lease on life. Today, Mikey is a Zumba fanatic and is loving life!

Daniel Dunlop ► ddunlop@jenningsco.com

Emerson Hospital
with Jennings

PHOTOGRAPHY [PRODUCED IN-HOUSE]



Childbirth Center Photography



It will be months before Cooley Dickinson's 1990s-era Childbirth Center is renovated. In the meantime, OB nurses devise a plan to replace outdated artwork with life-sized photography of patients, new moms and their newborns. A simple cosmetic improvement, the photos make the space more appealing and comforting to expectant families.

Kelly Charest ► klcharest@cooleydickinson.org

Cooley Dickinson Health Care

PHOTOGRAPHY [PRODUCED IN-HOUSE]



Childbirth Center Photography



It will be months before Cooley Dickinson's 1990s-era Childbirth Center is renovated. In the meantime, OB nurses devise a plan to replace outdated artwork with life-sized photography of patients, new moms and their newborns. A simple cosmetic improvement, the photos make the space more appealing and comforting to expectant families.

Kelly Charest ► klcharest@cooleydickinson.org

Cooley Dickinson Health Care

PHOTOGRAPHY (PRODUCED IN-HOUSE)



Robotic Surgery Photo



In the fall of 2017, Eastern Maine Medical Center became the first hospital in Maine to acquire a next-generation surgical robot, prompting the need for new advertisements and other forms of communication.

Tricia Denham ► tdenham@emhs.org

Eastern Maine Medical Center

EXCELLENCE IN WRITING - OTHER (AGENCY PRODUCED)



Spectrum Employee Brand Affirmation Cards



When it comes to communicating an important brand message, often less is more. Fewer well-chosen words can have a greater impact. That was the strategy behind Spectrum Healthcare Partners' employee brand affirmation cards. The cards were distributed at the employee brand launch event with each conveying an important brand message.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners

with Jennings

EXCELLENCE IN WRITING - OTHER [PRODUCED IN-HOUSE]



Cancer Patient Testimonials

Copywriting in advertising is often underrated. It takes great skill to attract attention, and simply tell a complex story in a limited amount of space. But these cancer patient testimonials do just that.

Helayne Lightstone ▶ helayne.lightstone@hhchealth.org

Hartford HealthCare

EXCELLENCE IN WRITING - OTHER [PRODUCED IN-HOUSE]



Introducing Hartford HealthCARES- Puerto Rico Hurricane Relief

How storytelling won staff support for a new system-wide employee giving campaign to assist a small, rural hospital in Puerto Rico in the wake of Hurricane Maria.

Hilary Waldman ▶ hilary.waldman@hhchealth.org

Hartford HealthCare

EXCELLENCE IN WRITING - OTHER [PRODUCED IN-HOUSE]



Nurse Staffing - A strong dose of perspective



The Massachusetts Health & Hospital Association and the Organization of Nurse Leaders respond to a flawed Boston Magazine article on hospital nurse staffing with a strong and elucidating letter to the editor.

Catherine Bromberg ► cbromberg@mhalink.org

Massachusetts Health & Hospital Association

EXCELLENCE IN WRITING - FEATURE ARTICLES [AGENCY PRODUCED]



Community Health Feature Article

Community Health, Collaboration and Healthcare Marketing

Submitted By: Dan Dunlop, Principal and Katie Gilmer, Digital Engagement Specialist, Jennings, Crager/Hill, A/C

In this evolving healthcare landscape, hospitals and health systems are beginning to shift their attention from clinical encounters, to now include a greater focus on population and community health. Rather than seeking out purely transactional relationships with patients, hospitals are looking to prevent chronic disease by actively promoting health and wellness. Many hospitals are even seeking to address those environmental conditions that negatively impact health—such as access to healthy foods, safe spaces to exercise and sanitary living conditions. To that end, many healthcare organizations have recognized that community health is primarily impacted by efforts that take place out in the community, rather than in a clinician's office, and are directly taking on the upstream causes of poor health through partnerships with local non-profits, businesses and public health entities. With these changes taking place, one question that comes to mind is how healthcare marketers and communicators can support this shift. Because of their connections with local organizations, healthcare marketers are often in a unique position to help facilitate and even initiate these partnerships. This article looks at the model established by Montpelier, Vermont's Copley Hospital and its marketing team's innovative approach to addressing community health. Copley Hospital is a 25-bed critical access hospital serving Lamoille County, the third-least populous county in Vermont. Within the community, Copley Hospital is known for its unique blend of quality, personalized, state-of-the-art medical care in a small, warm, friendly environment. Like many other areas in New



OCTOBER 2017 | HEALTHCARE MARKETING REPORT | 15

Leveraging a long standing relationship with the editor of *Healthcare Marketing Report*, the Copley Hospital marketing team and its agency were able to secure placement of this remarkable article that tells the story of the hospital's Live Well Lamoille blog and marketing's role in promoting community health.

Dan Dunlop ► ddunlop@jenningsco.com

Copley Hospital with Jennings

EXCELLENCE IN WRITING - FEATURE ARTICLES [PRODUCED IN-HOUSE]



Matt & Sheila Howe...
FROM COMMUNITY PARTNER TO PATIENTS



"I wouldn't be here for my daughter if Speare hadn't saved me," says Matt. "I literally owe my life to the amazing people here."

12

From Community Partner to Patients

"There's a patient up here who you might be interested in," was all the nurse said. An hour later, the details of this young couple's recent experiences with Speare Memorial Hospital were still pouring out. Now the only challenge was to write and publish it all in under 500 words.

Kathleen Tarbox ▶ kdtcom@gmail.com

Speare Memorial Hospital

EXCELLENCE IN WRITING - FEATURE ARTICLES [PRODUCED IN-HOUSE]



Caring for a loved one with dementia: You're not alone

This feature article aimed to raise awareness of the many layers of support available in the Monadnock region for a growing population of caregivers tending to loved ones with dementia, and to reinforce Cheshire Medical Center's branding message that health and wellbeing are not "one size fits all."

Roxanne Jones ▶ roxanne@hurleycomm.com

Cheshire Medical Center

EXCELLENCE IN WRITING - FEATURE ARTICLES (PRODUCED IN-HOUSE)



Stories of mental health from the Hartford HealthCare Behavioral Health Network

Stories from the Hartford HealthCare Behavioral Health Network that offer hope and inspiration for mental health and substance abuse treatment providers and patients.

Amanda Nappi ▶ amanda.nappi@hhchealth.org

Hartford HealthCare Behavioral Health Network

EXCELLENCE IN WRITING - BLOG (AGENCY PRODUCED)



Signature Moms Blog Post: PANDAS Disorder Isn't Cute or Cuddly

PANDAS Disorder is a rare condition with only 2,000 children diagnosed, although it's possible some children have it and are not properly identified. In her blog post, Cheryl Maguire brings us all a little closer to understanding the challenges facing families whose children have been diagnosed with PANDAS.

Dan Dunlop ▶ ddunlop@jenningsco.com

Signature Healthcare with Jennings

EXCELLENCE IN WRITING - BLOG [AGENCY PRODUCED]



LIVE WELL LAMOILLE

Vermont Farm Fresh at Copley

By Leah Hollenberger

Help Us Grow - How to Find and Connect Families to Help When to Visit When to Stay Home Like a Walk Around Downtown Morrisville

Welcome!

The Live Well Lamoille blog is a collaborative community effort. We hope you find this blog to be a valuable resource and use it to share information and encourage one another to make healthy choices.

Type here to search...

Follow Blog via Email

Enter your email address to follow this blog and receive notifications of new posts by email.

Email Address

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Help Us Grow - How to Find and Connect Families to Help When to Visit When to Stay Home Like a Walk Around Downtown Morrisville

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Live Well Lamoille - "Vermont Farm Fresh at Copley"

Copley Hospital recognizes that in order to address population health, it will need to unite community and public health organizations in a collaborative effort. To that end, Copley launched a collaborative blog, bringing together community partners. "Live Well Lamoille" encourages residents of Lamoille County, Vermont to make healthy choices.

Daniel Dunlop ► ddunlop@jenningsco.com

Copley Hospital with Jennings

EXCELLENCE IN WRITING - BLOG [AGENCY PRODUCED]



LIVE WELL LAMOILLE

Questions About Vaccines? Please Ask!

By Leah Hollenberger

Help Us Grow - How to Find and Connect Families to Help When to Visit When to Stay Home Like a Walk Around Downtown Morrisville

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The topic of vaccines and immunizations can be an emotional one. Certainly, as a parent, we want to protect our community, but at the same time, we want to do what is best for our child and avoid any harm. I did some reading on my own and, I am sure many of you can agree, it is easy to get overwhelmed with the amount of information and opinion that is available today.

I spoke with pediatrician Adrienne Pahl, MD with Applesseed Pediatrics. Dr. Pahl encouraged me to talk with my doctor. "Share your concerns, share what you are worried about with your doctor," Dr. Pahl said. "We can talk about current studies and findings and talk through recommendations with you. The most important thing to remember is that it is ok to ask."

Dr. Pahl believes that vaccines are safe and effective and should be administered unless the child is unable to be vaccinated due to other health reasons. She bases her belief on extensive scientific evidence demonstrating the safety of vaccines and having cared for thousands of children. She explains that while we may not see many of the diseases for which we vaccinate, the bacteria and viruses that cause them are still around - here and in other countries. Vaccinations, along with better nutrition, better living conditions, hand washing, and appropriate use of antibiotics, has means many of us have never had to deal with an outbreak of polio or mumps. Her goal is that we never have to.

Live Well Lamoille - "Questions About Vaccines? Please Ask!"

Copley Hospital recognizes that in order to address population health, it will need to unite community and public health organizations in a collaborative effort. To that end, Copley launched a collaborative blog, bringing together community partners. "Live Well Lamoille" encourages residents of Lamoille County, Vermont to make healthy choices.

Daniel Dunlop ► ddunlop@jenningsco.com

Copley Hospital with Jennings

EXCELLENCE IN WRITING - BLOG (PRODUCED IN-HOUSE)

Boomer Haiku blog



Boomer Haiku is a blog that takes a mostly lighthearted, often irreverent look at life as a baby boomer. It uses humor to address the issues--many of them health-related--we face as we move through life, while imparting useful, sometimes thought-provoking, medical information.

Roxanne Jones ► roxanne@hurleycomm.com

Boomer Haiku LLC

with Roxanne Jones/Hurley Communications

EXCELLENCE IN WRITING - BLOG (PRODUCED IN-HOUSE)

Colorectal Cancer: What Gen-Xers and Millennials Need to Know



Colorectal cancer is on the rise in young adults, and has been for years. That's why Yale Medicine surgeons who treat it are urging people younger than 50—even college students—to talk to their doctors about any suspicious symptoms.

Joe Piccirillo ► joe.piccirillo@yale.edu

Yale Medicine

DESIGN - PRINTED PIECE [AGENCY PRODUCED]



Signature Patient Safety Internal Poster Series



Signature Healthcare recognized the need to develop a Culture of Safety within the organization. Changing culture is difficult. We were fighting years of messaging that contradicted the current priority. We recognized the need for a full-blown internal marketing program to promote this culture of safety – keeping it in the foreground.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare
with Jennings

DESIGN - PRINTED PIECE [AGENCY PRODUCED]



NHHA 2017 Fact Sheet Infographic



A leading voice in health care for members and their patients, the NH Hospital Association recognized the need to prioritize communications related to our advocacy agenda, and develop a communications program that gave our members the ability to speak to health care issues with tools that were creative and engaging.

Dan Dunlop ► ddunlop@jenningsco.com

New Hampshire Hospital Association
with Jennings

DESIGN - PRINTED PIECE [AGENCY PRODUCED]



Spectrum Brand Book

Spectrum and
better healthcare.
SPECTRUM AND ME.



A vital element of Spectrum Healthcare Partners' brand launch strategy was the internal communications program. Spectrum developed a comprehensive program that shared important brand messaging and brand values with its employee base - an audience spread out across dozens of facilities across the State of Maine.

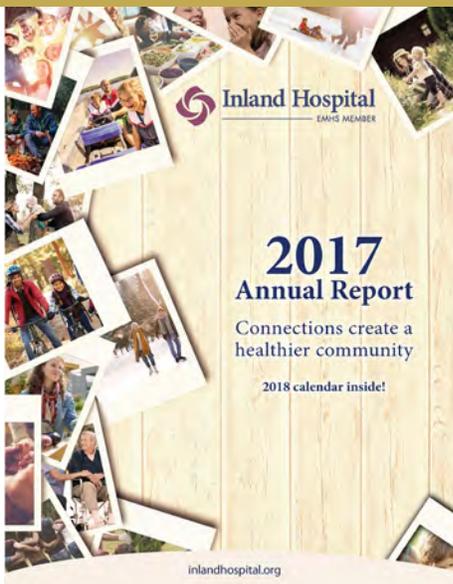
Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

DESIGN - PRINTED PIECE [PRODUCED IN-HOUSE]



Inland Hospital Annual Report and Calendar



The Inland Hospital Annual Report and Calendar is a mainstay in the community surrounding Waterville, ME. The importance of connections is highlighted, focusing on what makes this hospital exemplary: the people that it serves, and the connections that tie us all together.

Courtney Corriveau ► courtney.corriveau@gmail.com

Eastern Maine Healthcare Systems

DESIGN - PRINTED PIECE [PRODUCED IN-HOUSE]



How much sugar is in your drink?

Lowell General Hospital’s Marketing team designed an engaging poster that helps educate the community on the often overlooked impact sugary beverages can have on one’s overall health and wellbeing. The piece was successfully used as a signature item at community-based events and health fairs throughout the year.

Angela Strunk ► angela.strunk@lowellgeneral.org

Lowell General Hospital
with Lowell General Hospital

DESIGN - PRINTED PIECE [PRODUCED IN-HOUSE]



Hartford HealthCare Annual Reports

Create a comprehensive, unifying design by using tightly focused branding elements, along with, in-house photography and commissioned photography to promote the Hartford HealthCare theme – “Defining Moments”. Initial rollout: Hartford Hospital annual report, Rushford annual report and Natchaug annual report.

Sal DiNino ► salvatore.dinino@hhchealth.org

Hartford HealthCare

DESIGN - LOGO DESIGN (AGENCY PRODUCED)



NCH Logo and Affiliate Logos



Establishing this new healthcare entity, North Country Healthcare created this new brand logo that represented both the identity of its affiliates and the values that the overarching system would uphold.

Sean Tracey ► sean@seantracey.com

North Country Healthcare
with Sean Tracey Associates

DESIGN - LOGO DESIGN (AGENCY PRODUCED)



Southwestern Vermont Health Care Celebration Logo



For 100 years, Southwestern Vermont Health Care has played an integral role in the lives of residents throughout southwestern Vermont and the surrounding areas with a non-compromising commitment to excellence in healthcare. The Centennial Celebration logo graphically represents this ongoing partnership with, and dedication to, the communities we serve.

Daniel Dunlop ► ddunlop@jenningsco.com

Southwestern Vermont Health Care
with Jennings

DESIGN - LOGO DESIGN [PRODUCED IN-HOUSE]



Harvard Medical School "Meet the Dean" Logo



Harvard Medical School's "Meet the Dean" event series called for the design of a playful, distinct, and eye-catching logo that evoked the feeling of a cross-country road trip, could be customized for each city, and be adapted across multiple forms of media.

Brandy Newlon ► brandy_newlon@hms.harvard.edu

Harvard Medical School

CAMPAIGN DIVISION

SOCIAL MEDIA [PRODUCED IN-HOUSE]



EMS Awareness Week



This social media campaign utilized Facebook and Instagram to generate awareness and recognition of our brave Emergency Medical Services personnel during National EMS Week. Marketing and social media teams participated in an ambulance ride-along, attended department events including the annual EMS cookout, memorial bike ride kick-off and fitness challenge.

Leighann Dreyer ► leighann.zagami@umassmemorial.org

UMass Memorial Health Care

SOCIAL MEDIA (PRODUCED IN-HOUSE)



Hartford HealthCare Holiday Babies Campaign 2017/2018

Baby photos are clear drivers of engagement on social media. This series served to raise awareness of Hartford HealthCare's maternity offerings, drive community engagement on various Facebook pages between Christmas and New Year's, and build excitement for the first babies of 2018 at each of our five hospitals.

Carol Vassar ► carol.vassar@hhchealth.org

Hartford HealthCare

SOCIAL MEDIA (PRODUCED IN-HOUSE)



Hartford HealthCare "Honoring Nurses" Facebook Campaign

In 2015, Hartford HealthCare surveyed employees to gauge staff engagement. We found that staff overwhelmingly felt a top way to engage staff was to find more ways to recognize their work. With this in mind, we created a campaign honoring nurses from across our healthcare system during Nurses Week 2017.

Carol Vassar ► carol.vassar@hhchealth.org

Hartford HealthCare

SOCIAL MEDIA [PRODUCED IN-HOUSE]



Hartford HealthCare Podcasts



In 2017, four-in-ten Americans ages 12+ or older have listened to a podcast, according to Edison Research and Triton Digital survey data. In an effort to better leverage already-existing radio content and create new, NPR-style content featuring our subject matter experts and patients, Hartford HealthCare launched a podcast series.

Carol Vassar ► carol.vassar@hhchealth.org

Hartford HealthCare

PUBLIC RELATIONS [AGENCY PRODUCED]

SOLOMONmccown&

Solomon McCown & Company for Atrius Health; “Leading an industry push for value-based care”



Steadfast in its effort to improve patients’ lives through value-based care, Atrius Health sought to continue advocating for an industry-wide push toward accountable care. Atrius Health and Solomon McCown & Company developed a year-long campaign to deliver a constant drumbeat of ACO success stories for key audiences.

Sheridan Wachtel ► swachtel@solomonmccown.com

Atrius Health

with Solomon McCown

PUBLIC RELATIONS [AGENCY PRODUCED]



Every Moment Matters



In healthcare, every moment truly matters. Patients choose us for the quality care we provide. But we want them to remember us for the warmth and attention we show them. To ensure this customer loyalty, we need engaged employees. That's where Every Moment Matters came in at Hartford HealthCare.

shawn mawhiney ▶ shawn.mawhiney@hhchealth.org

Hartford HealthCare
with Adams & Knight

PUBLIC RELATIONS [PRODUCED IN-HOUSE]



Women & Infants Obstetrics Certificate of Need

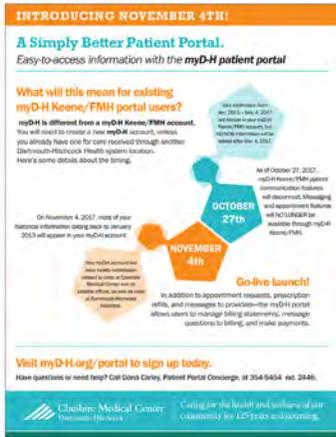


What happens when two hospitals located one block away are simultaneously seeking approval to enhance or develop competing services? You take your fight to the court of public opinion.

Amy Blustein ▶ ablustein@carene.org

Care New England/Women & Infants Hospital

PUBLIC RELATIONS [PRODUCED IN-HOUSE]



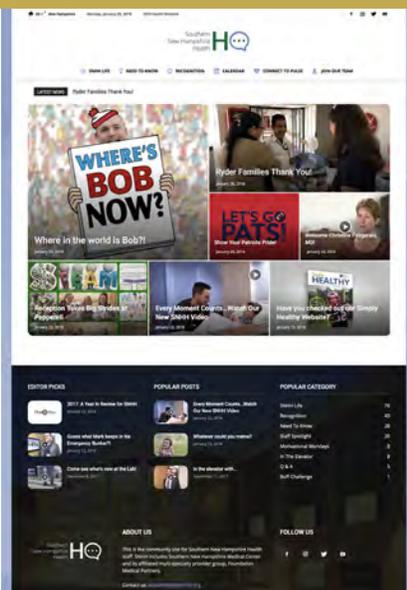
An Epic transition to a new EHR

On November 4, 2017, Cheshire Medical Center transitioned to a new Epic based Electronic Health Record system. Experienced Epic transition teams warned of common pitfalls which would create challenges to public relations. The Marketing & Communications team was tasked with educating the community about the transition and maintaining consumer confidence.

Kristen Bernier ► kmbernier@comcast.net

Cheshire Medical Center

PROVIDER/EMPLOYEE, RETENTION AND REFERRAL GENERATION [AGENCY PRODUCED]



Southern New Hampshire Health HQ Employee Communications Website

Southern New Hampshire Health wanted a publicly facing site rather than an Intranet to communicate organizational information to engage all their staff. They also wanted people outside the organization to have a view into the culture and personality of the organization. The project also included complimentary iPhone and Android apps.

Michael Walsh ► mwalsh@hargerhowe.com

Southern New Hampshire Health with Harger Howe Advertising

PROVIDER/EMPLOYEE, RETENTION AND REFERRAL GENERATION [AGENCY PRODUCED]



Signature Physician Retention & Recruitment Campaign

The Signature Healthcare Physician Marketing Program was developed to improve physician recruitment and retention in a highly competitive market. A secondary goal of the campaign was to grow patient panels by humanizing Signature's employed physicians. The videos are also helpful in introducing Signature specialists to community physicians.

Dan Dunlop ► ddunlop@jenningsco.com

Signature Healthcare

with Jennings

PROVIDER/EMPLOYEE, RETENTION AND REFERRAL GENERATION [PRODUCED IN-HOUSE]



Join Me at HHC

Do you know someone who would love working at HHC? Refer an external candidate for one of the following positions and receive a bonus of up to \$3,000:

- Nurse Practitioner (APRN) / Physician Assistant (PA-C)
- Nurse Manager
- Specialty Registered Nurses (Operating Room, Emergency Room, Critical Care, Homecare)
- *One-year experience required
- Physical Therapist / Physical Therapy Assistant
- RN Case Coordinator
- Speech Language Pathologist
- Medical Technologist/ Cytotechnologist/ Histotechnologist
- Licensed Clinicians (LCSM, LPC, LMFT, LADC)
- Licensed Clinical Psychologists (PhD, PsyD)
- Surgical Technologist

Learn more on HHC.Connect: hbconnect.org



Join Me at HHC

The Join Me at HHC internal campaign assists the Hartford HealthCare Talent Acquisition team in hiring difficult to fill clinical positions across the organization. The campaign promotes the system-wide employee referral bonus program that awards bonuses to employees who refer external candidates hired to the difficult to fill positions.

Emily Gravell ► emily.gravell@hhchealth.org

Hartford HealthCare

MARKETING – SERVICE LINE [AGENCY PRODUCED]



Hartford HealthCare’s Bone & Joint Institute Launch Campaign

There’s only one hospital in Connecticut dedicated exclusively to orthopedics. That was the message behind Hartford HealthCare’s Bone & Joint Institute launch campaign. This captivating campaign took consumers inside the walls of the Institute, highlighting its specialized surgeons, talented team, innovative technologies, remarkable rehab, and more.

Pamela Cruz ▶ pamela.cruz@hhchealth.org

Hartford HealthCare
with Adams & Knight

MARKETING – SERVICE LINE [AGENCY PRODUCED]



Signature Healthcare Patient Safety Campaign

Signature Healthcare recognized the need to develop a Culture of Safety within our organization. Changing culture is difficult. We were fighting years of messaging that contradicted the current priority. We recognized the need for a full-blown internal marketing program to promote this culture of safety – keeping it in the foreground.

Dan Dunlop ▶ ddunlop@jenningsco.com

Signature Healthcare
with Jennings

MARKETING – SERVICE LINE [AGENCY PRODUCED]



WCHN Primary Care Campaign



Western Connecticut Health Network's primary care campaign was developed to generate awareness of the Network's extensive primary care services, highlighting the benefits of developing a relationship with a primary care provider.

Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network
with Twist Marketing

MARKETING – SERVICE LINE [PRODUCED IN-HOUSE]



Sturdy Memorial Opens Urgent Care Centers

Looking to close the gap in care options between primary and emergency care, Sturdy Memorial Hospital set out to create another trusted option through Urgent Care. Differentiation was key in this competitive market. Our campaign efforts were successful in building awareness of our services and driving patient volume.

Chelsey Boyle ► cboyle@sturdymemorial.org

Sturdy Memorial Hospital

MARKETING – SERVICE LINE [PRODUCED IN-HOUSE]



Pediatric Primary Care Patient Acquisition Campaign

BMC implemented an integrated marketing campaign to acquire 576 new pediatric primary care patients in 5 months. SEM, digital, and print advertising, as well as a new kind of promotional tool were used to target a specific audience and the campaign significantly surpassed its goal of 150 new patients.

Amy Perlack ► amy.perlack@bmc.org

Boston Medical Center (BMC)

MARKETING – IMAGE\BRANDING [AGENCY PRODUCED]



Lawrence General Today Campaign

Extensive research indicated that there was a significant gap between public perceptions of the hospital and the reality. After extensive qualitative and quantitative research, this campaign was created to elevate the Lawrence General Hospital brand in the minds of its constituents.

Dan Dunlop ► ddunlop@jenningsco.com

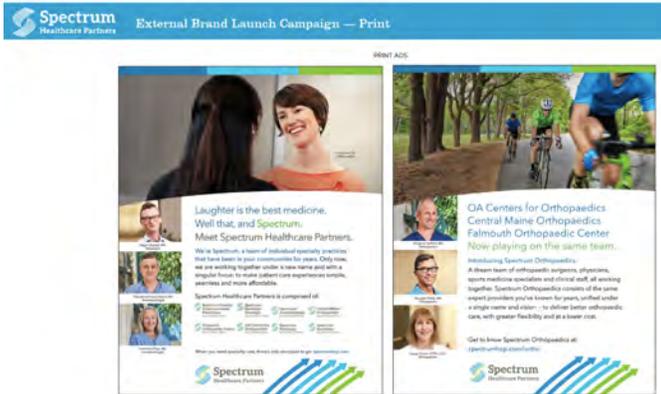
Lawrence General Hospital

with Jennings

MARKETING – IMAGE\BRANDING [AGENCY PRODUCED]



Spectrum Brand Campaign



Over the past 20 years, Spectrum has merged 15 different medical practices with the promise that they could keep their identities. This led to a highly segmented and confusing brand presence. Spectrum leadership recognized the need for an integrated master brand and brand campaign.

Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

MARKETING – IMAGE\BRANDING [AGENCY PRODUCED]



New Movers Program



The New Movers program is a CRM campaign that aims to bring new patients into our health care system by targeting those who recently moved to the UMass Memorial service area. The campaign highlights our system's emergency and urgent care locations while driving to our web site to learn more.

Leighann Dreyer ► leighann.zagami@umassmemorial.org

UMass Memorial Health Care
with Healthgrades

MARKETING – IMAGE\BRANDING [PRODUCED IN-HOUSE]



Hello, My Name is...

The VNA & Hospice of the Southwest Region expanded to include three smaller agencies. Each was represented by a different logo and collection of collateral materials. It was imperative to unify the brand by creating a new graphic identity and to assure the communities that VNA services were still available.

Bernadette Robin ► bernadette@ravnah.org

VNA & Hospice of the Southwest Region

COMMUNITY RELATIONS EVENT [PRODUCED IN-HOUSE]



What's Wrong (and Right) with 13 Reasons Why

The Netflix original series “13 Reasons Why” has been scrutinized and criticized since its release for its graphic themes, including suicide. As schools and parents across the country scrambled to address the series, the Hartford HealthCare Behavioral Health Network saw an opportunity to raise awareness and education about teen suicide.

Amanda Nappi ► amanda.nappi@hhchealth.org



Hartford HealthCare Behavioral Health Network

COMMUNITY RELATIONS EVENT [PRODUCED IN-HOUSE]



Medicine Today Health Education Series



Shared Decision-Making Research in the Medical Setting
Presented by Dr. Megan Coylewright, interventional cardiologist at Dartmouth-Hitchcock and faculty at The Dartmouth Institute for Health Policy and Clinical Practice

Thursday, June 8 5:30 – 7 pm The Taconic Hotel, Manchester, VT

Shared decision-making is the process in which clinicians and patients partner in medical decisions for which there are multiple reasonable options, with the patient sharing their values and preferences. This presentation will address state-of-the-art research in the field of shared decision-making at Dartmouth, with a focus on interventional cardiology. Learn about the evidence base for shared decision-making practices, the health policies mandating this approach, and medical conditions for which this is well suited.

To register, visit the science section underprograms at: greenmtnacademy.org



Ashley Jowett ► ashley.jowett@svhealthcare.org

Southwestern Vermont Health Care

COMMUNITY RELATIONS EVENT [PRODUCED IN-HOUSE]



Children's Museum Pediatric Education Sessions



In collaboration with the Maine Discovery Museum, EMMC pediatric providers hold monthly education sessions for parents on topics pertinent to their children's health and wellbeing. These sessions are a remarkable opportunity to engage the community and promote and highlight some of EMMC's pediatric services.

Tricia Denham ► tdenham@emhs.org

Eastern Maine Medical Center

CAUSE/SOCIAL MARKETING (AGENCY PRODUCED)



Honest Conversations



Stigma is the greatest barrier to treatment for mental illness. Care New England and Butler Hospital created Honest Conversations as a platform for hope, healing and health. Garnering the power of Facebook, the campaign resulted in more than 79,000 video views, 10,000 post clicks, and more than 3,600 reactions.

Sara Brandon ► sbrandon@carene.org

Care New England & Butler Hospital
with Haggman

CAUSE/SOCIAL MARKETING (AGENCY PRODUCED)



The Sparrow Herbert-Herman Cancer Center – Give For Cures Campaign



The Sparrow Herbert-Herman Cancer Center “Give For Cures” Campaign was created as an integrated marketing campaign to educate the community on the construction of the new cancer center, to drive fundraising and build brand awareness for the center and cancer expertise housed at Sparrow.

Jeff Eisenberg ► jeffe@evradvertising.com

Sparrow Health System
with EVR Advertising

CAUSE/SOCIAL MARKETING (PRODUCED IN-HOUSE)



MHA rallies, sends nurses to hurricane-ravaged TX hospital

In the wake of Hurricane Harvey that devastated parts of Texas, the Massachusetts Health & Hospital Association organized a statewide response to a request for assistance from a Texas hospital. MHA's "airlift" of 28 nurses/techs secured significant media attention, helped increase public awareness, generated good will for MHA and its members.

Catherine Bromberg ► cbromberg@mhalink.org

Massachusetts Health & Hospital Association

CAUSE/SOCIAL MARKETING (PRODUCED IN-HOUSE)



Sun Santa Campaign 2017

In partnership with the hospital's Philanthropy team and the Lowell Sun, Lowell General Hospital's Marketing team developed and executed a multi-faceted marketing campaign to support its annual Sun Santa basket fundraiser. The campaign proved to be the most successful ever, raising \$150,375 to help families in need over the holidays.

Angela Strunk ► angela.strunk@lowellgeneral.org

Lowell General Hospital

CAUSE/SOCIAL MARKETING (PRODUCED IN-HOUSE)



thinkFAST



This shows how an organization can come together to tackle an important health issue like stroke. Together, we were able to share important stories, raise awareness of symptoms and make a difference.

Rebecca Stewart ► rebecca.stewart@hhchealth.org

Hartford HealthCare

ADVERTISING - SERVICE LINE (AGENCY PRODUCED)



Dartmouth-Hitchcock Orthopaedics



Dartmouth-Hitchcock (D-H) Orthopaedics is a leading Orthopaedic practice in New Hampshire treating the most complex cases and performing a significant number of revision surgeries. In August 2017, D-H launched a multi-platform advertising campaign highlighting the providers and expertise in the Lebanon facility to differentiate D-H Orthopaedics from the competition.

Angelica Ladd ► angelica.m.ladd@hitchcock.org

Dartmouth-Hitchcock
with Partners & Simons

ADVERTISING - SERVICE LINE [AGENCY PRODUCED]



WCHN Primary Care Campaign



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Scott Orstad ► scott.orstad@wchn.org

Western Connecticut Health Network
with Twist Marketing

ADVERTISING - SERVICE LINE [AGENCY PRODUCED]



Catholic Medical Center - New England Heart & Vascular Institute – “Numbers Count” Campaign



Research showed a decline in brand preference. As the flagship service line for the hospital, it was important that we focus on and invest in a consistent market presence with a goal of increasing brand preference and defending market leader status for comprehensive cardiovascular care.

Jeff Eisenberg ► jeffe@evradvertising.com

Catholic Medical Center
with EVR Advertising

ADVERTISING - SERVICE LINE (PRODUCED IN-HOUSE)



Cancer Patient Testimonials

We wanted to show the breadth and depth of our Cancer Institute, located at our individual hospitals, and we wanted to show the benefits to patients. What better way than to use their own stories?

Helayne Lightstone ▶ helayne.lightstone@hhchealth.org

Hartford HealthCare

ADVERTISING - SERVICE LINE (PRODUCED IN-HOUSE)



FemTouch

It's not easy to advertise products designed to enhance a woman's sexual experience, although ads for men's products, like Viagra, have been in the mainstream market for some time now. These digital ads promote Femtouch, a laser treatment primarily used in post-menopausal women.

kieran curtis ▶ kieran.curtis@hhchealth.org

Hartford HealthCare

ADVERTISING – IMAGE\BRANDING [AGENCY PRODUCED]



Lawrence General Today Campaign

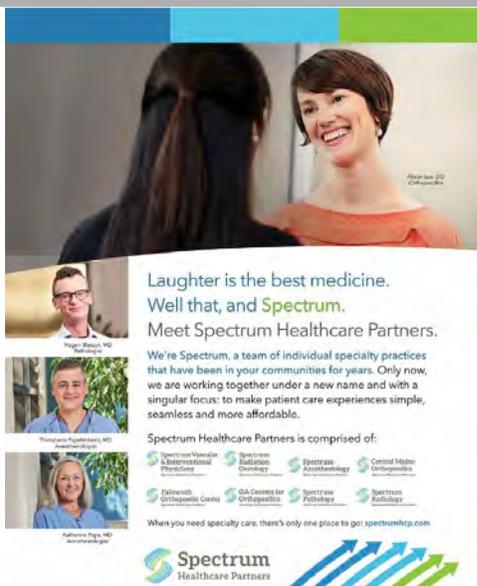


Extensive research indicated that there was a significant gap between public perceptions of the hospital and the reality. After extensive qualitative and quantitative research, this campaign was created to elevate the Lawrence General Hospital brand in the minds of its constituents.

Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital
with Jennings

ADVERTISING – IMAGE\BRANDING [AGENCY PRODUCED]



Spectrum Brand Campaign



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Dan Dunlop ► ddunlop@jenningsco.com

Spectrum Healthcare Partners
with Jennings

ADVERTISING – IMAGE\BRANDING [AGENCY PRODUCED]



NCH Soft and Brand Launch



Bringing together four critical care hospitals and one home health and hospice organization, North Country Healthcare is a completely new, from-the-ground-up healthcare brand. This new brand image campaign connected the values of each of the individual hospitals while establishing the North Country Healthcare as its own entity.

Sean Tracey ► sean@seantracey.com

North Country Healthcare
with Sean Tracey Associates

ADVERTISING – IMAGE\BRANDING [PRODUCED IN-HOUSE]



Hello, My Name is...

Jamie Belchak, PT, COS-C

HELLO
my name is
VNA & HOSPICE
of the Southwest Region
Serving Bennington and Rutland Counties

New Name. Same Trusted, Quality Care.

Whether you have come to know us as the Bennington Area VNA & Hospice (BAVNAH), Rutland Area or Dorset Area VNA & Hospice (RAVNAH and DAVNAH), or Manchester Health Services, we have come together, **united as the VNA & Hospice of the Southwest Region.** We have the same locations, staff, and above all, the same excellent award-winning quality of care the community has come to know and trust.

TOP 100
2016
AGENCY
Hospice Care

VNA & HOSPICE
of the Southwest Region
Serving Bennington and Rutland Counties

1.800.244.0568 | vermontvisitingnurses.org

The VNA & Hospice of the Southwest Region expanded to include three smaller agencies, each with a different logo and collection of collateral materials. It was imperative to create a unified identity to assure communities served that VNA services were still available from a trusted agency.

Bernadette Robin ► bernadette@ravnah.org

VNA & Hospice of the Southwest Region

ADVERTISING – IMAGE\BRANDING [PRODUCED IN-HOUSE]

Our Docs are Tops.

When you review the Best Doctors list in Hartford Magazine, it's hard to find doctors from Hartford HealthCare to just about every category. Our doctors earned this distinction because they are the ones some physicians said they would refer their own family members to if the need arose.

This month's endorsement shows another what we have known all along – Hartford HealthCare has some of the best physicians in practice, everywhere. Congratulations to our doctors who have earned a spot on this list. Their outstanding skills, compassion and commitment to excellence have resulted in this well-deserved honor. Connect with one of our physicians. 1.855.HHC.HERE (1.855.442.4378).



Hartford Hospital | Hartford HealthCare at Home | Hartford HealthCare Independence at Home
Hartford HealthCare Medical Group | Hartford HealthCare Rehabilitation Network | Hartford HealthCare Senior Services
Hartford Hospital | Hartford at Home | Integrated Care Partners | Multiple Medical Centers | Danbury Hospital
Hartford | The Hospital of Central Connecticut | Wallingford Hospital

Top Docs

This ad recognizes the doctors who were named to the annual “Top Docs” list published by Connecticut magazine. It is printed in the same issue as the list of award winners.



kieran curtis ► kieran.curtis@hhchealth.org

Hartford HealthCare

ADVERTISING – IMAGE\BRANDING [PRODUCED IN-HOUSE]

Hartford HealthCare National Doctors’ Day



National Doctors’ Day occurs every year to recognize the value of physicians. Hartford HealthCare created this ad to thank our physicians for their work and contributions to the health and well-being of our patients and community.



kieran curtis ► kieran.curtis@hhchealth.org

Hartford HealthCare

THE OWEN J. MCNAMARA AWARD



The McNamara Award is a “best-of-the-best” recognition for writing. The recipient is selected annually from the winners of the NESHCo Lamplighter Awards writing competitions.

The award is a tribute to the late Owen J. McNamara, a NESHCo member who, in his career as a newspaper reporter and editor, senior public affairs manager at Boston University’s medical center and author, set the standard for clear, concise yet elegant writing that recognized the audience and context. McNamara also served as a writing mentor to several generations of NESHCo members.

Spectrum Employee Brand Affirmation Cards

When it comes to communicating an important brand message, often less is more. Fewer well-chosen words can have a greater impact. That was the strategy behind Spectrum Healthcare Partners’ employee brand affirmation cards. The cards were distributed at the employee brand launch event with each conveying an important brand message.

Steve Olshansky ► solshansky@jenningsco.com

Spectrum Healthcare Partners

with Jennings



BEST IN NEW ENGLAND



The Best in New England Award recognizes the outstanding achievement of a well-planned, exceptionally executed, total campaign.

The recipient is selected annually from the gold winners in the NESHCo Lamplighter Awards Total Campaign Division. All winners in this division are re-evaluated by additional judges who determine which campaign deserves the recognition as the Best in New England in the in-house and agency-produced categories.

Lawrence General Today Campaign

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Dan Dunlop ► ddunlop@jenningsco.com

Lawrence General Hospital

with Jennings

TODAY:
MICHAEL HAS MORE HIP POWER, AND HORSEPOWER

After knee and hip replacement surgery, Michael is feeling like himself again.

To view Michael's full journey and take an online pain assessment, visit lawrencegeneral.org/joints.
Lawrence General. Boston-quality care, close to home.

LEAPROD HOSPITAL SAFETY GRADE A

Lawrence General Hospital
MIRACLES



NESHCo

NEW ENGLAND SOCIETY FOR HEALTHCARE COMMUNICATIONS

www.NESHCo.org

405 Promenade Street, Ste. C, Providence, Rhode Island 02908