

PRESS RELEASE

For Immediate Release

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NESHCo Announces Winners of 2019 Lamplighter Awards *Hospitals and Healthcare Marketing Agencies Take Top Honors*

Providence, RI – At its 29th Annual Lamplighter Awards, The New England Society for Healthcare Communications (NESHCo) honored more than 65 hospitals, healthcare facilities and marketing/advertising agencies for excellence in marketing, public relations and communications at their Lamplighter Awards at this year's annual conference held in Providence, Rhode Island.

Top winners of the 2019 Lamplighter Awards were **Hartford HealthCare**, Hartford, CT, with 36 awards; **Signature Healthcare**, Brockton, MA with 20 awards; **Cape Cod Healthcare**, Cape Cod, MA, with 15 awards; **Western Connecticut Health Network**, Danbury, CT, with 10 awards; and **Lawrence General Hospital**, Lawrence, MA, with eight awards.

The Lamplighters were established to showcase and honor excellence in healthcare communications throughout the New England region. The 2019 competition totaled 381 entries which were judged by the Carolinas Healthcare Public Relations & Marketing Society (CHPRMS), Healthcare Planning & Marketing Society of New Jersey (HPMSNJ), Georgia Society for Healthcare Marketing & Public Relations (GSHMPR), Illinois Society for Healthcare Marketing and Public Relations (ISHMPR), Indiana Healthcare Marketing and Public Relations Society (IHMPRS), and Michigan Society for Healthcare Planning and Marketing (MSHPM)

Altogether, organizations throughout New England were recognized for their excellence in healthcare communications with a combined 281 awards, representing **78 Gold Lamplighter** awards, **72 Silver Lamplighter** awards and **61 Awards of Excellence**.

In addition, the organization taking top honors was MelroseWakefield Healthcare who won the Best of New England award with its website and brand campaign launch.

The organization presented Jennifer Lonergan of Signature Healthcare and Floating Hospital for Children with the Owen J. McNamara Award for excellence in writing for her blog post: ***Mental Health Tip – Less Screen Time, More Family Time***, as well as Sarah Welch DeMayo of Vibrancy Communications, for the ***Whittier Street Health Center 2018 Annual Report***.

The entries were selected from the winners of the NESHCo Lamplighter Awards writing categories. This excellence in writing 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.

“The Lamplighter Awards are an unbelievable testament to excellence in healthcare marketing and communications, and a wonderful way for our recipients to be recognized among their peers and colleagues for the work that they do,” stated Mike O’Farrell, Director, Marketing & Communications at Lawrence & Memorial Hospital in New London, CT and current NESHCo President.

About NESHCo

For four decades, NESHCo has served as the region’s premier professional development organization for communication professionals working in the healthcare industry. The Society is composed of more than 200 members throughout New England. For more information, visit www.neshco.org

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2019 LAMPLIGHTER AWARDS WINNERS BOOK