

PRESS RELEASE

For Immediate Release



NESHCo Announces Winners of 2023 Lamplighter Awards *Hospitals and Healthcare Marketing Agencies Take Top Honors*

Boston, MA – At its 33rd Annual Lamplighter Awards, The New England Society for Healthcare Communications (NESHCo) honored more than nearly 35 hospitals, healthcare facilities and marketing/advertising agencies for excellence in marketing, public relations, and communications at this year's annual conference held in Boston, Massachusetts.

Top winners of the 2023 Lamplighter Awards were **Care New England**, Providence, RI, with 20 awards; **Hartford HealthCare**, Hartford, CT with 17 awards; **Gaylord Specialty Healthcare**, Wallingford, CT with 15 awards; and **Jennings Health**, Durham, NC with 15 awards.

New competitors taking home awards were **Boathouse**, Waltham, MA (3 Silver, 1 Excellence), **Daydream Communications**, Norwalk, CT (Excellence), **Denterlein**, Boston, MA (Gold), and **OHO Interactive**, Somerville, MA (Gold), and System Change Strategies, Cranston, RI (Gold).

The Lamplighters were established to showcase and honor excellence in healthcare communications throughout the New England region. The 2023 competition totaled 274 entries which were judged by the Carolinas Healthcare Public Relations & Marketing Society (CHPRMS), Illinois Society for Healthcare Marketing and Public Relations (ISHMPR), and Health Care Communications of Southern California (HCCSC).

Altogether, organizations throughout New England were recognized for their excellence in healthcare communications with a combined 172 awards, representing **67 Gold Lamplighter** awards, **57 Silver Lamplighter** awards and **49 Awards of Excellence**.

The organization taking top honors was Camelo Communication, who won the **Best of New England** award with their social media campaign submission, *Hartford HealthCare Hispanic Market Social Media Campaign*. Accepting the award of behalf of Camelo Communication was Camelo Communication President, Wilson Camelo.

This award recognizes the outstanding achievement of a well-planned, exceptionally executed entry. The recipient is selected annually from the top scorers of the Lamplighter Awards. 2023 saw a record-breaking number of finalists with a total of 7 entries making it to the last round of judging.

In addition, NESHCo presented Laura Benys, Writer, Editor, and Content Strategist at Laura Benys Writing, with the **Owen J. McNamara Award for Excellence in Writing** for the blog submission *Knocking on doors: How a silent monk became a hospice chaplain*.

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.

“When we think of this year’s conference theme, The Next Revolution, nothing showcases the revolutionary spirit more than the Lamplighters” stated NESHCo President, Vanessa Stafford. “The Lamplighter Awards is a time to support and celebrate healthcare marketers forging new paths forward across New England”.

The evening ended with a tribute to the late Jeff Evans, who was a skilled photojournalist and multimedia specialist with Hartford HealthCare. Evans was posthumously presented with the 39th Evans F. Houghton Award. Jeff Evans passed away in December 2022.

The Houghton award recognizes exemplary performance in, and significant contributions to, the field of healthcare public relations, marketing and communications.

About NESHCo

For over three 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 nearly 300 members throughout New England. For more information, visit www.neshco.org.

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