

# 2011 Lamplighter Awards Winners List



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Healthcare Communications

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# Lamplighter Awards 2011 Winners List

## Advertising: Outdoor

Agency Produced: RDW Group  
Gold  
Blue Cross & Blue Shield of RI  
We're Here Outdoor

## Advertising: Outdoor

Agency Produced: Bennett Group  
Silver  
Fresenius Medical Care  
Home Therapies

## Advertising: Outdoor

Agency Produced: Bennett Group  
Award of Excellence  
Milton Hospital  
Patient Satisfaction Outdoor  
Advertising

## Advertising: Outdoor

Agency Produced: Griffin York & Krause  
Award of Excellence  
Lawrence & Memorial Hospital  
Orthopedic Care Billboard

## Advertising: Outdoor

Produced In-House  
Silver  
Massachusetts Dental Society 2010  
Transit Advertising Campaign

## Advertising: Print

Agency Produced: Griffin York & Krause  
Gold  
Delta Dental DeltaVision Intro Print  
Campaign

## Advertising: Print

Agency Produced: Jennings  
Gold  
Southwestern Vermont Health Care  
Profiles

## Advertising: Print

Agency Produced: Bennett Group  
Silver  
Fresenius Medical Care  
Home Therapies

## Advertising: Print

Agency Produced: Bennett Group  
Silver  
Hallmark Health  
Service Campaign

## Advertising: Print

Agency Produced: Jennings  
Award of Excellence  
Lowell General & Tufts Medical Ctr  
2 Hospitals 4 Kids Print Campaign

## Advertising: Print

Agency Produced: Bennett Group  
Award of Excellence  
Milton Hospital  
Quality/Satisfaction Campaign



# Lamplighter Awards 2011 Winners List

## Advertising: Print

Produced In-House  
Gold  
Sturdy Memorial Associates Ad Campaign

## Advertising: Print

Produced In-House  
Silver  
Southcoast Health System  
HealthGrades Patient Safety Ads

## Advertising: Print

Produced In-House  
Award of Excellence  
Yale-New Haven Hospital  
My Hometown, My Hospital

## Advertising: Radio

Agency Produced: Bennett Group  
Gold  
Fresenius Medical Care  
Home Therapies

## Advertising: Radio

Agency Produced: RDW Group  
Silver  
Blue Cross & Blue Shield of RI  
We're Here Radio

## Advertising: Radio

Agency Produced: Jennings  
Award of Excellence  
Lowell General & Tufts Medical Ctr  
2 Hospitals 4 Kids Radio

## Advertising: Radio

Produced In-House  
Silver  
Massachusetts Dental Society 2010  
Radio Campaign

## Advertising: Television

Agency Produced: RDW Group  
Gold  
Blue Cross & Blue Shield of RI  
We're Here TV

## Advertising: Television

Agency Produced: Burgess  
Advertising & Marketing  
Silver  
Catholic Charities

## Advertising: Television

Agency Produced: RDW Group  
Award of Excellence  
Blue Cross & Blue Shield of RI  
We're Here TV (Service)

## Advertising: Television

Agency Produced: Bennett Group  
Award of Excellence  
Milton Hospital  
Self Exam

## Advertising: Total Campaign

Agency Produced: Jennings  
Gold  
Lowell General & Tufts Medical Ctr  
2 Hospitals 4 Kids Overall  
Campaign



# Lamplighter Awards 2011 Winners List

## Advertising: Total Campaign

Agency Produced: Kelley Habib

John

Silver

Winchester Hospital's Serious

Healthcare for Women

## Advertising: Total Campaign

Agency Produced: Boathouse

Group, Inc.

Silver

Caritas Christi Health Care - Thrive

Campaign Series

## Advertising: Total Campaign

Agency Produced: Adams & Knight

Award of Excellence

Hartford Hospital "Together"

Cancer Center Campaign

## Advertising: Total Campaign

Agency Produced: SPM Marketing

& Communications

Award of Excellence

Stamford Hospital's Mammography

Campaign

## Advertising: Total Campaign

Produced In-House

Gold

Children's Hospital Boston

Leverages Boston Med Exposure

## Advertising: Total Campaign

Produced In-House

Silver

The William W. Backus Hospital

Surgery at Backus

## Advertising: Total Campaign

Produced In-House

Award of Excellence

Beth Israel Deaconess Medical Ctr

Healthy Is

## Audio-Visual Presentations

Agency Produced: Yasvin Designs

Gold

Crotched Mountain Foundation

Two Dancers

## Audio-Visual Presentations

Agency Produced: Downstream

Media

Silver

Communities of Caritas: Norwood

Hospital's Cardiac Care

## Audio-Visual Presentations

Agency Produced: Tober Group

Creative Media

Silver

Yale-New Haven Hospital

David Schrage: Stroke Survivor



# Lamplighter Awards 2011 Winners List

## Audio-Visual Presentations

Agency Produced: Bo-Min  
Communications  
Award of Excellence  
Women & Infants Hospital  
Annual Meeting Videos

## Audio-Visual Presentations

Produced In-House  
Gold  
Southcoast Health System  
RAPPP films

## Audio-Visual Presentations

Produced In-House  
Silver  
Baystate Health  
Where I Want to Be

## Audio-Visual Presentations

Produced In-House  
Award of Excellence  
St. Joseph Hospital  
Internal Digital Sign Marketing

## Community Relations/ Outreach/Advocacy

Agency Produced: Connecticut  
Expos  
Gold  
Stamford Hospital's Womens' Expo

## Community Relations/ Outreach/Advocacy

Agency Produced: Adams & Knight  
Silver  
Universal Healthcare Foundation  
Healthcare4Every1 "Big Plus"  
Campaign

## Community Relations/ Outreach/Advocacy

Produced In-House  
Gold  
Sturdy Memorial Hospital 2010  
Hunger Awareness Campaign

## Community Relations/ Outreach/Advocacy

Produced In-House  
Silver  
The William W. Backus Hospital  
Concussion and Youth Sports

## Community Relations/ Outreach/Advocacy

Produced In-House  
Award of Excellence  
Brain Injury Association of MA  
Play Smart: Understanding Sports  
Concussions

# Lamplighter Awards 2011 Winners List

## Community Relations/ Outreach/Advocacy

Produced In-House  
Award of Excellence  
Anna Jaques Hospital  
AJH Healthy Heart Torch

## Crisis Communications

Produced In-House  
Gold  
Eastern Maine Medical Center  
Crisis Communication EMMC  
Nursing Strike

## Crisis Communications

Produced In-House  
Silver  
The William W. Backus Hospital  
Midweek Minutes

## Design: Logo

Agency Produced: Bidwell ID  
Gold  
CleanSlate Suboxone Wellness  
Center  
CleanSlate Brand Identity

## Design: Logo

Agency Produced: Burgess  
Advertising & Marketing  
Silver  
Mercy Hospital  
Best Shot for Youth Initiative

## Design: Logo

Agency Produced: Griffin York &  
Krause  
Award of Excellence  
Androscoggin Valley Hospital

## Design: Logo

Produced In-House  
Gold  
The William W. Backus Hospital  
HealthStream annual in-service

## Design: Logo

Produced In-House  
Silver  
Care New England  
Analytical Buzz

## Design: Logo

Produced In-House  
Award of Excellence  
Grace Cottage Hospital's New Logo

## Design: Other Printed Pieces

Agency Produced: Bennett Group  
Gold  
Fresenius Medical Care  
Home Therapies In-Center  
Campaign

## Design: Other Printed Pieces

Agency Produced  
Award of Excellence  
St. Joseph Hospital 2011  
Community Calendar



# Lamplighter Awards 2011 Winners List

## Design: Other Printed Pieces

Agency Produced: Our Guy  
Creative  
Award of Excellence  
MetroWest Medical Center  
Holiday Card

## Design: Other Printed Pieces

Produced In-House  
Gold  
Brain Injury Association of MA  
Faces of Brain Injury Banners

## Design: Other Printed Pieces

Produced In-House  
Silver  
South County Hospital 2011  
Calendar

## Design: Other Printed Pieces

Produced In-House  
Award of Excellence  
Blue Cross & Blue Shield of RI  
Employee Brand Building Graphics

## Design: Single Publication

Agency Produced: Griffin York &  
Krause  
Gold  
Eastern Connecticut Health Care  
Oncology Capabilities Brochure

## Design: Single Publication

Agency Produced: Next, Inc.  
Silver  
Stamford Hospital's Culture Book

## Electronic Marketing

Agency Produced: Communicators  
Group  
Gold  
Benchmarks Brattleboro Retreat E-  
Newsletter

## Electronic Marketing

Produced In-House  
Gold  
Blue Cross & Blue Shield of RI  
Intranet Pop-Up Advertising

## Electronic Marketing

Produced In-House  
Silver  
Newton-Wellesley Hospital  
e-HealthSource

## Electronic Marketing

Produced In-House  
Award of Excellence  
The William W. Backus Hospital  
Health\*Connections

## Electronic Marketing

Produced In-House  
Award of Excellence  
Dana-Farber Cancer Institute  
E-Bulletin for Patients and Families

# Lamplighter Awards 2011 Winners List

## Excellence in Writing: Editorials, Op-eds, Guest Columns

Agency Produced: Solomon  
McCown & Company  
Gold  
Atrius Health  
Health Care Payment Reform:  
Massachusetts Must Lead Again

## Excellence in Writing: Feature Articles

Agency Produced: SilverBranch  
Communications  
Gold  
Alpert Medical School/Brown Univ.  
Primary Consideration

## Excellence in Writing: Feature Articles

Agency Produced: Solomon  
McCown & Company  
Silver  
Atrius Health  
Pay for quality, not quantity

## Excellence in Writing: Feature Articles

Produced In-House  
Gold  
The Hospital of Central Connecticut  
The Emergency Department -  
Prepared for the Unexpected

## Excellence in Writing: Feature Articles

Produced In-House  
Silver  
Eastern Maine Medical Center  
The Gift of Life

## Excellence in Writing: Feature Articles

Produced In-House  
Award of Excellence  
Alpert Medical School  
Snakes on a Plane

## Excellence in Writing: Feature Articles

Produced In-House  
Award of Excellence  
Baystate Health  
A Real Superhero

## Excellence in Writing: Other

Produced In-House  
Gold  
The William W. Backus Hospital  
Fighting the "hospital tax"

## Excellence in Writing: Other

Produced In-House  
Award of Excellence  
The William W. Backus Hospital  
Dave's Desk



# Lamplighter Awards 2011 Winners List

## Excellence in Writing: Press Releases & Pitch Letters

Agency Produced: Catalyst  
Marketing Communications  
Silver  
Stamford Hospital Receives  
JCAHO Certification for Spine  
Surgery

## Excellence in Writing: Press Releases & Pitch Letters

Produced In-House  
Gold  
Women & Infants Hospital  
Artificial Human Ovary

## Excellence in Writing: Press Releases & Pitch Letters

Produced In-House  
Silver  
Winchester Hospital  
Excellence in Writing, Sierra Leone

## Excellence in Writing: Speech Writing

Produced In-House  
Gold  
Southcoast Health System  
John Day / Keith Hovan Annual  
Meeting Speeches

## Excellence in Writing: Speech Writing

Produced In-House  
Award of Excellence  
The William W. Backus Hospital  
Backus 2010 Annual Meeting

## Marketing/Total Effort: \$50,000+ total budget

Gold  
Fletcher Allen Cardiology and  
Orthopedics Campaign

## Marketing/Total Effort: \$50,000+ total budget

Silver  
Southcoast Health System  
Wound Care Center

## Marketing/Total Effort: \$50,000+ total budget

Award of Excellence  
Newton-Wellesley Hospital  
Vernon Cancer Center

## Marketing/Total Effort: Under \$50,000 total budget

Agency: Brandthropology  
Gold  
Northwestern Medical Center  
Northwestern Walk-In Clinic

# Lamplighter Awards 2011 Winners List

## Marketing/Total Effort: Under \$50,000 total budget

Silver

Newton-Wellesley Hospital  
Women's Imaging Center

## Marketing/Total Effort: Under \$50,000 total budget

Award of Excellence

Eastern Maine Medical Center  
EMMC Transfer Center of Eastern  
Maine

## Media Relations

Produced In-House

Gold

Alzheimer's Association, MA/NH  
The Untold Story of Younger-Onset  
Alzheimer's

## Media Relations

Produced In-House

Silver

Stamford Hospital  
Haiti Relief Press Conference

## Media Relations

Produced In-House

Award of Excellence

Stamford Hospital Introduces New  
Chief of Cardiac Surgery

## New/Social Media

Agency Produced: Jennings

Gold

Lowell General & Tufts Medical Ctr  
Merrimack Valley Moms Blog  
(mvmoms.com)

## New/Social Media

Agency Produced: Jennings

Silver

Signature Healthcare & Tufts  
Signature Healthcare Social  
Marketing

## New/Social Media

Agency Produced: Burgess

Advertising & Marketing

Award of Excellence

Jonas Center for Nursing  
Excellence Social Media Outreach

## New/Social Media

Produced In-House

Gold

Newton-Wellesley Hospital  
Mobile Web Site with ER Wait Time  
Widget

## New/Social Media

Produced In-House

Silver

Eastern Maine Medical Center  
Owner to Owner Blog entry  
addresses Nursing Union Claims



# Lamplighter Awards 2011 Winners List

## New/Social Media

Produced In-House  
Award of Excellence  
Newton-Wellesley Hospital  
Boston Marathon Blog

## Photography

Agency Produced: Jennings  
Gold  
Signature Healthcare & Tufts  
Signature - Tufts Medical Center  
Campaign Doctor Photos

## Photography

Agency Produced: Jennings  
Silver  
Southwestern Vermont Health Care  
"Profiles"

## Photography

Agency Produced: Griffin York & Krause  
Award of Excellence  
Eastern Connecticut Health  
Network Oncology Photography

## Photography

Produced In-House  
Gold  
Baystate Health  
JR Spiderman Willis Photo

## Photography

Produced In-House  
Gold  
The Hospital of Central Connecticut  
Emergency Department

## Photography

Produced In-House  
Silver  
Eastern Maine Medical Center  
Non-Bargaining Unit Staff Photo

## Photography

Produced In-House  
Award of Excellence  
Baystate Health NICU Respiratory  
Therapy Photo

## Physician Relations

Agency Produced: Bennett Group  
Gold  
Joslin Diabetes Center  
Joslin Specialty Care

## Physician Relations

Agency Produced: Bennett Group  
Silver  
Milton Hospital  
The Not So Trivial Pursuit Game

## Physician Relations

Produced In-House  
Gold  
Network Health electronic delivery  
of Provider Update

# Lamplighter Awards 2011 Winners List

## Physician Relations

Produced In-House  
Silver  
Saint Mary's Health System  
Physician Experience Campaign

## Physician Relations

Produced In-House  
Award of Excellence  
Brigham and Women's Hospital  
BWH Psychiatry News

## Potpourri

Agency Produced: Griffin York & Krause  
Silver  
Lawrence & Memorial Hospital  
Orthopedic Care Vehicle Wrap

## Potpourri

Produced In-House  
Gold  
The Hospital of Central Connecticut  
Hand Hygiene Campaign

## Potpourri

Produced In-House  
Silver  
Beth Israel Deaconess Medical  
Center mytime

## Potpourri

Produced In-House  
Award of Excellence  
Winchester Hospital  
New Mission Statement

## Public Relations Project: \$30,000+ total budget

Agency: Payne & Co.  
Gold  
Massachusetts Hospital Association  
Healthcare Payment Reform  
Campaign

## Public Relations Project: \$30,000+ total budget

Silver  
Eastern Maine Medical Center  
EMMC Urgent Care Services -  
Right Care, Right Place Campaign

## Public Relations Project: Under \$30,000 total budget

Gold  
Alzheimer's Association MA/NH  
Purple With a Purpose

## Public Relations Project: Under \$30,000 total budget

Agency: Jennings  
Silver  
Lowell General & Tufts Medical Ctr  
Lowell General and Tufts Medical  
Center Mommy Blog PR Project

## Public Relations Project: Under \$30,000 total budget

Silver  
The Hospital of Central Connecticut  
Caring for Colleagues Fund  
publicity



# Lamplighter Awards 2011 Winners List

## Public Relations Project: Under \$30,000 total budget

Award of Excellence  
The Hospital of Central Connecticut  
Expert advice columns

## Public Relations Project: Under \$30,000 total budget

Award of Excellence  
The William W. Backus Hospital  
P4P -- Pay for Performance

## Publications: Annual Report

Agency Produced: Bidwell ID  
Gold  
Cooley Dickinson Hospital Donor  
Impact Report

## Publications: Annual Report

Agency Produced: Miranda  
Creative, Inc.  
Silver  
Hospice Southeastern Connecticut  
2011 Annual Report

## Publications: Annual Report

Agency Produced: Communicators  
Group  
Award of Excellence  
Bristolboro Retreat 2010 Annual  
Report

## Publications: Annual Report

Produced In-House  
Gold  
The William W. Backus Hospital  
Direction -- Backus Hospital's 2010  
online annual report

## Publications: Annual Report

Produced In-House  
Silver  
Butler Hospital web-based Annual  
Report

## Publications: Annual Report

Produced In-House  
Award of Excellence  
Baystate Health  
Staying the Course: Baystate  
Health's 2009 Annual Report

## Publications: Brochure

Agency Produced: Jennings  
Gold  
Signature Healthcare & Tufts  
Signature - Tufts Medical Center  
Bariatrics Brochure

## Publications: Brochure

Agency Produced: Eyethink  
Silver  
Stamford Hospital's Mobile  
Wellness Center Brochure



# Lamplighter Awards 2011 Winners List

## **Publications: Brochure**

Agency Produced: Jennings  
Award of Excellence  
Lowell General & Tufts Medical Ctr  
2 Hospitals 4 Kids Brochure

## **Publications: Brochure**

Produced In-House  
Gold  
Dana-Farber/Brigham and  
Women's Cancer Center  
Gynecologic Oncology Advances  
Newsletter

## **Publications: Brochure**

Produced In-House  
Silver  
Cape Cod Healthcare's Cancer  
Care Services Brochure

## **Publications: Brochure**

Produced In-House  
Award of Excellence  
Brigham and Women's Hospital  
BWH Physician News

## **Publications: Direct Mail**

Agency Produced: Bennett Group  
Gold  
Milton Hospital  
ER Campaign

## **Publications: Direct Mail**

Agency Produced: Bennett Group  
Silver  
Milton Hospital

Quality/Satisfaction Campaign

## **Publications: Direct Mail**

Agency Produced: Newport  
Creative Communications  
Award of Excellence  
Lahey Clinic Medical Center  
Lahey Annual Fund Impact Report  
& Solicitation Direct Mail Package

## **Publications: External Periodicals**

Agency Produced: Communicators  
Group  
Gold  
Brattleboro Retreat  
Inspirations Development  
Newsletter

## **Publications: External Periodicals**

Agency Produced: Wondriska  
Russo  
Silver  
Stamford Hospital's Healthline  
Magazine

## **Publications: External Periodicals**

Agency Produced: Griffin York &  
Krause  
Award of Excellence  
WestBridge Community Services  
WestBridge Newsletter

# Lamplighter Awards 2011 Winners List

## Publications: External Periodicals

Produced In-House  
Gold  
Baystate Health  
AlphaSights magazine

## Publications: External Periodicals

Produced In-House  
Silver  
The William W. Backus Hospital  
Healthy Connections

## Publications: External Periodicals

Produced In-House  
Award of Excellence  
Baystate Health magazine

## Publications: Internal Periodicals

Produced In-House  
Gold  
Cape Cod Healthcare  
The Pulse of Cape Cod Healthcare

## Publications: Internal Periodicals

Produced In-House  
Silver  
Journal of the Massachusetts  
Dental Society

## Publications: Internal Periodicals

Produced In-House  
Award of Excellence  
Saint Vincent Hospital  
Inpulse, Saint Vincent Hospital's  
Employee Newsletter

## Publications: Special Purpose

Agency Produced: Communicators  
Group  
Gold  
Brambleboro Retreat Continuing  
Education Pocket Folder

## Publications: Special Purpose

Agency Produced: Mason, Inc.  
Silver  
Hospital For Special Care  
Brand Messaging & Design  
Guidelines

## Publications: Special Purpose

Agency Produced: Griffin York &  
Krause  
Award of Excellence  
WestBridge Community Services  
Family Education & Support  
Materials

## Publications: Special Purpose

Produced In-House  
Gold  
Baystate Health  
August 2010 Connections - Special  
Photography Issue

# Lamplighter Awards 2011 Winners List

## Publications: Special Purpose

Produced In-House

Silver

Norwood Hospital Patient Welcome Guide

## Recruitment Efforts

Agency Produced: Sean Tracey Associates

Award of Excellence

Wentworth-Douglass Hospital  
"Where You Belong"

## Recruitment Efforts

Produced In-House

Gold

The Hospital of Central Connecticut  
Float Nurse Campaign

## Special Events

Agency Produced: Design Digital

Gold

Hartford Hospital's Black & Red

## Special Events

Agency Produced: Our Guy Creative

Silver

MetroWest Medical Center  
Wash Your Hands for Me!

## Special Events

Agency Produced: Communicators Group

Award of Excellence

Brattleboro Retreat

"Ride for Heroes" Benefit  
Motorcycle Ride

## Special Events

Agency Produced: Miranda Creative, Inc.

Award of Excellence

Hospice Southeastern Connecticut  
- 25th Anniversary

## Special Events

Produced In-House

Gold

Women & Infants Hospital  
Swim Across America

## Special Events

Produced In-House

Silver

Rutland Regional Medical Center  
i believe Campaign

## Special Events

Produced In-House

Award of Excellence

The Hospital of Central Connecticut  
Healthy Family FunFest



## Lamplighter Awards 2011 Winners List

### Success on a Shoestring

Agency Produced: Miranda  
Creative  
Gold  
United Community & Family  
Services/GYN Program

### Success on a Shoestring

Agency Produced: Shields Design  
Studio  
Silver  
Winchester Hospital  
Website Redesign

### Success on a Shoestring

Agency Produced: Messenger Print  
& Design  
Award of Excellence  
Northwestern Medical Center  
Annual Report

### Success on a Shoestring

Produced In-House  
Gold  
May Institute's "Do You Know What  
Autism Looks Like" Boston  
Billboard

### Success on a Shoestring

Produced In-House  
Silver  
Women & Infants Hospital  
Ask the Experts: Women's  
Oncology

### Success on a Shoestring

Produced In-House  
Award of Excellence  
LRGHealthcare 2010 Employee  
Capital Campaign

### Website Design: \$100,000+ Total Budget

Agency: Acsys Interactive  
Gold  
Yale-New Haven Hospital Website  
Redesign

### Website Design: \$100,000+ Total Budget

Agency: Griffin York & Krause  
Silver  
Eastern Connecticut Health  
Network Website

### Website Design: \$100,000+ Total Budget

Agency: Connect Healthcare (A  
PhotoBooks Company)  
Award of Excellence  
Caritas Christi Health Care

## Lamplighter Awards 2011 Winners List

### Website Design: Under \$100,000 Total Budget

Agency: Fassino Design, Boston  
Interactive

Gold

MA Hospital Assoc. & MONE  
PatientCareLink - Launch of The  
Next Generation of Massachusetts'  
Groundbreaking Massachusetts  
Healthcare Transparency Effort

### Website Design: Under \$100,000 Total Budget

Agency: Acsys Interactive  
Silver

Stamford Hospital Bariatric Surgery  
Microsite

### Website Design: Under \$100,000 Total Budget

Agency: Communicators Group &  
Lucidus

Award of Excellence  
Brattleboro Retreat 2010 Website  
Redesign

### BEST IN NEW ENGLAND

Bennett Group  
for Milton Hospital ER Direct Mail Campaign

### OWEN J. MCNAMARA AWARD FOR EXCELLENCE IN WRITING

Michal Regunberg, Solomon McCown & Co.

For Atrius Health

"Health Care Payment Reform:  
Massachusetts Must Lead Again"

### EVANS HOUGHTON AWARD FOR LIFETIME ACHIEVEMENT

Helayne Lightstone

The Hospital of Central Connecticut

**Congratulations to all our winners!**



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conference for a chat over a  
drink (or two)—our treat!

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Congrats to all Lamplighter Award winners!