

Harvard Medical Faculty Physicians at BIDMC Receive Four NESHCo Lamplighter Awards for healthcare communications excellence

BOSTON, June 1, 2023 -- Harvard Medical Faculty Physicians (HMFP) at Beth Israel Deaconess Medical Center (BIDMC), a 2,200-member physician organization, received four prestigious NESHCo (New England Society for Healthcare Communications) Lamplighter Awards at the annual conference held in Boston, MA. The awards recognize outstanding achievements and excellence in marketing, public relations, and communications in healthcare communications across New England. "The NESHCo awards reflect the contributions of many stakeholders, including our board of directors, department leadership, our physicians, and communications," said **Alexa B. Kimball, MD, MPH, President and CEO**. "Our new logo, and brand identity, in particular, provide HMFP a strong platform and symbol to build upon as we move the organization forward."

HMFP was recognized in the following categories:

- **GOLD** for Logo Design, recognizing the development of a new logo for the organization.
- **SILVER** for Health Promotion Campaign, recognizing HMFP's physician wellness campaign, *One Less Stress*, which provides a variety of personal support services to reduce stress.
- **Award of Excellence** for Brand Identity Campaign, recognizing HMFP's efforts to assess its brand, refine its mission, vision, and values, and create a representative graphic identity for the organization.
- **Award of Excellence** for Internal Communications, recognizing HMFP's development of a new internal newsletter, *Department Update*, to increase interdepartmental information sharing among physicians.

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). For a complete list of awards and winners, visit <https://neshco.org/lamplighter-awards>.

About Harvard Medical Faculty Physicians at BIDMC

Harvard Medical Faculty Physicians at Beth Israel Deaconess Medical Center (HMFP) is a leading physician organization dedicated to excellence in research, teaching, and patient care with faculty affiliated with Harvard Medical School. HMFP employs 2,200+ specialty and primary care physicians and healthcare practitioners, who provide services across the Beth Israel Lahey Health (BILH) system, and other hospitals in Massachusetts. For more information visit <https://hmfphysicians.org/>.

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.