THE NEW ENGLAND SOCIETY FOR HEALTHCARE COMMUNICATIONS AWARDS
LIFETIME ACHIEVEMENT AWARD TO MAY KERNAN OF RHODE ISLAND

May 26, 2014 (ROWLEY, Mass.) — The New England Society for Healthcare Communications (NESHCo) is pleased to announce that May Kernan of the Care New England Health System in Providence, R.I., a 35-year veteran of healthcare marketing and communications, was awarded the prestigious Evans Houghton Memorial Award at the association's annual conference held May 15 in Mystic, Conn.

The Evans Houghton Award was established by NESHCo's Board of Directors to honor the memory of Evans F. Houghton, one of the Society's founders who died an untimely death in 1974. The award honors an individual for exemplary performance and significant contributions in the field of health care public relations; selfless dedication to other practitioners without any thought of personal gain and boldly challenging themselves and their peers to excel, with the highest standards of conduct and professionalism.

"May Kernan was the perfect choice for the Evans Houghton Award because she is able to see and explore all the possibilities in our amazing profession, act on them and manage to mentor others in the process," said Keith Fontaine, vice president, marketing and branding, Hartford Health System in Hartford, Conn., the 2012 Evans Houghton winner who bestowed the honor this year to Kernan. "May tackles serious challenges by making complex issues understandable to internal and external audiences, and does not duck controversy. She is able to tackle truly stressful media situations with candor and in a way that upholds the institution's reputation."
“More than anything, May is accessible, a giver of time, knowledge, expertise and skill. One nominator said she is able to help people ‘draw out talents they didn’t even realize they had.’ Our profession, our world, needs more people with that special skill.”

Kernan's experience in health care includes his position as senior vice president of marketing communications first with Women & Infants Hospital and later, after Care New England was formed, with the entire health system. She is charged with devising and deploying effective health care messaging to internal and external audiences, orchestrating community wellness and friend-building events, and keeping watch over key branding campaigns, hospital relocations and work stoppages.

Kernan has been an active member of several professional groups, including the Public Relations Society of America, the Hospital Association of Rhode Island, and NESHCO, where she has been a member for more than a decade and a member of the board for six years.

About NESHCo
For four decades, NESHCo has served as the region's premier professional development organization for communication professionals working in the health care industry. The Society is composed of nearly 300 members throughout New England.

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