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L&M Names Mike O'Farrell New Public Relations Director

Lawrence & Memorial Hospital has named Michael O'Farrell its new Director of Public Relations and Media Services.

O'Farrell, who started work October 18, will succeed Kelly Anthony, the Hospital's current spokesperson, who will retire on December 31.

"Kelly Anthony is well-respected in this community and throughout the state for his media expertise, and the L&M family is grateful for his more than 20 years of service to the Hospital and its mission," said Bill Stanley, Vice President of Development and Community Relations. "At the same time, the Hospital is fortunate to have someone like Mike join our team. He is a leading public relations professional in this area, and we are confident he will represent the Hospital well and carry on the good work started by Kelly, the Hospital's first public relations director."

O'Farrell comes to L&M from Mystic Seaport where he served as Director of Public Relations for eight years. Prior to that, he worked for a full-service marketing agency in Burlington, VT, and The Culinary Institute of America in Hyde Park, NY.

Among O'Farrell's responsibilities at L&M will be to launch the hospital's presence in social media, a task he was responsible for at Mystic Seaport.

"Social media is in its infancy in healthcare," Stanley said. "As the Hospital approaches its centennial, we are constantly looking for new ways to communicate with our patients and the community, both inside and outside the Hospital. Mike's ability to lead us into the social media arena will no doubt help us reach those audiences – and, more importantly, new ones."

A graduate of Marist College in Poughkeepsie, NY, O'Farrell, a Pawcatuck native, resides in Norwich with his wife, Renee, and their two children.

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Mike O'Farrell