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Bonfield Receives Lifetime Achievement Award

Washington, DC, July 2006: Arlyn Bonfield, of Biomedical Media, was recently honored with the Golden Raster lifetime achievement award at the 47th International Conference on Health and Science Communication in Washington, DC. The Golden Raster Award is the most prestigious honor given by the Health and Science Communications Association (HeSCA).

As a "raster" provides stability and form to the electronic image so the "Golden Raster" recognizes those individuals who have provided stability and inspiration to the HeSCA organization through imaginative leadership and unswerving service. In addition, the award is intended to recognize contributions which such individuals have made as leaders and innovators in the field of health science education and instructional technology. Therefore the Golden Raster Award represents the culmination of distinguished service and distinguished achievement. The Council on Medical Television (the organization from which HeSCA evolved) established the Golden Raster award in 1967. This is only the 18th time the award has been given since it was established nearly 40 years ago.

Bonfield, founder and president of Biomedical Media said, "The truth is I have received so much more from HeSCA than I could ever give. But there's nothing like having your work recognized by your peers and I am truly grateful for this recognition."

About Biomedical Media

Biomedical Media (www.biomedicalmedia.com) is a company dedicated to the design and production of medical video, web sites, e-learning programs, CD-ROMs, DVDs, and podcasts for pharmaceutical companies, medical device manufacturers, publishers, hospitals, and non-profit organizations. Projects cover a wide range of topics including basic science issues in medicine, new technology and its effect on treatment, recent clinical developments in health care, hospital management and public relations. The company also acts as an independent meeting planner by partnering with ACCME-accredited organizations to develop, organize and run live continuing medical education symposia.

Specializing in the communication of complex medical information, Bonfield has written and produced numerous award winning television programs and multimedia projects in health and medicine. The quality of her work is objectively verified by numerous awards, including the Elmer Friman Best of Show from HeSCA. A Past-President of HeSCA and current conference coordinator, she has spoken at numerous professional meetings and led many workshops on various aspects of medical media production.

About HeSCA

The Health and Science Communications Association (www.hesca.org) is an association of communications professionals committed to sharing knowledge and resources in the health and science arenas. HeSCA's mission is to advance an international community of professionals dedicated to promoting excellence in health and science communications through leadership, education, and the application of technology.

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