

Nomination: 7004

Creating an Environment of Transparency and Strength at NeoGenomics

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

NeoGenomics

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Creating an Environment of Transparency and Strength at NeoGenomics

Category

B01 - B59 Achievement > B16 - Achievement in Internal Communications

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

NeoGenomics is a premier cancer diagnostic, pharma services, and information services company serving oncologists, pathologists, pharmaceutical companies, and academic centers in their pursuit of providing better futures for people living with cancer. Within the People & Culture department at NeoGenomics sits the Internal Communications team, responsible for appropriately communicating content to the entire organization.

The internal communications team is responsible for executive leadership announcements, senior leadership announcements, companywide strategic communications, employer branding, and content creation.

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b. Outline the team's or organization's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

Since the beginning of 2021, internal communications has provided stability, clarity, education and transparency while inciting pride and unity.

One new tactic for communications was the launch of "Chris' Corner," a routine VLOG hosted by the new CEO with topics focused on bringing visibility to the ELT, new initiatives, celebrating company events and milestones, and sharing important company news.

The internal communications team worked closely with executive leadership to derive a plan, which included building an internal company website to foster two-way dialogue between ELT and the organization.

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This kick started the NeoSPIRIT campaign both externally and internally with employee testimonials, companywide engagement events, and contests.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required

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Internal communications launched to provide authenticity, highlighting the ELT and initiatives. These unscripted videos allowed our employees to look behind the curtain and understand more about how the company operates.

Through the launch of a strategic communications plan the internal communications team created engaging content, using real employees, boosting morale and capturing the NeoSPIRIT. The new content featured real employees in the testimonials and NeoChats.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Vlogs are short video segments hosted by our CEO, , focused on topics important to the organization. They provide evidence of creating a more transparent environment by talking about topics team members are interested in such as new ELT hires, quarterly earnings, and

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Team Member testimonial videos are short one to two-minute features, which include an interview portion and b-roll highlighting the employee's position, daily tasks and reason for working at NEO.

NeoChats are short video podcasts created to highlight an important topic in the company. These NeoChats provide evidence that we are educating our employees and creating a transparent ONENEO environment.

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Supporting Document

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