



*Honoring  
The Best  
Digital Health  
Resources*



M  B I L E

# winners

# 2014

## SUMMER/FALL

---

# A.D.A.M.

PRESENTED TO:

A.D.A.M.

GOLD / A.D.A.M. OnDemand / Division: Business: 500+ employees / Audience: Consumers / Category: Medical Education.

---

# AARP

PRESENTED TO:

AARP

SILVER / Medicare Question and Answer Tool / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

---

# ab+c Creative Intelligence

PRESENTED TO:

ab+c Creative Intelligence

SILVER / Healthy Delaware / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Chronic Disease Portal Website.

BRONZE / Choose Baystate Health / Division: Health System / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

BRONZE / Choose Health Delaware / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Responsive Website Design.

---

# AccentHealth

PRESENTED TO:

AccentHealth

MERIT / A Guide to Pregnancy Wellness / Division: Media/Publishing / Audience: Consumers / Category: Mobile Application: Interactive / Gaming. Small Mobile Device

---

# American Academy of Neurology

PRESENTED TO:

American Academy of Neurology

BRONZE / Concussion Quick Check / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Application: Location-Based Resource. Small Mobile Device

---

---

# American Academy of Pediatrics

PRESENTED TO:

## American Academy of Pediatrics

MERIT / HealthyChildren.org Facebook Page / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Social Media: Facebook.

MERIT / HealthyChildren.org Pinterest Page / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Social Media: Pinterest.

---

# American Red Cross

PRESENTED TO:

## American Red Cross

BRONZE / Blood Donor / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

---

# American Society of Clinical Oncology

PRESENTED TO:

## Cancer.Net

GOLD / Cancer.Net / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Medical Education.

---

# American Specialty Health

PRESENTED TO:

## American Specialty Health

SILVER / American Specialty Health Website / Division: Health Insurer / Audience: Health Professionals / Category: Website.

BRONZE / Healthyroads Blog / Division: Health Insurer / Audience: Consumers / Category: Blog.

MERIT / Healthyroads Pinterest Page / Division: Health Insurer / Audience: Consumers / Category: Social Media: Pinterest.

---

# AO Foundation

PRESENTED TO:

## AO Foundation / AOTrauma

SILVER / AOTrauma STaRT—Surgical Training and Assessment for Residents / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

---

# AOTrauma and AO Education Institute

PRESENTED TO:

AOTrauma Orthogeriatrics Education Taskforce ( App Authors: Markus Gosch, Katrin Singler, and Tobias Roth)

BRONZE / AOTrauma Orthogeriatrics App / Division: Educational Institution / Audience: Health Professionals / Category: Mobile Application: Medical Education. Small Mobile Device

---

## be.group

PRESENTED TO:

be.group

BRONZE / be.group Website / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

MERIT / MySilverAge.com / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Microsite.

---

## Bedsider

PRESENTED TO:

The National Campaign to Prevent Teen and Unplanned Pregnancy

MERIT / Bedsider Clinic Finder / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Application: Directory/Ratings/Guide. Responsive Design

---

## Blausen Medical Communications

PRESENTED TO:

Blausen Medical Communications

BRONZE / Blausen Human Atlas v4.0 / Division: Medical Communications Agency / Audience: Consumers / Category: Patient Education Portal Website.

MERIT / Blausen Human Atlas v4.0 / Division: Medical Communications Agency / Audience: Consumers / Category: Interactive Content / Rich Media.

---

## Blue Cross Blue Shield of Illinois, Texas, New Mexico, Oklahoma & Montana

PRESENTED TO:

Health Care Service Corporation, Ruchira Gupta, Patrick Feeney, Corey Bieber, Ann Wongwal, Jessica Wynne, Matt St. Pierre

GOLD / Centered App by Blue Cross Blue Shield of Illinois, Texas, Oklahoma, New Mexico & Montana / Division: Health Insurer / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

---

---

# Blue Cross Blue Shield of Michigan

PRESENTED TO:

Blue Cross Blue Shield of Michigan and Blue Care Network

BRONZE / Blue Cross Blue Shield of Michigan Public Website / Division: Health Insurer / Audience: Consumers / Category: Website.

---

# Blue Shield of California

PRESENTED TO:

Creative Studio, Blue Shield of California

MERIT / Blue Shield of California website portal redesign / Division: Health Insurer / Audience: Consumers / Category: Website.

---

# BlueSpire Strategic Marketing

PRESENTED TO:

BlueSpire Strategic Marketing, Steward Health Care System

BRONZE / St. Elizabeth's Medical Center, Today's Healthy Woman / Division: Health System / Audience: Consumers / Category: E-Newsletter.

PRESENTED TO:

The Valley Health System, BlueSpire Strategic Marketing

BRONZE / The Valley Health System, Institute for Robotic Surgery Website / Division: Health System / Audience: Consumers / Category: Website.

---

# Cleveland Clinic Center for Continuing Education

PRESENTED TO:

Cleveland Clinic Center for Continuing Education

SILVER / Cleveland Clinic Center for Continuing Education / Division: Health System / Audience: Health Professionals / Category: Mobile Website, Responsive Design

---

# CMEducation Resources

PRESENTED TO:

CMEducation Resources

MERIT / DiabetesCAST.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: Website.

MERIT / www.iQandA-cme.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: Interactive Content / Rich Media.

---

---

# Coffey Communications

PRESENTED TO:

## Children's Health of Carolina

SILVER / Children's Health of Carolina mobile website design / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Mobile Website. Small Mobile Device

PRESENTED TO:

## Coffey Communications

GOLD / What's in cigarette smoke? Interactive content/rich media / Division: Media/Publishing / Audience: Consumers / Category: Interactive Content / Rich Media.

BRONZE / Volume Levels interactive content/rich media / Division: Media/Publishing / Audience: Consumers / Category: Interactive Content / Rich Media.

MERIT / How many calories are in your drink? Interactive content/rich media / Division: Media/Publishing / Audience: Consumers / Category: Interactive Content / Rich Media.

MERIT / Sleep needs interactive content/rich media / Division: Media/Publishing / Audience: Consumers / Category: Interactive Content / Rich Media.

PRESENTED TO:

## Crossing Rivers Health

BRONZE / Crossing Rivers Health responsive website design / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Responsive Website Design.

PRESENTED TO:

## Val Verde Regional Medical Center

SILVER / Val Verde Regional Medical Center mobile website design / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Mobile Website. Small Mobile Device

PRESENTED TO:

## Yakima Valley Memorial Hospital

BRONZE / Yakima Memorial Hospital social media / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Social Media: Pinterest.

---

# Common Media

PRESENTED TO:

## Common Media

SILVER / AboutFace - National Center for PTSD / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Mobile Website. Responsive Design

PRESENTED TO:

## Common Media and Corey McPherson Nash

MERIT / Lowell Community Health Center / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Patient Education Portal Website.

---

# Community Health Charities

PRESENTED TO:

## Community Health Charities

MERIT / Health Matters at Work / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Chronic Disease Portal Website.

MERIT / Health Matters at Work / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Patient Education Portal Website.

MERIT / What Happens When You Mix Wellness, Volunteering & Giving / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Infographic.

---

# ConnectedHealth

PRESENTED TO:

## ConnectedHealth

SILVER / Smart Choices Marketplace - Group Insurance Platform / Division: Consumer Product Company / Audience: Consumers / Category: Web-based Resource/Tool.

---

# Craig Hospital

PRESENTED TO:

## Craig Hospital

GOLD / Craig Hospital: Redefining Possible for People with Spinal Cord and Brain Injuries / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Responsive Website Design.

GOLD / Craig Hospital: Redefining Possible for People with Spinal Cord and Brain Injuries / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Mobile Website. Responsive Design

---

# Creative Alliance

PRESENTED TO:

## Creative Alliance

BRONZE / Humana Healthcare For You / Division: Other/Miscellaneous / Audience: Consumers / Category: Mobile Application: Publication. Small Mobile Device

MERIT / Cr8 Central, a portal that was custom developed for Creative Alliance, specifically for the Community Health Services account, to manage multiple assets for each of the hospitals in the CHS network. / Division: Business: le

MERIT / Humana Healthcare For You eMagazine – October 2014 Issue / Division: Other/Miscellaneous / Audience: Consumers / Category: Digital Publication: Magazine.

---

# Dana-Farber Cancer Institute

PRESENTED TO:

## Dana-Farber Cancer Institute

SILVER / Insight / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Blog.

SILVER / The Jimmy Fund Website / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

---

---

# DaVita HealthCare Partners

PRESENTED TO:

## DaVita HealthCare Partners

MERIT / Kidney Disease Education Video / Division: Business: 500+ employees / Audience: Consumers / Category: Web-based Resource/Tool.

PRESENTED TO:

## DaVita Kidney Care

GOLD / DaVita Kidney Care Twitter / Division: Business: 500+ employees / Audience: Consumers / Category: Social Media: Twitter.

---

# DevicePharm

PRESENTED TO:

## DevicePharm

BRONZE / Inspire Medical Systems Website / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

BRONZE / Nellix App - Endologix / Division: Medical Communications Agency / Audience: Health Professionals / Category: Mobile Application: Medical Education. Large Mobile Device

---

# Edelman

PRESENTED TO:

## American Nurses Credentialing Center

MERIT / American Nurses Association LinkedIn Content / Division: Business: 500+ employees / Audience: Health Professionals / Category: Social Media: LinkedIn.

PRESENTED TO:

## Consumer Healthcare Products Association (CHPA)

BRONZE / CHPA's Stop Medicine Abuse Campaign: Check Your Shelf Infographic / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Infographic.

---

# Emmi Solutions

PRESENTED TO:

## Emmi Solutions

BRONZE / Acute Pain Management / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Application: Tool/Resource. Responsive Design

BRONZE / Chronic Heart Failure / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Application: Patient Adherence/Compliance. Small Mobile Device



---

## Essence Digital, Inc.

PRESENTED TO:

### Walgreens

SILVER / Walgreens Mobile App / Division: Pharmacy / Drug Store / Audience: Consumers / Category: Mobile Application: E-Commerce. Responsive Design

---

## Everyday Health, Inc.

PRESENTED TO:

### Everyday Health and Target

BRONZE / Everyday Health Flu Map sponsored by Target / Division: Business: less than 500 employees / Audience: Consumers / Category: Interactive Content / Rich Media.

PRESENTED TO:

### Everyday Health, Inc.

SILVER / Everyday Health / Division: Media/Publishing / Audience: Consumers / Category: Website.

---

## FactorTrack

PRESENTED TO:

### Bayer HealthCare

BRONZE / FactorTrack / Division: Pharmaceutical Company / Audience: Consumers / Category: Mobile Application: Patient Adherence/Compliance. Small Mobile Device

---

## Food and Health Communications, Inc.

PRESENTED TO:

### Food and Health Communications, Inc.

BRONZE / Food and Health Communications, Inc. / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Website.

---

## Franklyn Healthcom

PRESENTED TO:

### Sanofi

BRONZE / healthFORWARD Osteoarthritis Widget / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Microsite.

---

---

# Geonetric

PRESENTED TO:

## Community Hospital of the Monterey Peninsula

BRONZE / Community Hospital of the Monterey Peninsula / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## Milford Regional Medical Center

SILVER / Milford Regional Medical Center / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## Saint Mary's Health System

SILVER / Saint Mary's Hospital's Responsive Website / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Website.

---

# Get The World Moving, Inc.

PRESENTED TO:

## Get The World Moving, Inc.

GOLD / GCC 100 Day Journey / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

---

# GMaP Region 4, The Institute for Health Promotion Research at the UT Health Sc

PRESENTED TO:

## Salud America!, IHPR at UTHSCSA

MERIT / Salud America! Main Website / Division: Educational Institution / Audience: Consumers / Category: Website.

---

# Health and Wellness Partners

PRESENTED TO:

## FORUM Pharmaceuticals, Inc.

BRONZE / Beyond Psychosis: Emerging Priorities in Schizophrenia Targeting Cognitive Impairment / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Microsite.

---

# Healthwise

PRESENTED TO:

## Healthwise

GOLD / Quitting Smoking: The Rewards Start Now / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Webcast (Video).

SILVER / Deciding About Herniated Disc Surgery / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Webcast (Video).

SILVER / Quitting Smoking: The Rewards Start Now / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Video. Responsive Design

---

# Hormone Health Network from the Endocrine Society

PRESENTED TO:

## Hormone Health Network from the Endocrine Society

GOLD / Menopause: Let's Talk About It / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Microsite.

MERIT / hormone.org: moving patients from informed to active partners in their health care / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Patient Education Portal Website.

---

# Hospital for Special Surgery

PRESENTED TO:

## Hospital for Special Surgery

BRONZE / HSS eAcademy / Division: Hospital: less than 300 beds / Audience: Health Professionals / Category: Medical Education.

---

# Hypertonic

PRESENTED TO:

## Hypertonic

SILVER / Eye Opener - How healthy is your morning coffee? / Division: Medical Communications Agency / Audience: Consumers / Category: Infographic.

BRONZE / Social Media's Impact on Health / Division: Medical Communications Agency / Audience: Consumers / Category: Infographic.

---

# Impact Education, LLC

PRESENTED TO:

## Impact Education, LLC

BRONZE / Hematology Conference Reporter Series: Keeping Pace with Treatment Implications of the Latest Clinical Updates on Hematologic Malignances for Hematologist/Oncologists / Division: Medical Communications Agency /

---

---

## In10sity Interactive

PRESENTED TO:

### LifePoint Hospitals

MERIT / LifePoint Hospitals Physician Recruitment Website / Division: Health System / Audience: Health Professionals / Category: Web-based Resource/Tool.

---

## InJoy Productions, Inc.

PRESENTED TO:

### InJoy Productions, Inc.

MERIT / BASICS Easy-Read Guides with TEXT4VIDEO / Division: Media/Publishing / Audience: Health Professionals / Category: Mobile Video. Small Mobile Device

MERIT / Practices to Increase Exclusive Breastfeeding: Core Concepts eCourse / Division: Media/Publishing / Audience: Health Professionals / Category: Medical Education.

---

## in-Training

PRESENTED TO:

### in-Training

BRONZE / in-Training, the online magazine for medical students / Division: Media/Publishing / Audience: Health Professionals / Category: Blog.

---

## IQ Solutions, Inc

PRESENTED TO:

### The Substance Abuse and Mental Health Services Administration

BRONZE / KnowBullying: SAMHSA's Bullying Prevention App / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

---

## Johns Hopkins Medicine

PRESENTED TO:

### Johns Hopkins Medicine Internet Strategy and Web Services

SILVER / Johns Hopkins Medicine Healthy Aging Web Site / Division: Health System / Audience: Consumers / Category: Mobile Website. Responsive Design

PRESENTED TO:

### Johns Hopkins Medicine Marketing and Communications Department

SILVER / Healthy Aging / Division: Health System / Audience: Consumers / Category: Mobile Website. Responsive Design

BRONZE / Johns Hopkins Medicine Web Site / Division: Health System / Audience: Consumers / Category: Mobile Website. Responsive Design

---

# Johns Hopkins Medicine, Marketing and Communications

PRESENTED TO:

## Johns Hopkins Medicine

GOLD / I Am Dolphin / Division: Health System / Audience: Consumers / Category: Webcast (Video).

GOLD / Programming Cancer Cells to Self Destruct | Science: Out of the Box / Division: Health System / Audience: Consumers / Category: Webcast (Video).

SILVER / Pituitary Tumor: Yanir's Story / Division: Health System / Audience: Consumers / Category: Webcast (Video).

BRONZE / Johns Hopkins Community Health Partnership 101 / Division: Health System / Audience: Consumers / Category: Webcast (Video).

BRONZE / The Lifeline of Johns Hopkins / Division: Health System / Audience: Consumers / Category: Webcast (Video).

MERIT / More Than Medicine | Edward McKay, Jr. (Surgical Technician) / Division: Health System / Audience: Consumers / Category: Webcast (Video).

---

## JPL

PRESENTED TO:

## Byrnes Health Education Center/JPL

BRONZE / Healthy4Me / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Application: Interactive / Gaming. Large Mobile Device

---

# Klick Health

PRESENTED TO:

## Astellas Pharma US, Inc.

MERIT / Leaderboard Challenge / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Mobile Application: Interactive / Gaming. Large Mobile Device

PRESENTED TO:

## Klick Health

SILVER / Katalyst / Division: Medical Communications Agency / Audience: Health Professionals / Category: Website.

SILVER / Klick Health Careers Site / Division: Medical Communications Agency / Audience: Consumers / Category: Responsive Website Design.

SILVER / Klick Health Mobile Website / Division: Medical Communications Agency / Audience: Health Professionals / Category: Mobile Website. Responsive Design

BRONZE / Genome / Division: Medical Communications Agency / Audience: Consumers / Category: Intranet.

BRONZE / Klick Health Website / Division: Medical Communications Agency / Audience: Health Professionals / Category: Website.

BRONZE / Sensei Labs Mobile Site / Division: Medical Communications Agency / Audience: Health Professionals / Category: Mobile Website. Responsive Design

MERIT / Bring Your Pet To Work Day / Division: Medical Communications Agency / Audience: Consumers / Category: Social Media: YouTube.

MERIT / Digital Rx Blog / Division: Medical Communications Agency / Audience: Health Professionals / Category: Blog.

MERIT / Katalyst / Division: Medical Communications Agency / Audience: Health Professionals / Category: Responsive Website Design.

MERIT / Klick Health Careers Mobile Site / Division: Medical Communications Agency / Audience: Consumers / Category: Mobile Website. Responsive Design

MERIT / Klick Health Website / Division: Medical Communications Agency / Audience: Health Professionals / Category: Responsive Website Design.

PRESENTED TO:

## Millennium: The Takeda Oncology Company

SILVER / AMITIZA Mobile Site - Healthy savings at your fingertips! / Division: Pharmaceutical Company / Audience: Consumers / Category: Mobile Website. Small Mobile Device

---

# KnowledgePoint360Group, LLC

PRESENTED TO:

## Danielle Gabriel, Marianne Koch, Melanie Visalli, Brian Orlowski, KnowledgePoint360 Group, LLC

SILVER / NDEI.org, diabetes education for healthcare professionals / Division: Medical Communications Agency / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

---

# Kwikpoint

PRESENTED TO:

## Kwikpoint

MERIT / Diabetes Smart Card / Division: Media/Publishing / Audience: Consumers / Category: Mobile Digital Publication: Article. Large Mobile Device

---

# Liazon

PRESENTED TO:

## Liazon

BRONZE / The Bright Choices® Exchange / Division: Other/Miscellaneous / Audience: Consumers / Category: Web-based Resource/Tool.

---

# Link Studio, LLC

PRESENTED TO:

## Link Studio, LLC

SILVER / Johns Hopkins Children's Center Motor Stereotypies & You Website / Division: Business: less than 500 employees / Audience: Consumers / Category: Microsite.

MERIT / DailyMed / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Web-based Resource/Tool.

---

# Living Well With Epilepsy

PRESENTED TO:

## Living Well With Epilepsy

SILVER / Living Well With Epilepsy Website / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Blog.

---

# Macular Degeneration Partnership

PRESENTED TO:

## Macular Degeneration Partnership

BRONZE / AMD.org / Division: Other/Miscellaneous / Audience: Consumers / Category: Patient Education Portal Website.

---

# March of Dimes

PRESENTED TO:

## March of Dimes

SILVER / My 9 Months digipub / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Digital Publication: Magazine.

BRONZE / @modhealthtalk / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Social Media: Twitter.

---

---

# Mayo Clinic

PRESENTED TO:

## Mayo Clinic

MERIT / [www.mayoclinic.org](http://www.mayoclinic.org) / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Website.

---

# McKesson

PRESENTED TO:

## MCCA Digital Marketing Team

MERIT / [McKesson.com](http://McKesson.com) | Population Health Management Information Site / Division: Business: 500+ employees / Audience: Health Professionals / Category: Website.

---

# Medical Education Institute

PRESENTED TO:

## Medical Education Institute

GOLD / My Life, My Dialysis Choice - Treatment Decision Aid / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

---

# Medicom Health Interactive

PRESENTED TO:

## Medicom Health Interactive

SILVER / EVALIA Asthma Symptoms Profiler for Children / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Interactive Content / Rich Media.

MERIT / EVALIA Urinary Incontinence Self-Care Planner / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Interactive Content / Rich Media.

---

# MedMedia Group

PRESENTED TO:

## MedMedia Group

BRONZE / Irishhealthpro / Division: Media/Publishing / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

PRESENTED TO:

## MedMedia Group/SPMSD

BRONZE / Shingles Aware / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

---



---

# MedPage Today

PRESENTED TO:

## Peggy Peck

SILVER / MedPage Today Mobile / Division: Media/Publishing / Audience: Health Professionals / Category: Mobile Website. Responsive Design

MERIT / MedPage Today / Division: Media/Publishing / Audience: Health Professionals / Category: Website.

---

# Medscape from WebMD

PRESENTED TO:

## Medscape from WebMD

BRONZE / Medscape Business of Medicine for iPad / Division: Media/Publishing / Audience: Health Professionals / Category: Digital Publication: Magazine.

BRONZE / Medscape Today homepage / Division: Media/Publishing / Audience: Health Professionals / Category: Website.

---

# MedTouch

PRESENTED TO:

## Providence Health & Services

BRONZE / Providence Health & Services, California Consumer Website / Division: Health System / Audience: Consumers / Category: Website.

PRESENTED TO:

## UC Irvine Health Marketing & Communications

SILVER / UC Irvine Health Digital Magazine / Division: Health System / Audience: Consumers / Category: Digital Publication: Magazine.

---

# MobileSmith

PRESENTED TO:

## UCLA Health System

BRONZE / UCLA Health / Division: Health System / Audience: Consumers / Category: Mobile Application: Directory/Ratings/Guide. Small Mobile Device

---

# Mullen

PRESENTED TO:

## Mullen and the Grain Foods Foundation

MERIT / Grains for Your Brain Campaign / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

---

---

# Nationwide Children's Hospital

PRESENTED TO:

## Nationwide Children's Hospital

GOLD / Nationwidekids Instagram / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Social Media: Instagram.

SILVER / Nationwide Children's Hospital Facebook Page / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Social Media: Facebook.

BRONZE / myChildren's App / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

MERIT / 700 Children's Blog / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Blog.

MERIT / PediaCast / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Podcast (Audio).

---

# Niel Asher Healthcare

PRESENTED TO:

## Niel Asher Healthcare

BRONZE / Outstanding Web Resource for Patients and Therapists / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

---

# Norton Healthcare

PRESENTED TO:

## Norton Healthcare

SILVER / Get Healthy Blog / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Blog.

MERIT / Norton Healthcare Mobile App / Division: Health System / Audience: Consumers / Category: Mobile Application: Location-Based Resource. Responsive Design

---

# Optum (UnitedHealth Group)

PRESENTED TO:

## Optum

MERIT / liveandworkwell.com / Division: Health Insurer / Audience: Consumers / Category: Patient Education Portal Website.

---

# Palladian Partners, Inc.

PRESENTED TO:

## Palladian Partners, Inc.

MERIT / Pregnancy Myths: Get the Facts / Division: Business: less than 500 employees / Audience: Consumers / Category: Infographic.

---

---

# Paradigm Medical Communications, LLC

PRESENTED TO:

## Paradigm Medical Communications, LLC

SILVER / Optimizing Care to Improve Outcomes for Patients with COPD / Division: Medical Communications Agency / Audience: Health Professionals / Category: Webinar.

BRONZE / Update on Febrile Neutropenia Prophylaxis: Expert Perspectives on Appropriate Use and Cost-Effective Choices / Division: Medical Communications Agency / Audience: Health Professionals / Category: E-Newsletter.

MERIT / Evidence-Based Management of Advanced Gastric Cancer: Current and Emerging Targeted Therapies / Division: Medical Communications Agency / Audience: Health Professionals / Category: Medical Education.

---

# Partnership for Drug-Free Kids

PRESENTED TO:

## Partnership for Drug-Free Kids

BRONZE / drugfree.org / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

MERIT / MedicineAbuseProject.org / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

---

# Penn State Milton S. Hershey Medical Center

PRESENTED TO:

## Penn State Milton S. Hershey Medical Center

BRONZE / Social Media: Facebook / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Social Media: Facebook.

BRONZE / Social Media: Twitter / Division: Hospital: 300+ Beds / Audience: / Category: Social Media: Twitter.

MERIT / Infonet - Employee Intranet / Division: Hospital: 300+ Beds / Audience: Health Professionals / Category: Mobile Website. Responsive Design

MERIT / Social Media: LinkedIn / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Social Media: LinkedIn.

---

# Physicians Interactive

PRESENTED TO:

## Physicians Interactive

BRONZE / Omnio Personalized, All-in-One Clinical Resource App / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Mobile Application: Tool/Resource. Responsive Design

MERIT / Moody Me Emotional Health Tracker / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Application: Patient Monitoring. Responsive Design

---

# Razorfish Healthware

PRESENTED TO:

Powered by Razorfish Healthware and supported by Helsinn

MERIT / Cancer Cachexia Hub / Division: Medical Communications Agency / Audience: Consumers / Category: Patient Education Portal Website.

PRESENTED TO:

Razorfish Healthware

MERIT / ProgressWithMe / Division: Medical Communications Agency / Audience: Consumers / Category: Web-based Resource/Tool.

---

# Rise Interactive

PRESENTED TO:

NorthShore University HealthSystem and Rise Interactive

SILVER / NorthShore University HealthSystem Infographic Campaign / Division: Other/Miscellaneous / Audience: Consumers / Category: Infographic.

---

# Rush Powers Media

PRESENTED TO:

Rush University Medical Center and Rush Powers Media

SILVER / Find-a-Doctor and Finding a Doctor at Rush Videos / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Web-based Resource/Tool.

---

# Russell Herder

PRESENTED TO:

Minnesota Department of Human Services

SILVER / Synthetic Drug Awareness Website / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

---

# Sagepath, Inc.

PRESENTED TO:

The Coca-Cola Company

BRONZE / The Beverage Institute for Health & Wellness / Division: Business: 500+ employees / Audience: Health Professionals / Category: Website.

---

---

# ShapeUp

PRESENTED TO:

## ShapeUp & Saint Luke's Health System

MERIT / Saint Luke's Health System & Their Get Active Program / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Social Media: YouTube.

---

# Sharecare

PRESENTED TO:

## Sharecare

BRONZE / AskMD / Division: Business: 500+ employees / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

BRONZE / Sharecare.com / Division: Business: 500+ employees / Audience: Consumers / Category: Website.

---

# Siren Interactive Corporation

PRESENTED TO:

## Siren Interactive and Baxter Healthcare Corporation

BRONZE / Personalizing the ADVATE Experience / Division: Medical Communications Agency / Audience: Consumers / Category: Medical Education.

PRESENTED TO:

## Siren Interactive and Global Genes

SILVER / Join the Hope Movement Video / Division: Medical Communications Agency / Audience: Consumers / Category: Medical Education.

---

# Smart + Strong

PRESENTED TO:

## Smart + Strong

MERIT / Hep / Division: Media/Publishing / Audience: Consumers / Category: Website.

---

# Solstice Benefits, Inc.

PRESENTED TO:

## Solstice Benefits, Inc.

MERIT / Dental Care through the Ages E-book / Division: Health Insurer / Audience: Consumers / Category: Digital Publication: Article.

MERIT / Keeping a Clean Toothbrush Infographic / Division: Health Insurer / Audience: Consumers / Category: Infographic.

---

---

# StayWell

PRESENTED TO:

Magellan RX Management

BRONZE / 2013 Medical Pharmacy Trend Report / Division: Media/Publishing / Audience: Health Professionals / Category: Medical Education.

---

# Tegra Labs

PRESENTED TO:

Tegra Labs

BRONZE / Damon Braces Responsive Website / Division: Medical Communications Agency / Audience: Consumers / Category: Responsive Website Design.

BRONZE / Ormco Forum 2015 Event Microsite / Division: Medical Communications Agency / Audience: Health Professionals / Category: Microsite.

---

# Temple Health

PRESENTED TO:

Temple Health

BRONZE / Temple Health - Digital Display Advertising / Division: Health System / Audience: Consumers / Category: Other/Miscellaneous.

---

# The Oral Cancer Foundation

PRESENTED TO:

The Oral Cancer Foundation

BRONZE / Website / Division: Other/Miscellaneous / Audience: Health Professionals / Category: Patient Education Portal Website.

---

# The Texas Medical Association

PRESENTED TO:

The Texas Medical Association, Steve Levine Vice President of Communications

SILVER / The Texas Medical Association Website / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

---

---

# Trilogy Interactive

PRESENTED TO:

## Trilogy Interactive

BRONZE / Patient microsite for National Coalition for Sexual Health / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Microsite.

MERIT / Community Catalyst Website Redesign / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

---

# UBM Medica

PRESENTED TO:

## UBM Medica

BRONZE / ONCOLOGY Journal / Division: Media/Publishing / Audience: Health Professionals / Category: Mobile Application: Publication. Large Mobile Device

---

# United Health Group

PRESENTED TO:

## United Health Care

SILVER / MyEasyBook / Division: Health Insurer / Audience: Consumers / Category: Web-based Resource/Tool.

BRONZE / Virtual Diabetes Prevention Program (DPP) / Division: Health Insurer / Audience: Consumers / Category: Web-based Resource/Tool.

---

# UnitedHealthcare

PRESENTED TO:

## UnitedHealthcare, CRC Marketing Solutions, MorseKode

BRONZE / UHC TV, for Health & Happiness / Division: Health Insurer / Audience: Consumers / Category: Website.

---

# UnitedHealthcare / Optum

PRESENTED TO:

## UnitedHealthcare / Optum

SILVER / HMHB January 2014 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

BRONZE / HMHB December 2013 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

MERIT / April 2014 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

MERIT / HMHB February 2014 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

---

# UnitedHealthcare National Accounts

PRESENTED TO:

## National Accounts - CCS

SILVER / MIS Covidien Courses / Division: Business: 500+ employees / Audience: Consumers / Category: Chronic Disease Portal Website.

---

# University Hospitals

PRESENTED TO:

## University Hospitals

SILVER / MyUHCare Better Living Blog / Division: Health System / Audience: Consumers / Category: Blog.

---

# University of Utah Health Care

PRESENTED TO:

## University of Utah Health Care

SILVER / University of Utah Health Care Website / Division: Health System / Audience: Consumers / Category: Website.

MERIT / Health Feed Blog, University of Utah Health Care / Division: Health System / Audience: Consumers / Category: Blog.

MERIT / The Scope, University of Utah Health Sciences Radio / Division: Health System / Audience: Consumers / Category: Interactive Content / Rich Media.

---

# Vendi Advertising

PRESENTED TO:

## Mayo Clinic Health System

SILVER / EAP Core Resources / Division: Health System / Audience: Health Professionals / Category: Web-based Resource/Tool.

---

# Veritas Health

PRESENTED TO:

## Veritas Health

SILVER / Spine-health Patient Education / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.



---

# Virtua

PRESENTED TO:

Virtua

MERIT / Virtua Woman e-newsletter / Division: Health System / Audience: Consumers / Category: E-Newsletter.

---

# WELCOA (Wellness Council of America)

PRESENTED TO:

WELCOA (Wellness Council of America)

SILVER / WELCOA.org / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

BRONZE / DISH / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Other/Miscellaneous.