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## NEWS RELEASE

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# Winners Announced for Winter/Spring 2011 Web Health Awards<sup>SM</sup>

LIBERTYVILLE, IL — The Health Information Resource Center<sup>SM</sup> announced the winners of its 13th annual **Web Health Awards<sup>SM</sup>** which honors the nation's best digital health resources. The competition, which is held twice yearly, featured 17 entry categories, including blog, e-newsletter, interactive content, mobile application, social network, video, and website. A panel of 39 experts in digital health media served as judges and selected gold, silver, bronze, and merit winners from among more than 500 entries.

Winter/Spring 2011 Gold Award winners included *Barnes-Jewish Hospital* (Microsite); *EducatedPatients.com* (Web-based Resource/Tool); *FitnessMagazine.com* (Interactive Content); *HealthEd* (Interactive Content); *Henry County Health Center* (Intranet); *Kane and Finkel Healthcare Communications* (Social Network); *Mayo Clinic* (Website); *MedPage Today* (Blog); *Meritus Health* (Webcast); *National Kidney Foundation* (E-Newsletter); *Greater Than One* (Mobile Application); *Planned Parenthood* (Mobile Website); *Silver Cross Hospital* (Website); and *The Iowa Clinic* (Website). A complete list of winners and entry categories can be found at [webhealthawards.com](http://webhealthawards.com).

The Summer/Fall 2011 Web Health Awards competition opens online Friday, May 27th. All entry information can be found at [webhealthawards.com](http://webhealthawards.com). The entry fee is \$58.00 (USD), and the entry deadline is July 8, 2011.

The Summer/Fall 2011 awards marks the introduction of the new **Web Health Awards|MOBILE<sup>SM</sup>**, a subset of the **Web Health Awards**. The rapid growth of mobile devices such as smartphones and tablets has seen the development of mobile health applications for both consumers and health professionals. The **Web Health Awards|MOBILE** will recognize innovative health applications with more than 19 mobile application categories and 20 entry divisions.

"With 80% of Internet users searching for health resources online, the movement to mobile devices by consumers and health professionals is resulting in the rapid growth of health applications for smartphones and tablets," adds Chris Behrend, Web Health Awards program director. He continues: "Beginning this summer, our new **Web Health Awards|MOBILE** will quickly become a showcase for innovative health applications written specifically for these mobile devices."

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The Health Information Resource Center<sup>SM</sup> (HIRC), organizer of the **Web Health Awards**, is a national information clearinghouse for professionals who work in consumer health fields. Other well-known HIRC programs includes the 18th annual **National Health Information Awards<sup>SM</sup>** (healthawards.com), which annually recognizes the nation's best consumer health information (in non-digital formats), and two national "Fitness Day" events: the 10th annual **National Women's Health & Fitness Day<sup>SM</sup>**, held annually the last Wednesday in September, and the 15th annual **Family Health & Fitness Day USA<sup>®</sup>**, held the last Saturday in September. Visit [fitnessday.com](http://fitnessday.com) for details on these events, both the largest health promotion events of their kind.

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