SPRING 2021

DIGITAL

Health

AWARDS

WINNERS
JUDGES

Becky Abel
Manager, Communications and Member Publications
American College of Gastroenterology

Armin Aflaki
Public Health Analyst
HHS Office of Population Affairs

Sparsh Agarwal
Director, Product Management
Hinge Health

Sarah Alexander
Associate Creative Director
AbelsonTaylor

Julie Salefski Blaszak
Vice President, Creative Services
Sg2

Laura Boyd DeSmeth
Director of Digital Communications
Medical City Healthcare

Patrick Burns
Web & Digital Engagement Director
Healthgrades

Shelly Caldwell
Owner
Toolbox 4 Healthcare

Jeana Clark
Creative Media Director
Veritas Health, LLC

Sean Clark
Creative Director
DMW Direct

Patrick Clinton, LPC
Exhale Behavior Therapy

Zach Covey
Email Marketing Manager
Veritas Health

Kimberly Dixon
Creative Director
Optum

Dan Dunlop
President
Jennings

Rachel Ehrhardt
Writer
Living Well With Epilepsy

Cyndy Erickson Mitchell
Managing Editor, Writer, Content Specialist
National Jewish Health

Sandra Fancher
Chief Innovation Officer
Stamats

Nan Forte
EVP & GM
EVERYDAY HEALTH GROUP

Becky Greiner
Digital Content Specialist
Emindful

Heather Guidone
Surgical Program Director
Center for Endometriosis Care

Rachel Hall
Digital Marketing Specialist
Composites One

Beth Hampton
VP Marketing and Communications
AACC

Jill Harvill
Project Specialist, Communications and Community Relations
Hanford Mission Integration Solutions

Desiree Hayes
Executive Vice President Patient Services
Palms Medical Group

David Henderleiter
Creative Director
Optum

Karyi Hennessey
Visual Designer
Veritas Health

Jill Hronek
Director, Marketing and Communications
SLAS

Jon Hudson
Director of Marketing
Vital Plan

Nick Kagal
Vice President
SpinSci

Jennifer Kertz
Digital Content & SEO Manager
Temple Health

Amanda Krupa
Health Communications and Social Media Specialist
Tanaq Support Services LLC

Stefanie Kuchta
Art Director
Optum

Beth Landau
Owner, Writer, Editor
BEL Writing Services

Eliot Lopez
President
ACTIONREACTION

Sedale McCall
Adjunct Professor
American University

Cortney Mears
Strategist, Digital Engagement
Yale New Haven Health

Greg Morancey
Secure IT UI/UX Website & Digital Marketing Expert

Amy Pfeiffer
VP Member Engagement
WebMD

Rebecca Price
Director of Marketing
ClaimLogiq

Balagopal Ramdurai
Head of Products & Innovation
Vectramind Corp.

Shai Reichert
Co-Founder, Technology & Operations
The Experience Design Studio

Ashley Reynolds, PhD, RN, ACSM-HFS
Chief Experience Officer
BioIQ

Carole Ricks
Advisor, Service Engagement
AARP

Gabriel Riggs
Director, Enterprise Applications and Development
Norton Healthcare

Douglas Rockhill
Co-founder
The Experience Design Studio

Susan Rubin, MPH
Manager, Business Development
American College of Surgeons Cancer Department

Mark Ruthman
Product Manager – Health Solutions Group
American Medical Association

Leah Shanholzt
Associate Director, User Experience
AbelsonTaylor

Matthew Stumm
Founder + Creative Director
Stark/Raving Branding + Advertising

Brian Tencza
Team Lead Education Services
Environmental Medicine and Education Services Branch, Division of Toxicology and Environmental Medicine, Agency for Toxic Substances and Disease Registry

Andrew Thorn
EVP, Head of Planning
Ogilvy Health

Audrie Tornow
Managing Partner
Excalibur Medical Education

Debra Zalvan
Executive Vice President
UbiCare
### Connected Digital Health
#### Clinical Decision Support Tools

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Virgin Pulse</th>
<th>Elsevier</th>
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<tr>
<td>Division: Business: 500+ employees</td>
<td>Audience: Health Professionals</td>
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<table>
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<tr>
<th>Bronze</th>
<th>RestoreResilience</th>
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### Connected Digital Health
#### Clinical Mobility Tools

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<thead>
<tr>
<th>Silver</th>
<th>iPrescribe: Mobile E-Prescribing with AI-Powered Medication History and Secure Patient Messaging</th>
<th>DrFirst</th>
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<tr>
<td>Division: Business: less than 500 employees</td>
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### Connected Digital Health
#### Consumer Directed Digital Health Programs

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<thead>
<tr>
<th>Gold</th>
<th>A Personalized Approach to Strengthening a Woman's Pelvic Floor</th>
<th>Renovia, Inc.</th>
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<tr>
<td>Division: Medical Equipment / Device Manufacturer</td>
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<th>Bronze</th>
<th>Diagnostic Robotics Clinical Analysis Platform</th>
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### Connected Digital Health
#### Other / Miscellaneous Connected Digital Health

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<th>Sleep Number 360° Smart Beds Provide Proven Quality Sleep</th>
<th>Sleep Number</th>
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### Connected Digital Health
#### Point-of-Care Programs

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### Connected Digital Health
#### Telehealth / Remote Patient Monitoring

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<th>Gold</th>
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<th>Canary Medical</th>
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<th>Gold</th>
<th>INVU by Nuvo</th>
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### Connected Digital Health
#### Social Media

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<th>Why COVID-19 Killed So Many People in Nursing Homes</th>
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<td>Audience: Consumers</td>
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<th>The New Normal: Exercising Outdoors</th>
<th>AARP Studios</th>
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<th>The New Normal: Hosting a Small Outdoor Gathering</th>
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<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
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</tbody>
</table>
## Digital Health – Social Media

### TikTok
- **GOLD**
  - Twirla: So Done Club
  - Agile Therapeutics & Heartbeat
  - Division: Pharmaceutical Company
  - Audience: Consumers

### Social Media

#### Twitter
- **GOLD**
  - MD Anderson Cancer Center
  - Division: Hospital – 500+ beds
  - Audience: Consumers

- **SILVER**
  - Cytokine Signalling Forum Twitter
  - CESAS Medical / University of Glasgow
  - Division: Medical Communications Agency
  - Audience: Consumers

- **BRONZE**
  - Profiles in Resilience Poster Series
  - International AIDS Society
  - Division: Other / Miscellaneous
  - Audience: Consumers

- **BRONZE**
  - Office of Research on Women’s Health
  - Synergy Enterprises, Inc.
  - Division: Business: less than 500 employees
  - Audience: Health Professionals

- **SILVER**
  - Sharecare on Twitter
  - The Sharecare Team
  - Division: Business: 500+ employees
  - Audience: Consumers

### Digital Health Media / Publications

#### Article
- **GOLD**
  - Deeply Rooted: An Endocrine Web
  - Special Report on Race and Diabetes
  - EndocrineWeb
  - Division: Media / Publishing
  - Audience: Consumers

- **SILVER**
  - Advances in Pancreatic Cancer – and Symptoms to Know
  - Cheryl Platzman Weinstock | AARP
  - Division: Media / Publishing
  - Audience: Consumers

- **SILVER**
  - The Clinicians’ Guide on Talking to Patients About Obesity
  - EndocrineWeb
  - Division: Media / Publishing
  - Audience: Health Professionals

- **BRONZE**
  - Top Self-Care Tips for Taking Care of You During the Coronavirus Pandemic
  - Everyday Health
  - Division: Media / Publishing
  - Audience: Consumers

- **SILVER**
  - What You Need to Know About the COVID-19 Vaccine if You Have Migraine
  - Everyday Health
  - Division: Media / Publishing
  - Audience: Consumers

- **SILVER**
  - 8 Things to Know Before Your Second COVID-19 Vaccine
  - Michelle Crouch | AARP
  - Division: Media / Publishing
  - Audience: Consumers

- **SILVER**
  - Hospital ERs Making Major Changes to Address Patients’ COVID-19 Fears
  - Michelle Crouch | AARP
  - Division: Media / Publishing
  - Audience: Consumers

- **SILVER**
  - Independent Pharmacies Must Express Their Value to Support Long-term Viability
  - Pharmacy Times
  - Division: Pharmacy / Drug Store
  - Audience: Health Professionals

- **SILVER**
  - 40 Little Health Habits Every Black Woman Over 40 Needs to Thrive
  - Sisters From AARP
  - Division: Association / Professional Society / Non-Profit
  - Audience: Consumers

- **SILVER**
  - Free Download! Coloring Pages With a Cultural Twist
  - Sisters From AARP
  - Division: Association / Professional Society / Non-Profit
  - Audience: Consumers

- **SILVER**
  - I Learned I Had Fibroids After I Fainted on a Flight. Here’s What I Wish I Knew
  - Sisters From AARP
  - Division: Association / Professional Society / Non-Profit
  - Audience: Consumers

- **SILVER**
  - Stress, Social Isolation From the Coronavirus May Raise Suicide Risk
  - Stacey Colino | AARP
  - Division: Media / Publishing
  - Audience: Consumers

### YouTube
- **GOLD**
  - Coronavirus Kills Over 100,000 in Nursing Homes – What Happened?
  - AARP Studios
  - Division: Media / Publishing
  - Audience: Consumers
The Lies We Tell Our Doctor
Stacey Colino | AARP
Division: Media / Publishing
Audience: Consumers

Processing an HIV Diagnosis Mirrors the Five Stages of Grief
TheBody
Division: Media / Publishing
Audience: Consumers

What to Know About mRNA COVID-19 Vaccines
Beth Howard | AARP
Division: Media / Publishing
Audience: Consumers

Caregiving is never easy, and COVID-19 has made it harder
Karen Patterson, American Heart Association News
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Should You Volunteer for a COVID Clinical Trial?
Lisa Fields
Division: Other / Miscellaneous
Audience: Consumers

Could COVID-19 Increase Your Risk of Dementia?
Michelle Crouch | AARP
Division: Media / Publishing
Audience: Consumers

This Is What a Panic Attack Feels Like
Michelle Crouch | AARP
Division: Media / Publishing
Audience: Consumers

This Is What It Feels Like to Be a COVID-19 Long-Hauler
Michelle Crouch | AARP
Division: Media / Publishing
Audience: Consumers

95 Percent of Americans Killed by COVID-19 Were 50 or Older
Rachel Nania | AARP
Division: Media / Publishing
Audience: Consumers

A Guide to Endometriosis You Can Actually Use
Rewire News Group
Division: Media / Publishing
Audience: Consumers

The DNA Test That Tells You Your “Real” Age
Sandy Hingston | AARP
Division: Media / Publishing
Audience: Consumers

The Importance of Racial and Ethnic Diversity in Autism Research
Simons Foundation
Division: Association / Professional Society / Non-Profit
Audience: Consumers

I’m a Counselor. Here’s How I Use Brain Science to Calm My Family
Sisters From AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Walk Off the Weight With Fun Fit Tips and This Funky Playlist
Sisters From AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Debunked! 6 Aging Myths You Should Stop Believing Now
The Girlfriend
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Why You’re Probably Showering All Wrong
The Girlfriend
Division: Association / Professional Society / Non-Profit
Audience: Consumers

“I Congratulations, You’re Vaccinated! Now What?”
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

I’m a COVID-19 Long-Hauler, HIV Activist, and Artist. Here’s How I Navigated 2020
TheBody
Division: Media / Publishing
Audience: Consumers
We Need to Talk About Racism as a Barrier to HIV Prevention and Care for Black Women

The Mental Health Toll of Parenting During a Pandemic

Everyday Health

Chronic COVID Experiences

HealthCentral

‘Femtech’ Is Busting Taboos Around Women’s Health and Wellness—But What Is It Exactly?

Karen Pellarito for Health.com

How COVID-19 Complicates Grief

Larry Beresford | AARP

How Your Pandemic Habits Could Raise Your Breast Cancer Risk

Barbara Brody | AARP

What to Know About Angina

Barbara Brody | AARP

Lessons from Hong Kong, the Longest-Living Place on Earth

Charlie Schroeder | AARP

Another COVID-19 Challenge: Vaccinating the Homebound

Christina Ianzito | AARP

OncoCare Pharmacy Has Promising Trends on the Horizon Directions in Oncology Pharmacy

Surge Detection: Physicians use artificial intelligence and new wearable technology to locate, predict and prevent seizures in epilepsy patients

MUSC Health Science Communications

The Big Reveal: New technologies at MUSC are poised to detect and diagnose lung cancer earlier and less invasively

MUSC Health Science Communications

COVID-19 and its Impact on the SPARK ASD Community

Simons Foundation

The Plant-Based Prescription

Sisters From AARP

Your 2021 Black Girl Joy Diet: Reclaim Happiness and a Healthy Weight

Sisters From AARP

When Your Second Vaccine Dose Packs a Punch

Stacey Colino | AARP

How I Got My Husband to Face His Erectile Dysfunction

The Ethel

Why It Takes a Village to Get Through Menopause

The Ethel

Why We Pass More Gas as We Age

The Ethel

All Your Burning Questions About Sex Answered Right Now

The Girlfriend
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<tr>
<td>MERIT</td>
<td>Has Your Sex Life Gone Stale??</td>
<td><em>The Girlfriend</em></td>
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<td>MERIT</td>
<td>Keeping My Brain Sharp As I’m Terrified Of Dementia</td>
<td><em>The Girlfriend</em></td>
<td>Association / Professional Society / Non-Profit</td>
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<td>MERIT</td>
<td>This Little Piggy Had A Bunion – And Other Reasons Your Feet Hurt</td>
<td><em>The Girlfriend</em></td>
<td>Association / Professional Society / Non-Profit</td>
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<td>MERIT</td>
<td>“How—And When—Will the Pandemic End?”</td>
<td><em>The Sharecare Team</em></td>
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<td>BRONZE</td>
<td>Secrets to a Healthy Heart</td>
<td>AARP</td>
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<td>Compassion amid crisis</td>
<td><em>American Heart Association</em></td>
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<td>BRONZE</td>
<td>Dream Big - and Get There This Month</td>
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<td>MERIT</td>
<td>How to Lose Weight Now</td>
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<td>Top Crohn’s Questions Answered By Dr. Tauseef Ali</td>
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<td>The Moving Forward Together Podcast Episode 5: Addressing Health Equity in Light of COVID-19</td>
<td>Optum and Fusion Hill</td>
<td>Health Insurer</td>
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<td>Ontario radio matte story</td>
<td>AbilitiCBT</td>
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</table>
Digital Health Media / Publications

Blog Post

GOLD

Rehabilitating COVID-19 “Long-Haulers”:
The ME/CFS Connection
MedBridge, Caroline Christian, PhD, Staci Stevens, MA and Todd Davenport, PT, DPT, MPH, OCS
Division: Business: less than 500 employees
Audience: Health Professionals

SILVER

Medical City Healthcare COVID-19 Blog
Medical City Healthcare
Division: Health System
Audience: Consumers

SILVER

COVID-19: Why I’m Very Concerned
MedPage Today
Division: Media / Publishing
Audience: Health Professionals

SILVER

The Sharecare Team
Division: Business: 500+ employees
Audience: Health Professionals

BRONZE

Cancer and COVID-19: 7 ways to Cope with the Anxiety
Fox Chase Cancer Center
Division: Hospital – under 250 beds
Audience: Consumers

BRONZE

What’s changed in a year?
MD Anderson Cancer Center
Division: Hospital – 500+ beds
Audience: Consumers

BRONZE

How to Talk to Your Kids About Racism
Nationwide Children’s Hospital
Division: Hospital – 500+ beds
Audience: Consumers

BRONZE

Mask Safety 101: Why You Shouldn’t Mask a Baby
Nationwide Children’s Hospital
Division: Hospital – 500+ beds
Audience: Consumers

Digital Health Media / Publications

Audio Series

GOLD

The Moving Forward Together Podcast Series – Optum Employee Assistance Program Podcast Series Development
Optum and Fusion Hill
Division: Health Insurer
Audience: Consumers

SILVER

HR Scoop Podcast
WebMD Health Services
Division: Business: less than 500 employees
Audience: Consumers

BRONZE

20-Minute Health Talk
Northwell Health
Division: Health System
Audience: Health Professionals

MERIT

Merck Podcast – Your Cancer Story
Merck
Division: Other / Miscellaneous
Audience: Consumers

Digital Health Media / Publications

Blog Post Series

BRONZE

Admissions Talks
Johns Hopkins School of Nursing
Division: Educational Institution
Audience: Consumers

MERIT

AARP® Staying Sharp® Foods That Can Affect Brain Health
AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

MERIT

The Skinny: Your Weekly Benefits and News Digest, With Flair
Businessolver
Division: Business: 500+ employees
Audience: Health Professionals
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<td>Why We Pass More Gas as We Age</td>
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<td>How to Get a Handle on Love Handles</td>
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<td>Consumers</td>
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<td>Real Talk From a Nurse About Below-the-Belt Changes That Happen As We Age</td>
<td>Sisters from AARP</td>
<td>Consumers</td>
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<td>BRONZE</td>
<td>What to Do When Belly Fat Won’t Budge</td>
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<td>BRONZE</td>
<td>My Hair Is Thinning and I’m No Longer Afraid to Say So</td>
<td>The Ethel from AARP</td>
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<td>BRONZE</td>
<td>When You Actually Prefer Dreary Days and Dread Spring and Summer</td>
<td>The Ethel from AARP</td>
<td>Consumers</td>
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<td>BRONZE</td>
<td>3 Best Exercises For The Best Sex Ever</td>
<td>The Girlfriend from AARP</td>
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<td>5 Signs You Are A Digital Hypochondriac</td>
<td>The Girlfriend from AARP</td>
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<td>Bedtime In The Buff</td>
<td>The Girlfriend from AARP</td>
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<td>How To Cope With Infertility</td>
<td>The Girlfriend from AARP</td>
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<td>How To Tell If You’re Having A Midlife Crisis</td>
<td>The Girlfriend from AARP</td>
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<td>Too Hot to Handle?</td>
<td>The Girlfriend from AARP</td>
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<td>BRONZE</td>
<td>Why Are My Breasts Getting Bigger?</td>
<td>The Girlfriend from AARP</td>
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<td>BRONZE</td>
<td>Sisters Who Did This Lost 50 Percent More Weight</td>
<td>Sisters from AARP</td>
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<td>BRONZE</td>
<td>We’ve Experienced Racial Pain, Here Are Ways to Heal From It</td>
<td>Sisters from AARP</td>
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<td>5 Weird Things That Happen to Your Body After Menopause</td>
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<td>The One Thing I Need to Get a Good Night’s Sleep</td>
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<td>BRONZE</td>
<td>Are Bras Bad For You?</td>
<td>The Ethel from AARP</td>
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<td>The One Thing You Might Not Know About Menopause</td>
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<td>Resource Magazine</td>
<td>Baptist Health South Florida</td>
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<td>SILVER</td>
<td>MD Anderson FY20 Annual Report</td>
<td>MD Anderson Cancer Center</td>
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<td>POZ July/August 2020</td>
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<td>Cancer Health Fall 2020</td>
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<td>BRONZE</td>
<td>Johns Hopkins Nursing Magazine</td>
<td>Johns Hopkins School of Nursing</td>
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<td>5 Weird Things That Happen to Your Body After Menopause</td>
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<td>The One Thing I Need to Get a Good Night’s Sleep</td>
<td>The Ethel from AARP</td>
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<td>MERIT</td>
<td>Sisters Who Did This Lost 50 Percent More Weight</td>
<td>Sisters from AARP</td>
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<td>MERIT</td>
<td>We’ve Experienced Racial Pain, Here Are Ways to Heal From It</td>
<td>Sisters from AARP</td>
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<td>MERIT</td>
<td>When Racism’s Heavy Toll Contributes to Weight Problems</td>
<td>Sisters from AARP</td>
<td>Consumers</td>
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</table>
Digital Health Media / Publications

**Gold**

Optum HouseCalls Video
Optum HouseCalls
Division: Health Insurer
Audience: Consumers

Healthy Plate, Healthy Planet: An Interactive Guide for Clinicians
The Gapes Institute and Harvard T.H. Chan School of Public Health, Department of Nutrition
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

**Silver**

Addressing Unmet Needs in the Acute Treatment of Migraine: Focus on the Role of the 5-HT1F Receptor:
PeerView Institute for Medical Education (PVI)
Division: Business: less than 500 employees
Audience: Health Professionals

**Bronze**

Highlights from ACR 2020: Psoriatic Arthritis
CESAS Medical / Professor Philip Mease / Professor Atul Deodhar
Division: Medical Communications Agency
Audience: Health Professionals

**Merit**

The Motivator Winter/Spring 2020
Multiple Sclerosis Association of America
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Tinnitus Today Magazine
American Tinnitus Association
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Conquer: 5th Annual Patient Guide to Cancer Support Services 2021
The Lynx Group
Division: Media / Publishing
Audience: Consumers

Don’t Let Pain Gain on You – Quiz
Zimmer Biomet
Division: Medical Equipment / Device Manufacturer
Audience: Consumers

Digital Health Media / Publications

**Gold**

Asthma in Children Pediatric Asthma
Healthwise
Division: Business: less than 500 employees
Audience: Consumers

Pediatric Asthma
Healthwise
Division: Business: less than 500 employees
Audience: Consumers

**Silver**

Infectious Disease Specialist: Top Twitter Reads Surrounding COVID-19
MashupMD
Division: Media / Publishing
Audience: Health Professionals

**Bronze**

Heart Insight (December 2020)
American Heart Association
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Coronavirus Update Newsletter – November 11, 2020
Everyday Health
Division: Media / Publishing
Audience: Consumers
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<th>Digital Health Media / Publications Newsletter Series</th>
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<tr>
<td><strong>GOLD</strong> AARP® Staying Sharp® COVID 19 Newsletters</td>
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<td>AARP Division: Association / Professional Society /</td>
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<td>Non-Profit Audience: Consumers</td>
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<td><strong>SILVER</strong> COVID-19 Updates Newsletter</td>
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<td>Temple Health Division: Health System Audience:</td>
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<td>Consumers</td>
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<td><strong>BRONZE</strong> 3-Day Guide to Stress-Relief</td>
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<td>Everyday Health Division: Media / Publishing</td>
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<td>Audience: Consumers</td>
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<td><strong>GOLD</strong> Dr Lorna Breen Heroes Foundation</td>
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<td>AAMC Division: Association / Professional Society /</td>
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<td>Non-Profit Audience: Health Professionals</td>
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<td><strong>GOLD</strong> Bulging and Herniated Discs</td>
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<tr>
<td>Dear Doctor, Inc. Division: Media / Publishing</td>
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<td><strong>GOLD</strong> The Spine and How It Works</td>
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<td>Dear Doctor, Inc. Division: Media / Publishing</td>
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<td>Audience: Consumers</td>
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<td><strong>GOLD</strong> Diabetes: Daily Foot Check</td>
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<td>Healthwise Division: Business: less than 500</td>
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<td>employees Audience: Consumers</td>
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<td><strong>GOLD</strong> A Place for You in Nursing</td>
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<td>Johns Hopkins School of Nursing Division:</td>
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<td><strong>GOLD</strong> The Week Hope Arrived –</td>
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<td>COVID Vaccine PSA Division: Media / Publishing</td>
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<td><strong>GOLD</strong> Security Health Plan “In Common”</td>
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<td>Medicare TV/Video Division: Health Insurer</td>
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<td>Audience: Consumers</td>
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<tr>
<td><strong>SILVER</strong> Nutrition Care Manual Suite Promotional</td>
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<td>Video Academy of Nutrition and Dietetics Division:</td>
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<td>Association / Professional Society / Non-Profit</td>
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<td>Audience: Health Professionals</td>
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<td><strong>SILVER</strong> Detect and Manage Your Kidney Disease</td>
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<td>American Kidney Fund Division: Association /</td>
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<td>Professional Society / Non-Profit Audience:</td>
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<td>Consumers</td>
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<td><strong>SILVER</strong> Fluid management and your kidneys</td>
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<td>American Kidney Fund Division: Association /</td>
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<td>Professional Society / Non-Profit Audience:</td>
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<td>Consumers</td>
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<tr>
<td><strong>SILVER</strong> Preventing Kidney Disease</td>
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<td>American Kidney Fund Division: Association /</td>
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<td>Professional Society / Non-Profit Audience:</td>
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<td>Consumers</td>
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<tr>
<td><strong>SILVER</strong> Cancer Patient Support Messages Video</td>
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<td>Andrew Becker, Fox Chase Cancer Center Division:</td>
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<td>Hospital – under 250 beds Audience: Consumers</td>
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<td><strong>SILVER</strong> Britton’s Story</td>
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<td>Centers for Disease Control and Prevention, National</td>
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<tr>
<td>Center for Injury Prevention and Control, Division</td>
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<tr>
<td>of Overdose Prevention Division: Government</td>
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<tr>
<td>(Local/State/Federal) Audience: Consumers</td>
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| Digital Health Media / Publications Other /       |
| Miscellaneous Digital Health Media / Publication |
| **SILVER** Relentless Together                     |
| American Heart Association Division: Association  |
| / Professional Society / Non-Profit Audience:     |
| Consumers                                         |
| **SILVER** Americans’ Perceptions of Telehealth in |
| the Era of COVID-19 Survey Report Sykes Enterprises, |
| Incorporated Division: Medical Communications     |
| Agency Audience: Health Professionals               |
| **BRONZE** COVID-19 in Inflammatory Disease        |
| CESAS Medical Division: Medical Communications     |
| Agency Audience: Health Professionals               |
SILVER

Tele's Story
Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Overdose Prevention
Division: Government (Local/State/Federal)
Audience: Consumers

SILVER

Tessa's Story
Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Overdose Prevention
Division: Government (Local/State/Federal)
Audience: Consumers

SILVER

Getting Ready:
Your Vascular Access Journey
Jenny Flythe, MD
Division: Educational Institution
Audience: Consumers

SILVER

Online Safety
Kaiser Permanente Educational Theatre
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER

Pat the Body
Kaiser Permanente Educational Theatre
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER

Cancer doesn’t stop and neither does MD Anderson: FY20 in review
MD Anderson Cancer Center
Division: Hospital – 500+ beds
Audience: Consumers

SILVER

Young adult cancer survivors encourage everyone to mask up to prevent COVID-19 spread
MD Anderson Cancer Center
Division: Hospital – 500+ beds
Audience: Consumers

SILVER

COVIDLAND: A Film About Survival and Hope in the ICU
Medscape
Division: Media / Publishing
Audience: Health Professionals

SILVER

Sexuality and Intimacy after Burn Injury
Model Systems Knowledge Translation Center
Division: Government (Local/State/Federal)
Audience: Consumers

SILVER

Chicago Center for Orthopedics
Mytonomy
Division: Media / Publishing
Audience: Health Professionals

SILVER

Kyle Opens Up about His Depression
Mytonomy
Division: Media / Publishing
Audience: Health Professionals

SILVER

Security Health Plan “In Common” Brand TV/Video
Yamamoto Agency
Division: Health Insurer
Audience: Consumers

BRONZE

Coronavirus Kills Over 100,000 in Nursing Homes – What Happened?
AARP Studios
Division: Media / Publishing
Audience: Consumers

BRONZE

Your Brain on Dancing
AARP® Staying Sharp®
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE

Birth of a Dragon: The BREZTRI Coming Soon Campaign – Internal/Sales Launch Video
AstraZeneca
Division: Other / Miscellaneous
Audience: Health Professionals

BRONZE

Living with Chronic Myeloid Leukemia
Cancer Support Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE

Stevi Rae’s Story
Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Overdose Prevention
Division: Government (Local/State/Federal)
Audience: Consumers

BRONZE

Moving More for Mental Wellness
Healthwise
Division: Business: less than 500 employees
Audience: Consumers

BRONZE

SPOTS sun protection for kids
HLM
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE

It’s Stop Time
Kaiser Permanente Educational Theatre
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE

STD Myths
Kaiser Permanente Educational Theatre
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE

What Goes Around
Kaiser Permanente Educational Theatre
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE

Bitten! Mosquito-Borne Disease & You
Link Studio / Astriata
Division: Government (Local/State/Federal)
Audience: Consumers

BRONZE

MD Anderson introduces its new Strategy
MD Anderson Cancer Center
Division: Hospital – 500+ beds
Audience: Consumers

BRONZE

Vinay Prasad on ‘Try First vs Trial First’ for COVID-19
MedPage Today
Division: Media / Publishing
Audience: Health Professionals
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<td>Using the Penile Scrotal Approach During Penile Prosthesis Surgery to Treat Erectile Dysfunction</td>
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<td>Ear Infections- Diagnosis and Treatment</td>
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<td>How Does Melatonin Work to Help Me Sleep?</td>
<td>Mytonomy</td>
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<td>BRONZE</td>
<td>How Social Distancing Happens At Work</td>
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<td>Enhanced Recovery Program at MD Anderson</td>
<td>The University of Texas MD Anderson Cancer Center</td>
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<td>HP MCTestimonial – Brad</td>
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<td>“3-Point Check” Video for Improved Heart Failure Symptom Monitoring and Management</td>
<td>Vida Health</td>
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<td>Decoding with Professor Howe Booking and Communications Manager</td>
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<td>Don’t settle for the Black Box</td>
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<td>MERIT</td>
<td>5 Ways to Practice Optimism</td>
<td>Healthwise</td>
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<td>How Your Mind and Body React to Stress</td>
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<td>HealthDay Now: Debunking Vaccine Myths, with Dr Paul Offit</td>
<td>Mabel Jong, HealthDay News Anchor</td>
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<td>BRONZE Expectations Are Changing: What Millennials and Gen Z Expect From Their Employers White Paper</td>
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<td>BRONZE 28% Savings on Itemized Hospital Bill Review $5M Claim – Case Study ClaimLogiq – Rebecca L Price &amp; Madelyn Keslar</td>
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<td>BRONZE Sharecare Community Well-Being Index: 2019 State Rankings Report The Sharecare Team</td>
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<td>Mobile Digital Health Resources Mobile Application</td>
<td>GOLD Best All-in-One App for Home-Care Providers and Caregivers Medflyt</td>
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<td>Consumers</td>
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<td>SILVER Anura NuraLogix Corporation</td>
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<td>Medical Equipment / Device Manufacturer</td>
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<td>BRONZE Sharecare.com (Mobile Version) The Sharecare Team</td>
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<td>The Sharecare Team</td>
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<td>BRONZE Sharecare for iOS &amp; Android The Sharecare Team</td>
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<td>BRONZE My IFI: Understanding invasive fungal infection Astellas Pharma US, Inc.</td>
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### Mobile Digital Health Resources

**Other / Miscellaneous Mobile Digital Health Resource**

| Silver | Achieving Treat-to-Target Goals in Systemic Lupus Erythematosus  
RedMedEd | Division: Medical Communications Agency  
Audience: Health Professionals |
| --- | --- |
| Silver | RME Hot Seat: Immunotherapy for Multiple Myeloma  
RedMedEd | Division: Medical Communications Agency  
Audience: Health Professionals |

### Mobile Digital Health Resources

**Text Messaging**

| Merit | Digital Fotonovelas delivered through SMS  
mPulse Mobile | Division: Business: less than 500 employees  
Audience: Consumers |

### Personal Digital Health Devices / Wearables

**Other / Miscellaneous Digital Health Device / Wearable**

| Gold | Instant, at-home antibody test for COVID-19  
Scanwell Health | Division: Medical Equipment / Device Manufacturer  
Audience: Consumers |

### Personal Digital Health Devices / Wearables

**Remote Monitoring**

| Silver | Anura  
NuraLogix Corporation | Division: Medical Equipment / Device Manufacturer  
Audience: Health Professionals |
<table>
<thead>
<tr>
<th><strong>MERIT</strong></th>
<th><strong>Web-based Digital Health Microsite</strong></th>
<th><strong>GOLD</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Chronic Disease</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating an interactive map that allows users to instantly track VUMI’s global health plans with just one click</td>
<td>UPMC Health Plan COVID 19 Site</td>
<td>Daily Habits Portal</td>
<td>WebMD Health Services</td>
</tr>
<tr>
<td>VUMI GROUP</td>
<td>Max Schwanger</td>
<td>Web: Business: less than 500 employees</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>Division: Health Insurer</td>
<td>Audience: Consumers</td>
<td><strong>SILVER</strong></td>
<td><strong>Web-based Digital Health</strong> <strong>Portal—Patient Education</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Liberty Dental Plan – Oral Health Center</td>
<td>Dear Doctor, Inc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Web: Business: less than 500 employees</td>
<td>Division: Media / Publishing</td>
</tr>
<tr>
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<td></td>
<td>Audience: Consumers</td>
<td>Audience: Consumers</td>
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<thead>
<tr>
<th><strong>GOLD</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Patient Education</strong></th>
<th><strong>BRONZE</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Physician / Clinician</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Race Through Space</td>
<td>Providence Coronavirus Resource Hub</td>
<td>On Demand</td>
<td>Evolve by Intellihealth</td>
</tr>
<tr>
<td>Max Schwanger</td>
<td>Providence</td>
<td>Health Carousel</td>
<td>Intellihealth</td>
</tr>
<tr>
<td>Division: Health Insurer</td>
<td>Division: Health System</td>
<td>Audience: Health Professionals</td>
<td>Audience: Health Professionals</td>
</tr>
<tr>
<td>Audience: Consumers</td>
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<tr>
<th><strong>SILVER</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Physician / Clinician</strong></th>
<th><strong>BRONZE</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Physician / Clinician</strong></th>
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<tbody>
<tr>
<td>Wear a Mask Challenge</td>
<td>Profiles in Resilience Poster Series – Web Gallery</td>
<td>On Demand</td>
<td>Evolve by Intellihealth</td>
</tr>
<tr>
<td>Baptist Health South Florida</td>
<td>International AIDS Society</td>
<td>Health Carousel</td>
<td>Intellihealth</td>
</tr>
<tr>
<td>Division: Health System</td>
<td>Division: Other / Miscellaneous</td>
<td>Audience: Health Professionals</td>
<td>Audience: Health Professionals</td>
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<th><strong>BRONZE</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Physician / Clinician</strong></th>
<th><strong>MERIT</strong></th>
<th><strong>Web-based Digital Health</strong> <strong>Portal—Physician / Clinician</strong></th>
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<tr>
<td>Digitally Empowered Course</td>
<td>Profiles in Resilience Poster Series – Web Gallery</td>
<td>How to Use Eyedrops</td>
<td>Zimmer Biomet</td>
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<tr>
<td>Patient Empowerment Network</td>
<td>International AIDS Society</td>
<td>GSK and BioCentric, Inc.</td>
<td>Division: Medical Equipment / Device Manufacturer</td>
</tr>
<tr>
<td>Max Schwanger</td>
<td>Division: Other / Miscellaneous</td>
<td>Audience: Health Professionals</td>
<td>Audience: Consumers</td>
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<tr>
<td>Extra Help program for people on Medicare</td>
<td>Profiles in Resilience Poster Series – Web Gallery</td>
<td>Virtual Facilities Experience</td>
<td>Stallergenes Greer</td>
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<tr>
<td>The PAN Foundation</td>
<td>International AIDS Society</td>
<td>Division: Other / Miscellaneous</td>
<td>Audience: Health Professionals</td>
</tr>
<tr>
<td>Division: Association / Professional Society / Non-Profit</td>
<td>Division: Other / Miscellaneous</td>
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<tr>
<td>AMRPA Patient Information Center</td>
<td>Profiles in Resilience Poster Series – Web Gallery</td>
<td>WellBeingGeorgia.com</td>
<td>The Sharecare Team</td>
</tr>
<tr>
<td>American Medical Rehabilitation Providers Association</td>
<td>International AIDS Society</td>
<td>Web: Business: 500+ employees</td>
<td>Division: Business: 500+ employees</td>
</tr>
<tr>
<td>Division: Other / Miscellaneous</td>
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<tr>
<td>Johns Hopkins School of Nursing</td>
<td>International AIDS Society</td>
<td>Web: Business: less than 500 employees</td>
<td>Division: Medical Equipment / Device Manufacturer</td>
</tr>
<tr>
<td>Division: Educational Institution</td>
<td>Division: Other / Miscellaneous</td>
<td>Audience: Health Professionals</td>
<td>Audience: Consumers</td>
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</tbody>
</table>
Web-based Digital Health
Responsive Website Design

GOLD
VaxOKC Website
Daltyn Moeckel and the OKC-County Health Department
Division: Government (Local/State/Federal)
Audience: Consumers

SILVER
BlueCross BlueShield of Tennessee Website
BlueCross BlueShield of Tennessee
Division: Health Insurer
Audience: Consumers

Web-based Digital Health
Web-based Resource / Tool

GOLD
AARP® Staying Sharp® Brain Health Challenges
AARP® Staying Sharp®
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER
Violence Prevention Fundamentals
CDC Injury Center Division of Violence Prevention
Division: Government (Local/State/Federal)
Audience: Health Professionals

SILVER
COVID-19 Response: COVID-19 Toolkit
LifeWorks
Division: Business: 500+ employees
Audience: Consumers

SILVER
The Big Know LiveWell: Vaccinate Solution
mPulse Mobile
Division: Business: less than 500 employees
Audience: Consumers

BRONZE
COVID-19 Response: New Normal in the Pandemic Toolkit
LifeWorks
Division: Business: 500+ employees
Audience: Consumers

BRONZE
OncoLink Treatment Binder Builder
OncoLink
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

BRONZE
oneAMYLOIDOSISvoice Digital Educational Rare Disease Community
rareLife solutions
Division: Medical Communications Agency
Audience: Consumers

BRONZE
PPE for the Mind
Shift.ms
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE
Stericycle Communication Solutions Intelligent Scheduling
Stericycle Communication Solutions
Division: Business: 500+ employees
Audience: Health Professionals

BRONZE
America’s Health Rankings
United Health Foundation
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

MERIT
AONN+ Navigation Toolkit
Academy of Oncology Nurse and Patient Navigators (AONN+)
Division: Medical Communications Agency
Audience: Health Professionals

MERIT
PatientPass
Elsevier
Division: Business: 500+ employees
Audience: Health Professionals

MERIT
COVID-19 Information Center
Global Healthcare Exchange, LLC.
Division: Business: 500+ employees
Audience: Health Professionals
MERIT

All-in-one, end-to-end healthcare compliance management suite made easy
MedTrainer
Division: Business: less than 500 employees
Audience: Health Professionals

MERIT

A Win-Win for Everyone: a Quick Reel for the Community about Clinical Trials Office of Outreach and Health Disparities at the Dan L Duncan Comprehensive Cancer Center in Baylor College of Medicine
Division: Educational Institution
Audience: Consumers

MERIT

Covid-19 Real Time Barometer
Sermo
Division: Other / Miscellaneous
Audience: Health Professionals

Web-based Digital Health Website

Web-based Digital Health Webinar

Web-based Digital Health Webinar Series

SILVER

Supporting Employers with Real-Time Benefits Compliance Information
Businessolver
Division: Business: 500+ employees
Audience: Health Professionals

SILVER

A Win-Win for Everyone: a Quick Reel for the Community about Clinical Trials Office of Outreach and Health Disparities at the Dan L Duncan Comprehensive Cancer Center in Baylor College of Medicine
Division: Educational Institution
Audience: Consumers

SILVER

Covid-19 Real Time Barometer
Sermo
Division: Other / Miscellaneous
Audience: Health Professionals

SILVER

UpToDate COVID-19 Resources & Tools
Wolters Kluwer
Division: Business: 500+ employees
Audience: Health Professionals

GOLD

ACOG’s Patient Website: A Destination for Women’s Health Information
American College of Obstetricians and Gynecologists
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER

Truth About SMA – Website & Digital Campaign
Biogen Canada and LSD
The Agency Inc. (Partnership)
Division: Pharmaceutical Company
Audience: Consumers

SILVER

Vaping Cessation Training
Clinical Tools, Inc.
Division: Business: less than 500 employees
Audience: Health Professionals

SILVER

Website
Maui Health System
Division: Health System
Audience: Consumers

SILVER

Website
Vanderbilt Health
Modea
Division: Health System
Audience: Consumers

SILVER

Website
SingleCare (Website)
SingleCare
Division: Business: less than 500 employees
Audience: Consumers

SILVER

Website
Akebia Medical Gallery
Syneos Health
Division: Medical Communications Agency
Audience: Health Professionals

BRONZE

Supporting Employers with Real-Time Benefits Compliance Information
Businessolver
Division: Business: less than 500 employees
Audience: Health Professionals

BRONZE

Defense Department’s “Too Much to Lose” Campaign Website
Booz Allen Hamilton in support of the Defense Health Agency
Division: Government (Local/State/Federal)
Audience: Consumers

BRONZE

Website
Indiana Regional Medical Center
Division: Hospital – under 250 beds
Audience: Consumers

BRONZE

Website
INVIVO, a Red Nucleus company
Division: Medical Communications Agency
Audience: Health Professionals

BRONZE

Website
Mayo Clinic
Division: Health System
Audience: Consumers

BRONZE

Website
Providence
Division: Health System
Audience: Consumers

BRONZE

Website
Sky Lakes Medical Center
Division: Hospital – under 250 beds
Audience: Consumers

BRONZE

Website
Sharecare.com
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

BRONZE

Website
Carolina Hearts Home Care
corecubed
Division: Business: less than 500 employees
Audience: Consumers

BRONZE

Website
Innovative Senior Solutions
corecubed
Division: Business: less than 500 employees
Audience: Consumers
Updating our browsing experience to make it more intuitive and easy to navigate, and offering better user experience.

**VUMI GROUP**
- Division: Health Insurer
- Audience: Consumers

**MERIT**
- TeenHealthFX
- Atlantic Health System
- Goryeb Children’s Hospital
- Division: Health System
- Audience: Consumers

**MERIT**
- Together in SMA Adult Campaign (Website & Digital Ad Campaign)
- Biogen Canada and LSD
- The Agency Inc. (Partnership)
- Division: Pharmaceutical Company
- Audience: Health Professionals

**MERIT**
- Lift for Health Professionals
- Clinical Tools, Inc.
- Division: Business: less than 500 employees
- Audience: Health Professionals

**MERIT**
- DarwinHealth.com
- DarwinHealth
- Division: Pharmaceutical Company
- Audience: Health Professionals

**MERIT**
- Alzheimer’s Association
- Fisher Center for Alzheimer’s Research Foundation
- Division: Association / Professional Society / Non-Profit
- Audience: Consumers

**MERIT**
- Safely Dispose of Opioid Medicines Before They Can Do Harm, 60 Seconds
- Food and Drug Administration, Center for Drug Evaluation and Research
- Division: Government (Local/State/Federal)
- Audience: Consumers

**MERIT**
- Website
- GOLD Coast Health Plan
- Division: Health Insurer
- Audience: Consumers

**MERIT**
- Website
- Grant Regional Health Center
- Division: Hospital – under 250 beds
- Audience: Consumers

**MERIT**
- Adult Hearing Health Care IQ Solutions
- Division: Government (Local/State/Federal)
- Audience: Consumers

**MERIT**
- JazzCares Website
- Jazz Pharmaceuticals, Inc.
- Division: Pharmaceutical Company
- Audience: Health Professionals

**MERIT**
- SALMON Health and Retirement Website
- Kim Brache, SALMON Health and Retirement
- Division: Health System
- Audience: Consumers

**MERIT**
- Medical City Healthcare COVID-19 Resource Hub
- Medical City Healthcare
- Division: Health System
- Audience: Consumers

**MERIT**
- Know the Dangers Website
- Minnesota Department of Human Services
- Division: Government (Local/State/Federal)
- Audience: Consumers

**MERIT**
- Carilion Clinic Specialty Ortho Page
- Modea
- Division: Health System
- Audience: Consumers

**MERIT**
- COVID-19 Vaccines
- National Jewish Health
- Division: Hospital – under 250 beds
- Audience: Consumers

**MERIT**
- Real Chemistry and NEAR Galvanize their Networks During the COVID-19 Pandemic to Donate PPE to those in Need
- Networks for Emergencies and Relief (NEAR)
- Division: Association / Professional Society / Non-Profit
- Audience: Consumers

**MERIT**
- NeuroRehabResource Homepage
- NeuroRehabResource.org
- Division: Medical Communications Agency
- Audience: Health Professionals