



*Honoring  
The Best  
Digital Health  
Resources*



M  B I L E

# winners

# 2013

## WINTER/SPRING

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# 3D4Medical.com

PRESENTED TO:

3D4Medical.com

SILVER / Essential Anatomy / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Mobile Application: Medical Education. Large Mobile Device

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# AARP

PRESENTED TO:

AARP

GOLD / AARP Health Law Guide / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

MERIT / AARP Health Care Law Microsite / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Microsite.

PRESENTED TO:

AARP and Destination RX

MERIT / AARP Doughnut Hole Calculator / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

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# ab+c

PRESENTED TO:

ab+c and Baystate Health

SILVER / Baystate Health physician recruitment portal / Division: Health System / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

PRESENTED TO:

ab+c and The Chester County Hospital and Health System

BRONZE / Heart Tracks Cardiac Risk Assessment / Division: Health System / Audience: Consumers / Category: Chronic Disease Portal Website.

PRESENTED TO:

ab+c and Tufts Medical Center

BRONZE / Inspired Physicians recruitment portal / Division: Health System / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

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# Abt Associates

PRESENTED TO:

Substance Abuse and Mental Health Services Administration

MERIT / SAMHSA's National Recovery Month / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Website.

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## Aetna, Inc.

PRESENTED TO:

Jamie Gerrits, Senior Business Program Manager

BRONZE / Aetna Navigator® member website / Division: Health Insurer / Audience: Consumers / Category: Website.

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## Akron Children's Hospital

PRESENTED TO:

Akron Children's Hospital

SILVER / Inside Children's Blog / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Blog.

MERIT / Akron Children's Hospital Mobile Website / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Mobile Website. Small Mobile Device

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## AliveCor, Inc.

PRESENTED TO:

AliveCor, Inc.

MERIT / AliveCor Heart Monitor / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Mobile Application: Patient Monitoring. Small Mobile Device

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## Allina Health

PRESENTED TO:

Allina Health Patient Education

MERIT / Beginnings: Pregnancy, Birth and Beyond / Division: Health System / Audience: Consumers / Category: Mobile Application: Publication. Small Mobile Device

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## Alzheimer's Foundation of America

PRESENTED TO:

Alzheimer's Foundation of America

SILVER / Care Crossroads: The Alzheimer's Foundation of America's Online Community of Care / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Interactive Content / Rich Media.

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# American Academy of Pediatrics

PRESENTED TO:

## American Academy of Pediatrics

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

MERIT / AAP Red Book / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Mobile Application: Publication. Large Mobile Device

MERIT / Iron Kids / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Video. Large Mobile Device

MERIT / Nelson's Pediatric Antimicrobial Therapy / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Mobile Application: Tool/Resource. Small Mobile Device

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# American Public Health Association

PRESENTED TO:

## American Public Health Association

SILVER / National Public Health Week 2013 website / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

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# American Red Cross

PRESENTED TO:

## The American Red Cross

MERIT / First Aid by American Red Cross / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

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# American Specialty Health

PRESENTED TO:

## American Specialty Health

SILVER / Silver&Fit Facebook Page / Division: Health Insurer / Audience: Consumers / Category: Social Media: Facebook.

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# AMN Healthcare

PRESENTED TO:

## AMN Healthcare

MERIT / AMN Healthcare Corporate Website / Division: Business: 500+ employees / Audience: Health Professionals / Category: Website.

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# Analyte Health

PRESENTED TO:

Analyte Health

MERIT / sexualhealth.com / Division: Business: less than 500 employees / Audience: Consumers / Category: E-Business.

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# Answer

PRESENTED TO:

Answer

GOLD / Sexetc.org / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

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# Arkansas Foundtion for Medical Care

PRESENTED TO:

AFMC

BRONZE / AFMC corporate website / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

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# Artcraft Health Education

PRESENTED TO:

Artcraft Health Education

MERIT / VPD 411 Educational Website / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

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# Association of University Centers on Disabilities

PRESENTED TO:

Association of University Centers on Disabilities

BRONZE / Public Health is for Everyone (PHE) / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Web-based Resource/Tool.

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# Association of Women's Health, Obstetric & Neonatal Nurses (AWHONN)

PRESENTED TO:

Association of Women's Health, Obstetric & Neonatal Nurses (AWHONN)

BRONZE / Healthy Mom&Baby Media / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

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# Atlantic Health

PRESENTED TO:

## Your Health Advocate for Atlantic Health

MERIT / Video Answers to Frequently-Asked Questions on Palliative Care / Division: Media/Publishing / Audience: Consumers / Category: Interactive Content / Rich Media.

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# AVID Design

PRESENTED TO:

## AVID Design

SILVER / Mobile Design - Palomar Health / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Mobile Website. Small Mobile Device

MERIT / Web Design - Baptist Health South Florida / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Website.

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# Banyan Communications

PRESENTED TO:

## CDC and Banyan Communications

BRONZE / Understanding Evidence / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Web-based Resource/Tool.

PRESENTED TO:

## PHL Initiative and Banyan Communications

MERIT / ACEs: Adverse Childhood Experiences / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Infographic.

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# Baptist Health Care

PRESENTED TO:

## Baptist Health Care

BRONZE / Website design / Division: Health System / Audience: Health Professionals / Category: Website.

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# BBK Worldwide

PRESENTED TO:

## BBK Worldwide

SILVER / Health Info Gizmo / Division: Medical Communications Agency / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

BRONZE / Shop.BBKWorldwide.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: E-Business.

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## Blue Shield of California

PRESENTED TO:

Christine Burger - Social Media Brand Strategist, Silvia Illingworth- Manager, Art Direction, Adam Beu - Senior Art Director, Bill Ruha - Senio

GOLD / Blue Shield of California Dr. Jim & Bob Campaign / Division: Health Insurer / Audience: Consumers / Category: Social Media: Facebook.

PRESENTED TO:

Gabby Jung - Marketing Manager, Bill Ruha - Senior Copywriter, Adam Beu - Senior Art Director, Eve Richards - Senior Traffic Manager

SILVER / Cost of Health Care campaign video / Division: Health Insurer / Audience: Consumers / Category: Web-based Resource/Tool.

PRESENTED TO:

Sarah Silverman -Digital Brand Manager, Adam Beu - Senior Art Director, Bill Ruha - Senior Copywriter, Eve Richards- Senior Traffic Mana

MERIT / Infographics / Division: Health Insurer / Audience: Consumers / Category: Infographic.

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## Brown Parker & DeMarinis Advertising

PRESENTED TO:

Brown Parker & DeMarinis Advertising

BRONZE / holy-cross.com / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

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## CAHG

PRESENTED TO:

CAHG

MERIT / Abilify Maintena Launch Microsite / Division: Medical Communications Agency / Audience: Health Professionals / Category: Microsite.

MERIT / DROPS101™ Web Tool / Division: Medical Communications Agency / Audience: Consumers / Category: Web-based Resource/Tool.

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## CareSource

PRESENTED TO:

CareSource

BRONZE / CareSource.com / Division: Health Insurer / Audience: Consumers / Category: Website.

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# CareTech Solutions

PRESENTED TO:

## Barbara Ann Karmanos Cancer Institute

MERIT / Barbara Ann Karmanos Cancer Institute / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## Blessing Hospital

MERIT / Blessing Hospital / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## Hendricks Regional Health

MERIT / Hendricks Regional Health / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## Inova Heart and Vascular Institute

SILVER / Inova Heart and Vascular Institute / Division: Health System / Audience: Consumers / Category: Website.

PRESENTED TO:

## Oakwood Healthcare

GOLD / Oakwood Healthcare / Division: Health System / Audience: Consumers / Category: Website.

PRESENTED TO:

## San Juan Regional Medical Center

MERIT / San Juan Regional Medical Center / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## St. Joseph's Hospital Health Center

BRONZE / St. Joseph's Hospital Health Center / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Website.

PRESENTED TO:

## The Detroit Medical Center

MERIT / The Detroit Medical Center / Division: Health System / Audience: Consumers / Category: Website.

PRESENTED TO:

## Valley Health

MERIT / Valley Health / Division: Health System / Audience: Consumers / Category: Website.



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# catchfire

PRESENTED TO:

## catchfire

BRONZE / Wellview Video / Division: Health System / Audience: Consumers / Category: Interactive Content / Rich Media.

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# Centene Corporation

PRESENTED TO:

## Centene Corporation

BRONZE / On Target with Your Asthma Audiobook / Division: Health Insurer / Audience: Consumers / Category: Webcast (Audio).

MERIT / Listening to your Heart Matters / Division: Health Insurer / Audience: Consumers / Category: Webcast (Audio).

MERIT / Living Well with Sickle Cell / Division: Health Insurer / Audience: Health Professionals / Category: Webcast (Audio).

MERIT / Off the Chain / Division: Health Insurer / Audience: Health Professionals / Category: Webcast (Audio).

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# CGI Federal

PRESENTED TO:

## Centers for Medicare & Medicaid Services

BRONZE / Medicare Physician Compare Tool / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Directory / Ratings / Guides.

MERIT / MyMedicare.gov Website / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Website.

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# Children's Hospital Los Angeles

PRESENTED TO:

## Children's Hospital Los Angeles

MERIT / Children's Hospital Los Angeles Mobile Site / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Mobile Website. Small Mobile Device

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# Cigna

PRESENTED TO:

## Cigna

BRONZE / Health Care Reform Infographic Web-Based Resource Tool / Division: Health Insurer / Audience: Consumers / Category: Infographic.

BRONZE / Informed on Reform Website / Division: Health Insurer / Audience: Consumers / Category: Website.

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# ClearPoint

PRESENTED TO:

## ClearPoint/Johnson and Johnson

BRONZE / Jeopardy Game / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Interactive Content / Rich Media.

PRESENTED TO:

## ClearPoint/Pfizer

BRONZE / Immunology and RA Overview / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Medical Education.

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# Cleveland Clinic Center for Continuing Education

PRESENTED TO:

## Cleveland Clinic Center for Continuing Education

BRONZE / Cleveland Clinic Continuing Education Mobile-Friendly Site / Division: Health System / Audience: Health Professionals / Category: Mobile Website. Small Mobile Device

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# CMEducation Resources

PRESENTED TO:

## CMEducation Resources

SILVER / ThrombosisCAST.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: Medical Education.

MERIT / MedicineWRAP.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: Medical Education.

MERIT / NeuroPsychCAST.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: Medical Education.

MERIT / OncologyCAST.net / Division: Medical Communications Agency / Audience: Health Professionals / Category: Medical Education.

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# Coffey Communications

PRESENTED TO:

## Gold Coast Health Plan

MERIT / Website for Gold Coast Health Plan / Division: Health System / Audience: Consumers / Category: Website.

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# Cohn & Wolfe PR

PRESENTED TO:

## Cohn & Wolfe Healthcare

BRONZE / Everyday Matters - National MS Society & Genzyme / Division: Medical Communications Agency / Audience: Consumers / Category: Interactive Content / Rich Media.

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# ComPsych Corporation

PRESENTED TO:

## ComPsych Corporation

GOLD / ComPsych Newsline / Division: Business: less than 500 employees / Audience: Health Professionals / Category: E-Newsletter.

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# Continuum Health Partners

PRESENTED TO:

## Continuum Health Partners

MERIT / Online Grand Rounds for Physician Education / Division: Health System / Audience: Health Professionals / Category: Medical Education.

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# Craig Hospital

PRESENTED TO:

## Craig Hospital, Terry Chase, Jessie Van Gundel, Michele Hunt, Kayla Lawson, Jake Manley

BRONZE / Bladder Options after Spinal Cord Injury Vol. 1 / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Medical Education.

PRESENTED TO:

## Craig Hospital, Terry Chase, Jessie Van Gundel, Michele Hunt, Kayla Lawson, Jake Manley, Diedre Bricker

GOLD / Padding In Bed / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Medical Education.

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# CURE Media Group

PRESENTED TO:

## CURE magazine: Kathy LaTour

BRONZE / Kathy LaTour's CURE Blog / Division: Media/Publishing / Audience: Consumers / Category: Blog.

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# DaVita

PRESENTED TO:

## DaVita

SILVER / MyDaVita.com / Division: Business: 500+ employees / Audience: Consumers / Category: Social Media: Web-based Social Community.

BRONZE / Dr. Allen Nissenson's Blog / Division: Business: 500+ employees / Audience: Health Professionals / Category: Blog.

MERIT / DaVita.com / Division: Business: 500+ employees / Audience: Consumers / Category: Website.

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# DevicePharm

PRESENTED TO:

## DevicePharm

BRONZE / Spine Association For Education / Division: Medical Communications Agency / Audience: Consumers / Category: Patient Education Portal Website.

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# dLife

PRESENTED TO:

## Humana and dLife

GOLD / Humana's My Diabetes Path - powered by dLife / Division: Business: less than 500 employees / Audience: Consumers / Category: Chronic Disease Portal Website.

PRESENTED TO:

## Valeritas and dLife

BRONZE / V-Go Life(TM) Self-Management Program - empowered by dLife / Division: Business: less than 500 employees / Audience: Consumers / Category: Chronic Disease Portal Website.

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# Emmi Solutions

PRESENTED TO:

## Emmi Solutions

GOLD / Emmi Solutions: Shared Decision Making Programs / Division: Business: less than 500 employees / Audience: Consumers / Category: Web-based Resource/Tool.

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# Everyday Health

PRESENTED TO:

## Everyday Health

BRONZE / MedPage Today / Division: Media/Publishing / Audience: Health Professionals / Category: Mobile Application: Medical Education. Small Mobile Device

PRESENTED TO:

## General Mills, Zenith & Everyday Health

GOLD / Live Better America / Division: Media/Publishing / Audience: Consumers / Category: Microsite.

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# Excela Health

PRESENTED TO:

## Excela Health Marketing Department

BRONZE / Excela Health Web Site / Division: Health System / Audience: Consumers / Category: Website.

PRESENTED TO:

## Excela Health Marketing Department / Downs Creative

MERIT / Excela Square — The Health Care Complex That Makes Life Simple / Division: Health System / Audience: Consumers / Category: Website.

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# FranklynHealthcom

PRESENTED TO:

## Eric Jones from Sanofi

BRONZE / healthFORWARD 2.0 (by FranklynHealthcom) / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Chronic Disease Portal Website.

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# gcg Connect

PRESENTED TO:

## gcg Connect, Stephen Lynch - Creative Director, Kim Langley - Copywriter

SILVER / DIANL Video Banner Ad - Client: Novo Nordisk / Division: Medical Communications Agency / Audience: Consumers / Category: Interactive Content / Rich Media.

MERIT / Cornerstones4Care Co-Pay Card Banner Ad - Client: Novo Nordisk / Division: Medical Communications Agency / Audience: Consumers / Category: Interactive Content / Rich Media.

PRESENTED TO:

## gcg Connect, Stephen Lynch - Creative Director, Nick Casale - Copywriter

SILVER / Diabetes In A New Light Microsite - Client: Novo Nordisk Product: Victoza / Division: Medical Communications Agency / Audience: Consumers / Category: Microsite.

MERIT / Cornerstones4Care Website - Client: Novo Nordisk Product: Cornerstones4Care / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

PRESENTED TO:

## gcg Connect, Stephen Lynch - Creative Director, Scott Weiss - Art Director, Andy McGann - Copywriter, Chris Retcho - Account Executive

MERIT / Norditropin Website - Client: Novo Nordisk Product: Norditropin / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

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# Gedeon Richter

PRESENTED TO:

## Gedeon Richter

GOLD / Esmya® Global product website / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

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# Geonetric

PRESENTED TO:

## Geonetric and Asante

MERIT / Asante Mobile Site / Division: Health System / Audience: Consumers / Category: Mobile Website, Small Mobile Device

PRESENTED TO:

## Geonetric and Cone Health

MERIT / Cone Health Website / Division: Health System / Audience: Consumers / Category: Website.

PRESENTED TO:

## Geonetric and Parkview Medical Center

BRONZE / Parkview Medical Center Website / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Website.

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# GlaxoSmithKline

PRESENTED TO:

## GlaxoSmithKline

SILVER / HealthCoach4Me - A virtual health coaching site / Division: Pharmaceutical Company / Audience: Consumers / Category: Patient Education Portal Website.

MERIT / Care Management Central / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Chronic Disease Portal Website.

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# Havas Lynx

PRESENTED TO:

## Havas Lynx

BRONZE / Lantus.com / Division: Pharmaceutical Company / Audience: Consumers / Category: Website.

MERIT / Apidra.com / Division: Pharmaceutical Company / Audience: Consumers / Category: Website.

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# Headcan Health Education Media

PRESENTED TO:

## Bristol-Myers Squibb Canada Co.

MERIT / Rey of Light Mobile Adherence Application / Division: Medical Communications Agency / Audience: Consumers / Category: Mobile Application: Patient Adherence/Compliance. Small Mobile Device

PRESENTED TO:

## Novo Nordisk Canada Inc.

MERIT / UKPDS-CV Risk ukpdcscrisk.com / Division: Medical Communications Agency / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

PRESENTED TO:

## Purdue Pharma Canada

SILVER / Being Me with ADHD beingmewithadhd.ca / Division: Medical Communications Agency / Audience: Consumers / Category: Patient Education Portal Website.

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# Health Advocate Inc.

PRESENTED TO:

## Health Avocate Inc.

MERIT / Health Advocate Smartphone App / Division: Other/Miscellaneous / Audience: Health Professionals / Category: Mobile Application: Tool/Resource. Small Mobile Device

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# Health Care Service Corporation

PRESENTED TO:

## Health Care Service Corporation

MERIT / Be Smart. Be Well. / Division: Health Insurer / Audience: Consumers / Category: Website.

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# Health Net Inc.

PRESENTED TO:

## Health Net Inc.

GOLD / Health Net Member Blog / Division: Health Insurer / Audience: Consumers / Category: Blog.

SILVER / Health Net Broker Blog / Division: Health Insurer / Audience: Health Professionals / Category: Blog.

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# HealthRock, LLC

PRESENTED TO:

## Mache Seibel, MD

BRONZE / My Menopause Magazine / Division: Other/Miscellaneous / Audience: Consumers / Category: Mobile Application: Publication. Large Mobile Device

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# HealthyPlace.com

PRESENTED TO:

## HealthyPlace.com

SILVER / HealthyPlace.com: America's Mental Health Channel / Division: Media/Publishing / Audience: Consumers / Category: Chronic Disease Portal Website.

BRONZE / HealthyPlace.com on Pinterest / Division: Media/Publishing / Audience: Consumers / Category: Social Media: Pinterest.

PRESENTED TO:

## HealthyPlace.com and Emily Roberts

MERIT / Building Self-Esteem Blog / Division: Media/Publishing / Audience: Consumers / Category: Blog.

PRESENTED TO:

## HealthyPlace.com and Jodi Aman

MERIT / Anxiety-Schmanxiety Blog / Division: Media/Publishing / Audience: Consumers / Category: Blog.

PRESENTED TO:

## HealthyPlace.com and Kellie Holly

MERIT / Verbal Abuse in Relationships Blog / Division: Media/Publishing / Audience: Consumers / Category: Blog.

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# hi Collaborative

PRESENTED TO:

## hi Collaborative

MERIT / Online Health Information Centre Mississauga / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

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# Home Front Communications

PRESENTED TO:

## Robert Wood Johnson Foundation/Home Front Communications

MERIT / Unwavering: Public Health's Dedication in the Wake of Hurricane Sandy / Division: Other/Miscellaneous / Audience: Consumers / Category: Webcast (Video).

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# Horizon Blue Cross Blue Shield of New Jersey

PRESENTED TO:

## Horizon Blue Cross Blue Shield of New Jersey

SILVER / Corporate Website / Division: Health Insurer / Audience: Consumers / Category: Website.

MERIT / Mobile Provider Directory / Division: Health Insurer / Audience: Consumers / Category: Mobile Application: Directory/Ratings/Guide. Small Mobile Device

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# HTK Marketing Communications

PRESENTED TO:

## HTK Marketing Communications

MERIT / North Memorial Hospital Website / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

MERIT / Sacred Heart Hospital Website / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

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# Human Care Systems

PRESENTED TO:

## Human Care Systems

GOLD / "Thinking About Insulin" at GetBloodSugarControl.com / Division: Business: less than 500 employees / Audience: Consumers / Category: Interactive Content / Rich Media.

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# ICC LOWE

PRESENTED TO:

## ICC LOWE

GOLD / SIMTOMAX MOBILE APP / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Mobile Application: E-Detailing. Large Mobile Device

MERIT / Activi Mobile App / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Mobile Application: E-Detailing. Large Mobile Device

MERIT / Botox Mobile App / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Mobile Application: E-Detailing. Large Mobile Device

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# ICC LOWE Trio

PRESENTED TO:

## ICC Lowe Trio

MERIT / Johnson and Johnson Dental Professional Portal Website / Division: Medical Communications Agency / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

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# In10sity

PRESENTED TO:

## In10sity

SILVER / Memorial Hospital of Sweetwater County / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Website.

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# Incubate

PRESENTED TO:

## Shire Regenerative Medicine and Incubate

MERIT / HealTogether Patient Education Site / Division: Other/Miscellaneous / Audience: Consumers / Category: Website.

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# Inspire

PRESENTED TO:

## Inspire

SILVER / Inspire / Division: Business: less than 500 employees / Audience: Consumers / Category: Forum/Message Board.

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# IntegraMed Fertility

PRESENTED TO:

## IntegraMed Fertility

SILVER / Attain Fertility Wall of Hope / Division: Business: 500+ employees / Audience: Consumers / Category: Other/Miscellaneous.

BRONZE / Attain Fertility Website / Division: Business: 500+ employees / Audience: Consumers / Category: Website.

MERIT / Attain Fertility Blog / Division: Business: 500+ employees / Audience: Consumers / Category: Blog.

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# Intouch Solutions

PRESENTED TO:

## Abbott Laboratories

BRONZE / PsoriasisSPEAKS Facebook Page / Division: Pharmaceutical Company / Audience: Consumers / Category: Social Media: Facebook.

PRESENTED TO:

## Bayer HealthCare Pharmaceuticals, Inc.

BRONZE / Kogenate® FS Factor Matters Website / Division: Pharmaceutical Company / Audience: Consumers / Category: Patient Education Portal Website.

PRESENTED TO:

## Crohn's & Colitis Foundation of America

SILVER / GI Buddy Tracker App / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Application: Chronic Disease Management. Small Mobile Device

PRESENTED TO:

## Galderma Laboratories, L.P.

BRONZE / Cetaphil® Facebook Page / Division: Pharmaceutical Company / Audience: Consumers / Category: Social Media: Facebook.

PRESENTED TO:

## Sanofi US

MERIT / Auvi-Q™ Companion App / Division: Pharmaceutical Company / Audience: Consumers / Category: Mobile Application: Personal Emergency Response. Small Mobile Device

PRESENTED TO:

## Sanofi US Diabetes

GOLD / GetBloodSugarControl YouTube Channel / Division: Pharmaceutical Company / Audience: Consumers / Category: Social Media: YouTube.

BRONZE / GoMeals® App / Division: Pharmaceutical Company / Audience: Consumers / Category: Mobile Application: Chronic Disease Management. Small Mobile Device

PRESENTED TO:

## Teva Neuroscience, Inc.

MERIT / Azilect® Website / Division: Pharmaceutical Company / Audience: Consumers / Category: Chronic Disease Portal Website.

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# INVIVO Communications Inc.

PRESENTED TO:

## Novartis Pharmaceutical Corporation

MERIT / myGIST Companion / Division: Medical Communications Agency / Audience: Consumers / Category: Mobile Application: Chronic Disease Management. Large Mobile Device

PRESENTED TO:

## The Hospital for Sick Children (Toronto)

MERIT / myIBD / Division: Medical Communications Agency / Audience: Consumers / Category: Mobile Application: Chronic Disease Management. Small Mobile Device

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## IQ Solutions

PRESENTED TO:

### National Institute on Drug Abuse

MERIT / NIDA Drug Screening Tool / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Mobile Application: Tool/Resource. Large Mobile Device

PRESENTED TO:

### Office of Disease Prevention and Health Promotion

BRONZE / Healthfinder.gov - myhealthfinder / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Web-based Resource/Tool.

BRONZE / Healthfinder.gov - Responsive Web Design / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Mobile Website. Large Mobile Device

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## IV Interactive

PRESENTED TO:

### IV Interactive

BRONZE / San Francisco Gastroenterology / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

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## JBS International, Inc.

PRESENTED TO:

### National Clearinghouse on Families & Youth, National Family & Youth Services Bureau, ACF

BRONZE / Voices from the Field: Dr. Carl Lejuez / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Webcast (Audio).

PRESENTED TO:

### Substance Abuse & Mental Health Services Admin., Admin. for Community Living, Admin. on Aging, HHS

MERIT / Older Americans Behavioral Health Technical Assistance Center Webinars / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Webinar.

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## Jefferson Center for Mental Health

PRESENTED TO:

### Jefferson Center for Mental Health

BRONZE / Jefferson Center for Mental Health Employee Portal / Division: Hospital: less than 300 beds / Audience: Health Professionals / Category: Intranet.

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## Jennings

PRESENTED TO:

### Signature Healthcare

SILVER / Signature Healthcare Physician Marketing Campaign / Division: Hospital: less than 300 beds / Audience: Health Professionals / Category: Microsite.

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# Johns Hopkins Medicine

PRESENTED TO:

## Johns Hopkins Medicine

GOLD / Healing the Heart at Johns Hopkins Medicine / Division: Health System / Audience: Consumers / Category: Webcast (Video).

SILVER / Baby's Heart Surgery Becomes Part of Hopkins History / Division: Health System / Audience: Consumers / Category: Webcast (Video).

BRONZE / Dystonia | Jeffrey's Story / Division: Health System / Audience: Consumers / Category: Webcast (Video).

BRONZE / Live Kidney Donation | Sam & John Cosby's Story / Division: Health System / Audience: Consumers / Category: Webcast (Video).

MERIT / Reconstruction after Breast Cancer | Pam's Story / Division: Health System / Audience: Consumers / Category: Webcast (Video).

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# Johns Hopkins University School of Nursing

PRESENTED TO:

## Johns Hopkins University School of Nursing

GOLD / Johns Hopkins Nursing Website / Division: Educational Institution / Audience: Consumers / Category: Website.

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# Kaiser Permanente

PRESENTED TO:

## Kaiser Permanente

SILVER / Every Body Walk! App / Division: Health System / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

SILVER / KP App / Division: Health System / Audience: Consumers / Category: Mobile Application: Health Records (EHRs/PHRs). Small Mobile Device

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# KDH Research & Communication

PRESENTED TO:

## KDH Research & Communication

SILVER / The Cochlear Implant School Toolkit / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

BRONZE / The Cochlear Implant School Toolkit / Division: Business: less than 500 employees / Audience: Consumers / Category: Interactive Content / Rich Media.

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# Ketchum

PRESENTED TO:

## Office of the National Coordinator for Health Information Technology

SILVER / Health IT Buzz Blog by ONC / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Blog.

MERIT / Health IT Buzz Blog / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Mobile Website. Small Mobile Device

PRESENTED TO:

## Office of the National Coordinator for Health Information Technology (ONC)

SILVER / HealthIT.gov by the Office of the National Coordinator for Health Information Technology (ONC) / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Website.

MERIT / HealthIT.gov by the Office of the National Coordinator for Health Information Technology (ONC) / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Website.

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# Kick It Stop Smoking Service

PRESENTED TO:

## Thrive Tribe

SILVER / Operation Smoke Storm / Division: Business: less than 500 employees / Audience: Consumers / Category: Interactive Content / Rich Media.

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# KidsPeace

PRESENTED TO:

## ParentCentral.Net

MERIT / Teen Alcohol Awareness / Division: Other/Miscellaneous / Audience: Consumers / Category: Website.

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# Klick Health

PRESENTED TO:

## Klick Health

BRONZE / Digital RX - Klick Health Blog / Division: Medical Communications Agency / Audience: Consumers / Category: Blog.

PRESENTED TO:

## Klick Health and Reckitt Benckiser

BRONZE / Turn to Help / Division: Pharmaceutical Company / Audience: Consumers / Category: Interactive Content / Rich Media.

MERIT / Turn to Help / Division: Pharmaceutical Company / Audience: Consumers / Category: Patient Education Portal Website.

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# KnowledgePoint360 Group, LLC

PRESENTED TO:

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

MERIT / NDEI.org, a premier online destination for professional education, clinically relevant information, and skillfully designed programs on diabetes and associated conditions that augment knowledge and practice gaps among hea

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# Laboratoires Pierre Fabre Dermo-Cosmétique

PRESENTED TO:

Pierre Fabre Dermo-Cosmétique

GOLD / Club Pharmaweb, the dermatology network for the pharmacist / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Medical Education.

MERIT / Dermaboard, an international community platform for dermatologists / Division: Pharmaceutical Company / Audience: Health Professionals / Category: Forum/Message Board.

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# Liazon

PRESENTED TO:

Liazon

MERIT / Liazon's Bright Choices® Benefits Exchange / Division: Health Insurer / Audience: Consumers / Category: Web-based Resource/Tool.

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# Life Control Software, Inc.

PRESENTED TO:

Life Control Software, Inc.

GOLD / Manage My Pain for Android / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Application: Chronic Disease Management. Small Mobile Device

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# Lifescrypt.com

PRESENTED TO:

Lifescrypt.com

MERIT / Lifescrypt Pinterest Page / Division: Media/Publishing / Audience: Consumers / Category: Social Media: Pinterest.

MERIT / Lifescrypt's Health Bistro Blog / Division: Media/Publishing / Audience: Consumers / Category: Blog.

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# Matter Communications

PRESENTED TO:

CVS/pharmacy

BRONZE / CVS Mobile App / Division: Pharmacy / Drug Store / Audience: Consumers / Category: Mobile Application: E-Commerce. Small Mobile Device

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# Mayfield Clinic

PRESENTED TO:

Cindy Starr

GOLD / Mayfield Clinic Hope Stories / Division: Medical Communications Agency / Audience: Consumers / Category: Other/Miscellaneous.

PRESENTED TO:

Mayfield Clinic Communications Department

MERIT / Mayfieldclinic.com / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

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# Mayo Clinic

PRESENTED TO:

Mayo Clinic

GOLD / www.mayoclinic.com / Division: Media/Publishing / Audience: Consumers / Category: Patient Education Portal Website.

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# Medical Education Institute

PRESENTED TO:

Medical Education Institute / Life Options

SILVER / Let's Talk About...Fluids / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

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# Medicom Health Interactive

PRESENTED TO:

Medicom Health Interactive

BRONZE / EVALIA Knee and Hip Profiler / Division: Business: less than 500 employees / Audience: Consumers / Category: Interactive Content / Rich Media.

MERIT / EVALIA Stroke Profiler / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Application: Medical Education. Small Mobile Device



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# MediMobile

PRESENTED TO:

## MediMobile

SILVER / MediMobile- Charge Capture Web-Based Solution / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Web-based Resource/Tool.

MERIT / MediMobile- Charge Capture Solution / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Mobile Application: Tool/Resource. Small Mobile Device

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# MedPage Today

PRESENTED TO:

n/a

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

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# Medscape/WebMD

PRESENTED TO:

## Medscape/WebMD

SILVER / Social Media: Twitter / Division: Media/Publishing / Audience: Health Professionals / Category: Social Media: Twitter.

SILVER / Venter and Topol on the True Revolution in Medicine / Division: Media/Publishing / Audience: Health Professionals / Category: Webcast (Video).

MERIT / Medscape's 2013 Physician Lifestyle Report / Division: Media/Publishing / Audience: Health Professionals / Category: Microsite.

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# Methodist Medical Center of Illinois

PRESENTED TO:

## MyMethodist.net

MERIT / Methodist Medical Center of Illinois / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Website.

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# Mindgruve

PRESENTED TO:

## Mindgruve: Clint, Michael T., Nate, Katie, Erica, Rachael W., Todd, Tom, Nicole

SILVER / MDVIP Connect, Your Newest Partner in Health / Division: Health System / Audience: Consumers / Category: Patient Education Portal Website.

PRESENTED TO:

## Mindgruve: Clint, Michael T., Nate, Katie, Rachael W., Todd, Tom, Nicole

GOLD / MDVIP.com - A Personalized Healthcare Program / Division: Health System / Audience: Consumers / Category: Website.

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# MSP Communications for Optum

PRESENTED TO:

MSP Communications

MERIT / O'Neal Hampton's Weight-Loss Success Story / Division: Media/Publishing / Audience: Consumers / Category: Web-based Resource/Tool.

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# Muscular Dystrophy Association

PRESENTED TO:

Muscular Dystrophy Association

BRONZE / Muscular Dystrophy Association Publications Pages / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Other/Miscellaneous.

MERIT / Grants at a Glance - Winter 2013 / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Other/Miscellaneous.

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# National Association of Boards of Pharmacy

PRESENTED TO:

National Association of Boards of Pharmacy

GOLD / AWARxE Consumer Protection Program / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

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# National Hemophilia Foundation

PRESENTED TO:

National Hemophila Foundation

MERIT / National Hemophilia Foundation's Steps for Living website / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Chronic Disease Portal Website.

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# National Institute on Deafness & Other Communication Disorders (NIDCD)

PRESENTED TO:

NIDCD

SILVER / NIDCD Intranet / Division: Government (Local/State/Federal) / Audience: Health Professionals / Category: Intranet.

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# National Institute on Drug Abuse

PRESENTED TO:

## National Institute on Drug Abuse

BRONZE / NIDA for Teens / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Website.

MERIT / Sara Bellum Blog / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Blog.

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# National Jewish Health

PRESENTED TO:

## National Jewish Health

GOLD / National Jewish Health - For Professionals Site / Division: Hospital: less than 300 beds / Audience: Health Professionals / Category: Website.

MERIT / National Jewish Health - Facebook / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Social Media: Facebook.

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# Nationwide Children's Hospital

PRESENTED TO:

## Nationwide Children's Hospital

GOLD / Nationwide Children's Hospital by the Numbers: Dance-Related Injuries / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Infographic.

PRESENTED TO:

## Nationwide Children's Hospital and Cement Marketing

SILVER / Nationwide Children's Hospital by the Numbers: America's Largest Pediatric Expansion / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Infographic.

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# NC Prevention Partners

PRESENTED TO:

## NC Prevention Partners

MERIT / NC School Health Connection / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Web-based Resource/Tool.

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# Neathawk Dubuque & Packett

PRESENTED TO:

## Neathawk Dubuque & Packett

BRONZE / TSHMPR Website / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

MERIT / Gaylord Mobile / Division: Other/Miscellaneous / Audience: Consumers / Category: Mobile Website. Small Mobile Device

MERIT / Kindred Healthcare Rich Media Ad / Division: Health System / Audience: Consumers / Category: Interactive Content / Rich Media.

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# Network Health

PRESENTED TO:

## Network Health

BRONZE / Member News / Division: Health Insurer / Audience: Consumers / Category: Microsite.

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# nliven systems

PRESENTED TO:

## nliven systems

MERIT / Betty / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Mobile Application: Patient Monitoring. Large Mobile Device

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# Ogilvy Public Relations

PRESENTED TO:

## Ogilvy Public Relations

BRONZE / President's Council on Fitness, Sports & Nutrition - Fitness.gov Redesign / Division: Other/Miscellaneous / Audience: Consumers / Category: Website.

PRESENTED TO:

## The National Heart, Lung, and Blood Institute/Ogilvy Public Relations

SILVER / The Heart Truth: Using Facebook to Engage and Motivate Women around Heart Health / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Social Media: Facebook.

BRONZE / The Heart Truth Infographic: A Decade of Inspiring Women to Protect Their Hearts / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Infographic.

MERIT / @TheHeartTruth: Using Twitter to Engage and Motivate Women around Heart Health / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Social Media: Twitter.

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# Ogilvy Washington

PRESENTED TO:

## Centers for Disease Control and Prevention

SILVER / Rich Media Ads for CDC's Inside Knowledge campaign, a national gynecologic cancer awareness initiative / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Interactive Content / Rich Media.

PRESENTED TO:

## National Institute on Drug Abuse and Ogilvy Washington

BRONZE / Monitoring the Future 2012 Survey Results / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Infographic.

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# Olmsted Medical Center

PRESENTED TO:

## Olmsted Medical Center

MERIT / OMConnect / Division: Hospital: less than 300 beds / Audience: Health Professionals / Category: Intranet.

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# Optum

PRESENTED TO:

## Optum

BRONZE / OptumizeMe / Division: Health Insurer / Audience: Consumers / Category: Mobile Application: Interactive / Gaming. Small Mobile Device

PRESENTED TO:

## Optum HealthAllies

BRONZE / Optum HealthAllies Discount Program / Division: Health Insurer / Audience: Consumers / Category: Website.

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# OptumRx

PRESENTED TO:

## OptumRx

SILVER / OptumRx Mobile Consumer Portal / Division: Business: 500+ employees / Audience: Consumers / Category: Mobile Website. Small Mobile Device

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# Oregon Health & Science University

PRESENTED TO:

## FEMA, Oregon Health & Science University, International Association of Women in Fire and Emergency Services, East Fourth Studios, Wo

MERIT / safemoms.org home safety and fitness website and videos / Division: Educational Institution / Audience: Consumers / Category: Website.

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# Ormco Corporation

PRESENTED TO:

## Ormco Corporation

SILVER / Damon Doctor Locator / Division: Medical Equipment/Device Manufacturer / Audience: Consumers / Category: Directory / Ratings / Guides.

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# Palio+Ignite

PRESENTED TO:

## Palio+Ignite

GOLD / Prezista Zone / Division: Medical Communications Agency / Audience: Consumers / Category: Web-based Resource/Tool.

BRONZE / Carebox / Division: Medical Communications Agency / Audience: Consumers / Category: Forum/Message Board.

BRONZE / Diabetes Nest / Division: Medical Communications Agency / Audience: Consumers / Category: Social Media: Twitter.

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

BRONZE / Prezista Zone / Division: Medical Communications Agency / Audience: Consumers / Category: Chronic Disease Portal Website.

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# Palladian Partners, Inc.

PRESENTED TO:

## Million Hearts(tm)

SILVER / Million Hearts Sodium Infographic / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Infographic.

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# Pappas MacDnnell, Inc.

PRESENTED TO:

## Access Health CT / Pappas MacDonnell, Inc.

SILVER / Access Health CT, Connecticut's Health Insurance Marketplace / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Microsite.

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# Physicians Interactive

PRESENTED TO:

## Physicians Interactive

SILVER / Omnio / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Mobile Application: Medical Education. Large Mobile Device

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# Piedmont Healthcare

PRESENTED TO:

## Piedmont Healthcare

MERIT / HealthWatchMD.com Becomes Community Health Resource / Division: Health System / Audience: Consumers / Category: Website.

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# PinnacleHealth

PRESENTED TO:

## PinnacleHealth

BRONZE / PinnacleHealth Pregnancy & Childbirth Microsite / Division: Health System / Audience: Consumers / Category: Microsite.

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# Porter Novelli

PRESENTED TO:

## The Clean Air Campaign, Porter Novelli and Creative Outhouse

BRONZE / All About Air Quality - Animated Video / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Social Media: YouTube.

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# Presence Health

PRESENTED TO:

## Online Marketing

BRONZE / Presence Health Interim Website / Division: Health System / Audience: Consumers / Category: Website.

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# Primacy

PRESENTED TO:

## Primacy

GOLD / TeenHealthFX Mobile / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Website. Small Mobile Device

MERIT / HSS PGA Portal / Division: Business: less than 500 employees / Audience: Consumers / Category: Microsite.

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# Princeton Healthcare System

PRESENTED TO:

## Princeton Healthcare System

SILVER / UMCPP Web Video Series / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Interactive Content / Rich Media.

MERIT / PHCS Physician Web Directory / Division: Health System / Audience: Consumers / Category: Directory / Ratings / Guides.

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# Principal Wellness Company

PRESENTED TO:

## Principal Wellness Company

SILVER / Online Seminars, Challenges, Activities with Trophy Gamification Award Program / Division: Business: less than 500 employees / Audience: Consumers / Category: Interactive Content / Rich Media.

BRONZE / Interactive and Educational Wellness Portal - Monthly Wellness Update Newsletter for Employees and Monthly Wellness Coordinator Newsletter / Division: Business: less than 500 employees / Audience: Consumers / Cat

MERIT / Mobile Employee Wellness Portal / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Website. Small Mobile Device

MERIT / Tablet Employee Wellness Portal / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Website. Large Mobile Device

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# Quintiles

PRESENTED TO:

## Quintiles' Digital Patient Unit

BRONZE / ClinicalResearch.com / Division: Business: 500+ employees / Audience: Consumers / Category: Patient Education Portal Website.

BRONZE / ClinicalResearch.com Monthly E-Newsletter / Division: Business: 500+ employees / Audience: Consumers / Category: E-Newsletter.

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# Quintiles Digital Patient Unit

PRESENTED TO:

## Laurie Costanza Quintiles Digital Patient Unit

MERIT / I Am More Than Lupus Facebook Community / Division: Business: less than 500 employees / Audience: Consumers / Category: Social Media: Facebook.

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# R.A. Rapaport Publishing, Inc.

PRESENTED TO:

## R.A. Rapaport Publishing, Inc.

MERIT / Arthritis Self Management Extra / Division: Media/Publishing / Audience: Consumers / Category: E-Newsletter.

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# Radiological Society of North America (RSNA) and American College of Radiology

PRESENTED TO:

## Radiological Society of North America (RSNA) and American College of Radiology (ACR)

MERIT / RadiologyInfo.org Mobile Website / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Mobile Website. Small Mobile Device

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# Razorfish Healthware

PRESENTED TO:

## Rite Aid & Razorfish Healthware

MERIT / Rite Aid Mobile App / Division: Pharmacy / Drug Store / Audience: Consumers / Category: Mobile Application: E-Commerce, Small Mobile Device

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# RedBrick Health

PRESENTED TO:

## RedBrick Health

SILVER / RedBrick Journeys / Division: Business: less than 500 employees / Audience: Consumers / Category: Web-based Resource/Tool.

MERIT / RedBrick Journeys / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Website, Small Mobile Device

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# RelayHealth

PRESENTED TO:

## RelayHealth

GOLD / RelayClinical Patient Education- Living well with Coronary Artery Disease / Division: Business: 500+ employees / Audience: Consumers / Category: Patient Education Portal Website.

BRONZE / RelayClinical™ Patient Education- Living Well with Heart Failure Multimedia Program / Division: Business: 500+ employees / Audience: Consumers / Category: Patient Education Portal Website.

MERIT / RelayClinical Patient Education- Living Well with Diabetes Multimedia Program / Division: Business: 500+ employees / Audience: Consumers / Category: Patient Education Portal Website.

MERIT / RelayClinical™ Patient Education- A Patient's Guide to Hip Replacement / Division: Business: 500+ employees / Audience: Consumers / Category: Patient Education Portal Website.

MERIT / RelayClinical™ Patient Education- A Patient's Guide to Knee Replacement / Division: Business: 500+ employees / Audience: Consumers / Category: Patient Education Portal Website.

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# Remedy Health Media

PRESENTED TO:

## Remedy Health Media

SILVER / Berkeley Wellness / Division: Media/Publishing / Audience: Consumers / Category: Website.

SILVER / The Dangers of Sleep Deprivation / Division: Media/Publishing / Audience: Consumers / Category: Infographic.

BRONZE / 10 Ways to Lift a Low Mood / Division: Media/Publishing / Audience: Consumers / Category: Interactive Content / Rich Media.

BRONZE / Emotional Eating: A HealthCentral Explainer / Division: Media/Publishing / Audience: Consumers / Category: Infographic.

MERIT / Stages of Sleep / Division: Media/Publishing / Audience: Consumers / Category: Infographic.

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# RLM Finsbury

PRESENTED TO:

## UnitedHealthcare

GOLD / Health Care Lane / Division: Health Insurer / Audience: Consumers / Category: Interactive Content / Rich Media.

SILVER / America's Health Rankings / Division: Health Insurer / Audience: Consumers / Category: Interactive Content / Rich Media.

BRONZE / Health4Me / Division: Health Insurer / Audience: Consumers / Category: Mobile Application: Location-Based Resource. Small Mobile Device

BRONZE / myUHC.com / Division: Health Insurer / Audience: Consumers / Category: Patient Education Portal Website.

BRONZE / UHC.TV / Division: Health Insurer / Audience: Consumers / Category: Webcast (Video).

MERIT / Health4Me / Division: Health Insurer / Audience: Consumers / Category: Mobile Application: Directory/Ratings/Guide. Small Mobile Device

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# Rocky Mountain Health Plans

PRESENTED TO:

## Rocky Mountain Health Plan

GOLD / Rocky Mountain Health Plan Website / Division: Health Insurer / Audience: Consumers / Category: Website.

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# Roska Healthcare Advertising

PRESENTED TO:

## Roska Healthcare Advertising

BRONZE / MMFacts.com Website for Metastatic Melanoma Patients by Bristol-Myers Squibb / Division: Pharmaceutical Company / Audience: Consumers / Category: Website.

BRONZE / Vaxtext Website by Pfizer, Inc. / Division: Pharmaceutical Company / Audience: Consumers / Category: Website.

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# Russell Herder

PRESENTED TO:

## Minnesota Department of Human Services

MERIT / No Judgment, Only Hope: Problem Gambling Crisis Website / Division: Medical Communications Agency / Audience: Consumers / Category: Microsite.

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# Sage Age Strategies

PRESENTED TO:

## Sage Age Strategies

BRONZE / Heritage Run Website / Division: Media/Publishing / Audience: Consumers / Category: Mobile Website. Small Mobile Device

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## Sagepath, Inc.

PRESENTED TO:

The Coca-Cola Beverage Institute for Health & Wellness

SILVER / The Coca-Cola Beverage Institute for Health & Wellness / Division: Business: 500+ employees / Audience: Health Professionals / Category: Website.

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## SaludToday (Institute for Health Promotion Research at the UT Health Science C

PRESENTED TO:

IHPR at UT Health Science Center at San Antonio

MERIT / IHPR Noticias E-Newsletter / Division: Health System / Audience: Consumers / Category: E-Newsletter.

PRESENTED TO:

SaludToday (IHPR at UT Health Science Center at San Antonio)

SILVER / SaludToday Blog / Division: Health System / Audience: Consumers / Category: Blog.

BRONZE / SaludToday Twitter / Division: Health System / Audience: Consumers / Category: Social Media: Twitter.

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## Scleroderma Foundation

PRESENTED TO:

Scleroderma Foundation

MERIT / Scleroderma Foundation Website Redesign / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

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## Senior Living Residences

PRESENTED TO:

Senior Living Residences

MERIT / Alzheimer's Care Blog / Division: Business: 500+ employees / Audience: Consumers / Category: Blog.

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## Seniority Matters

PRESENTED TO:

Seniority Matters

MERIT / ASK NANCY:Advice for the Everyday Issues Caregivers Face / Division: Other/Miscellaneous / Audience: Consumers / Category: E-Newsletter.

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# Sentient Interactive, LLC

PRESENTED TO:

## Sentient Interactive, LLC

BRONZE / 1-800-DOCTORS Website / Division: Medical Communications Agency / Audience: Consumers / Category: Directory / Ratings / Guides.

BRONZE / Medical App Disorder (M.A.D.) Campaign Lander / Division: Medical Communications Agency / Audience: Health Professionals / Category: Microsite.

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# Siren Interactive

PRESENTED TO:

## Siren Interactive and Lundbeck

BRONZE / Moving Together for HD (Huntington's Disease) Facebook Page / Division: Pharmaceutical Company / Audience: Consumers / Category: Social Media: Facebook.

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# Smart + Strong

PRESENTED TO:

## Smart + Strong

BRONZE / RealHealthMag.com / Division: Media/Publishing / Audience: Consumers / Category: Website.

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# Solstice

PRESENTED TO:

## Solstice - Kate Ranta

MERIT / Perio Maintenance / Division: Health Insurer / Audience: Consumers / Category: Medical Education.

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# South County Hospital

PRESENTED TO:

## Marketing Department

MERIT / FaceBook / Division: Hospital: less than 300 beds / Audience: Consumers / Category: Social Media: Facebook.

MERIT / Physician Focus / Division: Hospital: less than 300 beds / Audience: Health Professionals / Category: E-Newsletter.

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# Strategic Domain, Inc.

PRESENTED TO:

Strategic Domain, Inc.

BRONZE / Elimite.com Patient Website / Division: Medical Communications Agency / Audience: Consumers / Category: Website.

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# Strategies to Overcome and Prevent (STOP) Obesity Alliance

PRESENTED TO:

Strategies to Overcome and Prevent (STOP) Obesity Alliance

MERIT / Weigh In: Talking to Your Children About Weight and Health / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Directory / Ratings / Guides.

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# Tailwind Agency

PRESENTED TO:

Tailwind Agency

GOLD / SHBP Wellness Learning Center / Division: Business: less than 500 employees / Audience: Consumers / Category: Medical Education.

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# Temple University Health System

PRESENTED TO:

Temple University Health System

GOLD / Jeanes Hospital — Mobile Website / Division: Health System / Audience: Consumers / Category: Mobile Website. Small Mobile Device

MERIT / Temple University Hospital — Facebook Page / Division: Health System / Audience: Consumers / Category: Social Media: Facebook.

MERIT / Temple University Hospital — Mobile Website / Division: Health System / Audience: Consumers / Category: Mobile Website. Small Mobile Device

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# Texas Heart Institute

PRESENTED TO:

Texas Heart Institute

SILVER / Project Heart / Division: Educational Institution / Audience: Consumers / Category: Interactive Content / Rich Media.

SILVER / Texas Heart Institute Pinterest / Division: Educational Institution / Audience: Consumers / Category: Social Media: Pinterest.

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# The About Group

PRESENTED TO:

## About.com

GOLD / About.com Health / Division: Business: less than 500 employees / Audience: Consumers / Category: Directory / Ratings / Guides.

MERIT / About.com Health / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

PRESENTED TO:

## Calorie Count

GOLD / Calorie Camp / Division: Business: less than 500 employees / Audience: Consumers / Category: Forum/Message Board.

GOLD / CalorieCount.com / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

SILVER / Thanksgiving - Did You Know? : Infographic / Division: Business: less than 500 employees / Audience: Consumers / Category: Infographic.

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# The Doctor's Channel

PRESENTED TO:

## The Doctor's Channel

BRONZE / The Doctor's Channel / Division: Media/Publishing / Audience: Health Professionals / Category: Physician/Clinician Portal Website.

MERIT / The Doctor's Channel - Discussions in Diabetes / Division: Medical Communications Agency / Audience: Health Professionals / Category: Microsite.

MERIT / The Doctor's Channel - Video e-Newsletter / Division: Medical Communications Agency / Audience: Health Professionals / Category: E-Newsletter.

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# The Jellyvision Lab, Inc.

PRESENTED TO:

## The Jellyvision Lab, Inc.

MERIT / ALEX® on the go! / Division: Business: less than 500 employees / Audience: Consumers / Category: Mobile Application: Tool/Resource. Small Mobile Device

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# The National Eye Institute

PRESENTED TO:

## The National Eye Institute

GOLD / The National Eye Institute Website / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Website.

MERIT / National Eye Institute Twitter Handle / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Social Media: Twitter.

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# The Texas Medical Association

PRESENTED TO:

The Texas Medical Association, Steve Levine

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

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# The University of Texas MD Anderson Cancer Center

PRESENTED TO:

Deborah Thomas – producer, Lisa Garvin - host, UT Television – technical support

SILVER / Cancer Newsline: an audio podcast series from MD Anderson Cancer Center / Division: Educational Institution / Audience: Consumers / Category: Webcast (Audio).

PRESENTED TO:

The University of Texas MD Anderson Cancer Center

GOLD / MD Anderson Cancer Center Pinterest account / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Social Media: Pinterest.

BRONZE / Cancerwise blog / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Blog.

MERIT / MD Anderson Cancer Center Facebook page / Division: Hospital: 300+ Beds / Audience: Consumers / Category: Social Media: Facebook.

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# Trilogy Interactive

PRESENTED TO:

Trilogy Interactive

SILVER / The National Chlamydia Coalition / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Website.

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# Trotter Wellness

PRESENTED TO:

Trotter Wellness

BRONZE / Personal Wellness Programs from WellNation.com / Division: Business: less than 500 employees / Audience: Consumers / Category: Website.

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# UbiCare

PRESENTED TO:

UbiCare

SILVER / UbiMail: Provider Portal / Division: Media/Publishing / Audience: Health Professionals / Category: Web-based Resource/Tool.

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# UCare

PRESENTED TO:

## UCare

SILVER / UCare website / Division: Health Insurer / Audience: Consumers / Category: Website.

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# United Health Foundation

PRESENTED TO:

## United Health Foundation

GOLD / United Health Foundation's America's Health Rankings 3D View / Division: Association / Professional Society / Non-Profit / Audience: Health Professionals / Category: Interactive Content / Rich Media.

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# UnitedHealthcare

PRESENTED TO:

## Consumer Communication Solutions of UnitedHealthcare

GOLD / The Benefits of Nielsen / Division: Health Insurer / Audience: Consumers / Category: Microsite.

SILVER / MAN: An Owner's Manual / Division: Health Insurer / Audience: Consumers / Category: Other/Miscellaneous.

PRESENTED TO:

## UnitedHealthcare

GOLD / Source4Women Facebook / Division: Health Insurer / Audience: Consumers / Category: Social Media: Facebook.

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# UnitedHealthcare/Optum

PRESENTED TO:

## UnitedHealthcare/Optum

SILVER / Healthy Mind Healthy Body February 2013 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

SILVER / Healthy Mind Healthy Body November 2012 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

MERIT / Healthy Mind Healthy Body January 2013 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

MERIT / Healthy Mind Healthy Body March 2013 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.

MERIT / Healthy Mind Healthy Body October 2012 / Division: Health Insurer / Audience: Consumers / Category: E-Newsletter.



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# University of Utah Health Care

PRESENTED TO:

## University of Utah Health Care

BRONZE / University of Utah Orthopaedic Center - Responsive Design / Division: Health System / Audience: Consumers / Category: Mobile Website. Large Mobile Device

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# VA's National Center for PTSD

PRESENTED TO:

## VA's National Center for PTSD

BRONZE / VA's National Center for PTSD Website / Division: Government (Local/State/Federal) / Audience: Consumers / Category: Website.

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# Walgreens

PRESENTED TO:

## Walgreens

SILVER / Walgreens Health Centers / Division: Business: 500+ employees / Audience: Consumers / Category: Chronic Disease Portal Website.

SILVER / Walgreens Just-Reply Email / Division: Business: 500+ employees / Audience: Consumers / Category: E-Business.

SILVER / Walgreens Know Your Pharmacist / Division: Business: 500+ employees / Audience: Consumers / Category: Directory / Ratings / Guides.

SILVER / Walgreens Refill by Text / Division: Business: 500+ employees / Audience: Consumers / Category: Mobile Application: Patient Adherence/Compliance. Small Mobile Device

BRONZE / Walgreens iPhone App / Division: Business: 500+ employees / Audience: Consumers / Category: Mobile Application: Patient Adherence/Compliance. Small Mobile Device

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# Wax Custom Communications

PRESENTED TO:

## Alliance for Aging, Inc

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

PRESENTED TO:

## Wax Custom Communications

SILVER / Webinar / Division: Business: less than 500 employees / Audience: Health Professionals / Category: Webinar.

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# WCHQ - Wisconsin Collaborative for Healthcare Quality

PRESENTED TO:

## Wisconsin Collaborative for Healthcare Quality (WCHQ)

MERIT / Wisconsin Health Reports / Division: Association / Professional Society / Non-Profit / Audience: Consumers / Category: Website.

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