

## **ASD Management Winner of 2011 eHealthcare Leadership Award Recognized in Nov. at Healthcare Internet Conference in Orlando**

More than 300 healthcare organizations, representing a broad industry spectrum, received recognition for their outstanding websites and digital communications at a special presentation in Orlando on November 9 during the Fifteenth Annual Healthcare Internet Conference. Winners of the 2011 eHealthcare Leadership Awards were selected from nearly 1,200 entries. A total of 114 individuals familiar with healthcare and the Internet judged the entries.

“Despite the challenging economic environment, organizations have continued to explore and invest in digital communications,” says Mark Gothberg, eHealthcare Leadership Awards chairman. “A significant number of organizations have made major improvements in their websites, expanded involvement in social media, more fully integrated traditional marketing with new media vehicles, and initiated mobile efforts to better serve current and future customers.”

Gothberg notes that improvements in websites were largely focused on enhancing visual interest, perfecting navigation, and showcasing key service lines. Videos, audios, virtual tours, social media tie-ins, and calls-to-action now populate many key service sections.

“More organizations are also seeing the benefits of integrating digital and traditional media communications,” Gothberg adds.

Winners of platinum, gold, silver, and distinction awards represented 17 industry classifications, from hospitals and health systems to pharmaceutical firms and online health companies. Awards were given in 13 different categories: Best Mobile Communications, Best Patient Access and Convenience, Best Site Design, Best Health/Healthcare Content, Best Interactive, Best Care/Disease Management, Best e-Business, Best Doctor Directory, Best Web 2.0, Best Integrated Marketing Campaign, Best Overall Internet Site, Best Intranet, and eHealth Organizational Commitment.

Judges looked at how websites and other digital communications compared with others in their organization’s classification. They also reviewed entries based on a proprietary multi-point standard of Internet excellence. The best overall Internet site category, for example, had to pass muster on more than 40 factors.

“As in previous years, competition was especially strong among large hospitals, healthcare systems, and managed care organizations,” says Gothberg. Best Health/Healthcare Content, Best Site Design, and Best Overall Internet Site categories drew the most entries. There were also a large number of entries in the Best Web 2.0, Best Mobile Communications, and Best Integrated Marketing Campaign categories.

The eHealthcare Leadership Awards program was developed and first presented 12 years ago by *eHealthcare Strategy & Trends*, a leading industry resource published by Health

Care Communications, Rye, NY. The Fifteenth Annual Healthcare Internet Conference was sponsored by Greystone.Net, an Atlanta-based strategy firm.

Major sponsors of the eHealthcare Leadership Awards were Blausen Medical Communications, a Houston-based supplier of medical animation and graphics; CareTech Solutions, a Troy, MI-based supplier of turnkey products to reduce cost and improve efficiency; CaringBridge, an Eagan, MN-based organization that connects loved ones during health crises; Atlanta-based Connect Healthcare, a PhotoBooks company that provides physician directories and custom websites; Element115.net, an information technology solutions company in Chicago; Geonetric, a Cedar Rapids, IA-based supplier of comprehensive online services, including content management; Medseek, an enterprise e-health solutions company based in Birmingham, AL; Private Health News, a Cincinnati-based supplier of e-health newsletters and CRM programs; and Professional Research Consultants, a market and customer research firm based in Omaha, NE. Other supporters were Acsys Interactive, Active Data Exchange, Creative Change, MedTouch, and Monigle Associates.

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