 Judges

Laura Boyd DeSmet
Director of Digital Communications
Medical City Healthcare

Shelly Caldwell
Owner
Toolbox 4 Healthcare

Gayle Christopher, PhD
Interactive Media Professional
gaylechristopher.com

Zach Covey
Email Marketing Manager
Veritas Health

Dan Dunlop
President
Jennings

Brooke Ellis
Marketing Manager
Solstice Benefits, Inc.

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

Patrick Evett
American Academy of Pediatrics

Heather Guidone
Surgical Program Director
Center for Endometriosis Care

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Digital Marketing Specialist
Composites One

Beth Hampton
VP Marketing and Communications
AACC

Jill Harvill
Occupational Health Services Team Lead
AdvanceMed Hanford

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Visual Designer
Veritas Health

Barbara Knudtson, MLS
Editor AAP.org
American Academy of Pediatrics

Beth Landau
Owner, Writer, Editor
BEL Writing Services

Jan Lemke
SVP Group Account Director
MRM/McCann

Elliot Lopez
President
ACTIONREACTION

Courtney Mears
Strategist, Digital Engagement
Yale New Haven Health

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

Samantha Reeves
Director, Web Strategy
National Jewish Health

Laura Reynolds
Director, Cognitive Fitness initiative
Dana Foundation

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

Mark Ruthman
Product Manager – Health Solutions Group
American Medical Association

Leah Shanbholtz
Associate Director, User Experience
AbelsonTaylor

Christal Spath
Web Content Specialist, Advocacy and External Affairs, Digital Communications & Online Strategy
American Academy of Pediatrics

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
Managing Director, Strategy
W2O Group

Crystal Vining
Digital Content Editor
American Academy of Pediatrics

Debra Zalvan
Executive Vice President
UbiCare

Connected Digital Health
Clinical Decision
Support Tools

SILVER

Sharecare on Facebook
The Sharecare Team
Division Business: 500+ employees
Audience: Consumers

MERIT

iDrive VR
Stealth Products
Division Nurses / Allied Health Professionals
Audience: Health Professionals

Leah Shanbholtz
Associate Director, User Experience
AbelsonTaylor

Connected Digital Health
Consumer Directed
Digital Health Programs

SILVER

Sun Genomics – Creator of Flore, the first truly personalized probiotic
Sun Genomics
Division Consumer Product Company
Audience: Consumers

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

Heal Home-based primary care paired with remote monitoring drives comprehensive, data-driven medicine
Heal
Division Health System
Audience: Consumers

Connected Digital Health
Telehealth / Remote Patient Monitoring

SILVER

Dr. Oz on Instagram
The Sharecare Team
Division Business: 500+ employees
Audience: Consumers

SILVER

Dr. Oz on Instagram
The Sharecare Team
Division Business: 500+ employees
Audience: Consumers

B RONZE

Wearable-assisted Remote Patient Monitoring (RPM) Solution Catering for the Senior Population
Somatix
Division Health System
Audience: Health Professionals

B RONZE

Eating Well During Cancer Treatment Cancer Support Community
Division Association / Professional Society / Non-Profit
Audience: Consumers

B RONZE

The Benefits of Joining: You, Me, and All of Us
AARP Create the Good and All of Us Research Program
Division Association / Professional Society / Non-Profit
Audience: Consumers

Digital Health – Social Media
Input

GOLD

Sharecare on Facebook
The Sharecare Team
Division Business: 500+ employees
Audience: Consumers

GOLD

Sharecare on Instagram
The Sharecare Team
Division Business: 500+ employees
Audience: Consumers

B RONZE

Cancer Support Community
Twitter Account
Tristan Fitzpatrick
Division Association / Professional Society / Non-Profit
Audience: Consumers

SILVER

Cytokine Signalling Forum
CESAS Medical / University of Glasgow
Division Educational Institution
Audience: Health Professionals

SILVER

YouTube Channel Clínica Medico Dental Pardiñas
Clínica Médico Dental Pardiñas
Division Physicians / Medical Practices
Audience: Consumers

B RONZE

Digital Health – Social Media
Output

MERIT

Tips to Make Mealtimes Easier for People with Alzheimer’s
Inforgraphic National Institute on Aging
Division Government (Local/State/Federal)
Audience: Consumers

Audience: Health Professionals

Division: Nurses / Allied Health Professionals

Audience: Consumers

Division: Business: 500+ employees
Audience: Consumers

Audience: Consumers

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**Medical Education**
- **GOLD**
  - 2019 Trends in Nurse Staffing Study
    - Avant Healthcare Professionals
    - Division: Nurses / Allied Health Professionals
    - Audience: Health Professionals
- **SILVER**
  - EULAR 2019 Congress Highlights
    - CESAS Medical / University of Glasgow
    - Division: Educational Institution
    - Audience: Health Professionals
- **BRONZE**
  - On Target in RA Management: An Update on Strategies to Individualize Therapy for Rheumatoid Arthritis
    - Paradigm Medical Communications, LLC
    - Division: Medical Communications Agency
    - Audience: Health Professionals
  - Pharmacogenomics Testing: Harnessing the Power of Genetic Data for Personalized Medicine
    - Paradigm Medical Communications, LLC
    - Division: Medical Communications Agency
    - Audience: Health Professionals
  - Is it ScCILD? How to Properly Diagnose and Treat a Rare, Multifaceted Disease
    - Paradigm Medical Communications, LLC
    - Division: Medical Communications Agency
    - Audience: Health Professionals
- **MERIT**
  - The A to Z Guide on IV Therapy
    - NOVA Plastic Surgery
    - Division: Physicians / Medical Practices
    - Audience: Consumers
  - Debunking Common Myths About Cosmetic Plastic Surgery
    - NOVA Plastic Surgery
    - Division: Physicians / Medical Practices
    - Audience: Consumers
  - Preparing for a MedSpa Appointment
    - NOVA Plastic Surgery
    - Division: Physicians / Medical Practices
    - Audience: Consumers
  - Pharmacists as Pharmacogenomic Coaches
    - Translational Software
    - Division: Business less than 50 employees
    - Audience: Health Professionals
  - Genetic Testing for Metastatic Breast Cancer: Felicia’s Story
    - Nucleus Medical Media
    - Division: Medical Publishing
    - Audience: Consumers
  - Transplant Evaluation
    - DaVita
    - Division: Business 500+ employees
    - Audience: Consumers
  - Don’t fall asleep with your phone
    - Coffey Communications
    - Division: Media / Publishing
    - Audience: Consumers
  - How cancer prevention advances MD Anderson’s mission to end cancer
    - MD Anderson Cancer Center
    - Division: Hospital — 500+ beds
    - Audience: Consumers
  - Lymphedema surgery eases symptoms of this common cancer treatment side effect
    - MD Anderson Cancer Center
    - Division: Hospital — 500+ beds
    - Audience: Consumers
  - New Member Video – “Choosing a PCP”
    - Passport Health Plan
    - Division: Health Insurer
    - Audience: Consumers
  - Spinal Motion Segment: C5-C6 Video
    - Veritas Health
    - Division: Media / Publishing
    - Audience: Consumers
  - Pap Chemo to the Test
    - W2O and Genomic Health
    - Division: Pharmaceutical Company
    - Audience: Consumers
  - Building your family medical history
    - MyCreateHealth Mobile App
    - Division: Health Resources
    - Audience: Consumers
  - Tech Neck
    - Dear Doctor, Inc.
    - Division: Media / Publishing
    - Audience: Consumers
  - Postpartum Emotions
    - Elsevier Patient Engagement
    - Division: Media / Publishing
    - Audience: Consumers
  - What makes MD Anderson a place of hope for cancer treatment
    - MD Anderson Cancer Center
    - Division: Hospital — 500+ beds
    - Audience: Consumers

**Other / Miscellaneous**
- **GOLD**
  - Active Minds Never Age
    - Maple Knoll Village
    - Division: Association / Non-Profit
    - Audience: Non-Profit
  - “With Love, Me” presented by MD Anderson Cancer Center
    - Division: Hospital — 500+ beds
    - Audience: Consumers
  - Treat People Better
    - Minnesota Office of Ombudsman
    - Division: Government (Local/State/Federal)
    - Audience: Consumers
  - New Member Video – “Earn Rewards”
    - Passport Health Plan
    - Division: Health Insurer
    - Audience: Consumers
  - “Set You Free”
    - Minnesota Department of Human Services
    - Division: Government (Local/State/Federal)
    - Audience: Consumers
  - Put Chemo to the Test
    - W2O and Genomic Health
    - Division: Pharmaceutical Company
    - Audience: Consumers
  - Build your family medical history
    - MyCreateHealth Mobile App
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**Digital Health Media / Publications Newsletter**
- **BRONZE**
  - Spine-health Weekly E-Newsletter
    - Veritas Health
    - Division: Media / Publishing
    - Audience: Consumers
  - Spinal Motion Segment: C5-C6 Video
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  - “Set You Free”
    - Minnesota Department of Human Services
    - Division: Government (Local/State/Federal)
    - Audience: Consumers

**Mobile Digital Health Resources Mobile Application**
- **GOLD**
  - Cancer.Net Mobile
    - American Society of Clinical Oncology
    - Division: Association / Professional Society / Non-Profit
    - Audience: Consumers
  - The Wellframe Digital Health Management Solution
    - Wellframe
    - Division: Other / Miscellaneous
    - Audience: Consumers
  - MD Anderson Cancer Center Mobile Digital Health Resources
    - Division: Health Insurer
    - Audience: Consumers
  - MyCreateHealth Mobile App – Mobile Application
    - Division: Health Insurer
    - Audience: Consumers
  - MyCreateHealth Mobile App – Mobile Application
    - Division: Health Insurer
    - Audience: Consumers
Mobile Digital Health Resources

Mobile Website

**GOLD**

PatientPoint
Division: Media / Publishing
Audience: Consumers

**BRONZE**

Spine-health.com Mobile Website
Veritas Health
Division: Media / Publishing
Audience: Consumers

**MERIT**

Sharecare.com (Mobile)
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

Mobile Digital Health Resources

Other / Miscellaneous Mobile Digital Health Resources

**SILVER**

Mobile messaging helps hospitals engage and educate new parents—and forge lasting relationships along the way.
UbiCare
Division: Business: less than 500 employees
Audience: Consumers

Personal Digital Health Devices / Wearables

Other / Miscellaneous Digital Health Device / Wearable

**SILVER**

JOGO Health – Digital Therapeutics
JOGO Health
Division: Consumer Product Company
Audience: Consumers

Web-based Digital Health

Content Management System

**SILVER**

Website Portal and Content Management System
CareTech Solutions, Inc
Division: Hospital – 500+ beds
Audience: Health Professionals

**BRONZE**

Veritas Health Forum
Veritas Health
Division: Media / Publishing
Audience: Consumers

Web-based Digital Health

Forum / Message Board

**SILVER**

DailyStrenght
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

**BRONZE**

Veritas Health Forum
Veritas Health
Division: Media / Publishing
Audience: Consumers

Web-based Digital Health

Curation

**BRONZE**

Digital Health Curation for the Salud Americas Website
Dr. Amelie G. Ramirez, Salud Americas, UT Health San Antonio
Division: Other / Miscellaneous
Audience: Consumers

**MERIT**

Connecting Digital Health
Health
Division: Health System
Audience: Health Professionals

Web-based Digital Health

Directory / Ratings / Guides

**SILVER**

Sharecare Find a Doctor tool
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

**MERIT**

ASHI and Medics First Aid
Resource Center
ASHI and Medics First Aid (Brand of HSI)
Division: Business: less than 500 employees
Audience: Health Professionals

Web-based Digital Health

Interactive Content / Rich Media

**GOLD**

“An Interactive Journey into Endometriosis”
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

**BRONZE**

7 ways to reduce food waste at home
Coﬀey Communications
Division: Media / Publishing
Audience: Consumers

Web-based Digital Health

Rich Media

**BRONZE**

Bariatric surgery, explained
Coﬀey Communications
Division: Media / Publishing
Audience: Consumers

Web-based Digital Health

Microsite

**GOLD**

Activate: The Next Level of CRT
StoneArch
Division: Medical Equipment / Device Manufacturer
Audience: Health Professionals

**SILVER**

How does your heart work?
Coﬀey Communications
Division: Media / Publishing
Audience: Consumers

**BRONZE**

How the flu spreads
Coﬀey Communications
Division: Media / Publishing
Audience: Consumers

Web-based Digital Health

Forum / Message Board

**SILVER**

How to leave your door
Coﬀey Communications
Division: Media / Publishing
Audience: Consumers

**BRONZE**

7 great reasons to walk out your door
Coﬀey Communications
Division: Media / Publishing
Audience: Consumers

Web-based Digital Health

System

**GOLD**

www.QandA-cme.com
CMEducation Resources
Division: Medical Communications Agency
Audience: Health Professionals

**SILVER**

Rich Media
Division: Pharmaceutical Company
Audience: Health Professionals

**BRONZE**

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Audience: Consumers

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Audience: Consumers

Web-based Digital Health

Content Management

**SILVER**

Coﬀey Communications
Audience: Consumers

**MERIT**

Rich Media
Division: Pharmaceutical Company
Audience: Health Professionals

Web-based Digital Health

Microsite

**GOLD**

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Web-based Digital Health

Forum / Message Board

**GOLD**

DailyStrenght
The Sharecare Team
Division: Business: 500+ employees
Audience: Consumers

**SILVER**

“An Interactive Journey into Endometriosis”
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Audience: Consumers
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<td>How the WSCC Model Informs HIV, STD, and Pregnancy Prevention CDC Division of Adolescent and School Health (DASH), Nicole Richardson-Smith</td>
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