



*HONORING
THE BEST
DIGITAL HEALTH
RESOURCES*



WINNERS SUMMER/FALL 2012

Submitted by: **3D4Medical.com LLC**

Presented to: 3D4Medical.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Brain & Nervous System Pro III	Mobile Application: Medical Education	Large Mobile Device	Business: less than 500 employees
MERIT	Spine Pro III	Mobile Application: Medical Education	Large Mobile Device	Business: less than 500 employees

Submitted by: **AARP**

Presented to: AARP

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	AARP Health Law Guide	Web-based Resource/Tool		Association / Professional Society / Non-Profit

Submitted by: **ab+c**

Presented to: ab+c

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	www.ManUpPlanUp.com	Website		Government (Local/State/Federal)

Submitted by: **Active Across America**

Presented to: Active Across America - Meg Miller, Content Director

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Get Active Today Digital Wellness Initiative	Microsite		Media/Publishing

Presented to: Deanne Monaghan - Creative Director

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Stinky Shoe - Shoe Horn Shout Outs	Interactive Content / Rich Media		Media/Publishing

Submitted by: **Aetna Inc.**

Presented to: Stephen L. Schneider Aetna.Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Aetna Navigator Secure Member Website	Website		Health Insurer

Submitted by: AgencyRx

Presented to: AgencyRx

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	CellMaster	Mobile Application: Interactive / Gaming	Large Mobile Device	Business: less than 500 employees
MERIT	SCD Resource Locator	Mobile Application: Location-Based Resource	Large Mobile Device	Business: 500+ employees

Submitted by: Akron Children's Hospital

Presented to: Akron Children's Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Akron Children's Hospital Mobile Website	Mobile Website	Small Mobile Device	Hospital: less than 300 beds
MERIT	Akron Children's Hospital Website	Website		Hospital: less than 300 beds
MERIT	Inside Children's Blog	Blog		Hospital: less than 300 beds

Submitted by: AllergyEats

Presented to: AllergyEats

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	AllergyEats Mobile	Mobile Application: Directory/Ratings/Guide	Small Mobile Device	Business: less than 500 employees

Submitted by: ALM Enterprises

Presented to: ALM Enterprises

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Ophthalmic Edge	Web-based Resource/Tool		Physicians / Medical Practices

Submitted by: American Public Health Association

Presented to: American Public Health Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Get Ready campaign website	Website		Association / Professional Society / Non-Profit

Submitted by: American Society of Anesthesiologists

Presented to: American Society of Anesthesiologists

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Lifeline to Modern Medicine	Medical Education		Association / Professional Society / Non-Profit

Submitted by: American Society of Clinical Oncology (ASCO)

Presented to: American Society of Clinical Oncology (ASCO)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Cancer.Net	Website		Association / Professional Society / Non-Profit

Submitted by: Analyte Health

Presented to: Analyte Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	SexualHealth.Com	E-Business		Business: less than 500 employees
MERIT	STD Test Express (Powered by SexualHealth.Com)	E-Business		Business: less than 500 employees

Submitted by: Arkansas Foundation for Medical Care

Presented to: Arkansas Foundation for Medical Care

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	AIPP Culture Change Home	Microsite		Association / Professional Society / Non-Profit

Submitted by: AthleteInMe.com®

Presented to: AthleteInMe.com®

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Exercise Calorie Converter app	Mobile Application: Tool/Resource	Small Mobile Device	Business: less than 500 employees

Submitted by: Atlantic Health Systems

Presented to: Atlantic Health Systems - TeenHealthFX

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	TeenHealthFX's vision is to empower teenagers and young adults by providing	Mobile Website	Small Mobile Device	Health System

Submitted by: Attain Fertility

Presented to: Attain Fertility

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Attain Fertility Directory	Directory / Ratings / Guides		Business: 500+ employees
BRONZE	Attain Fertility Facebook Community	Social Media: Facebook		Business: 500+ employees
MERIT	Attain Fertility Blog	Blog		Business: 500+ employees
MERIT	Attain Fertility Predictor	Mobile Application: Medical Education	Small Mobile Device	Business: 500+ employees
MERIT	Attain Fertility Website	Chronic Disease Portal Website		Business: 500+ employees

Submitted by: Banner Health

Presented to: Banner Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Heart Age Test - Cardiovascular Campaign	Interactive Content / Rich Media		Health System

Submitted by: Banyan Communications

Presented to: Centers for Disease Control, NFL and Banyan Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Heads Up to Clinicians	Website		Government (Local/State/Federal)

Submitted by: BBK Worldwide

Presented to: BBK Worldwide

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	CallingAllTypes	Patient Education Portal Website		Medical Communications Agency

Submitted by: Blausen Medical Communications

Presented to: Blausen Medical Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Blausen Anatomy & Physiology Supplement iPad App	Mobile Application: Medical Education	Large Mobile Device	Medical Communications Agency

Submitted by: Blue Shield of California

Presented to: Corporate Marketing and Corporate Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Make Care Affordable	Web-based Resource/Tool		Health Insurer

Presented to: Large Group Business Unit

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Shout Out for Good Health	Interactive Content / Rich Media		Health Insurer

Presented to: Lisa Chapman, Sue Deleeuw

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Employer Knowledge Center	Web-based Resource/Tool		Health Insurer

Submitted by: BlueSpire Strategic Marketing

Presented to: Beloit Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Healthwise	E-Newsletter		Media/Publishing

Submitted by: Borshoff

Presented to: Lilly USA, LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Lilly Health Channel	Social Media: YouTube		Pharmaceutical Company
BRONZE	Lilly for Better Health website	Website		Pharmaceutical Company

Submitted by: Burke Rehabilitation Hospital

Presented to: Richard Sgaglio & Burke Website Committee

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Burke Rehabilitation Center Website	Website		Hospital: less than 300 beds

Submitted by: Cadient Group

Presented to: Cadient Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Viropharma - Hereditary Angioedema (HAE) Consumer Resource - CINRYZE	Patient Education Portal Website		Pharmaceutical Company
MERIT	Dendreon - PROVENGE Website	Website		Pharmaceutical Company

Submitted by: Centene Corporation

Presented to: Centene Corporation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Things to Do to Control Your Diabetes (Spanish)	Webcast (Audio)		Health Insurer

Submitted by: Center for Pediatric Traumatic Stress - Children's Hospital of Philadelphia

Presented to: Center for Pediatric Traumatic Stress

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	www.HealthCareToolbox.org	Website		Other/Miscellaneous

Submitted by: CGI Federal

Presented to: Centers for Medicare & Medicaid Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Medicare Plan Finder Tool	Directory / Ratings / Guides		Government (Local/State/Federal)
BRONZE	Medicare Nursing Home Compare Tool	Directory / Ratings / Guides		Government (Local/State/Federal)
MERIT	CMS.gov website	Website		Government (Local/State/Federal)

Submitted by: Cleveland Clinic

Presented to: Cleveland Clinic Continuing Medical Education

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Cleveland Clinic Continuing Medical Education Facebook Page	Social Media: Facebook		Health System
MERIT	Cleveland Clinic Continuing Medical Education website	Medical Education		Health System

Submitted by: **CMEducation Resources**

Presented to: CMEducation Resources

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	ObesityCAST.com	Medical Education		Medical Communications Agency
SILVER	ThrombosisCAST.com	Medical Education		Medical Communications Agency
BRONZE	MedicineWRAP.com	Medical Education		Medical Communications Agency
MERIT	DiabetesCAST.com	Medical Education		Medical Communications Agency

Submitted by: **Cohn & Wolfe**

Presented to: Cohn & Wolfe, Joe Gorelick, Ariana Tirri

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Project I Design	Interactive Content / Rich Media		Pharmaceutical Company

Submitted by: **Community Health Charities**

Presented to: Community Health Charities

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Caregiving 101: Taking on the Role of Caregiver	Webinar		Association / Professional Society / Non-Profit
MERIT	Talking to Children About HIV	Webcast (Video)		Association / Professional Society / Non-Profit

Submitted by: **corecubed**

Presented to: corecubed

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	The National Network of Depression Centers	Website		Association / Professional Society / Non-Profit

Submitted by: CPM Healthgrades

Presented to: Healthgrades

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Healthgrades	Website		Business: 500+ employees
MERIT	Healthgrades	Directory / Ratings / Guides		Business: 500+ employees

Submitted by: Customized Communications, Inc.

Presented to: Customized Communications, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	A New Beginning Postpartum Discharge Education Program	Medical Education		Business: less than 500 employees
MERIT	Great Expectations eBook	Medical Education		Business: less than 500 employees

Submitted by: DevicePharm

Presented to: DevicePharm

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	The FAST Procedure Website	Website		Medical Communications Agency

Submitted by: Drugsite Trust

Presented to: Drugsite Trust

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Drugs.com	Website		Media/Publishing
MERIT	Pill Reminder by Drugs.com	Mobile Application: Patient Adherence/Compliance	Small Mobile Device	Media/Publishing

Submitted by: Edelman

Presented to: Substance Abuse and Mental Health Services Administration (SAMHSA's) Center for Substance Abuse Treatment (CSAT)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Recovery Month's 2012 Toolkit Facebook Tab	Social Media: Facebook		Government (Local/State/Federal)
BRONZE	Recovery Month's YouTube Channel	Social Media: YouTube		Government (Local/State/Federal)

Submitted by: EmergencyLink

Presented to: Michael Soenen, founder and CEO of EmergencyLink

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	EmergencyLink—the first and only free emergency ID network and mobile app	Mobile Application: Personal Emergency Response	Small Mobile Device	Business: less than 500 employees

Submitted by: Euro RSCG Life 4D

Presented to: Euro RSCG Life 4D

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Apidra.com & Mealtime masters	Website		Business: 500+ employees
MERIT	Lantus.com	Website		Business: less than 500 employees

Submitted by: Eyemaginations, Inc.

Presented to: Eyemaginations, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	LUMA IOL Simulator	Mobile Application: Patient Communications	Large Mobile Device	Business: less than 500 employees
MERIT	LUMA ENT Condition Simulator	Mobile Application: Patient Communications	Large Mobile Device	Business: less than 500 employees

Submitted by: Fisher Center for Alzheimer's Research Foundation

Presented to: Fisher Center for Alzheimer's Research Foundation, www.ALZinfo.org

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	www.ALZinfo.org – a leading Alzheimer's resource website for Alzheimer's patients and caregivers.	Website		Association / Professional Society / Non-Profit

Submitted by: FORCE Therapeutics

Presented to: FORCE Therapeutics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	FORCE Therapeutics: FORCE Mobile	Mobile Application: Medical Education	Large Mobile Device	Business: less than 500 employees

Submitted by: **Franklyn Healthcom**

Presented to: Sanofi, Eric Jones

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	healthFORWARD 2.0	Web-based Resource/Tool		Pharmaceutical Company

Submitted by: **Gemini Healthcare, LLC**

Presented to: Vertical Pharmaceuticals, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Vertical Pharmaceuticals, Inc. Website	Website		Pharmaceutical Company

Submitted by: **Geonetric**

Presented to: Baptist Memorial Health Care and Geonetric

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Baptist Memorial Health Care	Social Media: Facebook		Health System

Presented to: National Jewish Health and Geonetric

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	National Jewish Health For Professionals Microsite	Microsite		Hospital: less than 300 beds

Submitted by: **Get The World Moving**

Presented to: Global Corporate Challenge®

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Global Corporate Challenge® facebook page	Social Media: Facebook		Business: less than 500 employees
SILVER	Global Corporate Challenge® event website	Website		Business: less than 500 employees
MERIT	Global Corporate Challenge® twitter profile	Social Media: Twitter		Business: less than 500 employees

Submitted by: **GlaxoSmithKline**

Presented to: GlaxoSmithKline

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Care Management Central	Chronic Disease Portal Website		Pharmaceutical Company

Submitted by: **Halesway Limited**

Presented to: Halesway

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	HIV aware.org.uk – What everyone should know about HIV	Patient Education Portal Website		Business: less than 500 employees

Submitted by: **Health Guru Media, Inc**

Presented to: Health Guru Media, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	HealthGuru: Living Happy Center	Microsite		Media/Publishing
BRONZE	HealthGuru: Video Slideshow	Web-based Resource/Tool		Media/Publishing

Submitted by: **Health Net, Inc.**

Presented to: Health Net, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Health Net Mobile	Mobile Application: Tool/Resource	Small Mobile Device	Health Insurer

Submitted by: **Health Plan of San Mateo**

Presented to: Health Plan of San Mateo

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Go Before You Show San Mateo	Medical Education		Health Insurer

Submitted by: **Hearing Center of Excellence**

Presented to: Hearing Center of Excellence

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Hearing Center of Excellence Website	Website		Government (Local/State/Federal)

Submitted by: Henry County Health Center

Presented to: Henry County Health Center Hosted by DudaMobile

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Henry County Health Center Mobile Website	Mobile Website	Small Mobile Device	Hospital: less than 300 beds

Submitted by: Home Front Communications

Presented to: Home Front Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	NewPublicHealth.org: A Public Health News and Information Forum from the Robert Wood Johnson Foundation	Blog		Business: less than 500 employees

Submitted by: <http://DoctorSeibel.com>

Presented to: Mache Seibel, MD

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Website for Menopause and General Wellness	Medical Education		Other/Miscellaneous
BRONZE	HealthRock = Music and Medicine	Medical Education		Other/Miscellaneous

Submitted by: Impact Education LLC

Presented to: Impact Education, LLC, Annenberg Center for Health Sciences at Eisenhower, Postgraduate Institute for Medicine, RealCME

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	PI-CME: Improving RA Outcomes: An Update on Current Strategies and Evolving Therapies	Medical Education		Medical Communications Agency

Submitted by: Incredible Marketing, Inc.

Presented to: Incredible Marketing, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Liposuction.com	Directory / Ratings / Guides		Physicians / Medical Practices
MERIT	Reflections Center	Social Media: Facebook		Physicians / Medical Practices

Submitted by: Independent Health

Presented to: The MyIH Mobile Team at Independent Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Independent Health MyIH Mobile Application	Mobile Application: Tool/Resource	Small Mobile Device	Health Insurer

Submitted by: Ingenious Med, Inc.

Presented to: Ingenious Med, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	impower - Improving Performance at Time of Care	Mobile Application: Tool/Resource	Small Mobile Device	Business: less than 500 employees

Submitted by: Institute for Health Promotion Research at UT Health Science Center at San Antonio

Presented to: Institute for Health Promotion Research at UT Health Science Center at San Antonio

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Patient Navigation Training Manual	Web-based Resource/Tool		Other/Miscellaneous
BRONZE	SaludToday Twitter	Social Media: Twitter		Other/Miscellaneous

Submitted by: IQ Solutions

Presented to: Office of Disease Prevention and Health Promotion

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Healthy People	Website		Government (Local/State/Federal)
BRONZE	Healthfinder en Espanol	Website		Government (Local/State/Federal)

Submitted by: Johns Hopkins Medicine

Presented to: Johns Hopkins Medicine Internet Strategy & Web Services Team

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Johns Hopkins Medicine Twitter	Social Media: Twitter		Health System
SILVER	Johns Hopkins Medicine Facebook	Social Media: Facebook		Health System
BRONZE	Johns Hopkins Hospital Mobile Web Site	Mobile Website	Small Mobile Device	Health System

Submitted by: Lexington Medical Center

Presented to: Lexington Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Mobile Website	Mobile Website	Small Mobile Device	Hospital: 300+ Beds

Submitted by: Life Control Software, Inc.

Presented to: Life Control Software, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Manage My Pain for Android	Mobile Application: Chronic Disease Management	Large Mobile Device	Business: less than 500 employees

Submitted by: LifeLearn

Presented to: LifeLearn

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Backyard & Beyond	Interactive Content / Rich Media		Medical Communications Agency

Submitted by: Mayo Clinic

Presented to: Mayo Clinic

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	www.mayoclinic.com	Patient Education Portal Website		Media/Publishing

Submitted by: Mazzotta Public Relations

Presented to: RealAge

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	RealAge	Website		Business: 500+ employees

Submitted by: Medicom Health Interactive

Presented to: Medicom Health Interactive

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Evalia Breast Cancer Risk Profiler	Web-based Resource/Tool		Business: less than 500 employees
MERIT	Evalia Diabetes Risk Profiler	Web-based Resource/Tool		Business: less than 500 employees

Submitted by: Medscape

Presented to: Medscape

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Medscape Mobile	Other/Miscellaneous	Small Mobile Device	Media/Publishing

Submitted by: Medscape/WebMD

Presented to: Medscape

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Topol on the Creative Destruction of Medicine	Webcast (Video)		Media/Publishing
SILVER	Medscape Connect: The Differential	Blog		Media/Publishing
BRONZE	Medscape Connect: Weekend Call	Blog		Media/Publishing
MERIT	Medscape Connect: Weekend Call	Blog		Media/Publishing
MERIT	Medscape Physician Lifestyle Report 2012	Directory / Ratings / Guides		Media/Publishing
MERIT	Medscape Today Headlines	RSS Feed		Media/Publishing

Submitted by: Methodist Medical Center of Illinois

Presented to: Methodist Medical Center of Illinois

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Outstanding Mobile Website	Mobile Website	Small Mobile Device	Hospital: 300+ Beds
MERIT	Outstanding Website	Website		Hospital: 300+ Beds

Submitted by: Minneapolis Heart Institute Foundation

Presented to: Minneapolis Heart Institute Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	HeartsBeatBack: The Heart of New Ulm Project Enewsletter	E-Newsletter		Association / Professional Society / Non-Profit

Submitted by: Motivation Mechanics

Presented to: Motivation Mechanics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	NMR LipoProfile Website	Physician/Clinician Portal Website		Medical Equipment/Device Manufacturer

Submitted by: MSP Communications

Presented to: MSP Communications and OptumHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Complementary Approaches to Tackling Pain: Using alternative treatments to treat chronic pain	Website		Health Insurer

Submitted by: Multiple Sclerosis Association of America

Presented to: Multiple Sclerosis Association of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	The Treatment and Management of MS Exacerbations	Webinar		Association / Professional Society / Non-Profit

Submitted by: National Center for PTSD

Presented to: National Center for Posttraumatic Stress Disorder

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	The AboutFace Project	Medical Education		Government (Local/State/Federal)

Submitted by: National Kidney Disease Education Program

Presented to: National Kidney Disease Education Program

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	National Kidney Disease Education Program Website	Website		Government (Local/State/Federal)

Submitted by: Nationwide Children's Hospital

Presented to: Nationwide Children's Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Nationwide Children's Hospital Pinterest	Social Media: Pinterest		Hospital: 300+ Beds
BRONZE	PediaCast Podcast	Webcast (Audio)		Hospital: 300+ Beds
MERIT	Nationwide Children's Hospital YouTube Channel	Social Media: YouTube		Hospital: 300+ Beds

Presented to: Nationwide Children's Hospital + Cement Marketing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Nationwide Children's Hospital Virtual Wishing Tree	Microsite		Hospital: 300+ Beds

Presented to: Nationwide Children's Hospital + Duet Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Nationwide Children's Hospital Mobile App myChildren's	Mobile Application: Tool/Resource	Small Mobile Device	Hospital: 300+ Beds

Submitted by: New York Methodist Hospital

Presented to: New York Methodist Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	New York Methodist Hospital Website	Website		Hospital: 300+ Beds

Submitted by: OneHealth Solutions, Inc.

Presented to: OneHealth Solutions, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	OneRecovery OnTheGo	Mobile Application: Location-Based Resource	Small Mobile Device	Business: less than 500 employees

Submitted by: OptumHealth

Presented to: Optum

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	myOptumHealth Store	Social Media: Facebook		Health Insurer

Presented to: OptumHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	myOptumHealth.com	Chronic Disease Portal Website		Business: 500+ employees
BRONZE	myOptumHealth Store	E-Business		Business: 500+ employees

Presented to: OptumRx

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	OptumRx Consumer Portal	E-Business		Business: 500+ employees

Presented to: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	UHC.TV	Interactive Content / Rich Media		Health Insurer
BRONZE	myHealthcare Cost Estimator	Interactive Content / Rich Media		Health Insurer
BRONZE	UHC.TV	Webcast (Video)		Health Insurer

Submitted by: Penn Medicine

Presented to: Penn Medicine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	"Pro-Smoker" Smoking Cessation Campaign	Website		Health System

Submitted by: Penn State Milton S. Hershey Medical Center

Presented to: Penn State Milton S. Hershey Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Penn State Hershey YouTube Channel	Social Media: YouTube		Hospital: 300+ Beds

Submitted by: Physicians Plus Insurance

Presented to: Physicians Plus Insurance

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	MobileNurse by Physicians Plus Insurance	Mobile Application: Medical Education	Small Mobile Device	Health Insurer

Submitted by: Principal Wellness Company

Presented to: Principal Wellness Company

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Interactive and Educational Wellness Portal - Monthly Wellness Update Newsletter for Employees and Monthly	E-Newsletter		Business: less than 500 employees
BRONZE	Interactive and Educational Wellness Portal for Employees and Wellness Program Coordinators	Other/Miscellaneous		Business: less than 500 employees
BRONZE	Online Seminars, Challenges, Activities with Trophy Gamification Award Program	Interactive Content / Rich Media		Business: less than 500 employees
MERIT	Health Educational Portal with Online Personal Wellness Report	Patient Education Portal Website		Business: less than 500 employees

Submitted by: Projects In Knowledge, Inc

Presented to: Projects In Knowledge Creative Team

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Paradigm Shift in HCV Standard of Care Treatment: DAAs	Webcast (Video)		Medical Communications Agency

Submitted by: Publicis Healthcare International

Presented to: Videum Health Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Videum - Health in Any Language	Other/Miscellaneous		Medical Communications Agency

Submitted by: Quintiles

Presented to: Quintiles' Digital Patient Unit

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	ClinicalResearch.com: Cancer Microsite	Microsite		Business: 500+ employees

Submitted by: Seniority Matters

Presented to: Seniority Matters

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Seniority Matters eNewsletter	E-Newsletter		Other/Miscellaneous
BRONZE	Seniority Matters: Nancy & Company Blog: We Need to Talk	Blog		Other/Miscellaneous
MERIT	Seniority Matters: Nancy & Company Blog: We Need to Talk	Blog		Other/Miscellaneous

Submitted by: Suncoast Hospice Institute

Presented to: Suncoast Hospice Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Pathophysiology of Pain	Interactive Content / Rich Media		Association / Professional Society / Non-Profit

Submitted by: Texas Heart Institute

Presented to: Texas Heart Institute at St. Luke's Episcopal Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Project Heart, Activities for the Classroom	Web-based Resource/Tool		Other/Miscellaneous

Submitted by: The Kid's Doctor

Presented to: The Kid's Doctor

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	The Kid's Doctor Website	Website		Business: 500+ employees

Submitted by: The Mount Sinai Hospital

Presented to: The Mount Sinai Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Mount Sinai Donate Life Campaign	Social Media: Facebook		Hospital: 300+ Beds

Submitted by: The Mount Sinai Medical Center

Presented to: The Mount Sinai Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	YouTube.com/MitralValveRepair	Social Media: YouTube		Hospital: 300+ Beds
BRONZE	MitralValveRepair.org	Webcast (Video)		Hospital: 300+ Beds
MERIT	MitralValveRepair.org	Patient Education Portal Website		Hospital: 300+ Beds

Submitted by: TMF Health Quality Institute

Presented to: TMF Health Quality Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Texas Quality Improvement Organization Website	Website		Association / Professional Society / Non-Profit

Submitted by: Toolbox 4 Healthcare

Presented to: Toolobox 4 Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Northwest Fertility Clinic	Website		Medical Communications Agency

Submitted by: UBM Medica

Presented to: UBM Medica

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Cancermanagement Handbook App	Mobile Application: Tool/Resource	Large Mobile Device	Media/Publishing

Submitted by: UCSF Diabetes Teaching Center

Presented to: Martha Nolte Kennedy, MD, UCSF Diabetes Teaching Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	UCSF Diabetes Teaching Center's Diabetes Education Online	Chronic Disease Portal Website		Educational Institution

Submitted by: **UnitedHealth Group**

Presented to: UnitedHealth Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	UnitedHealth Group Mobile Careers Site	Mobile Website	Small Mobile Device	Health Insurer

Presented to: UnitedHealth Group Corporate Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	5 Questions On...Mental Health	Interactive Content / Rich Media		Health Insurer

Presented to: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Health4Me	Mobile Application: Directory/Ratings/Guide	Small Mobile Device	Health Insurer
BRONZE	Health4Me	Mobile Application: Location-Based Resource	Small Mobile Device	Health Insurer

Submitted by: **UnitedHealthcare**

Presented to: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Colorado Support Site	Microsite		Health Insurer
SILVER	Source4Women Online Seminars	Webinar		Health Insurer
SILVER	The Communication Resource Center	Website		Health Insurer
BRONZE	State of Colorado Scavenger Hunt	Web-based Resource/Tool		Health Insurer

Submitted by: **UnitedHealthcare/OH-Carrot**

Presented to: UnitedHealthcare/OH-Carrot

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Healthy Mind Healthy Body March 2012 e-newsletter	E-Newsletter		Health Insurer

Submitted by: University Hospitals

Presented to: UH Rainbow Babies & Children's Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	UH Rainbow Babies & Children's Hospital Facebook Page	Social Media: Facebook		Hospital: less than 300 beds

Presented to: University Hospitals

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	@UHhospitals Twitter Profile	Social Media: Twitter		Health System

Submitted by: ValueOptions

Presented to: ValueOptions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	ValueOptions Depression Initiative - Mobile Site	Mobile Website	Small Mobile Device	Health Insurer

Submitted by: Vanguard Communications

Presented to: Vanguard Communications and the American Psychological Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Your Mind Your Body	Blog		Association / Professional Society / Non-Profit
MERIT	Stress in America: Our Health at Risk	Webcast (Video)		Association / Professional Society / Non-Profit

Submitted by: Vida Health Communications, Inc.

Presented to: Vida Health Communications, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Workplace Violence Prevention for Nurses	Interactive Content / Rich Media		Other/Miscellaneous

Submitted by: Walker Marketing

Presented to: Delaware Hospice

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Delaware Hospice website (by Walker Marketing)	Website		Other/Miscellaneous

Submitted by: **Wellness Council of America**

Presented to: Wellness Council of America

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	SWELL - WELCOA's Social Networking Site	Social Media: Custom		Association / Professional Society / Non-Profit
MERIT	AbsoluteAdvantage.org	Web-based Resource/Tool		Association / Professional Society / Non-Profit

Submitted by: **WETA**

Presented to: WETA

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	BrainLine Mobile	Mobile Website	Small Mobile Device	Association / Professional Society / Non-Profit
SILVER	BrainLine Military TBI Course	Medical Education		Association / Professional Society / Non-Profit
MERIT	BrainLine Military	Website		Media/Publishing
MERIT	BrainLine Military Mobile	Mobile Website	Small Mobile Device	Other/Miscellaneous