



*HONORING  
THE BEST  
DIGITAL HEALTH  
RESOURCES*



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# WINNERS WINTER/SPRING 2012

Submitted by: **3D4Medical**

Presented to: 3D4Medical.com LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Heart Pro III	Mobile Application: Patient Communications	Large Mobile Device	Media/Publishing

<http://itunes.apple.com/us/app/heart-pro-iii/id393231526?mt=8>

SILVER	Skeleton System Pro III	Mobile Application: Patient Communications	Large Mobile Device	Media/Publishing
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<http://itunes.apple.com/us/app/skeleton-system-pro-iii/id364694031?mt=8>

Submitted by: **a damon lynn app**

Presented to: Damon Lynn

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	My Pain Diary: Chronic Pain Management	Mobile Application: Chronic Disease Management	Small Mobile Device	Other/Miscellaneous

<http://itunes.apple.com/us/app/my-pain-diary/id338627856?mt=8>

Submitted by: **A.D.A.M. Health Solutions**

Presented to: A.D.A.M. Health Solutions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Hip Pain SmartSite™	Interactive Content / Rich Media		Business: 500+ employees

<http://demos.adam.com>

MERIT	Weight Loss SmartSite™	Interactive Content / Rich Media		Business: 500+ employees
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<http://demos.adam.com>

Submitted by: **About.com**

Presented to: About.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	About.com Health	Website		Business: less than 500 employees

<http://www.about.com/health/>

Presented to: Calorie Count

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Calorie Count	Website		Business: less than 500 employees

<http://caloriecount.about.com/>

Submitted by: **ActiveHealth Management**

Presented to: ActiveHealth Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	MyActiveHealth Portal	Patient Education Portal Website		Business: 500+ employees

<https://www.activehealthphrpp.net/PortalDemo/PortalLogin.aspx>

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>
SILVER	Developments	E-Newsletter		Hospital: less than 300 beds

<http://bit.ly/xTATag>

BRONZE	Website	Website		Hospital: less than 300 beds
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<http://www.akronchildrens.org>

MERIT	Inside Children's Blog	Blog		Hospital: less than 300 beds
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<http://inside.akronchildrens.org/>

MERIT	Website-Mobile	Mobile Website	Small Mobile Device	Hospital: less than 300 beds
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<http://www.akronchildrens.org/mobile>

## Submitted by: Allergy & Asthma Network Mothers of Asthmatics

Presented to: Allergy & Asthma Network Mothers of Asthmatics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Food Allergies and Anaphylaxis at School: Real World Solutions <a href="http://youtu.be/Syj3FKGWbZs">http://youtu.be/Syj3FKGWbZs</a>	Webcast (Video)		Association / Professional Society / Non-Profit
MERIT	Chef 2 Go: Food Allergy Intervention <a href="http://youtu.be/TeIT_r7jPc">http://youtu.be/TeIT_r7jPc</a>	Webcast (Video)		Association / Professional Society / Non-Profit

## Submitted by: Allina Health

Presented to: Allina Patient Education

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Basic Skills for Living with Diabetes manual / Dialog e-newsletter <a href="http://www.allina.com/diabetes">http://www.allina.com/diabetes</a>	Patient Education Portal Website		Health System

## Submitted by: American Academy of Pediatrics

Presented to: American Academy of Pediatrics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	AAP.org <a href="http://www.aap.org">http://www.aap.org</a>	Website		Association / Professional Society / Non-Profit

## 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>
SILVER	@PublicHealth Twitter Feed <a href="http://twitter.com/">http://twitter.com/</a>	Social Media: Twitter		Association / Professional Society / Non-Profit
BRONZE	National Public Health Week website <a href="http://www.nphw.org/">http://www.nphw.org/</a>	Website		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>
SILVER	Cancer.Net Mobile	Mobile Application: Tool/Resource	Small Mobile Device	Association / Professional Society / Non-Profit

<http://www.cancer.net/app>

## Submitted by: American Specialty Healthy

Presented to: American Specialty Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Turn Up the Volume Webinar	Webinar		Health Insurer

<https://ash.webex.com/ash/lr.php?AT=pb&SP=TC&rID=49398042&act=pb&rKey=68faec517685855e>

BRONZE	Healthyroads Website	Website		Health Insurer
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<http://www.Healthyroads.com>

## Submitted by: Amerigroup

Presented to: Amerigroup

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	New Technology in Health Care — Using the iPad® to improve services	Mobile Application: Tool/Resource	Large Mobile Device	Health Insurer

[http://www.youtube.com/watch?v=4Oh\\_alJp914](http://www.youtube.com/watch?v=4Oh_alJp914)

## 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>
BRONZE	www.sexualhealth.com	Physician/Clinician Portal Website		Physicians / Medical Practices

<http://www.sexualhealth.com/>

Submitted by: **Answer**

Presented to: Answer

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

<http://www.sexetc.org>

Submitted by: **Avvo**

Presented to: Avvo

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Avvo: Expert Advice When You Need It Most	Directory / Ratings / Guides		Business: less than 500 employees

<http://www.avvo.com>

Submitted by: **Awaken Interactive**

Presented to: Awaken Interactive

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Juvederm Treatment Visualizer	Mobile Application: Tool/Resource	Small Mobile Device	Medical Communications Agency

<http://bit.ly/wNNyw0>

Submitted by: **BabyCenter**

Presented to: BabyCenter

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	BabyCenter.com	Website		Media/Publishing

<http://www.babycenter.com>

BRONZE	BabyCenter Videos	Webcast (Video)		Media/Publishing
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<http://www.babycenter.com/video>

MERIT	Momformation	Blog		Media/Publishing
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<http://blogs.babycenter.com/>

Submitted by: **BabyCenter.com**

Presented to: BabyCenter

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	My Baby Today	Mobile Application: Tool/Resource	Small Mobile Device	Media/Publishing
<a href="http://www.babycenter.com/my-baby-today-app">http://www.babycenter.com/my-baby-today-app</a>				
BRONZE	My Pregnancy Today	Mobile Application: Tool/Resource	Small Mobile Device	Media/Publishing
<a href="http://www.babycenter.com/my-pregnancy-today-app">http://www.babycenter.com/my-pregnancy-today-app</a>				
MERIT	BabyCenter Birth Class	Mobile Application: Tool/Resource	Large Mobile Device	Media/Publishing
<a href="http://itunes.apple.com/us/app/babycenter-birth-class/id419411094?mt=8">http://itunes.apple.com/us/app/babycenter-birth-class/id419411094?mt=8</a>				

Submitted by: **Bayer Healthcare - Frankly.net**

Presented to: Bayer HealthCare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Frankly.net - Speaking Frankly about Hemophilia	Website		Pharmaceutical Company
<a href="http://frankly.net/en/home/index.php">http://frankly.net/en/home/index.php</a>				

Submitted by: **Beaufort Memorial Hospital**

Presented to: Beaufort Memorial Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	eSpirit	E-Newsletter		Other/Miscellaneous
<a href="http://www.spiritofwomen.org/beaufort/beaufort-email-november-2011.html">http://www.spiritofwomen.org/beaufort/beaufort-email-november-2011.html</a>				

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 Human Atlas	Patient Education Portal Website		Medical Communications Agency
<a href="http://blausen.com/atlas/about">http://blausen.com/atlas/about</a>				

## Submitted by: Blue Cross and Blue Shield Association

Presented to: Blue Cross and Blue Shield Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	My Blue Community®: A health and wellness social network for Blue members nationwide. <a href="http://myRegence.com">http://myRegence.com</a>	Social Media: Custom		Association / Professional Society / Non-Profit
MERIT	Bcbs.com 2011 Redesign <a href="http://bcbs.com">http://bcbs.com</a>	Website		Association / Professional Society / Non-Profit

## Submitted by: Body Evolution Technologies, Inc.

Presented to: Emerge

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	The Body Image Voice <a href="http://emer.ge">http://emer.ge</a>	Web-based Resource/Tool		Business: less than 500 employees

## Submitted by: Booz Allen Hamilton

Presented to: Air Force Medical Service

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Air Force Medical Service Social Media Strategy <a href="https://www.facebook.com/AirForceMedicalService?sk=app_150310808331718">https://www.facebook.com/AirForceMedicalService?sk=app_150310808331718</a>	Social Media: Facebook		Government (Local/State/Federal)

## Submitted by: Brown Parker and DeMarinis Advertising

Presented to: Brown Parker and DeMarinis Advertising

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Florida Hospital — ER Wait Time App <a href="http://itunes.apple.com/us/app/florida-hospital-er-wait/id426645573?ls=1&amp;mt=8">http://itunes.apple.com/us/app/florida-hospital-er-wait/id426645573?ls=1&amp;mt=8</a>	Mobile Application: Location-Based Resource	Small Mobile Device	Business: less than 500 employees
MERIT	Florida Hospital - Neurosurgical Revolution Microsite <a href="http://neurosurgicalrevolution.com/">http://neurosurgicalrevolution.com/</a>	Microsite		Business: less than 500 employees



Submitted by: **California Poison Control System**

Presented to: Iana Simeonov — California Poison Control Systems

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Pills vs. Candy	Mobile Application: Interactive / Gaming	Small Mobile Device	Other/Miscellaneous

<http://bit.ly/gg9vfG>

Submitted by: **Captus Communications**

Presented to: Robert Walter / Creative Director, Hassan ElHassan - Web development

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	The American Academy of Pediatrics Julius B. Richmond Center of Excellence	Physician/Clinician Portal Website		Association / Professional Society / Non-Profit

<http://www2.aap.org/richmondcenter/>

Submitted by: **CareTech Solutions**

Presented to: Barnes Jewish Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Barnes Jewish Hospital	Website		Hospital: 300+ Beds

<http://www.barnesjewish.org>

Presented to: Blessing Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Blessing Health System	Website		Hospital: less than 300 beds

<http://www.blessinghealthsystem.org/>

Presented to: Inova Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Inova Heart and Vascular Institute	Microsite		Health System

<http://www.inovaheart.org>

Presented to: INTEGRIS Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	INTEGRIS Health	Website		Health System

<http://intgrisok.com/>

Presented to: Lake Charles Memorial Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Lake Charles Memorial Hospital	Website		Hospital: 300+ Beds

<http://www.lcmh.com>

Submitted by: **catchfire**

Presented to: catchfire

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

<http://www.chirocare.com>

## 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>
SILVER	Living Well with Sickle Cell	Webcast (Audio)		Health Insurer

[http://www.centene.com/wp-content/themes/centene/podcasts/Living%20Well%20With%20Sickle%20Cell%20Book\\_ENG.mp3](http://www.centene.com/wp-content/themes/centene/podcasts/Living%20Well%20With%20Sickle%20Cell%20Book_ENG.mp3)

## Submitted by: CenterLight Health System

Presented to: CenterLight Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	CenterLight Health System	Website		Association / Professional Society / Non-Profit

<http://www.centerlight.org>

## 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 Hospital Compare Tool	Directory / Ratings / Guides		Government (Local/State/Federal)

<http://www.hospitalcompare.hhs.gov/>

SILVER	Medicare.gov website	Website		Government (Local/State/Federal)
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<http://www.medicare.gov/>

BRONZE	Medicare Physician Compare Tool	Directory / Ratings / Guides		Government (Local/State/Federal)
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<http://www.medicare.gov/find-a-doctor/provider-search.aspx>

MERIT	CMS.gov website	Website		Government (Local/State/Federal)
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<http://www.cms.gov/>

## Submitted by: Children's Hospital of Wisconsin

Presented to: Children's Hospital of Wisconsin

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Children's Hospital of Wisconsin's Website - New Look!	Website		Health System

<http://www.chw.org>

Submitted by: **Cigna**

Presented to: Cigna

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Cigna Health Care Webinars	Webinar		Health System
	<a href="http://www.cigna.com/aboutus/health-care-reform/webinars">http://www.cigna.com/aboutus/health-care-reform/webinars</a>			
BRONZE	Cigna Informed On Reform Website	Website		Health System
	<a href="http://www.informedonreform.com">http://www.informedonreform.com</a>			

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>
BRONZE	OncologyCAST.net	Medical Education		Medical Communications Agency
	<a href="http://www.OncologyCAST.net">http://www.OncologyCAST.net</a>			
MERIT	MedicineWRAP.com	Medical Education		Medical Communications Agency
	<a href="http://www.MedicineWRAP.com">http://www.MedicineWRAP.com</a>			

Submitted by: **Coffey Communications, Inc.**

Presented to: Coffey Communications, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Pregnancy e-newsletter	E-Newsletter		Medical Communications Agency

<http://demo.netreturns.biz/healthnews/ViewIssue.aspx?Issueld=dc2117ea-47c1-4291-8760-03989584b7ae&National=Y>

BRONZE	My Health e-newsletter	E-Newsletter		Medical Communications Agency
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<http://demo.netreturns.biz/HealthNews/ViewIssue.aspx?Issueld=96e8c00352a74198b62b53c435d77024&National=Y>

Presented to: Community Healthcare System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Community Healthcare System Website	Website		Medical Communications Agency

<http://www.chcs-ks.org/>

Presented to: Grande Ronde Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Grande Ronde Hospital Website	Website		Medical Communications Agency

<http://www.grh.org/>

Presented to: University of Washington Medicine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Consult Newsletter	E-Newsletter		Medical Communications Agency

<http://uwconsult.netreturns.biz/HealthNews/ViewArchive.aspx?ArchiveId=4858341b-9335-4009-9ba9-cb4dcf71d4ed>

Presented to: Walla Walla Clinic

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Walla Walla Clinic Website	Website		Medical Communications Agency

<http://www.wallawallaclinic.com>

Submitted by: **Community Health Network of Connecticut**

Presented to: Joseph Sherman, Community Health Network of Connecticut

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Sugar Rush	Mobile Website	Large Mobile Device	Other/Miscellaneous

<http://sugarrushchnct.org>

Submitted by: **Community Health Network of Connecticut, Inc.**

Presented to: Laerta Premto (Community Health Network of CT, Inc.)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Cooking Matters CT	Microsite		Other/Miscellaneous

<http://www.cookingmattersct.org>

Submitted by: **Cooney/Waters Group**

Presented to: American Lung Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Faces of Influenza Public Service Campaign	Other/Miscellaneous		Other/Miscellaneous

<http://www.facesofinfluenza.com/en/influenza-videos/>

Submitted by: **corecubed Internet Marketing**

Presented to: corecubed Internet Marketing

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Procura website by corecubed	Website		Business: less than 500 employees

<http://goprocura.com/main/us>

Submitted by: **Curatio CME Institute**

Presented to: Curatio CME Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Advancing Psoriasis and Psoriatic Arthritis Management	Mobile Application: Medical Education	Small Mobile Device	Medical Communications Agency

<http://itunes.apple.com/us/app/psoriasistx-advancing-psoriasis/id507548093?ls=1&mt=8>

Submitted by: **Curatio CME Institute LLC**

Presented to: Curatio CME Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Diagnosis and Treatment of Male Hypogonadism	Mobile Application: Medical Education	Small Mobile Device	Medical Communications Agency

<http://itunes.apple.com/us/app/diagnosis-treatment-male-hypogonadism/id442985224>

Submitted by: **Customized Communications, Inc.**

Presented to: Customized Commuincations, Inc.

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

<http://newbeginning.customizedinc.com/redirect/>

Presented to: Customized Communications, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Breastfeeding A Great Start eLearning Program	Interactive Content / Rich Media		Business: less than 500 employees

<http://www.breastfeedingagreatstart.com/redirect>

BRONZE	Great Expectations eBook	Medical Education		Business: less than 500 employees
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<http://greatexpectationsebook.com/lvhnprenatalguide2.html>

MERIT	Gift of Motherhood eLearning Program	Interactive Content / Rich Media		Business: less than 500 employees
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<http://www.giftofmotherhood.com/redirect>

Submitted by: **Dana-Farber Cancer Institute**

Presented to: Dana-Farber Cancer Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Charlie's Story: Thriving after Leukemia and Relapse	Microsite		Hospital: less than 300 beds

<http://www.dana-farber.org/CharliesStory>

Submitted by: **Dr. Ann and Just Wellness, LLC**

Presented to: Ann Kulze, MD

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Health and Fitness Newsletter from Dr. Ann Kulze, MD	E-Newsletter		Physicians / Medical Practices

<http://www.dranns10steps.com/Newsletter-details.cfm?NewsletterID=56>

Submitted by: **Drugs.com**

Presented to: Drugs.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Pill Reminder App	Mobile Application: Patient Adherence/Compliance	Small Mobile Device	Media/Publishing

<http://itunes.apple.com/us/app/pill-reminder-by-drugs.com/id453359236?mt=8>

MERIT	Drugs.com	Website		Media/Publishing
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<http://www.drugs.com>

Submitted by: **eCardio**

Presented to: eCardio

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Physician Portal	Physician/Clinician Portal Website		Business: less than 500 employees

<http://www.ecardio.com>

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 2011 Pledge4Recovery	Social Media: Facebook		Government (Local/State/Federal)

<http://on.fb.me/obJyZE>



Submitted by: **EmpowHER Media**

Presented to: EmpowHER Media

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	EmpowHER — Twitter	Social Media: Twitter		Business: less than 500 employees
	<a href="https://twitter.com/">https://twitter.com/</a>			
SILVER	EmpowHER.com	Website		Business: less than 500 employees
	<a href="http://www.empowher.com/">http://www.empowher.com/</a>			
BRONZE	EmpowHER — YouTube	Social Media: YouTube		Business: less than 500 employees
	<a href="http://www.youtube.com/empowher">http://www.youtube.com/empowher</a>			

Submitted by: **ETR Associates**

Presented to: ETR Associates

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Condom Kits	Mobile Video	Small Mobile Device	Media/Publishing
	<a href="http://pub.etr.org/m/condomkits.html">http://pub.etr.org/m/condomkits.html</a>			

Submitted by: **Everyday Health**

Presented to: Everyday Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Lantus Healthy Eating With Diabetes	Interactive Content / Rich Media		Media/Publishing

<http://www.everydayhealth.com/health-report/type-2-diabetes-lifestyle/healthy-eating-with-diabetes.aspx>

BRONZE	COPD Tracker	Mobile Application: Chronic Disease Management	Small Mobile Device	Media/Publishing
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<http://itunes.apple.com/us/app/copd-tracker-from-everyday/id450578479?mt=8>

MERIT	Spiriva Guide to Managing COPD	Interactive Content / Rich Media		Media/Publishing
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<http://www.everydayhealth.com/health-report/chronic-obstructive-pulmonary-disease.aspx>

MERIT	Symbicort Asthma Management Guide	Interactive Content / Rich Media		Media/Publishing
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<http://www.everydayhealth.com/health-report/asthma-management-guide.aspx>

Presented to: Everyday Health and Abbott

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Humira Crohn's Diet and Lifestyle Guide	Interactive Content / Rich Media		Media/Publishing

<http://www.everydayhealth.com/health-report/crohns-diet-and-lifestyle.aspx>

BRONZE	Humira Psoriasis Guide: Your Skin, Your Emotions	Interactive Content / Rich Media		Media/Publishing
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<http://www.everydayhealth.com/health-report/psoriasis-guide.aspx>

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

Presented to: Everyday Health, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Baby Tracker from WhatToExpect.com	Mobile Application: Health Records (EHRs/PHRs)	Small Mobile Device	Media/Publishing
<a href="http://itunes.apple.com/us/app/baby-tracker-from-whattoexpect.com/id421397131?mt=8">http://itunes.apple.com/us/app/baby-tracker-from-whattoexpect.com/id421397131?mt=8</a>				
SILVER	Pregnancy Tracker from WhatToExpect.com	Mobile Application: Patient Monitoring	Small Mobile Device	Media/Publishing
<a href="http://itunes.apple.com/us/app/pregnancy-tracker-from-whattoexpect.com/id289560144?mt=8">http://itunes.apple.com/us/app/pregnancy-tracker-from-whattoexpect.com/id289560144?mt=8</a>				
BRONZE	Jillian Michaels Slim-Down Solution	Mobile Application: Interactive / Gaming	Small Mobile Device	Media/Publishing
<a href="http://itunes.apple.com/us/app/jillian-michaels-slim-down/id399841706?mt=8">http://itunes.apple.com/us/app/jillian-michaels-slim-down/id399841706?mt=8</a>				
MERIT	Calorie Counter from Everyday Health	Mobile Application: Analytics/Dashboard	Small Mobile Device	Media/Publishing
<a href="http://itunes.apple.com/us/app/calorie-counter-free/id375176386?mt=8">http://itunes.apple.com/us/app/calorie-counter-free/id375176386?mt=8</a>				

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>
SILVER	Eyemaginations, Inc. LUMA Product Videos / LUMA Vision Simulator	Medical Education		Medical Equipment/Device Manufacturer
<a href="http://itunes.apple.com/us/app/luma-vision-simulator/id478879624?mt=8">http://itunes.apple.com/us/app/luma-vision-simulator/id478879624?mt=8</a>				

Submitted by: **FitnessMagazine.com**

Presented to: FitnessMagazine.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	The Fit Stop	Blog		Media/Publishing
<a href="http://www.fitnessmagazine.com/blogs/fitstop/">http://www.fitnessmagazine.com/blogs/fitstop/</a>				

Submitted by: **FrenSync**

Presented to: Muthukumar Ramanathan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Mediari - Better notes for better health	Mobile Application: Patient Communications	Small Mobile Device	Media/Publishing
<a href="http://itunes.apple.com/us/app/mediari/id455565341?ls=1&amp;mt=8">http://itunes.apple.com/us/app/mediari/id455565341?ls=1&amp;mt=8</a>				

## Submitted by: Geonetric

Presented to: Crozer-Keystone Health System and Geonetric

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Crozer-Keystone Health System - Kidney Transplant Microsite	Microsite		Health System

<http://www.crozerkeystone.org/kidney>

Presented to: Genesis HealthCare System and Geonetric

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Genesis HealthCare System Intranet	Intranet		Health System

[http://geonetric.cachefly.net/awards/GenesisHealthCareSystem\\_Intranet.pdf](http://geonetric.cachefly.net/awards/GenesisHealthCareSystem_Intranet.pdf)

## Submitted by: Georgetown University

Presented to: Georgetown University

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	The Maternal and Child Health Library	Website		Educational Institution

<http://www.mchlibrary.info>

## Submitted by: Georgia Department of Public Health

Presented to: Georgia Department of Public Health & Georgia Emergency Management Agency

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Get Ready On-The-Go, Ready Georgia Mobile App	Mobile Application: Location-Based Resource	Small Mobile Device	Government (Local/State/Federal)

<http://itunes.apple.com/us/app/ready-georgia/id453337200?mt=8>

## Submitted by: Ghost Productions

Presented to: Ghost Productions

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Medtronic InflateFx Fracture Mangement	Webcast (Video)		Medical Communications Agency

<http://vimeo.com/36747927>

Submitted by: **GlaxoSmithKline**

Presented to: Care Management Solutions - Glaxo Smith Kline

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Health Coach 4 Me	Patient Education Portal Website		Pharmaceutical Company

<http://www.healthcoach4me.com>

Submitted by: **God's Love We Deliver**

Presented to: God's Love We Deliver

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	God's Love We Deliver Facebook page	Social Media: Facebook		Other/Miscellaneous

<http://www.facebook.com/godslovewedeliver>

Submitted by: **Gravity Inc.**

Presented to: Gravity Inc. - Wendy Gray Creative Director, Emerald Lee Designer

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	GTA Rehab Network	Website		Association / Professional Society / Non-Profit

<http://www.gtarehabnetwork.ca>

Presented to: Gravity Inc. for Lung Association of British Columbia

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Quit Now Online Services	Web-based Resource/Tool		Association / Professional Society / Non-Profit

<http://www.quitnow.ca/index.php>

Submitted by: **Greater Than One**

Presented to: Greater Than One

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Rituxan RA Banner	Interactive Content / Rich Media		Pharmaceutical Company

[http://filehosting.greaterthanone.com/awards/2011/genentech/rituxan/rituxan\\_300x250\\_ex\\_500\\_main.html](http://filehosting.greaterthanone.com/awards/2011/genentech/rituxan/rituxan_300x250_ex_500_main.html)

Submitted by: **grey healthcare group**

Presented to: grey healthcare group and National Healthy Mothers, Healthy Babies Coalition

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Text4baby	Website		Medical Communications Agency

<http://www.text4baby.org/>

Submitted by: **Health Dialog**

Presented to: Health Dialog

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Should You Have an X-Ray, CT Scan, or MRI? Short Web Video	Interactive Content / Rich Media		Other/Miscellaneous

<https://www.healthcrossroads.com/users/login.aspx>

BRONZE	HD Care Compass™	Patient Education Portal Website		Other/Miscellaneous
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<http://www.hdcarecompass.com>

BRONZE	Help for Long-term Sleep Problems	Interactive Content / Rich Media		Other/Miscellaneous
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<https://www.healthcrossroads.com/users/login.aspx>

Presented to: Health Dialog and the Informed Medical Decisions Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Cataracts: Is Surgery Right for You?	Interactive Content / Rich Media		Other/Miscellaneous

<https://www.healthcrossroads.com/users/login.aspx>

## 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>
GOLD	HealthGuru.com	Webcast (Video)		Media/Publishing

<http://www.healthguru.com/>

Presented to: Healthguru.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	HealthGuru: Video Q&A	Web-based Resource/Tool		Media/Publishing

<http://conditions.healthguru.com/question/what-is-a-migraine-aura>

## Submitted by: Health Monitor Network

Presented to: Alex Dong

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	ITP Tracker	Mobile Application: Patient Adherence/Compliance	Small Mobile Device	Media/Publishing

<http://itunes.apple.com/us/app/itp-tracker/id478745686?ls=1&mt=8>

## 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	Healthnet.com	Website		Health Insurer

<https://www.healthnet.com>

MERIT	Health Net Mobile	Mobile Application: Tool/Resource	Small Mobile Device	Health Insurer
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<http://itunes.apple.com/us/app/health-net-mobile/id387041560?mt=8>

Presented to: Health Net, Inc.; UCLA School of Public Health; and EPG Technologies

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	T2X (Teen2xtreme) — Using Social Media and Transmedia to Engage Teens in Their Health Care	Social Media: Facebook		Health Insurer

<http://www.t2x.me>

## Submitted by: Health New England

Presented to: Health New England

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	HNE's Member Mobile App	Mobile Application: Location-Based Resource	Small Mobile Device	Health Insurer

[http://hne.com/mobile/index\\_nm.html](http://hne.com/mobile/index_nm.html)

## Submitted by: Health Tradition Health Plan

Presented to: Mayo Clinic Health System - Franciscan Healthcare and Health Tradition Health Plan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Wealth Savvy: Tips on getting the most from your health care dollar	Webcast (Video)		Health Insurer

<http://vimeo.com/user9142489/wealthsavvy>

## Submitted by: HealthEd Group, Inc.

Presented to: HealthEd Group, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Benicar Consumer Website	Chronic Disease Portal Website		Medical Communications Agency

<http://www.Benicar.com>

MERIT	Saphris Consumer Website	Patient Education Portal Website		Medical Communications Agency
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<http://www.Saphris.com>

MERIT	yourtransplantjourney.com	Website		Medical Communications Agency
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<http://www.yourtransplantjourney.com/index.jsp>



## Submitted by: Healthline Networks, Inc.

Presented to: Healthline Network

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Healthline.com Mobile	Mobile Website	Small Mobile Device	Media/Publishing

<http://www.healthline.com>

Presented to: Healthline Networks, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Healthline.com	Website		Media/Publishing

<http://www.healthline.com>

## Submitted by: Healthpoint Biotherapeutics

Presented to: Healthpoint Biotherapeutics

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Healthpoint Biotherapeutics' online education — The Wound Institute	Medical Education		Pharmaceutical Company

<http://thewoundinstitute.com>

Presented to: Healthpoint Biotherapeutics and The Patient Education Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Healthpoint Biotherapeutics online Patient Education	Patient Education Portal Website		Pharmaceutical Company

<http://thewoundinstitute.com>

## Submitted by: Healthwise

Presented to: Healthwise

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Healthwise Learn to Earn for Coronary Artery Disease	Interactive Content / Rich Media		Association / Professional Society / Non-Profit

<http://www.healthwise.org/products/healthprograms/demo.aspx?type=0>

Submitted by: **Healthy Dining**

Presented to: Healthy Dining

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Great-tasting, Healthy-Dining menu choices from restaurants spanning fast food to fine dining <a href="http://www.HealthyDiningFinder.com">http://www.HealthyDiningFinder.com</a>	Website		Business: less than 500 employees

Submitted by: **HealthyPlace.com, Inc.**

Presented to: HealthyPlace.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	HealthyPlace Mental Health Newsletter <a href="http://www.healthyplace.com/other-info/mental-health-newsletter/death-of-whitney-houston-wheres-the-compassion/">http://www.healthyplace.com/other-info/mental-health-newsletter/death-of-whitney-houston-wheres-the-compassion/</a>	E-Newsletter		Media/Publishing

MERIT	HealthyPlace.com: America's Mental Health Channel <a href="http://www.HealthyPlace.com">http://www.HealthyPlace.com</a>	Chronic Disease Portal Website		Media/Publishing
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Presented to: HealthyPlace.com and Becky Oberg

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	More Than Borderline blog <a href="http://www.healthyplace.com/blogs/borderline/">http://www.healthyplace.com/blogs/borderline/</a>	Blog		Media/Publishing

Presented to: HealthyPlace.com and Kendra Sebelius

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Debunking Addiction Blog <a href="http://www.healthyplace.com/blogs/debunkingaddiction/">http://www.healthyplace.com/blogs/debunkingaddiction/</a>	Blog		Media/Publishing

Presented to: HealthyPlace.com and Randy Kaye

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Mental Illness in the Family blog <a href="http://www.healthyplace.com/blogs/mentalillnessinthefamily/">http://www.healthyplace.com/blogs/mentalillnessinthefamily/</a>	Blog		Media/Publishing

## Submitted by: Heartbeat Ideas

Presented to: Bausch + Lomb & Heartbeat Ideas

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Bausch + Lomb Ocuville Online Media Campaign	Interactive Content / Rich Media		Consumer Product Company

<http://www2.heartbeatideas.com/Ocuville>

Presented to: Medics Pharmaceutical Corporation & Heartbeat West

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Passion to Heal Integrated Rebranding Campaign	Website		Pharmaceutical Company

<http://www2.heartbeatideas.com/PassiontoHeal>

Presented to: UCB.Inc & Heartbeat Ideas

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	ReachBeyondRA.com: Website Redesign	Website		Pharmaceutical Company

<http://www2.heartbeatideas.com/RBRA>

## Submitted by: Henry County Health Center

Presented to: LRGHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	LRGHealthcare Pulse Intranet by HospitalPortal.net	Intranet		Hospital: less than 300 beds

<http://www.hospitalportal.net/hospitalportal/main.aspx?tid=253>

Presented to: Olmsted Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Olmsted Medical Center Intranet by HospitalPortal.net	Intranet		Hospital: less than 300 beds

<http://www.hospitalportal.net/hospitalportal/main.aspx?tid=255>

## Submitted by: Homecare.com

Presented to: Homecare.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Homecare.com: Website	Website		Business: less than 500 employees

<http://Homecare.com>

## Submitted by: HT Klatzky & Associates

Presented to: HT Klatzky & Associates

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Face It TOGETHER	Website		Business: less than 500 employees

<http://www.wefaceittogether.org/>

MERIT	Sacred Heart Hospital Website	Website		Business: less than 500 employees
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<http://www.sacredhearteauclaire.org/>

## Submitted by: Hubbub Health

Presented to: Hubbub Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Hubbub Health	Web-based Resource/Tool		Business: less than 500 employees

<https://www.hubbubhealth.com/>

MERIT	Hubbub Health	Mobile Application: Interactive / Gaming	Small Mobile Device	Business: less than 500 employees
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<http://goo.gl/Z7p9b>

## Submitted by: Humana Inc

Presented to: Humana Inc

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	MyHumana Mobile Smartphone App	Mobile Application: Patient Adherence/Compliance	Small Mobile Device	Health Insurer

<http://m.humana.com>

## Submitted by: ICC Lowe Pace

Presented to: ICC Lowe

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Sunovion Pharmaceuticals/Brovana: iPad Core Selling Tool (CST)	Mobile Application: E-Detailing	Large Mobile Device	Medical Communications Agency
<a href="http://thermaldev.com/clients/sunovion/brovana_web/">http://thermaldev.com/clients/sunovion/brovana_web/</a>				

Presented to: ICC Lowe - Pace

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Vertex Pharmaceuticals: Unbranded CFTR iPad E-Detail	Mobile Application: E-Detailing	Large Mobile Device	Medical Communications Agency
<a href="http://www.icclowe.com/digitaltest/vertex/app/">http://www.icclowe.com/digitaltest/vertex/app/</a>				

Presented to: ICC Lowe - Redshift

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	TYRX/AigisRX®: Antibacterial Envelope	Patient Education Portal Website		Medical Communications Agency
<a href="http://heartdeviceinfection.com/">http://heartdeviceinfection.com/</a>				

## Submitted by: ICF International

Presented to: Substance Abuse and Mental Health Services Administration (SAMHSA)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	SAMHSA's Too Smart to Start Web site	Website		Government (Local/State/Federal)
<a href="http://www.toosmarttostart.samhsa.gov/">http://www.toosmarttostart.samhsa.gov/</a>				
BRONZE	SAMHSA's Town Hall Meetings 2012 Web site	Microsite		Government (Local/State/Federal)
<a href="https://www.stopalcoholabuse.gov/townhallmeetings/Default.aspx">https://www.stopalcoholabuse.gov/townhallmeetings/Default.aspx</a>				

## Submitted by: Imaginis: The Women's Health Resource

Presented to: Imaginis

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Imaginis.com : The Women's Health Resource	Medical Education		Business: less than 500 employees
<a href="http://www.imaginis.com">http://www.imaginis.com</a>				

## Submitted by: InformedDNA

Presented to: InformedDNA web team

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	InformedDNA's web site	Patient Education Portal Website		Physicians / Medical Practices

<http://informeddna.com/>

## Submitted by: Institute for Health Promotion Research at UTHSCSA

Presented to: Institute for Health Promotion Research at UTHSCSA

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	SaludToday Blog	Blog		Health System

<http://www.saludtoday.com/blog/>

MERIT	IHPR E-Newsletter	E-Newsletter		Health System
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<http://bit.ly/zRnOV6>

MERIT	SaludToday Twitter	Social Media: Twitter		Health System
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<https://twitter.com/>

## Submitted by: IQ Solutions

Presented to: National Institute on Drug Abuse

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	National Institute on Drug Abuse Mobile Site	Mobile Website	Small Mobile Device	Government (Local/State/Federal)

<http://m.drugabuse.gov>

MERIT	National Institute on Drug Abuse Website Redesign	Website		Government (Local/State/Federal)
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<http://www.drugabuse.gov/>

## Submitted by: iTriage, LLC

Presented to: iTriage, LLC

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

<http://itunes.apple.com/us/app/itriage/id304696939?mt=8>

Submitted by: **Jennings**

Presented to: Jennings

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	The Healthcare Marketer Blog	Blog		Medical Communications Agency

<http://Thehealthcaremarketer.wordpress.com>

Submitted by: **Johns Hopkins Medicine**

Presented to: Johns Hopkins Medicine Digital Media Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Perspectives on Healing	Social Media: YouTube		Health System

<http://www.youtube.com/watch?v=ulCPnfVsg2U>

SILVER	Novel Neurosurgery at Johns Hopkins — Sharon's Story	Social Media: YouTube		Health System
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<http://www.youtube.com/watch?v=7oxULiDdZ0E>

SILVER	Salt Shakedown -- How to avoid hidden sodium at the grocery store	Social Media: YouTube		Health System
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<http://www.youtube.com/watch?v=uSrzcY9E2Qw>

MERIT	A Spirit of Innovation-The Johns Hopkins Heart & Vascular Institute	Social Media: YouTube		Health System
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<http://www.youtube.com/watch?v=Q3nZ6lXOab8>

MERIT	Craniosynostosis - Jack's Story	Social Media: YouTube		Health System
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<http://www.youtube.com/watch?v=ViAV9a9Ota8>

Submitted by: **JPA**

Presented to: JPA

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Principal Medical Group Website	Website		Physicians / Medical Practices

<http://www.principalmedicalgroup.com>

Submitted by: **Kaiser Permanente Health Plan**

Presented to: Kaiser Permanente Marketing Communications and Brand Creative

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Partners in Health eNewsletter	E-Newsletter		Health System

[http://info.kp.org/html/partnersinhealth\\_scal/april2011/index.html](http://info.kp.org/html/partnersinhealth_scal/april2011/index.html)

Submitted by: **Ketchum**

Presented to: Office of the National Coordinator for Health Information Technology, HHS

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Patients & Families Section of HealthIT.gov	Patient Education Portal Website		Government (Local/State/Federal)

<http://www.healthit.gov/patients-families>

BRONZE	Health IT Buzz Blog	Blog		Government (Local/State/Federal)
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<http://www.healthit.gov/buzz-blog/>

MERIT	Providers & Professionals Section of HealthIT.gov	Physician/Clinician Portal Website		Government (Local/State/Federal)
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<http://www.healthit.gov/providers-professionals>

Presented to: USDA: Rob Post, Jackie Haven, Mary Herrup, Sarah Chang, Angela Leone, Ann Clancy; Ketchum: Ken Buraker

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	SuperTracker	Web-based Resource/Tool		Government (Local/State/Federal)

<https://www.choosemyplate.gov/SuperTracker/>



## Submitted by: KidsPeace - TeenCentral.Net

Presented to: ParentCentral.Net

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	ParentCentral.Net	Web-based Resource/Tool		Other/Miscellaneous

<http://www.parentcentral.net>

Presented to: TeenCentral.Net

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	The Anti-Bullying League	Interactive Content / Rich Media		Health System

<http://www.teencentral.net>

## Submitted by: Klick Health

Presented to: Klick Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Smidge Mobile Application	Mobile Application: Patient Adherence/Compliance	Small Mobile Device	Business: less than 500 employees

<http://www.morethanmedication.ca/en/smidge/>

## Submitted by: Knighten Health

Presented to: The Endocrine Society

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	BetaCellsInDiabetes.org	Web-based Resource/Tool		Association / Professional Society / Non-Profit

<http://www.betacellsindiabetes.org>

## Submitted by: Lance Armstrong Foundation

Presented to: Lance Armstrong Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	LIVESTRONG Cancer Guide and Tracker	Mobile Application: Chronic Disease Management	Large Mobile Device	Association / Professional Society / Non-Profit

<http://bit.ly/wu6ade>

Submitted by: **LehmanMillet**

Presented to: LehmanMillet

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	PixelOptics emPower! ECP website <a href="http://www.lifeactivated.com/ecp/index.html">http://www.lifeactivated.com/ecp/index.html</a>	Physician/Clinician Portal Website		Medical Equipment/Device Manufacturer
SILVER	CML (chronic myeloid leukemia) Response Project <a href="http://cmlresponseproject.com/">http://cmlresponseproject.com/</a>	Physician/Clinician Portal Website		Pharmaceutical Company
BRONZE	LehmanMillet Corporate Mobile Website <a href="http://www.lehmanmillet.com/mobile.php">http://www.lehmanmillet.com/mobile.php</a>	Mobile Website	Small Mobile Device	Medical Communications Agency
MERIT	LehmanMillet Corporate Website <a href="http://www.lehmanmillet.com/web.php">http://www.lehmanmillet.com/web.php</a>	Website		Medical Communications Agency
MERIT	PixelOptics emPower! consumer website <a href="http://www.lifeactivated.com/">http://www.lifeactivated.com/</a>	Website		Medical Equipment/Device Manufacturer

Presented to: LehmanMillet / Conceptus

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Essure DTC Ad <a href="http://wip.lehmanmillet.com/lm/webhealth2012/Essure_DTC_Ad.html">http://wip.lehmanmillet.com/lm/webhealth2012/Essure_DTC_Ad.html</a>	Mobile Application: QR Campaign	Small Mobile Device	Medical Equipment/Device Manufacturer

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	Lexmed.com <a href="http://www.lexmed.com">http://www.lexmed.com</a>	Website		Hospital: 300+ Beds

## Submitted by: Liazon Corporation - Bright Choices Portal

Presented to: Liazon Corporation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Liazon - Bright Choices Portal	Web-based Resource/Tool		Other/Miscellaneous

<https://liazon-staging.com/bc2011/Account/Login.aspx>

## Submitted by: LifeScript.com

Presented to: Lifescript.com

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Health Bistro by Lifescript: A Women's Health Blog	Blog		Media/Publishing

<http://healthbistro.lifescript.com/>

MERIT	Lifescript Women's Health on Facebook	Social Media: Facebook		Media/Publishing
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<https://www.facebook.com/lifescript.health>

## Submitted by: Living Well With Epilepsy

Presented to: Living Well With Epilepsy

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Living Well With Epilepsy Blog	Blog		Association / Professional Society / Non-Profit

<http://livingwellwithepilepsy.com>

## Submitted by: Lyceum Health

Presented to: Lyceum Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	MyHealthTips.com	Chronic Disease Portal Website		Business: less than 500 employees

<http://www.myhealthtips.com>

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>
SILVER	MayoClinic.com	Website		Media/Publishing

<http://www.mayoclinic.com>

Submitted by: **Mayo Clinic Health System - Franciscan Healthcare**

Presented to: Mayo Clinic Health System - Franciscan Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Health Savvy: When and how to manage illness and injury at home	Webcast (Video)		Health System

<http://vimeo.com/user9142489/healthsavvy>

SILVER	Wealth Savvy: Getting the most from your health care dollar	Webcast (Video)		Health System
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<http://vimeo.com/user9142489/wealthsavvy>

Submitted by: **Medical Education Institute, Inc.**

Presented to: Medical Education Institute / Life Options

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Let's Talk About...Dialysis Options	Web-based Resource/Tool		Association / Professional Society / Non-Profit

<http://www.lifeoptions.org/letstalk/>

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>
GOLD	Evalia Heart Health Profiler	Web-based Resource/Tool		Business: less than 500 employees

<https://apps.evaliahealth.com/provision/v1/7c375d2a-b369-4956-b9e2-f243e9168424>

## Submitted by: MedTech Media

Presented to: MedTech Media

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	PhysBizTech Tablet and Smartphone Layouts	Mobile Website	Large Mobile Device	Media/Publishing

<http://www.physbiztech.com>

## Submitted by: Meniscus Educational Institute

Presented to: Meniscus Educational Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Myelodysplastic Syndromes: Clinical Updates With Consideration of Unique Needs of the Older Patient	E-Newsletter		Educational Institution

<http://www.meniscus.com/mei/ceofferings/ons2010/nl4.html>

MERIT	Challenges in Managing Breakthrough Cancer Pain—Interactive Case Studies	Medical Education		Educational Institution
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<http://www.meniscus.com/mei/ceofferings/ONS2011/>

Presented to: Meniscus Educational Institute and Impact Education LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Optimizing Outcomes for Patients With Growth Hormone Deficiency and Other Growth Disorders in Managed Care	Medical Education		Educational Institution

<http://www.impactedu.net/gh/>

MERIT	The Evolving Oncology Pharmacy Paradigm: Emerging Strategies for Managed care Professionals	Medical Education		Educational Institution
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<http://www.impactedu.net/oncology/>

## Submitted by: Milner-Fenwick

Presented to: Milner-Fenwick

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	e-newsletter	E-Newsletter		Media/Publishing

<http://www.patienteducationupdate.com>

Submitted by: **Morsekode**

Presented to: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Health Care Reform Demystified	Web-based Resource/Tool		Health Insurer

<http://healthcarelane.com/communitycenter>

Submitted by: **National Cancer Institute**

Presented to: National Cancer Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Cancer.gov Goes Mobile	Mobile Website	Small Mobile Device	Government (Local/State/Federal)

<http://m.cancer.gov>

Submitted by: **National Healthy Mothers, Healthy Babies Coalition**

Presented to: National Healthy Mothers, Healthy Babies Coalition, supported by Johnson & Johnson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Text4baby	Mobile (Other/Miscellaneous)	Small Mobile Device	Association / Professional Society / Non-Profit

<http://www.text4baby.org>

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>
BRONZE	It's the Little Things Blog	Blog		Hospital: 300+ Beds

<http://littlethings.nationwidechildrens.org>

BRONZE	Nationwide Children's Hospital YouTube Channel	Social Media: YouTube		Hospital: 300+ Beds
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<http://www.youtube.com/NationwideChildrens>

## Submitted by: NCI Office of Cancer Content Management

Presented to: National Cancer Institute Office of Cancer Content Management

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Cigarette Smoking: Health Risks and How to Quit (PDQ®)	Patient Education Portal Website		Government (Local/State/Federal)

<http://www.cancer.gov/cancertopics/pdq/prevention/control-of-tobacco-use/Patient>

## Submitted by: North Shore LIJ Health System

Presented to: Christina Birrer/North Shore LIJ Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	North Shore LIJ Health System Intranet HealthPort	Intranet		Health System

<http://www.nslj.com>

## Submitted by: North Shore Medical Center

Presented to: Laura Fleming, Director of Marketing and Public Relations, NSMC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	New North Shore Medical Center web site (complete redesign and rewrite)	Website		Hospital: 300+ Beds

<http://nsmc.partners.org/>

## Submitted by: Norton Healthcare

Presented to: Norton Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Kosair Children's Hospital iPhone App	Mobile Application: Tool/Resource	Small Mobile Device	Health System

<http://KosairChildrens.com/mobile>

GOLD	NortonCancerInstitute.com	Microsite		Health System
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<http://NortonCancerInstitute.com>

Submitted by: **Office of Disease Prevention and Health Promotion**

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>
BRONZE	healthfinder.gov Facebook Online Community <a href="https://www.facebook.com/healthfinder">https://www.facebook.com/healthfinder</a>	Social Media: Facebook		Government (Local/State/Federal)
MERIT	healthfinder.gov Twitter Online Community <a href="https://twitter.com/">https://twitter.com/</a>	Social Media: Twitter		Government (Local/State/Federal)

Submitted by: **Ogilvy Washington/Feinstein Kean Healthcare**

Presented to: Ogilvy Washington/Feinstein Kean Healthcare with the National Institutes of Health and the National Institute of Neurological Disorders and Stroke

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Lobe-oratorium: An interactive game to help understand how different parts of the brain work <a href="http://design.fkhstaging.com/NINDS/quiz/">http://design.fkhstaging.com/NINDS/quiz/</a>	Interactive Content / Rich Media		Other/Miscellaneous

Submitted by: **OncUView®tv, LLC**

Presented to: OncUView®tv, LLC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Colon and Rectal Cancer: A Racial Divide (W. Montague Cobb/NMA Symposium)—Lecture Series Modules 1-5 <a href="http://www.oncology.tv/ContinuingEducation.aspx">http://www.oncology.tv/ContinuingEducation.aspx</a>	Medical Education		Business: less than 500 employees
MERIT	Management of Pain from Metastatic Bone Disease <a href="http://www.oncology.tv/ContinuingEducation.aspx">http://www.oncology.tv/ContinuingEducation.aspx</a>	Medical Education		Business: less than 500 employees
MERIT	Patient Advocacy Groups—Video Resource for Healthcare Professionals <a href="http://www.oncology.tv/Videos.aspx">http://www.oncology.tv/Videos.aspx</a>	Webcast (Video)		Business: less than 500 employees



## Submitted by: OneRecovery, Inc.

Presented to: OneRecovery, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	OneRecovery	Chronic Disease Portal Website		Business: 500+ employees
	<a href="http://www.onerecovery.com">http://www.onerecovery.com</a>			
BRONZE	OneRecovery OnTheGo	Mobile Application: Tool/Resource	Small Mobile Device	Business: 500+ employees
	<a href="http://www.onerecovery.com/mobile/">http://www.onerecovery.com/mobile/</a>			

## Submitted by: Onlife Health

Presented to: Onlife Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Liveon Health Portal	Web-based Resource/Tool		Other/Miscellaneous
	<a href="http://www.onlifehealth.com">http://www.onlifehealth.com</a>			
MERIT	Marketing Site	Website		Other/Miscellaneous
	<a href="http://www.onlifehealth.com">http://www.onlifehealth.com</a>			
MERIT	My Community Page	Web-based Resource/Tool		Other/Miscellaneous
	<a href="http://www.onlifehealth.com">http://www.onlifehealth.com</a>			

## Submitted by: OptumHealth

Presented to: OptumHealth

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	myOptumHealth Store	E-Business		Health Insurer
	<a href="http://www.ShopOptum.com">http://www.ShopOptum.com</a>			
GOLD	myOptumHealth.com	Website		Health Insurer
	<a href="http://www.myoptumhealth.com">http://www.myoptumhealth.com</a>			
BRONZE	Health Savings Checkup from OptumHealth	Web-based Resource/Tool		Health System
	<a href="http://www.healthsavingscheckup.com">http://www.healthsavingscheckup.com</a>			

Submitted by: **OptumRx**

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		Pharmacy / Drug Store
<a href="http://www.prescriptionsolutions.com">http://www.prescriptionsolutions.com</a>				
SILVER	OptumRx Mobile App	Mobile Website	Small Mobile Device	Pharmacy / Drug Store
<a href="m.prescriptionsolutions.com">m.prescriptionsolutions.com</a>				

Submitted by: **Orange Park Medical Center**

Presented to: Orange Park Medical Center

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	To Your Health	E-Newsletter		Other/Miscellaneous
<a href="http://www.spiritofwomen.org/orangepark/to-your-health-december.html">http://www.spiritofwomen.org/orangepark/to-your-health-december.html</a>				

Submitted by: **Palladian Partners**

Presented to: Centers for Disease Control and Prevention

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Be One in a @MillionHeartsUS	Social Media: Twitter		Government (Local/State/Federal)
	<a href="https://twitter.com/">https://twitter.com/</a>			
BRONZE	One in a Million: Million Hearts Facebook Page	Social Media: Facebook		Government (Local/State/Federal)
	<a href="https://www.facebook.com/millionhearts">https://www.facebook.com/millionhearts</a>			
MERIT	Million Hearts Website	Website		Government (Local/State/Federal)
	<a href="http://millionhearts.hhs.gov">http://millionhearts.hhs.gov</a>			

Presented to: Centers for Disease Control and Prevention, American Heart Association, Palladian Partners, Ogilvy

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Be One in A Million Hearts: Gail's Story	Social Media: YouTube		Government (Local/State/Federal)
	<a href="http://www.youtube.com/watch?v=s6VUcw2ACCY">http://www.youtube.com/watch?v=s6VUcw2ACCY</a>			

Presented to: Centers for Disease Control and Prevention, Palladian Partners, The American Heart Association

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Faces of Million Hearts Video	Social Media: YouTube		Government (Local/State/Federal)
	<a href="http://www.youtube.com/watch?v=poc1eTuJJfc">http://www.youtube.com/watch?v=poc1eTuJJfc</a>			

Submitted by: **Palladian Partners, Inc.**

Presented to: Palladian Partners, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	National Institute on Drug Abuse Easy-to-Read Drug Facts Website	Website		Business: less than 500 employees
	<a href="http://easyread.drugabuse.gov">http://easyread.drugabuse.gov</a>			

**Submitted by: Pappas MacDonnell, Inc.**

Presented to: AARP/Aetna and Pappas MacDonnell, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	15-Minute Health Guide	Interactive Content / Rich Media		Business: 500+ employees

<http://healthguidein15.com/>

**Submitted by: Penn Medicine**

Presented to: Penn Medicine - Jessica Mikulski

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Penn Medicine 2011 Match Day Ceremony Blog	Blog		Educational Institution

<http://www.uphs.upenn.edu/news/features/match-day/>

**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>
MERIT	HCV Care & Guidance: Practical Education and Resources	Mobile Application: Medical Education	Large Mobile Device	Medical Communications Agency

<http://bit.ly/wOyfaU>

Presented to: Projects In Knowledge, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	MedImage Cases Multiple Sclerosis	Mobile Application: Medical Education	Small Mobile Device	Medical Communications Agency

<http://bit.ly/w8Ks0h>

**Submitted by: Providence Health & Services Alaska**

Presented to: Kevin Shreve and John Hogue

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Providence Health & Services Alaska	Website		Health System

<http://alaska.providence.org>

## Submitted by: Purohit Navigation

Presented to: Purohit Navigation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	NapiNol	Website		Medical Communications Agency

<http://napinol.com/>

## 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	Video: Clinical Trials, Searching for New Alzheimer's Treatments	Other/Miscellaneous		Business: 500+ employees

<http://www.youtube.com/watch?v=UKErVfZn-L0&lr=1>

Presented to: Quintiles Digital Strategy

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Quintiles Facebook Page	Social Media: Facebook		Business: 500+ employees

<http://www.facebook.com/quintiles>

## Submitted by: RealAge.com

Presented to: RealAge.com, President Gregg Zegras, SVP Programming & Audience Development Nicola Bridges

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	RealAge.com, a leading health and wellness site centered around the groundbreaking RealAge Test®, a scientific but	Website		Business: less than 500 employees

<http://www.realage.com>

## Submitted by: REDBOOK

Presented to: REDBOOK magazine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	The Truth About Trying	Webcast (Video)		Media/Publishing

<http://www.redbookmag.com/health-wellness/advice/infertility-video-series>

Submitted by: **Regence**

Presented to: Regence

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Fishing with Cancer	Webcast (Video)		Health Insurer

<http://bit.ly/xrnWke>

BRONZE	Treatment Cost Estimator	Web-based Resource/Tool		Health Insurer
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<http://bit.ly/AskORn>

Submitted by: **Resurrection Health Care**

Presented to: Resurrection Health Care

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Resurrection Health Care Website	Website		Health System

<http://www.reshealth.org>

Submitted by: **Rhode Island Department of Health**

Presented to: Sally Johnson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Rhode Island Department of Health Website	Mobile Website	Small Mobile Device	Government (Local/State/Federal)

<http://health.ri.gov>

## Submitted by: RLM Finsbury

Presented to: UnitedHealth Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	UnitedHealth Group Careers Website	Website		Health Insurer

<http://careers.unitedhealthgroup.com/>

MERIT	UnitedHealth Group Mobile Careers Site (WorkatUHG.com)	Mobile Website	Small Mobile Device	Health Insurer
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<http://www.workatuhg.com/>

Presented to: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Health4Me	Mobile Application: Tool/Resource	Small Mobile Device	Health Insurer

<http://itunes.apple.com/us/app/health4me/id489196274>

BRONZE	Health Care Lane	Interactive Content / Rich Media		Health Insurer
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<http://www.healthcarelane.com/>

MERIT	UHC TV (UHC.tv)	Interactive Content / Rich Media		Health Insurer
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<http://UHC.tv>

## Submitted by: Rockfish

Presented to: United Health Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	America's Health Rankings	Interactive Content / Rich Media		Association / Professional Society / Non-Profit

<http://www.americashealthrankings.org>

Submitted by: **Roska Healthcare Advertising**

Presented to: Bristol-Myers Squibb

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Yervoy/YervoyCommunity Website	Patient Education Portal Website		Pharmaceutical Company

<http://www.YERVOY.com>

Presented to: Roska Healthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Pharma-Bytes Healthcare Marketing Blog	Blog		Medical Communications Agency

<http://www.Pharma-Bytes.com>



## Submitted by: Seattle Children's Hospital

Presented to: Seattle Children's

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Seattle Children's YouTube Channel <a href="http://www.youtube.com/user/SeattleChildrens">http://www.youtube.com/user/SeattleChildrens</a>	Social Media: YouTube		Hospital: less than 300 beds
SILVER	Seattle Mama Doc Blog <a href="http://seattlemamadoc.seattlechildrens.org/">http://seattlemamadoc.seattlechildrens.org/</a>	Blog		Hospital: less than 300 beds
SILVER	The Autism Blog <a href="http://theautismblog.seattlechildrens.org/">http://theautismblog.seattlechildrens.org/</a>	Blog		Hospital: less than 300 beds
BRONZE	I am Seattle Children's Video Webcast <a href="http://www.seattlechildrens.org/about/stories/iamseattlechildrens/">http://www.seattlechildrens.org/about/stories/iamseattlechildrens/</a>	Webcast (Video)		Hospital: less than 300 beds
BRONZE	Seattle Children's Online Donation Form <a href="https://secure.seattlechildrens.org">https://secure.seattlechildrens.org</a>	E-Business		Hospital: less than 300 beds
BRONZE	Seattle Children's Twitter Account <a href="http://twitter.com/seattlechildren">http://twitter.com/seattlechildren</a>	Social Media: Twitter		Hospital: less than 300 beds
MERIT	Seattle Children's Facebook Page <a href="https://www.facebook.com/seattlechildrens">https://www.facebook.com/seattlechildrens</a>	Social Media: Facebook		Hospital: less than 300 beds
MERIT	Teenology 101 Blog <a href="http://teenology101.seattlechildrens.org/">http://teenology101.seattlechildrens.org/</a>	Blog		Hospital: less than 300 beds

## Submitted by: Silver Cross Hospital

Presented to: Silver Cross Hospital

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	New Hospital Microsite <a href="http://www.silvercross.org/newhospital">http://www.silvercross.org/newhospital</a>	Microsite		Hospital: less than 300 beds

## Submitted by: Smart + Strong

Presented to: Smart + Strong

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Realhealthmag.com <a href="http://www.realhealthmag.com">http://www.realhealthmag.com</a>	Website		Media/Publishing
BRONZE	POZ.com <a href="http://www.poz.com">http://www.poz.com</a>	Website		Media/Publishing

## Submitted by: Spine-health

Presented to: Stephanie U. Burke, Peter Ullrich, Jr., MD

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Spine-health <a href="http://www.spine-health.com">http://www.spine-health.com</a>	Other/Miscellaneous		Business: less than 500 employees

## Submitted by: Spirit Of Women

Presented to: Spirit Of Women

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	eSpirit <a href="http://spiritofwomen.org/newsletter/enewsletter_110711.html">http://spiritofwomen.org/newsletter/enewsletter_110711.html</a>	E-Newsletter		Other/Miscellaneous

## Submitted by: Springboard Brand & Creative Strategy

Presented to: Springboard Brand & Creative Strategy

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Springboard Brand & Creative Strategy Website <a href="http://springboardbrand.com/">http://springboardbrand.com/</a>	Website		Medical Communications Agency

Submitted by: **St. Michael's Hospital**

Presented to: Dr. Mike Evans

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	23 and 1/2 hours: A docto-professor answers the old question of what is the single best thing we can do for our	Social Media: YouTube		Other/Miscellaneous
<a href="http://www.youtube.com/watch?v=aUalnS6HIGo">http://www.youtube.com/watch?v=aUalnS6HIGo</a>				

Submitted by: **Tailwind Agency**

Presented to: Western Union Company / Karen Thompson

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Western Union Benefits Website	Microsite		Other/Miscellaneous
<a href="http://cigna4westernunion.com">http://cigna4westernunion.com</a>				

Submitted by: **Tailwind Agency/Cigna**

Presented to: Tailwind Agency/Cigna

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	BAE Systems Health Plus Plan Brainshark	Medical Education		Other/Miscellaneous
<a href="http://www.brainshark.com/cigna/baehealthplus2012">http://www.brainshark.com/cigna/baehealthplus2012</a>				

Submitted by: **Temple University Health System**

Presented to: Temple University Health System

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Temple at Oaks — Satellite Office Website	Website		Health System
<a href="http://www.templeoaks.org">http://www.templeoaks.org</a>				
MERIT	Temple University Health System	Social Media: YouTube		Health System
<a href="http://www.youtube.com/templehospital">http://www.youtube.com/templehospital</a>				

## Submitted by: Texas Heart Institute

Presented to: Texas Heart Institute

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Heart Sounds Podcast <a href="http://www.texasheart.org/heartsounds">http://www.texasheart.org/heartsounds</a>	Mobile Application: Medical Education	Small Mobile Device	Association / Professional Society / Non-Profit
MERIT	Center for Women's Heart and Vascular Health <a href="http://texasheart.org/women">http://texasheart.org/women</a>	Website		Association / Professional Society / Non-Profit

## Submitted by: The Doctor's Channel

Presented to: The Doctor's Channel

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	The Doctor's Channel Launches Update For Short Video Site For Doctors <a href="http://www.thedoctorschannel.com">http://www.thedoctorschannel.com</a>	Medical Education		Media/Publishing

## Submitted by: The Iowa Clinic, PC

Presented to: The Iowa Clinic, PC

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	iowaclinic.com <a href="http://www.iowaclinic.com/">http://www.iowaclinic.com/</a>	Website		Physicians / Medical Practices
MERIT	iowaclinic.com mobile <a href="http://www.iowaclinic.com/mobile/">http://www.iowaclinic.com/mobile/</a>	Mobile Website	Small Mobile Device	Physicians / Medical Practices

## Submitted by: The Jellyvision Lab, Inc.

Presented to: The Jellyvision Lab, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	ALEX™, the Jellyvision Benefits Counselor <a href="http://demos.jellyvisionlab.com/ALEX/">http://demos.jellyvisionlab.com/ALEX/</a>	Interactive Content / Rich Media		Business: less than 500 employees

## Submitted by: The Oral Cancer Foundation

Presented to: The Oral Cancer Foundation

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	The Oral Cancer Foundation- What You Need to Know	Website		Association / Professional Society / Non-Profit

<http://www.oralcancer.org>

## Submitted by: The Texas Medical Association

Presented to: The Texas Medical Association - Steve Levine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	TMA Website	Website		Association / Professional Society / Non-Profit

<http://www.texmed.org>

## Submitted by: The University of Texas MD Anderson Cancer Center

Presented to: MD Anderson Cancer Center, Public Education Office

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	MD Anderson's Focused on Health Facebook page	Social Media: Facebook		Hospital: 300+ Beds

<https://www.facebook.com/mdanderson.focusedonhealth>

## Submitted by: The Vitality Group

Presented to: The Vitality Group

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	The Power of Vitality Wellness Program	Patient Education Portal Website		Business: less than 500 employees

<https://www.powerofvitality.com/wellness/index.jsp>

## 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>
SILVER	Texas Quality Improvement Organization Website	Website		Association / Professional Society / Non-Profit

<http://texasQIO.tmf.org>

Submitted by: **Triad Group, Inc.**

Presented to: Triad Group, Inc.

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Monarch HealthCare Web Site	Website		Physicians / Medical Practices

<http://www.MonarchHealthCare.com>

Submitted by: **Trilogy Interactive LLC**

Presented to: Office of Adolescent Health

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Office of Adolescent Health	Website		Government (Local/State/Federal)

<http://www.hhs.gov/ash/oah/index.html>

Submitted by: **TriWest Healthcare Alliance**

Presented to: TriWest Healthcare Alliance

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	TriWest "Fight the Flu!" Portal	Microsite		Health Insurer

<http://www.triwest.com/flu>

MERIT	TriWest "Provider Connection" Portal	Physician/Clinician Portal Website		Health Insurer
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<http://www.triwest.com/provider>

MERIT	TriWest YouTube Channel: TriWest Tube	Social Media: YouTube		Health Insurer
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<http://www.youtube.com/TriWestTube>

## Submitted by: Tufts Health Plan

Presented to: Tufts Health Plan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Tufts Health Plan	Microsite		Health Insurer
	<a href="http://www.keepingyouhealthy.com">http://www.keepingyouhealthy.com</a>			
BRONZE	TuftsHealthPlan.com	Website		Health Insurer
	<a href="http://www.tuftshealthplan.com">http://www.tuftshealthplan.com</a>			
MERIT	Your Choice Web Page	Web-based Resource/Tool		Health Insurer
	<a href="http://www.tuftshealthplan.com/yourchoice">http://www.tuftshealthplan.com/yourchoice</a>			

## 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>
BRONZE	PhotoClinic Mobile	Mobile Application: Tool/Resource	Small Mobile Device	Media/Publishing
	<a href="http://www.consultantlive.com/photoclinic-mobile">http://www.consultantlive.com/photoclinic-mobile</a>			
MERIT	Clinical Scales App	Mobile Application: Tool/Resource	Small Mobile Device	Media/Publishing
	<a href="http://www.psychiatrictimes.com/clinical-scales">http://www.psychiatrictimes.com/clinical-scales</a>			

## Submitted by: UnitedHealthcare

Presented to: UnitedHealthcare

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	Feds Support Site	Website		Health Insurer
	<a href="http://www.uhcfeds.com/">http://www.uhcfeds.com/</a>			

Presented to: UnitedHealthcare Consumer Marketing (MorseKode & CRC Marketing Solutions)

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	UHC TV - FOR HEALTH AND HAPPINESS	Website		Health Insurer
	<a href="http://www.uhc.tv">http://www.uhc.tv</a>			

Submitted by: **UnitedHealthcare/Carrot**

Presented to: UnitedHealthcare/Carrot

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

<http://tinyurl.com/HMHB-Jan2012>

Submitted by: **University Hospitals**

Presented to: University Hospitals

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Think Pink for Breast Cancer Awareness	Social Media: Facebook		Health System

[https://www.facebook.com/UniversityHospitals?v=app\\_163129223769880](https://www.facebook.com/UniversityHospitals?v=app_163129223769880)

Submitted by: **UPMC Health Plan**

Presented to: UPMC Health Plan

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	UPMC Health Plan Twitter	Social Media: Twitter		Health Insurer

<http://www.twitter.com/upmchealthplan>

MERIT	HealthyU Employer Online Toolkit	Web-based Resource/Tool		Health Insurer
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<http://www.upmchealthplan.com/EOT/index.aspx>

MERIT	UPMC MyHealth Twitter	Social Media: Twitter		Health Insurer
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<http://www.twitter.com/upmcmhealth>

Submitted by: **vielife**

Presented to: vielife

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	vielife Online health & well-being portal	Website		Business: less than 500 employees

<https://demo-vanilla.vielifeonline.com/>



## Submitted by: Walgreen Co

Presented to: Walgreen Co/ Adam Kmiec

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Innovative Use of Social Media to Fight Influenza and Improve Public Health	Social Media: Facebook		Pharmacy / Drug Store

<http://bit.ly/zOB2ND>

## Submitted by: Walgreens

Presented to: Walgreens

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Walgreens Mobile iPhone App	Mobile Application: E-Commerce	Small Mobile Device	Pharmacy / Drug Store

<http://www.walgreens.com/mobile>

BRONZE	Walgreens Mobile App	Mobile Application: Location-Based Resource	Small Mobile Device	Pharmacy / Drug Store
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<http://walgreens.com/mobile>

## Submitted by: Walker Marketing

Presented to: Liberty HomeCare & Hospice Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Liberty HomeCare & Hospice Services Website (by Walker Marketing)	Website		Other/Miscellaneous

<http://www.libertyhomecare.com>

## Submitted by: Wax Custom Communications

Presented to: VITAS Innovative Hospice

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	VITAS Florida Microsite (Spanish)	Microsite		Other/Miscellaneous

<http://espanol.vitas.com/Default.aspx?alias=www.vitas.com/florida>

Presented to: Wax Custom Communications

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
GOLD	Wax Impressions	Blog		Business: less than 500 employees

<http://www.waxcom.com/impressions/>

Submitted by: **WebMD**

Presented to: WebMD

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
BRONZE	Health Insurance Navigator	Blog		Media/Publishing

<http://blogs.webmd.com/health-insurance-navigator/>

Submitted by: **WebMD Health Services**

Presented to: WebMD Health Services

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
SILVER	Digital Health Assistant	Web-based Resource/Tool		Business: 500+ employees

<https://www.webmdhealth.com/acme/default.aspx?tlid=31937&spid=31937&secure=1>

Submitted by: **Westat**

Presented to: National Center for Complementary and Alternative Medicine

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	NCCAM Website	Website		Government (Local/State/Federal)

<http://nccam.nih.gov/>

Presented to: National Institute on Deafness and Other Communication Disorders

<u>AWARD</u>	<u>ENTRY TITLE</u>	<u>CATEGORY</u>	<u>MOBILE FORMAT</u>	<u>DIVISION</u>
MERIT	NIDCD Website	Website		Government (Local/State/Federal)

<http://www.nidcd.nih.gov/>