2023 Digital Health Awards Judges

Risa Arin  
Founder and CEO  
XpertPatient.com

Mandy Armitage  
Medical Director  
GoodRx

Tom Arneman  
Managing Director  
Tyber Edge

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Pharmacy Editor  
GoodRx Health

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Deloitte

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St. Jude Children’s Research Hospital

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AVP, Marketing and Creative Services  
Sg2, a Vizient Company

Kendra Brodzinski  
Manager, Business Leadership, St. Louis  
Momentum Worldwide

Shelly Caldwell  
Owner  
Toolbox 4 Healthcare

Monika Cathcart  
Consultant  
Brilliance Coaching & Consulting

Jonathan Chaney  
Creative Strategist & Team Lead  
Blue Cross NC

Nancy Chill  
Senior VP Education and Business Development  
American Gastroenterological Association

Patrick Clinton, LPC  
Exhale Behavioral Health

Argie Cochran  
Marketing Manager  
Provider Partners

Zach Covey  
Email Marketing Manager  
Veritas Health

Neil Cox  
Senior Director Digital Production  
Padilla

Dan Dunlop  
President  
Jennings

Sandra Fancher  
Chief Innovation Officer  
Stamats

Erica Firmin  
Marketing Director  
Solstice

Mike Gallagher  
Executive Creative Director  
Hager Sharp

Nitin Ghadge  
Research Scientist  
Health Research Inc

Joe Gorelick  
Global Creative Director  
TogoRun

Allison Gross  
Associate Director  
Vanguard Communications

Shawn Gross  
Healthcare Practice Area Lead, Strategy Primacy

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Creative Director  
Positively Aware magazine

Rachel Hall  
Senior Marketing Automation Specialist  
Arthur J. Gallagher Co.

Beth Hampton  
VP Marketing and Communications  
AACC

Aleena Hasnain  
Senior Vice President, US Health Digital Edelman

Emily Heller-Belmonte  
Chief Creative  
Pangaea Creative House

Karyi Hennessey  
Visual Designer  
Veritas Health

Alicia Hoey  
Internal Communications Lead  
Highmark Health

Jon Hudson  
Director of Marketing  
Vital Plan

Goel Jasper  
Managing Partner – Digital Health Innovation Lead  
FINN Partners

Meenakshi Jindal  
Senior Software Engineer  
Netflix

Nick Kagal  
Vice President  
SpinSci

Mike Kallenberg  
Manager of Marketing and Community Services  
Fairfield Medical Center

Jennifer DeLeo Kertz  
SEO Product Owner  
Optum

Stefanie Kuchta  
Art Director  
Optum

Beth Landau  
Owner, Writer, Editor  
BEL Writing Services

Stacy Lawrence  
Editor-in-chief, GoodRx Health  
GoodRx

Philip Lempert  
CEO  
Retail Dietitians Business Alliance LLC
Sam Maclay  
Creative Director/Partner  
3 Advertising  

Jennifer Marquez  
Senior Director, Content Strategy  
GoodRx Health  

Courtney Mears  
Strategist, Digital Engagement  
Yale New Haven Health  

Tami Miller  
AVP, Patient Access  
The Guthrie Clinic  

Ted Miller  
Founder and CEO  
Ted Miller Strategies. LLC  

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

Matt Morano  
Managing Director  
Yamamoto  

Adhithiya Murali  
Vice President  
Citigroup Global Markets  

Jackson Murphy  
Creative Director  
Pound & Grain  

Chris Murray  
CEO  
Oomph, Inc.  

Harit Nandani  
Director, Clinical Data Management  
GRAIL, Inc.  

Viraj Patwardhan  
Director Digital Consumer Experience  
Thomas Jefferson University and  
Jefferson Health  

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VP Member Engagement  
WebMD  

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GoodRx  

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VP of Global Marketing  
MORE Health  

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Head, OSU App Center  
Oklahoma State University  

Balagopal Ramdurai  
Head of Products & Innovation  
Vectramind Corp.  

Chet Robson  
Chief Medical Officer  
Mdisrupt  

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Manager, Business Development  
American College of Surgeons  
Cancer Department  

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Digital Channel Web SME  
Merck  

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Vice President  
PSL Group  

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Social Media & Community Manager  
Braithwaite Communications  

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VP Digital  
Ten Adams  

Leah Shanholtz  
Associate Director, User Experience  
AbelsonTaylor  

Pujitha Siddani, DDS, MPH, BDS  

Marilyn Silva  
Omnichannel Lead  
Sanofi  

Deepak Singh  
Product Manager  
Teladoc Health  

Matthew Sluzinski  
Senior Director, Digital and Web Strategy,  
Marketing Communications  
RUSH  

Matthew Stumm  
Founder + Creative Director  
Stark/Raving Branding + Advertising  

Dr. Kerry Sylvester  
Director of Product and Strategy  
Health Advocate  

Brian Tencza M.Ed.  
Team Lead (Retired)  
Environmental Medicine and Health  
Systems Intervention Section  
Office of Capacity Development and  
Applied Prevention Science  
Agency for Toxic Substances and Disease Registry  

Audrie Tornow  
Managing Partner  
Excalibur Medical Education  

Ela Vashishtha  
Healthcare Consultant/ Planning Analyst  
Texas Health Resources  

Katarzyna Wac  
Professor (CS)  
Universite de Geneve, Quality of Life Lab  

Travis Webb  
Editorial Director  
Giddy  

Richard Westendorf  
Creative Director  
PatientPoint  

Timothy John Wright  
Senior VP Medical Director  
PSL Group  

Vishal Yadav  
Director of Application Development  
symplr  

Jenny Yu, MD  
Head of Medical Affairs  
Healthline Media
Connected Digital Health

Clinical Decision Support Tools

SILVER
Technical Innovations in support of Cancer Health Equity Programs
WCI Informatics Group
Division: Hospital — 500+ beds
Audience: Health Professionals

BRONZE
Canvas Dx, the first FDA authorized autism diagnostic device
Cognoa, a pediatric behavioral health company
Division: Business — less than 500 employees
Audience: Health Professionals

MERIT
Revolutionizing Mental Health: Alberry’s innovative use of an AI-powered therapeutic assistant to detect mental health disorders through simple conversation, leads the way in transforming the diagnosis and treatment of life-threatening mental health
Alberry
Division: Medical Equipment / Device Manufacturer
Audience: Consumers and Health Professionals

Connected Digital Health

Consumer Directed Digital Health Programs

GOLD
Shaping Your Digital Health Future
Xealth
Division: Business — less than 500 employees
Audience: Health Professionals

SILVER
Baylor Medicine Spine Center: A life Without Pain
Baylor Medicine
Division: Health System
Audience: Consumers

BRONZE
Baylor College of Medicine: Teen Health Clinic
Baylor College of Medicine
Division: Educational Institution
Audience: Consumers

Connected Digital Health

Disease Management / Population Health Management

GOLD
Sharecare for iOS & Android (Enterprise version)
Sharecare
Division: Business — 500+ employees
Audience: Consumers

SILVER
AlHosn Application
Ministry of Health and Prevention - MOHAP
Division: Government (Local/State/Federal)
Audience: Consumers and Health Professionals

BRONZE
All integration with Privet & Government hospital for PCR during covid-19 pandemic
Ministry of Health and Prevention - MOHAP
Division: Government (Local/State/Federal)
Audience: Consumers and Health Professionals

Connected Digital Health

Medication Compliance / Adherence

SILVER
RxSense
RxSense
Division: Business — less than 500 employees
Audience: Health Professionals

BRONZE
Medisafe
Medisafe
Division: Business — less than 500 employees
Audience: Consumers and Health Professionals

Connected Digital Health

Point-of-Care Programs

MERIT
OptimizeRx Omniclannel Network Delivers Vaccine Awareness for Pharma Brand
OptimizeRx
Division: Business — less than 500 employees
Audience: Health Professionals

Connected Digital Health

Research / Clinical Trials

MERIT
Lumiio’s Digital Health Awards Entry for 2023
Lumiio Inc.
Division: Other / Miscellaneous
Audience: Consumers and Health Professionals

Connected Digital Health

Telehealth / Remote Patient Monitoring

GOLD
Galileo — Connected Digital Health Mobile App
Galileo
Division: Health System
Audience: Consumers

SILVER
Invisalign Virtual Care AI
Align Technology
Division: Medical Equipment / Device Manufacturer
Audience: Health Professionals

SILVER
Ognomy - The Complete Sleep Apnea Telehealth Solution
Daniel Rifkin, CEO
Division: Consumer Product Company
Audience: Consumers and Health Professionals
**Digital Health – Social Media**

**Facebook**

**GOLD**
- Daniel Tiger Gets A Vaccine
  - UPMC Health Plan and Fred Rogers Productions
  - Division: Health System
  - Audience: Consumers

**SILVER**
- Silver&Fit® Healthy Aging & Exercise Program (@SilverandFit)
  - American Specialty Health, Engage! Creative Group
  - Division: Health System
  - Audience: Consumers and Health Professionals

**SILVER**
- Sharecare on Facebook
  - Sharecare
  - Division: Business: 500+ employees
  - Audience: Consumers

**Instagram**

**GOLD**
- Health Equity Campaign for National Diabetes Month
  - Cigna Healthcare
  - Division: Healthinsurer
  - Audience: Consumers

**SILVER**
- Fruit and Vegetables for Young Children
  - CDC-Division of Nutrition, Physical Activity, and Obesity
  - Division: Government (Local/State/Federal)
  - Audience: Consumers

**SILVER**
- UPMC Health Plan Social Brand Q2 Content
  - Ways to Eat Healthier at Home
  - Insurance Services Division, Madi Spangler
  - Division: Health System
  - Audience: Consumers

**BRONZE**
- CME Outfitters on Instagram (@cmeoutfitters)
  - CME Outfitters
  - Division: Business: less than 500 employees
  - Audience: Health Professionals

**MERIT**
- Tips to Help Picky Eaters
  - CDC Division of Nutrition, Physical Activity, and Obesity
  - Division: Government (Local/State/Federal)
  - Audience: Consumers

**MERIT**
- UPMC Health Plan 2022 Retail Connect Center Social Media Awareness (post 2)
  - Insurance Services Division, Olga Mendenhall
  - Division: Health System
  - Audience: Consumers
MERIT
UPMC Health Plan 2022 Retail Connect
Center Social Media Awareness (post 5)
Insurance Services Division,
Olga Mendenhall
Division: Health System
Audience: Consumers

Digital Health – Social Media
LinkedIn
GOLD
MORE Health
MORE Health Marketing
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

Digital Health – Social Media
TikTok
GOLD
Everyday Health: TikTok
Everyday Health Social Team
Division: Media / Publishing
Audience: Consumers

SILVER
MedPage Today TikTok
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

BRONZE
VUMI’S LinkedIn Profile
VUMI Group
Division: Health Insurer
Audience: Consumers and Health Professionals

MERIT
Innovative Supplemental Health Benefits
NationsBenefits
Division: Business: 500+ employees
Audience: Health Professionals

Digital Health – Social Media
Other / Miscellaneous Social Media
BRONZE
UPMC HealthBeat Brand Campaign
UPMC
Division: Health System
Audience: Consumers

Digital Health – Social Media
Twitter
GOLD
Sharecare on Twitter
Sharecare
Division: Business: 500+ employees
Audience: Consumers

SILVER
Maricopa County Job Seeker Initiatives
Maximus Digital Solutions
Division: Business: 500+ employees
Audience: Consumers

BRONZE
American Heart Association CEO
Nancy Brown’s Twitter @NancyAtHeart
American Heart Association
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

MERIT
Cancer Support Community Twitter
Cancer Support Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Digital Health – Social Media
YouTube
GOLD
Science in Seconds:
Cleaning Dental Instruments
Rashad Vinh for the American Dental
Association Science & Research Institute
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

SILVER
Veritas Health YouTube Channel
Veritas Health
Division: Media / Publishing
Audience: Consumers

BRONZE
Sharecare on YouTube
Sharecare
Division: Business: 500+ employees
Audience: Consumers

MERIT
RSV: Breathing Baby
American Academy of Pediatrics
(Cause Alliance)
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals
GOLD
Inclusive and Affirming Care Strategies for Sexual and Gender Minority Patients
American Academy of Pediatrics
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

GOLD
How I Passed a Test to Be a Grief Therapist Without Really Trying
Astrid Landon, MindSite News
Division: Media / Publishing
Audience: Consumers and Health Professionals

GOLD
Optimising care and follow-up of adults with achondroplasia
CESAS Medical
Division: Medical Communications Agency
Audience: Health Professionals

GOLD
This Is Your Body on Inflammation
HealthCentral
Division: Media / Publishing
Audience: Consumers

GOLD
“Bladder 911: After Too Many Bathroom Emergencies, I Learned How to Pee Better”
Sisters From AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

GOLD
Donating Blood
UMR
Division: Health Insurer
Audience: Consumers

GOLD
Eco-Anxiety
UMR
Division: Health Insurer
Audience: Consumers

GOLD
Get in on the Action
UMR
Division: Health Insurer
Audience: Consumers

GOLD
How to Keep Your Asthma Under Control This Winter
UMR
Division: Health Insurer
Audience: Consumers

GOLD
Taking Care of Your Kidneys
UMR
Division: Health Insurer
Audience: Consumers

SILVER
The Confess Project: Barbers Help Black Men Talk About Mental Health
Akintunde Ahmad, MindSite News
Division: Media / Publishing
Audience: Consumers and Health Professionals

SILVER
On Breast Cancer and Poetry: Writing to Keep Hope Alive
Bezzy BC, Caroline Johnson
Division: Media / Publishing
Audience: Consumers

SILVER
After Losing His Sense of Smell from COVID-19, an Italian Gastronomer Discovered How to Get It Back
EatingWell (Agostino Petroni, Maria Laura Haddad-Garcia, Victoria Seaver)
Division: Media / Publishing
Audience: Consumers

SILVER
Eat Well to Feel Well: Your Relationship with Food is Just as Important as What You Eat
EatingWell (Christine Byrne, Jessica Ball, Maria Laura Haddad-Garcia)
Division: Media / Publishing
Audience: Consumers

SILVER
Women and Pain: A Special Report
HealthCentral
Division: Media / Publishing
Audience: Consumers

SILVER
How to spot an OTC hearing aid scam
Healthy Hearing
Division: Media / Publishing
Audience: Consumers

SILVER
Combating Veteran Suicides with Peers, Therapy, Housing – and a Little Horse Sense
Laurie Udeshi, MindSite News
Division: Media / Publishing
Audience: Consumers and Health Professionals

SILVER
Considering Cannabis for Migraine Pain? Here’s What You Need to Know
Liz Scherer, Ingrid Strauch
Division: Media / Publishing
Audience: Consumers

SILVER
Nicole Lou’s ’Private Equity Has New Love for Cardiology. Should Doctors Take the Deal?’
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

SILVER
Novel Targets, Gene Edits, and Vaccines: Is a ‘Golden Era’ Dawning for ASCVD?
Michael O’Riordan
Division: Media / Publishing
Audience: Health Professionals

SILVER
Is It a Ministroke? Know the Warning Signs of a TIA
Rachel Nania, AARP.org
Division: Media / Publishing
Audience: Consumers

SILVER
The Future of Cancer Treatment: Using Technology to Find a Cure
Sean Marchese at The Mesothelioma Center at Asbestos.com
Division: Media / Publishing
Audience: Consumers and Health Professionals

SILVER
Language Matters: What Supporters Say is Not Always What People with Cancer Hear
The Leukemia & Lymphoma Society and Steve Buechler
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER
How Far Away Is a Cure for HIV?
TheBody
Division: Media / Publishing
Audience: Consumers

SILVER
Beating Burnout
UMR
Division: Health Insurer
Audience: Consumers

SILVER
From the Editor: Fun and Games
UMR
Division: Health Insurer
Audience: Consumers
<table>
<thead>
<tr>
<th>BRONZE</th>
<th>10 Easy Ways to Strengthen Your Immune System</th>
<th>UMR</th>
<th>Division: Health Insurer</th>
<th>Audience: Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRONZE</td>
<td>A Healthy Lawn the Healthy Way</td>
<td>UMR</td>
<td>Division: Health Insurer</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Benefits of Breast Self-Exams and Mammograms</td>
<td>UMR</td>
<td>Division: Health Insurer</td>
<td>Audience: Consumers</td>
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<tr>
<td>BRONZE</td>
<td>Defining Depression</td>
<td>UMR</td>
<td>Division: Health Insurer</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Anatomy of the Piriformis Muscle</td>
<td>Veritas Health</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Recovery After Spinal Cord Stimulator Implant Surgery</td>
<td>Veritas Health</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Suicide Care Insights: Self-Care Zero Suicide Institute at EDC</td>
<td>Division: Association / Professional Society / Non-Profit</td>
<td>Audience: Health Professionals</td>
<td></td>
</tr>
<tr>
<td>MERIT</td>
<td>When You See Us: How I Found a Deeper Sense of Purpose After Cancer</td>
<td>Beizzy BC, Ginny Shudlick, as told to Elizabeth Millard</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>Honoring patient texting preference fosters engagement and helps mitigate isolation</td>
<td>Celia Spell, MUSC Health Science Communications Team</td>
<td>Division: Health System</td>
<td>Audience: Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>Treg cell transplantation proves effective in treating brittle bone disease in mouse model</td>
<td>Celia Spell, MUSC Health Science Communications Team</td>
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<tr>
<td>MERIT</td>
<td>Wristwatch device gives therapists opportunity to guide PTSD patients through treatment</td>
<td>Celia Spell, MUSC Health Science Communications Team</td>
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<td>Audience: Health Professionals</td>
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<tr>
<td>MERIT</td>
<td>Why School Paddlings Are Legal Child Abuse: First Person</td>
<td>Diana Hembree, MindSite News</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers and Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>Eco-Anxiety: The Real Tsunami of Climate Change</td>
<td>Diana Kapp, MindSite News</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers and Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>Diabetes Devices: The Latest Innovations on the Way</td>
<td>GoodRx Health</td>
<td>Division: Consumer Product Company</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>What Happens to Medical Debt When Someone Dies?</td>
<td>GoodRx Health</td>
<td>Division: Consumer Product Company</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>My hearing loss is worse in one ear. Should I be concerned?</td>
<td>Healthy Hearing</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>Young Advocates Take the Lead to Curb Campus Suicide</td>
<td>Holly Korbey</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers and Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>Could Intuitive Eating Break Your Diet Obsession for Good?</td>
<td>Karla Walsh, Andrea Pyros, Michelle Vartan</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>Brigham-Spaulding Collaborative Enhances Care of Complex Thoracic Surgical Patients in Rehab</td>
<td>Mass General Brigham</td>
<td>Division: Health System</td>
<td>Audience: Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>6 Medical Problems That Can Mimic Dementia – But Aren’t</td>
<td>Michelle Crouch, AARP.org</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>Men and Heartbreak: Why Women Are Better at Breakups</td>
<td>Psycom</td>
<td>Division: Media / Publishing</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>4 Key Habits of Super Agers</td>
<td>Sharecare</td>
<td>Division: Business: 500+ employees</td>
<td>Audience: Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>How the Body Reacts to Tragedy—And How to Move Forward</td>
<td>Sharecare</td>
<td>Division: Business: 500+ employees</td>
<td>Audience: Consumers</td>
</tr>
</tbody>
</table>
Partial heart transplant delivers durable, growing valves for repair of critical congenital heart defects
Shawn Oberrath, MUSC Health Science Communications Team
Division: Health System
Audience: Health Professionals

Serenity after surgery: MUSC’s pediatric pain management team tailors regional anesthetic techniques to each patient’s needs to offer maximum comfort and pain control
Shawn Oberrath, MUSC Health Science Communications Team
Division: Health System
Audience: Health Professionals

With radically improved pain control, bone marrow donors can gift stem cells without worry of undue pain or opioid use
Shawn Oberrath, MUSC Health Science Communications Team
Division: Health System
Audience: Health Professionals

#MedicalGaslighting: The Health Threat Black Women Can’t Ignore”
Sisters From AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

“Wait. What Did I Come Into This Room for Again?”
Sisters From AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

7 Foods That Don’t Mix With Prescription Drugs
Stacey Colino, AARP.org
Division: Media / Publishing
Audience: Consumers

Let’s Talk About Men And Depression (Because They Rarely Do). Here’s the most important thing to say.
The Girlfriend
Division: Media / Publishing
Audience: Consumers

Gatekeeping and the Need for Open Science in HIV Care
TheBodyPro
Division: Media / Publishing
Audience: Health Professionals

Curb Your Food Waste
UMR
Division: Health Insurer
Audience: Consumers

Healthy Travel Tips
UMR
Division: Health Insurer
Audience: Consumers

Heart-Healthy Valentine’s Day Activities
UMR
Division: Health Insurer
Audience: Consumers

Hug the Perimeter!
UMR
Division: Health Insurer
Audience: Consumers

I Drank How Much Sugar?
UMR
Division: Health Insurer
Audience: Consumers

Is Laughter Really the Best Medicine?
UMR
Division: Health Insurer
Audience: Consumers

Move Over Kale, There’s a New Green in Town!
UMR
Division: Health Insurer
Audience: Consumers

Protein-Packed Lunch Ideas
UMR
Division: Health Insurer
Audience: Consumers

Stay Up to Date with Your Tetanus Shot
UMR
Division: Health Insurer
Audience: Consumers

There’s Nothing Spooky About Bones
UMR
Division: Health Insurer
Audience: Consumers

Coverage of the Damar Hamlin incident of Fall 2022
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

Kristina Fiore’s “Rare Diseases” Series
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

How corporal punishment undermines mental and physical health (series)
MindSite News
Division: Media / Publishing
Audience: Consumers and Health Professionals

Why do so many Americans distrust science?
Patrick Boyle
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

Latinos and Alzheimer’s Disease: The Growing Crisis
AARP.org
Division: Media / Publishing
Audience: Consumers

Vaccine Basics & Well-Baby Visits
BabyCenter
Division: Media / Publishing
Audience: Consumers

Stroke
UMR
Division: Health Insurer
Audience: Consumers
### Digital Health Media / Publications

<table>
<thead>
<tr>
<th>Category</th>
<th>Title</th>
<th>Division / Publisher</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRONZE</td>
<td>The State of Sexual Health Giddy Staff</td>
<td>Division Media / Publishing</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Beyond Obesity: Living Healthy in a Larger Body</td>
<td>GoodRx Health Divison: Consumer Product Company</td>
<td>Consumers</td>
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<tr>
<td>BRONZE</td>
<td>Cheryl Clark's Medicare Advantage Series Medpage Today</td>
<td>Division Media / Publishing</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Disability Inclusion Sharecare</td>
<td>Division Business: 500+ employees</td>
<td>Consumers</td>
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<tr>
<td>BRONZE</td>
<td>UPMC Life Changers</td>
<td>UPMC Division Health System</td>
<td>Consumers and Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>Achondroplasia.expert — Publications ELM Group</td>
<td>Division Media / Publishing</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>HaemDifferently.expert — Publications ELM Group</td>
<td>Division Media / Publishing</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Breast Cancer Vaccines</td>
<td>Breastcancer.org Division: Association / Professional Society / Non-Profit</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>The Day Roe Died</td>
<td>Imani Gandy and Jessica Mason Pieklo Division: Media / Publishing</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Health Break Podcast</td>
<td>UPMC Health Plan Division: Health System</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>This is Infertility: Fertility 101: Preparing for Your First Fertility Clinic Appointment Progyny</td>
<td>Division: Business: less than 500 employees</td>
<td>Consumers and Health Professionals</td>
</tr>
</tbody>
</table>

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### Digital Health Media / Publications

<table>
<thead>
<tr>
<th>Category</th>
<th>Title</th>
<th>Division / Publisher</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>NurseDot Podcast Episode #16 “The Good Nurse”</td>
<td>Nurse.com Division: Business: 500+ employees</td>
<td>Consumers and Health Professionals</td>
</tr>
<tr>
<td>GOLD</td>
<td>Be Well, Practice Well – A Clinician Wellbeing Podcast</td>
<td>PsycPro Division: Media / Publishing</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>SILVER</td>
<td>Until It’s Fixed Podcast: Seeing Invisible Labor</td>
<td>Optum Brand &amp; Corporate Marketing Division: Business: 500+ employees</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Medical Rehab Matters Podcast: 3 Hour Rule Legislation</td>
<td>American Medical Rehabilitation Providers Association (AMRPA) Division: Association / Professional Society / Non-Profit</td>
<td>Consumers and Health Professionals</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Breast Cancer Vaccines</td>
<td>Breastcancer.org Division: Association / Professional Society / Non-Profit</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>The Other Side of Cancer</td>
<td>Patient Power Division: Media / Publishing</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>From Burnout to Resilience: Clinician Mini Course</td>
<td>Sharecare Division: Business: 500+ employees</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Health Break Podcast</td>
<td>UPMC Health Plan Division: Health Insurer</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>Scrub In: What’s Next for Nursing?</td>
<td>MedStar Health Center for Wellbeing Division: Health System</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>Mental Health Benefits of Pets</td>
<td>Breastcancer.org Division: Association / Professional Society / Non-Profit</td>
<td>Consumers</td>
</tr>
<tr>
<td>MERIT</td>
<td>Inside Health Care #93</td>
<td>Dr. Darrell M. Gray II: Health Equity Leadership for a New Generation Division: Association / Professional Society / Non-Profit</td>
<td>Consumers and Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>“ER Charge Nurse Who Called 911” – Kelsay Irby Tells Story of What Really Happened That Night</td>
<td>Nurse.org, Ask Nurse Alice Podcast Division: Media / Publishing</td>
<td>Health Professionals</td>
</tr>
<tr>
<td>MERIT</td>
<td>UPMC HealthBeat Podcast</td>
<td>UPMC Division: Health System</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>The State of Sexual Health Giddy Staff</td>
<td>Division Media / Publishing</td>
<td>Consumers</td>
</tr>
<tr>
<td>BRONZE</td>
<td>This is Infertility: Fertility 101: Preparing for Your First Fertility Clinic Appointment Progyny</td>
<td>Division: Business: less than 500 employees</td>
<td>Consumers and Health Professionals</td>
</tr>
</tbody>
</table>
Digital Health Media / Publications

**Blog Post**

**GOLD**

The ‘Survival Case’ for Modernizing Healthcare Consumer Experiences
League
Division: Business: 500+ employees
Audience: Health Professionals

**SILVER**

Silver&Fit® Blog: Split Pea Soup: A Warm Bowl of Nutritious Comfort Food
American Specialty Health, Engage!
Creative Group
Division: Health System
Audience: Consumers and Health Professionals

**SILVER**

It’s Time to Prepare for 2023 Medicaid Redeterminations
Carenet Health
Division: Business: 500+ employees
Audience: Health Professionals

**SILVER**

A Good Death: A Father, Daughter, and An End of Life Decision
Jennifer O’Brien, Elizabeth DeVita Raeburn
Division: Media / Publishing
Audience: Consumers

**BRONZE**

We Bleed Too: The Women of Von Willebrand Disease & How Their Community Empowers Them
CME Outfitters
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

**BRONZE**

5 reasons being sick can cause a high heart rate
Medical City Healthcare
Division: Health System
Audience: Consumers

**BRONZE**

Social Determinates of Health Examples: Quality and Payments
symplr
Division: Business: 500+ employees
Audience: Health Professionals

**BRONZE**

5 Things to Know About Bariatric Surgery and Fertility
Temple University Health System
Division: Health System
Audience: Consumers

**BRONZE**

The Power of Flexibility
WebMD Health Services
Division: Business: less than 500 employees
Audience: Consumers

**MERIT**

Silver&Fit® Blog: Hearing Aids: Over-the-Counter vs. Prescription
American Specialty Health, Engagel Creative Group
Division: Health System
Audience: Consumers and Health Professionals

**MERIT**

Doctors Aren’t Immune to Substance Use Disorders
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

**MERIT**

Predictions In 2023 Healthcare Landscape
Carenet Health
Division: Business: 500+ employees
Audience: Health Professionals

**Digital Health Media / Publications**

**Blog Post Series**

**SILVER**

Fighting Medical Gaslighting
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

**BRONZE**

How to Spot and Protect Yourself From Medical Gaslighting
American Specialty Health, Engagel Creative Group
Division: Health System
Audience: Consumers and Health Professionals

**SILVER**

VUMI Blog: World Cup Travel Insurance Series
VUMI Group
Division: Health Insurer
Audience: Consumers

**MERIT**

5 Things to Know About Bariatric Surgery and Fertility
Temple University Health System
Division: Health System
Audience: Consumers

**MERIT**

A PSA From an Exhausted Emergency Physician
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

**MERIT**

Doctors Aren’t Immune to Substance Use Disorders
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

**Digital Health Media / Publications**

**Book**

**GOLD**

National Kidney Diet Professional Guide & Handouts
Academy of Nutrition and Dietetics
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

**SILVER**

NCCN Guidelines for Patients
National Comprehensive Cancer Network
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**MERIT**

Medical Gaslighting: It’s Not Just In Your Head
Dr. Ryland J. Gore, Elizabeth DeVita Raeburn
Division: Media / Publishing
Audience: Consumers
Digital Health Media / Publications

**BRONZE**
Pediatric Collections: Ethics Rounds: A Casebook in Pediatric Bioethics Part II
American Academy of Pediatrics
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

**MERIT**
Stars Will Twinkle, The Sun Will Shine
The Leukemia & Lymphoma Society
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**Digital Health Media / Publications**

**Booklet/Brochure**

**GOLD**
Eczema in Children: A Guide for Parents
American Academy of Pediatrics
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**GOLD**
PAD National Action Plan
Ashley Hall
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

**GOLD**
Frankly Speaking About Cancer: Ovarian Cancer in Black and African American Communities
Cancer Support Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

**GOLD**
Influencers 101: Best Practices for Public Health Campaigns
U.S. Food & Drug Administration Center for Tobacco Products, Rescue Agency, and FCB New York
Division: Government (Local/State/Federal)
Audience: Health Professionals

**GOLD**
UPMC for Life Complete Care Your Guide to Healthy Living
UMC Health Plan, Insurance Services
Division, Madi Spangler
Division: Health System
Audience: Consumers

**SILVER**
Supporting the Oral Health of Enrollees with Special Needs
AmeriHealth Caritas District of Columbia
Division: Health Insurer
Audience: Health Professionals

**MERIT**
Menopause eGuide: Resources to Help You Navigate
Menopause Made Modern
Division: Media / Publishing
Audience: Consumers

**MERIT**
Health & Fitness Reward$ – Sales Flyer
UMR
Division: Health Insurer
Audience: Consumers

**Digital Health Media / Publications**

**Booklet/Brochure Series**

**MERIT**
AmeriHealth Caritas District of Columbia
Division: Health Insurer
Audience: Health Professionals

**MERIT**
How Upfront reimagined the patient experience at Hartford HealthCare during the pandemic and beyond
Upfront Healthcare
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

**SILVER**
Experty and CompCare Urgent Care Case Study: Technology for a Modern Approach to Healthcare
Experty
Division: Business: less than 500 employees
Audience: Health Professionals
BRONZE
Stalking Toilet
No Fixed Address
Division: Pharmaceutical Company
Audience: Consumers

MERIT
Case Study Entry
huma.ai
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

Digital Health Media / Publications
Editorial Animation
GOLD
What Convinced Me to Finally Try Hearing Aids
The Arrow from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER
How Age Changes Your Vagina
Sisters from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE
4 Reasons to Get Your Hearing Tested Now
The Ethel from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

SILVER
The Workout Plan for the 40+ Year-Old Penis
The Arrow from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE
The Pros and Cons of Screen Use
National Institute on Drug Abuse (NIDA) – The ABCD Study
Division: Government (Local/State/Federal)
Audience: Consumers and Health Professionals

SILVER
Uplift Myself From A to Z
Sisters from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

BRONZE
A New Year, Another Doctor’s Appointment
The Ethel from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

MERIT
Animated Patient’s Guide to Constipation: Understanding Dyssynergic Defecation
Mechanisms in Medicine Inc.
Division: Media / Publishing
Audience: Consumers

MERIT
Women Reveal What Surprises Them Most About Growing Older
The Girlfriend from AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Digital Health Media / Publications
E-mail
GOLD
Healthy You E-Newsletter: April
UMR
Division: Health Insurer
Audience: Consumers

SILVER
UPMC Health Plan 2022 Flu Emails
Insurance Services Division, Max Orenzuk
Division: Health System
Audience: Consumers

SILVER
UPMC Health Plan 2022 Road to Resilience Email Campaign
Insurance Services Division, Olga Mendenhall
Division: Health System
Audience: Consumers

BRONZE
UPMC Health Plan 2022 Home Run for Health Email Campaign
Insurance Services Division, Ashley Gardell
Division: Health System
Audience: Consumers

MERIT
Healthy You E-Newsletter: January
UMR
Division: Health Insurer
Audience: Consumers

MERIT
Kaia is here to help – Member Email
UMR
Division: Health Insurer
Audience: Consumers
Digital Health Media / Publications

**E-mail Series**

**GOLD**
Mental & Emotional Health Well-Being Awareness WebMD Health Services Division: Business: less than 500 employees Audience: Consumers

**MERIT**
Healthy You E-Newsletter: August UMR Division: Health Insurer Audience: Consumers

**MERIT**
Healthy You E-Newsletter: December UMR Division: Health Insurer Audience: Consumers

**MERIT**
Healthy You E-Newsletter: June UMR Division: Health Insurer Audience: Consumers

**MERIT**
Healthy You E-Newsletter: March UMR Division: Health Insurer Audience: Consumers

**MERIT**
Healthy You E-Newsletter: May UMR Division: Health Insurer Audience: Consumers

**MERIT**
Healthy You E-Newsletter: November UMR Division: Health Insurer Audience: Consumers

**MERIT**
Healthy You E-Newsletter: September UMR Division: Health Insurer Audience: Consumers

**MERIT**
Ongoing Condition CARE Email Campaign: Begin living your best life UMR Division: Health Insurer Audience: Consumers

Digital Health Media / Publications

**Magazine**

**GOLD**
Preserving Your Memory Magazine: Fall 2022 The Zachary and Elizabeth M. Fisher Center for Alzheimer’s Research Foundation Division: Association / Professional Society / Non-Profit Audience: Consumers

**SILVER**
Tinnitus Today magazine: Tinnitus Is More Than Just a Sound American Tinnitus Association Division: Association / Professional Society / Non-Profit Audience: Consumers

**BRONZE**

**BRONZE**
Preserving Your Memory Magazine, Spring 2023 The Zachary and Elizabeth M. Fisher Center for Alzheimer’s Research Foundation Division: Association / Professional Society / Non-Profit Audience: Consumers

**BRONZE**
Healthy You Magazine from UMR, Spring 2022 Issue UMR Division: Health Insurer Audience: Consumers

**BRONZE**
Healthy You Magazine from UMR, Summer 2022 Issue UMR Division: Health Insurer Audience: Consumers

**BRONZE**
Healthy You Magazine from UMR, Winter 2023 Issue UMR Division: Health Insurer Audience: Consumers

**MERIT**
Tinnitus Today magazine: Evolving Research Guides Quality Care American Tinnitus Association Division: Association / Professional Society / Non-Profit Audience: Consumers and Health Professionals

**MERIT**
Cancer Health Spring 2022 Cancer Health Division: Media / Publishing Audience: Consumers

**MERIT**
POZ January/February 2022 POZ Division: Media / Publishing Audience: Consumers

Digital Health Media / Publications

**Medical Animation**

**GOLD**
Virtual Anatomy — Ulcerative Colitis Sharecare Division: Business: 500+ employees Audience: Consumers

**SILVER**
Addressing Inequities in CAD/PAD Care: A Call to Action and a Way Forward, Episode 1 Paradigm Medical Communications Division: Medical Communications Agency Audience: Health Professionals

**SILVER**
What Would You Do? An Interactive and Evidence-Based Educational Session on MS Treatment Approaches Consortium of Multiple Sclerosis Centers Division: Association / Professional Society / Non-Profit Audience: Health Professionals

**BRONZE**
Healthy You Magazine from UMR, Spring 2022 Issue UMR Division: Health Insurer Audience: Consumers

**BRONZE**
Healthy You Magazine from UMR, Summer 2022 Issue UMR Division: Health Insurer Audience: Consumers
On Target with Pain Management: Leveraging Change for Positive Outcomes
CME Outfitters
Division: Business; less than 500 employees
Audience: Health Professionals

Building Clinical Confidence: Evidence-based Care for People Living with MS
Consortium of Multiple Sclerosis Centers
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

Room to Breathe: Leveraging Biologic Agents and Multidisciplinary Care to Optimize Management in Chronic Rhinosinusitis With Nasal Polyps
PeerView Institute for Medical Education (PVI)
Division: Business; less than 500 employees
Audience: Health Professionals

Recent Advances and Emerging Trends in the Diagnosis and Management of Giant Cell Arteritis
Paradigm Medical Communications
Division: Medical Communications Agency
Audience: Health Professionals

Trauma Informed Care Simulation
Relias
Division: Business; 500+ employees
Audience: Consumers and Health Professionals

Learning About High Cholesterol
Healthwise
Division: Business; less than 500 employees
Audience: Consumers and Health Professionals

“The Children Are Our Future: AARP Special Report on Taking Care of Our Teens”
Sisters From AARP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Taking Control of Your Migraine
Anna Costello, Angie Glaser, Suzanne Marmion
Division: Media / Publishing
Audience: Consumers

Six Things You to Need to Know After the State of the Union Address
Cancer Support Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers

UPMC Health Plan Producer’s Newsletter
Fall 2022
Insurance Services Division, Deontre’ Wynn
Division: Health System
Audience: Consumers

Reframings… Notes from our Innovator-in-Residence: Unbox your thinking (through cartoons?)
MedStar Institute for Innovation
Division: Health System
Audience: Health Professionals

This blood type is linked to heart issues
Sharecare
Division: Business; 500+ employees
Audience: Consumers

The Hospice Link
Singapore Hospice Council
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

Mind Your Health: Psoriatic Arthritis
Sharecare
Division: Business; 500+ employees
Audience: Consumers
U.S. patent of Optilumine™ — a nutritional supplement composition with proven efficacy that helps protect human eyes from harmful high-energy light waves such as ultraviolet rays in sunlight.

Dr. James Nitit Mah of DuraScience Inc.
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

I’m a Kid With an Insulin Pump
Mytonomy, Inc.
Division: Business: less than 500 employees
Audience: Consumers

Crucial Rehearsal
No Fixed Address
Division: Pharmaceutical Company
Audience: Consumers

Wellness Challenges, a Catalyst for Change
WebMD Health Services
Division: Business: less than 500 employees
Audience: Consumers

Suicide Care Insights: Patient Loss
Zero Suicide Institute at EDC
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

Asensus Surgical: Pioneering the Future of Surgery
Asensus Surgical
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

Loyola Performs Robotic Kidney Transplant
Carole Banasiak and Carol Eggers
Division: Health System
Audience: Consumers and Health Professionals

Preparing for the Future with Preemptive Kidney Transplant
DaVita Kidney Care
Division: Business: 500+ employees
Audience: Consumers

Why DexCare: Our Story
DexCare
Division: Business: less than 500 employees
Audience: Health Professionals

Skin-Sparing Mastectomy
Elsevier Patient Engagement
Division: Business: 500+ employees
Audience: Consumers

Gabby at Gainwell™ Video
Gainwell Technologies
Division: Business: 500+ employees
Audience: Health Professionals

Medicaid Made Personal Commercial
Louisiana Healthcare Connections
Division: Health Insurer
Audience: Consumers

Insulin Resistance: Causes, Treatments, and How it Affects Weight Loss
Mass General Brigham
Division: Health System
Audience: Consumers

The Death of American Medical Ideology
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

Breast Cancer Patient Testimonial
Mytonomy, Inc.
Division: Business: less than 500 employees
Audience: Consumers

Influenced By: Meningitis B
Sharecare
Division: Business: 500+ employees
Audience: Consumers

How old do you think I am? Real conversations with seniors & kids about aging
St. Ann’s Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers

UMR
UMR Mobile App — Member Video
Division: Health Insurer
Audience: Consumers

APOL1-mediated kidney disease explainer video
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Blood Drive
Mytonomy, Inc.
Division: Business: less than 500 employees
Audience: Consumers

Influenced By: Meningitis B
Sharecare
Division: Business: 500+ employees
Audience: Consumers

How old do you think I am? Real conversations with seniors & kids about aging
St. Ann’s Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers

UMR
UMR Mobile App — Member Video
Division: Health Insurer
Audience: Consumers

APOL1-mediated kidney disease explainer video
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers
St. Ann’s Community – Celebrating 150 Years of Caring for the Most Important People on Earth!

Symplr Alloy
Symplr

LLS Community Ask an Expert: COVID-19
The Leukemia & Lymphoma Society

Digital Health Media / Publications
Video Series

GOLD
Dietitian Q&A
EatingWell (Jessica Ball, Rebecca Guthrie, Zoe Engongo, Jon Andrew Castleberry)

GOLD
Ken Burns Presents Hiding in Plain Sight: Youth Mental Illness – A film by Erik Ewers and Christopher Loren Ewers
Florentine Films, WETA Washington, D.C., Ewers Brothers Productions

Silver
Pediatric Education Video Series
CiscrP
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Silver
COVID-19 Vaccines and MS
Multiple Sclerosis Association of America
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Silver
Palliative Care: What You Need to Know
Singapore Hospice Council
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Bronze
At the Heart of It
American Heart Association
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

Bronze
Lupus-Forum Podcasts
CESAS Medical
Division: Media / Publishing
Audience: Health Professionals

Bronze
My Chronic Life: Shifting Gears
HealthCentral
Division: Media / Publishing
Audience: Consumers

Bronze
Young & Chronic: Endometriosis
HealthCentral
Division: Media / Publishing
Audience: Consumers

Bronze
HealthDay Now: The Great Resignation
HealthDay
Division: Media / Publishing
Audience: Consumers and Health Professionals

Silver
Picturing Cancer
Patient Power
Division: Media / Publishing
Audience: Consumers

Bronze
Doctor’s Note
Carole Banasiak and Caitlin Walker
Division: Health System
Audience: Consumers

Silver
Spirit of Loyola
Carole Banasiak and Carol Eggers
Division: Health System
Audience: Consumers and Health Professionals

Silver
CMF – ASN Congress Highlights
CESAS Medical
Division: Medical Communications Agency
Audience: Health Professionals

Silver
2022 U.S. Consumer Trends in Patient Engagement Survey
Carenet Health
Division: Business: 500+ employees
Audience: Health Professionals

Silver
The State of Healthcare CX 2023
League
Division: Business: 500+ employees
Audience: Health ProfessioNals
Mobile Digital Health Resources

Mobile Application

GOLD
amma pregnancy tracker
amma.family
Division: Media / Publishing
Audience: Consumers

GOLD
AlloCare
CareDx
Division: Business: 500+ employees
Audience: Consumers

GOLD
Mobile Digital Platform
Gainwell Technologies
Division: Business: 500+ employees
Audience: Consumers and Health Professionals

GOLD
Higher Education Health Pass
Oklahoma State Department of Health
Division: Government (Local / State / Federal)
Audience: Health Professionals

SILVER
BMT4me
Nationwide Children’s Hospital – IT Research & Innovation
Division: Hospital - 500+ beds
Audience: Consumers

SILVER
Noom
Noom
Division: Business: 500+ employees
Audience: Consumers

SILVER
Hayat Application
Saleem Sayani, Aga Khan University
Division: Educational Institution
Audience: Consumers and Health Professionals

SILVER
Eat Right Now
Sharecare
Division: Business: 500+ employees
Audience: Consumers

BRONZE
BetterMe: Health Coaching
BetterMe
Division: Business: less than 500 employees
Audience: Consumers

BRONZE
MY ER FILE
Curtis Brown, MD
Division: Physicians / Medical Practices
Audience: Consumers and Health Professionals

BRONZE
Behind the Wheel - Driving App
Nationwide Children’s Hospital – IT Research & Innovation
Division: Hospital – 500+ beds
Audience: Consumers

BRONZE
Sharecare for iOS & Android (Enterprise version)
Sharecare
Division: Business: 500+ employees
Audience: Consumers

BRONZE
UMR Health Mobile app
UMR
Division: Health Insurer
Audience: Consumers

MERIT
13thirty To Go!
13thirty Cancer Connect
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

MERIT
My Invisalign App
Align Technology
Division: Medical Equipment / Device Manufacturer
Audience: Health Professionals

MERIT
BetterMe: Mental Health
BetterMe
Division: Business: less than 500 employees
Audience: Consumers

MERIT
NYSOH Mobile Upload
Maximus Digital Solutions
Division: Business: 500+ employees
Audience: Consumers

MERIT
Iris by OncoHealth
OncoHealth
Division: Business: less than 500 employees
Audience: Consumers

MERIT
SingleCare
SingleCare
Division: Business: less than 500 employees
Audience: Consumers
## Mobile Digital Health Resources

### Mobile Website

- **GOLD**
  - Living HypoPara Disease Education Website
    - Wedgewood Communications Inc:
      - Jim Newton, VP, CD; Doug Greenway, Dir, Interactive; Ascendis Pharma: John Spera, VP, Marketing; Christine Kingsbury, Sr Dir, Marketing; Jasen Dobson, Dir, Digital Marketing; Lizbeth McPherson, Assoc Dir, Marketing
    - Division: Pharmaceutical Company
    - Audience: Consumers

### Personal Digital Health Devices / Wearables

#### Activity / Fitness Trackers

- **SILVER**
  - minder app
    - obVus Solutions
    - Division: Business: less than 500 employees
    - Audience: Consumers and Health Professionals

#### Other / Miscellaneous

- **GOLD**
  - Miku Pro Smart Baby Monitor
    - Miku Care
    - Division: Business: less than 500 employees
    - Audience: Consumers

- **BRONZE**
  - ElliQ: Opening a New World for Older Adults Through Companion Care
    - Intuition Robotics
    - Division: Consumer Product Company
    - Audience: Consumers

#### Wearable sensor

- **GOLD**
  - FreeStyle Libre 3
    - Abbott
    - Division: Medical Equipment / Device Manufacturer
    - Audience: Consumers and Health Professionals

### Remote Monitoring

- **GOLD**
  - Pulsenmore Remote Ultrasound ES
    - Pulsenmore
    - Division: Medical Equipment / Device Manufacturer
    - Audience: Consumers and Health Professionals

### Web-based Digital Health

#### Banner Ad

- **GOLD**
  - Daniel Tiger Gets A Vaccine
    - UPMC Health Plan and Fred Rogers Productions
    - Division: Health System
    - Audience: Consumers

### Personal Digital Health Devices / Wearables

#### Sleep Tracking

- **GOLD**
  - Next generation Sleep Number® smart bed
    - Sleep Number
    - Division: Consumer Product Company
    - Audience: Consumers and Health Professionals

- **MERIT**
  - Oura Ring Gen3 Horzon
    - OURA
    - Division: Consumer Product Company
    - Audience: Consumers

#### Smart Scale

- **BRONZE**
  - Body Scan
    - Withings
    - Division: Consumer Product Company
    - Audience: Consumers

### Web-based Digital Health

#### Banner Ad

- **GOLD**
  - Daniel Tiger Gets A Vaccine
    - UPMC Health Plan and Fred Rogers Productions
    - Division: Health System
    - Audience: Consumers

- **SILVER**
  - Conservatory At Plano
    - Discovery Senior Living
    - Division: Other / Miscellaneous
    - Audience: Consumers
SILVER
Daniel Tiger Gets A Vaccine
UPMC Health Plan and Fred Rogers Productions
Division: Health System
Audience: Consumers

BRONZE
Aston Gardens At Pelican Marsh
Discovery Senior Living
Division: Other / Miscellaneous
Audience: Consumers

BRONZE
Medical Cases: a convenient new tool to help insureds keep current on their health insurance plan
VUMI Group
Division: Health Insurer
Audience: Consumers and Health Professionals

Web-based Digital Health
Digital Health Curation

GOLD
Virtual Assistant: Chronic Hives (CSU)
Sharecare
Division: Business: 500+ employees
Audience: Consumers

SILVER
Early Breast Cancer Virtual Patient Pal
Sharecare
Division: Business: 500+ employees
Audience: Consumers

BRONZE
Meet Synopsi: An AI-Powered Medical Information Platform Delivering Personalized Healthcare Feeds
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

MERIT
First 1,000 Days Knowledge Center
American Academy of Pediatrics
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

Web-based Digital Health
Health Records

MERIT
ModMed EHR - EMA
ModMed
Division: Business: 500+ employees
Audience: Health Professionals

Web-based Digital Health
Infographic

GOLD
Should Employee Mental Health Be a Priority for Your Organization?
WebMD Health Services
Division: Business: less than 500 employees
Audience: Consumers

SILVER
Patient Education Videos Sent Directly Via Text
Palaestra Health
Division: Hospital – under 250 beds
Audience: Consumers
Silver
Pregnancy and Women with Spinal Cord Injury (SCI)
The Model Systems Knowledge Translation Center (MSKTC)
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

Bronze
What is APOL1-mediated kidney disease?
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Bronze
Managed Care Pathway for Better Management of Age-related Macular Degeneration Infographic
Impact Education, LLC and Medical Education Resources, Inc.
Division: Medical Communications Agency
Audience: Health Professionals

Silver
Appropriate Access for the Treatment of Atopic Dermatitis Infographic
National Eczema Association, Impact Education, LLC, and Postgraduate Institute for Medicine
Division: Medical Communications Agency
Audience: Health Professionals

Bronze
How to Relieve Buttock Pain While Sitting Infographic
Veritas Health
Division: Media / Publishing
Audience: Consumers

Merit
Talk with your doctor about treating pruritus (itchy skin)
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Web-based Digital Health
Infographic Series

Silver
AARP prescription medicine literacy infographic series
Health Literacy Media and AARP Public Policy Institute
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Web-based Digital Health
Interactive Content / Rich Media

Gold
“Ohana Means Family”: Bringing Telehealth to the Forgotten Residents of Maui
Beth Freeman and The Center for Care Innovations
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

Gold
Noninvasive heart tests
Coffey Communications
Division: Media / Publishing
Audience: Consumers

Silver
What to do when cancer ruins your appetite
Coffey Communications
Division: Media / Publishing
Audience: Consumers

Silver
Condition in Motion: Taking Control of Psoriasis
Sharecare
Division: Business: 500+ employees
Audience: Consumers

Silver
“Magic Mirror” Virtual Concierge Simulation
UPMC Health Plan and Deeplocal
Division: Health Insurer
Audience: Consumers

Bronze
Eat better for your heart
Coffey Communications
Division: Media / Publishing
Audience: Consumers

Bronze
How to prevent infections during chemotherapy
Coffey Communications
Division: Media / Publishing
Audience: Consumers

Bronze
Meet MedPage Today’s The Breakroom
Medpage Today
Division: Media / Publishing
Audience: Health Professionals

Bronze
Healing: Tracking, Treating and Taming Chronic Migraines
Sharecare
Division: Business: 500+ employees
Audience: Consumers

Bronze
Interactive Physician Consultation For Diabetic Macular Edema (DME)
Sharecare
Division: Business: 500+ employees
Audience: Consumers

Bronze
What Do You Know About Vaping?
Wolters Kluwer Health — Emmi
Division: Business: 500+ employees
Audience: Consumers and Health Professionals

Gold
Pruritus (itchy skin) website
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Gold
Vaping Prevention and Education Resource Center
IQ Solutions, Inc., on behalf of FDA’s Center for Tobacco Products
Division: Government (Local/State/Federal)
Audience: Consumers and Health Professionals

Gold
Crucial Rehearsal
No Fixed Address
Division: Pharmaceutical Company
Audience: Consumers

Gold
SGMC Annual Report 2022
South Georgia Medical Center
Division: Hospital – 250-499 beds
Audience: Consumers
Trinity Health: Healthcare Campus and Medical District Landing Page
Ten Adams
Division: Health System
Audience: Consumers and Health Professionals

UPMC Health Plan Individuals and Families Microsite
UPMC Health Plan
Division: Health Insurer
Audience: Consumers

Suicide Prevention Now Microsite
Oomph, Inc. on Behalf of the American Foundation for Suicide Prevention (AFSP), the National Action Alliance for Suicide Prevention (Action Alliance), and the Suicide Prevention Resource Center (SPRC)
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

Trinity Health: Centennial Landing Page
Ten Adams
Division: Health System
Audience: Consumers and Health Professionals

AARP® Staying Sharp® ‘Best Of’ Microsite
AARP® Staying Sharp®
Division: Association / Professional Society / Non-Profit
Audience: Consumers

APOL1-Mediated Kidney Disease website
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Diversity in Clinical Trials website
American Kidney Fund
Division: Association / Professional Society / Non-Profit
Audience: Consumers

Inside Out: Age-Related Macular Degeneration (AMD)
Sharecare
Division: Business: 500+ employees
Audience: Consumers

UT Health San Antonio: Be Well Texas Microsite
Ten Adams
Division: Health System
Audience: Consumers and Health Professionals

UT Health San Antonio: Everything It Takes Microsite
Ten Adams
Division: Health System
Audience: Consumers and Health Professionals

UT Health San Antonio: Advancing Brain Health Microsite
Ten Adams
Division: Health System
Audience: Consumers and Health Professionals

Suicide Care Insights: Stories & Tips to Cultivate Your Implementation
Zero Suicide Institute at EDC
Division: Association / Professional Society / Non-Profit
Audience: Health Professionals

A Patient’s Guide to Metastatic Breast Cancer
Sharecare
Division: Business: 500+ employees
Audience: Consumers

ILD Clinical Educator EmpowerMe Patient Portal
Wedgewood Communications: Annemarie Aneses, VP, CD; Kim Clayton, Sr Art Dir; Heather Weldon, Sr Acct Mgr; Boehringer Ingelheim Pharmaceuticals, Inc: Laura Nelson, Assoc Dir, ILD Clinical Educator Marketing; Anthony Picard, Assoc Dir, ILD Marketing
Division: Pharmaceutical Company
Audience: Consumers

All About Myopia
All About Vision
Division: Media / Publishing
Audience: Consumers

Bezzy – Powered by Community, Empowered by Each Other
Healthline Media
Division: Media / Publishing
Audience: Consumers and Health Professionals

MOHAP Payment Gateway
Ministry of Health and Prevention - MOHAP
Division: Government (Local/State/Federal)
Audience: Consumers and Health Professionals

CR Essentials by CentralReach
CentralReach
Division: Business: less than 500 employees
Audience: Health Professionals

A Patient’s Guide to Metastatic Breast Cancer
Sharecare
Division: Business: 500+ employees
Audience: Consumers

ILD Clinical Educator EmpowerMe Patient Portal
Wedgewood Communications: Annemarie Aneses, VP, CD; Kim Clayton, Sr Art Dir; Heather Weldon, Sr Acct Mgr; Boehringer Ingelheim Pharmaceuticals, Inc: Laura Nelson, Assoc Dir, ILD Clinical Educator Marketing; Anthony Picard, Assoc Dir, ILD Marketing
Division: Pharmaceutical Company
Audience: Consumers

Bezzy – Powered by Community, Empowered by Each Other
Healthline Media
Division: Media / Publishing
Audience: Consumers and Health Professionals
Web-based Digital Health
Portal – Other / Miscellaneous

**MERIT**
WebMD ONE is Global
WebMD Health Services
Division Business: less than 500 employees
Audience: Consumers

Web-based Digital Health
Portal – Patient Education

**GOLD**
Finding Your Treatment for Bipolar Disorder
Sharecare
Division Business: 500+ employees
Audience: Consumers

**MERIT**
Rare Disease Roadmap: Waldenstrom Macroglobulinemia
Sharecare
Division Business: 500+ employees
Audience: Consumers

Web-based Digital Health
Portal – Physician / Clinician

**MERIT**
Rupa Health Lab Ordering
Rupa Health
Division Business: less than 500 employees
Audience: Health Professionals

Web-based Digital Health
Responsive Website Design

**GOLD**
Know HypoPara Disease Education Website
Wedgewood Communications Inc:
Jim Newton, VP; CD; Doug Greenway, Dir, Interactive;
Ascendis Pharma: John Spera, VP, Marketing;
Christine Kingsbury, Sr Dir, Marketing; Lizbeth McPherson, Assoc Dir, Marketing;
Jasen Dobson, Dir, Digital Marketing
Division Pharmaceutical Company
Audience: Health Professionals

**SILVER**
Optum Website Redesign
Optum
Division Business: 500+ employees
Audience: Consumers and Health Professionals

**BRONZE**
Servicon Website Entry
Servicon
Division: Business: 500+ employees
Audience: Consumers and Health Professionals

**MERIT**
EAF – Website
CESAS Medical
Division: Medical Communications Agency
Audience: Health Professionals

Web-based Digital Health
Web-based Resource / Tool

**GOLD**
Virtual Assistant: Type 2 Diabetes
Sharecare
Division: Business: 500+ employees
Audience: Consumers

**SILVER**
Sleepio
Big Health
Division: Medical Equipment / Device Manufacturer
Audience: Consumers and Health Professionals

**SILVER**
Animated Patient’s Guide to Ovarian Cancer: Understanding Genetic Mutations and Biomarkers in Ovarian Cancer
Mechanisms in Medicine Inc.
Division: Media / Publishing
Audience: Consumers

**BRONZE**
Family Media Tools
American Academy of Pediatrics (Cause Alliance)
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

**BRONZE**
Cancer Transitions: Moving Beyond Cancer
Cancer Support Community
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**BRONZE**
CanadaCGM.com Expert Interview with Michael C. Riddell, PhD
Impact Education, LLC
Division: Medical Communications Agency
Audience: Health Professionals

**BRONZE**
PayerTalkCE Presents: Applying Real-World Experience to Better Manage the Use of Oncology Biosimilars
Impact Education, LLC and Medical Education Resources, Inc.
Division: Medical Communications Agency
Audience: Health Professionals

**BRONZE**
Patient Advocate Foundation’s Education Resource Library
Patient Advocate Foundation
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

**BRONZE**
Virtual Anatomy: Atopic Dermatitis
Sharecare
Division: Business: 500+ employees
Audience: Consumers

**MERIT**
PayerTalkCE Presents: Health Plan Implementation Recommendations for rtCGM
Impact Education, LLC and Medical Education Resources, Inc.
Division: Medical Communications Agency
Audience: Health Professionals

**MERIT**
My Kidney Life Plan
Medical Education Institute, Inc.
Division: Association / Professional Society / Non-Profit
Audience: Consumers and Health Professionals

**MERIT**
Care Collective: Type 2 Diabetes
Sharecare
Division: Business: 500+ employees
Audience: Consumers

**MERIT**
Patient Connect: Depression
Sharecare
Division: Business: 500+ employees
Audience: Consumers

**MERIT**
Medical Cases: a convenient new tool to help insureds keep current on their health insurance plan
VUMI Group
Division: Health Insurer
Audience: Consumers and Health Professionals
Web-based Digital Health

**Webinar**

**GOLD**
NCCN Webinars for Patients: Early-Stage Prostate Cancer
National Comprehensive Cancer Network (NCCN)
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**SILVER**
A Primary Care Initiative to Improve Equitable Screening and Management Strategies in NVAF
CME Outfitters
Division: Business: less than 500 employees
Audience: Health Professionals

**SILVER**
Evening with the Docs: Roswell Park Patient Power
Division: Media / Publishing
Audience: Consumers

**BRONZE**
cgmEDUCATION.net NAFLD/NASH
cgmEDUCATION.net
Division: Educational Institution
Audience: Health Professionals

**BRONZE**
Informed Therapy for Black Women with Triple-Negative Breast Cancer: Meeting Them Where They Are and Moving Toward Better Outcomes
CME Outfitters
Division: Business: less than 500 employees
Audience: Health Professionals

**BRONZE**
Well-Being Priorities for 2023
WebMD Health Services
Division: Business: less than 500 employees
Audience: Consumers

**MERIT**
cgmEDUCATION.net State of Diabetes Technology
cgmEDUCATION.net
Division: Educational Institution
Audience: Health Professionals

**MERIT**
miteaverse
Tarsus Pharmaceuticals, Inc.
Division: Pharmaceutical Company
Audience: Consumers and Health Professionals

**SILVER**
AARP® Staying Sharp® Website
AARP® Staying Sharp®
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**SILVER**
North Carolina Healthy Blue
Anthem / Elevance Health
Division: Health Insurer
Audience: Consumers and Health Professionals

**SILVER**
Get Off Your Butt: Stay Smokeless for Life
Optima Health
Division: Health Insurer
Audience: Consumers

**SILVER**
Optum Website Redesign
Optum
Division: Business: 500+ employees
Audience: Consumers and Health Professionals

**SILVER**
Upfront Healthcare
Upfront Healthcare
Division: Business: less than 500 employees
Audience: Consumers and Health Professionals

**BRONZE**
ACOG’s Patient Website: A Destination for Women’s Health Information
American College of Obstetricians and Gynecologists (ACOG)
Division: Association / Professional Society / Non-Profit
Audience: Consumers

**BRONZE**
Blue Cross Blue Shield of Vermont
Website Redesign
Blue Cross Blue Shield of Vermont
Division: Health Insurer
Audience: Consumers
<table>
<thead>
<tr>
<th>BRONZE</th>
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<tr>
<td>CancerHealth.com</td>
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<td>Cancer Health</td>
<td>Div: Media / Publishing</td>
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<td>Cape Regional Health System Website</td>
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<td>“Let’s Talk Shots”; Personally-Tailored</td>
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<td>Vaccine Insights</td>
<td>Div: Educational Institution</td>
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<td>Audience: Consumers</td>
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<td>Nemours Children’s Health Website Redesign</td>
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<td>Div: Health System</td>
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<td>Audience: Consumers and Health Professionals</td>
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<td>Osteopetrosis – Web Page Design for</td>
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<td>Plain Language Content</td>
<td>Div: National Institute of Arthritis and Musculoskeletal and</td>
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<td>Skin Diseases (NIAMS)</td>
<td>State/Federal</td>
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<td>Audience: Consumers and Health Professionals</td>
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<td>BRONZE</td>
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<td>LUPKYNIS HCP Website</td>
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<td>Wedgewood Communications Inc:</td>
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<td>Jim Newton, VP, CD; Doug Greenway, Dir,</td>
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<td>Interactive; Aurinia: Jessica Farnsworth, VP,</td>
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<tr>
<td>Mktg; Andrea Geppert, Sr Dir, HCP Mktg;</td>
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<tr>
<td>Samantha Fleps, Assoc Dir, HCP Mktg; Ingrid</td>
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<tr>
<td>Hansen, Assoc Mktg Dir</td>
<td>Div: Pharmaceutical Company</td>
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<td>Audience: Health Professionals</td>
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| MERIT                                       |                                                                 |
| Access Health CT website                    |                                                                 |
| Access Health CT                             | Div: Health Insurer                                            |
| Audience: Consumers                          |                                                                 |
| MERIT                                       |                                                                 |
| Amgeningroup for Georgia                    |                                                                 |
| Anthem / Amerigroup                          | Div: Health Insurer                                            |
| Audience: Consumers and Health Professionals |                                                                 |
| MERIT                                       |                                                                 |
| UniCare Health Plan of West Virginia,       |                                                                 |
| Let’s make healthy happen                    | Div: Health Insurer                                            |
| Anthem / Elevance Health                    | Audience: Consumers and Health Professionals                   |
| MERIT                                       |                                                                 |
| Hebrew SeniorLife Website Redesign          |                                                                 |
| Hebrew SeniorLife                            | Div: Association / Professional Society / Non-Profit           |
| Audience: Consumers                          |                                                                 |
| MERIT                                       |                                                                 |
| www.mayoclinic.org                          |                                                                 |
| Mayo Clinic                                  | Div: Health System                                             |
| Audience: Consumers and Health Professionals |                                                                 |
| MERIT                                       |                                                                 |
| National Spine Health Foundation’s Website: |                                                                 |
| spinehealth.org                              | Div: Association / Professional Society / Non-Profit           |
| Audience: Consumers and Health Professionals |                                                                 |