



## 2009 Award Winners

### BEST HEALTH/HEALTHCARE CONTENT

#### Hospital under 200 beds

- Gold **National Jewish Health, CO.**  
www.nationaljewish.org. Agency: Geonetric
- Silver **Ridgeview Medical Center, MN.**  
www.ridgeviewmedical.org
- Silver **Holy Family Memorial, WI.** www.hfmhealth.org.  
Agency: CareTech Solutions, Inc.

#### Hospital 200-399 beds

- Gold **Methodist Medical Center of Illinois.**  
www.mymethodist.net
- Silver **Rockingham Memorial Hospital, VA.**  
www.rockingham.staywellsolutionsonline.com. Agency:  
StayWell Custom Communications
- Silver **Akron Children's Hospital, OH.**  
www.akronchildrens.org

#### Hospital 400+ beds

- Gold **Medical University of South Carolina Hospital.**  
www.muschealth.com. Agency: StayWell Custom  
Communications
- Gold **Shawnee Mission Medical Center, KS.**  
www.shawneemission.org. Agency: BIGSHOT
- Silver **University of Maryland Medical Center.**  
www.umm.edu. Agency: A.D.A.M., Inc.
- Distinction **Hartford Hospital, CT.** www.harhosp.org
- Distinction **Eastern Maine Medical Center.** www.emmc.org

#### Healthcare System

- Platinum **Alegent Health, NE.** www.alegent.com. Agency:  
Medseek
- Gold **Aurora Health Care, WI.** www.aurorahealthcare.org
- Silver **Texas Health Resources.** www.texashealth.org
- Silver **The Cleveland Clinic.** www.clevelandclinic.org
- Silver **NorthShore University HealthSystem, IL.**  
www.northshore.org. Agency: Marcel Media
- Silver **The Cleveland Clinic.** www.clevelandclinichealth.com
- Distinction **Memorial Hermann Health System, TX.**  
www.memorialhermann.org. Agency: A.D.A.M., Inc.
- Distinction **Moses H. Cone Health System, NC.**  
www.mosescone.com. Agency: Medseek
- Distinction **Henry Ford Health System, MI.**  
www.henryford.com. Agency: Medseek
- Distinction **UCLA Medical Center, CA.** www.uclahealth.org.  
Agency: Medseek
- Distinction **Integrus Health, OK.** www.integrusok.com

#### Hospital Subsite/Center of Excellence

- Gold **University of Maryland Greenebaum Cancer  
Center.** www.umgcc.org
- Gold **Main Line Health-Great Heart Doctors, PA.**  
www.greatheartdoctors.com. Agency: PhotoBooks, Inc.
- Silver **Texas Heart Institute.** www.texasheart.org
- Silver **UAB Health System, AL.** www.uabheartanswers.org

- Silver **University of Maryland Heart Center.**  
www.umm.edu/heart

#### Medical Practice/Clinic

- Distinction **South Bend Clinic, IN.** www.southbendclinic.com.  
Agency: A.D.A.M., Inc.

#### Healthcare Association/Professional Society

- Gold **Radiological Society of North America and  
American College of Radiology, IL.**  
www.radiologyinfo.org
- Silver **Centers for Medicare & Medicaid Services, MD.**  
www.medicare.gov. Agency: CGI Federal
- Silver **Centers for Medicare & Medicaid Services, MD.**  
www.cms.hhs.gov. Agency: CGI Federal

#### HMO/PPO/Other Insurers

- Gold **Kaiser Permanente, CA.** www.kp.org
- Gold **Horizon Blue Cross Blue Shield of New Jersey.**  
www.horizonblue.com
- Gold **Care First, MD.**  
http://carefirst.staywellsolutionsonline.com. Agency:  
StayWell Custom Communications
- Gold **Regence, OR.** www.myregence.com
- Silver **CIS Benefits, OR.**  
http://cisbenefits.staywellsolutionsonline.com. Agency:  
StayWell Custom Communications
- Distinction **WellPoint eBusiness, IN.** www.anthem.com/wps/  
portal/ahpmember?content\_path=shared/  
noapplication/f0/s0/t0/pw\_ad092619.htm&label=  
&state=ct&rootLevel=0&state=ct&rootLevel=0
- Distinction **Blue Shield of California.** www.blueshieldca.com/hw

#### Consumer General Health Site

- Platinum **WebMD Health, GA.** www.webmd.com
- Gold **Everyday Health, NY.** www.everydayhealth.com.  
Agency: Edelman
- Gold **Ivanhoe Broadcast News, FL.** www.ivanhoe.com
- Silver **MayoClinic.com, MN.** www.mayoclinic.com
- Distinction **National Library of Medicine, MD.**  
www.medlineplus.gov. Agency: A.D.A.M., Inc.

#### Consumer Disease-Focused Site

- Platinum **Smart + Strong, NY.** www.poz.com
- Gold **National Psoriasis Foundation, OR.**  
www.psoriasis.org
- Gold **Susan G. Komen for the Cure, TX.** www.komen.org
- Gold **Breastcancer.org, PA.** www.breastcancer.org
- Silver **Spine-health, LLC, IL.** www.spine-health.com
- Distinction **The Mount Sinai Medical Center, NY.**  
www.mitralvalverepair.org

#### Physician/Clinician-Focused Site

- Gold **Clinical Correlations: The NYU Internal Medicine  
Blog, NY.** www.clinicalcorrelations.org



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- Gold **Amgen Oncology, CA.**  
<http://angiogenesis.amgen.com>
- Silver **DePuy International Ltd.,** Leeds, England.  
[www.do-surgery.com](http://www.do-surgery.com). Agency: Greater Than One
- Silver **CMEducation Resources, LLC, GA.**  
[www.iqanda-cme.com](http://www.iqanda-cme.com)
- Silver **CMEducation Resources, LLC, GA.**  
[www.iqa-medicinewrap.com](http://www.iqa-medicinewrap.com)
- Silver **CMEducation Resources, LLC, GA.**  
[www.clinicalwebcasts.com](http://www.clinicalwebcasts.com)
- Silver **CMEducation Resources, LLC, GA.**  
[www.edictforacs.com](http://www.edictforacs.com)
- Distinction **Novo Nordisk, NJ.** [www.novomedlink.com/diabetes/diabetes-in-america.aspx](http://www.novomedlink.com/diabetes/diabetes-in-america.aspx). Agency: Digitas Health
- Distinction **CECity.com, Inc., PA.** [www.cemedicus.com](http://www.cemedicus.com)
- Distinction **CMEducation Resources, LLC, GA.**  
[www.neuropsychcast.com](http://www.neuropsychcast.com)
- Distinction **CMEducation Resources, LLC, GA.**  
[www.medicinecast.net](http://www.medicinecast.net)
- Distinction **CMEducation Resources, LLC, GA.**  
[www.diagnosiscast.com](http://www.diagnosiscast.com)
- Distinction **CMEducation Resources, LLC, GA.**  
[www.oncologycast.net](http://www.oncologycast.net)
- Distinction **CMEducation Resources, LLC, GA.**  
[www.hypertensioncast.com](http://www.hypertensioncast.com)
- Distinction **Bayer HealthCare, GA.** [www.thrombosisadviser.com](http://www.thrombosisadviser.com). Agency: Digitas Health

### Pharmaceutical & Medical Equipment Firm

- Silver **Galderma Laboratories, LP, TX.** [www.differin.com](http://www.differin.com). Agency: Integrative Logic
- Distinction **Hologic, Inc., MA.** [www.thinprep.com](http://www.thinprep.com). Agency: Greater Than One
- Distinction **AstraZeneca, DE.** [www.arimidex.com/arimidex-wellness/learning-from-others.aspx](http://www.arimidex.com/arimidex-wellness/learning-from-others.aspx). Agency: Digitas Health

### Business/Process Improvement Applications or Products

- Platinum **A.D.A.M., Inc., GA.** [www.adam.com](http://www.adam.com)
- Gold **StayWell Health Management, MN.**  
<https://clientdemo.online.staywell.com>
- Gold **iMetrikus, Inc., CA.** <http://secure.medicompass.com>
- Silver **HealthDay, CT.** [www.healthday.com](http://www.healthday.com)
- Silver **Healthwise, ID.** [www.healthwise.org/p\\_demo\\_now.aspx?token=cnvdemo](http://www.healthwise.org/p_demo_now.aspx?token=cnvdemo)

### Other Healthcare Sites

- Gold **The Commonwealth Medical College, PA.**  
[www.thecommonwealthmedical.com](http://www.thecommonwealthmedical.com). Agency: PhotoBooks, Inc.
- Silver **National Institutes of Diabetes and Digestive and Kidney Diseases, MD.** [www.niddk.nih.gov](http://www.niddk.nih.gov)
- Silver **CenterWatch, MA.** [www.centerwatch.com](http://www.centerwatch.com)
- Silver **Civista Health, MD.** [www.baldwinpublishing.com/Baldwin/home.bp?siteCode=civista](http://www.baldwinpublishing.com/Baldwin/home.bp?siteCode=civista). Agency: Baldwin Publishing

Note: Agency listed represents firm that submitted entry. It can be a design, content, interactive, strategy, or public relations firm.