

Winners of 2016 eHealthcare Leadership Awards Recognized at Healthcare Internet Conference in Las Vegas

Some 230 healthcare organizations, representing a broad industry spectrum, received recognition for their outstanding websites and digital communications at a special presentation in Las Vegas on November 9 during the Twentieth Annual Healthcare Internet Conference. A total of 116 professionals with healthcare and the Internet backgrounds judged the entries.



BEST HEALTHCARE CONTENT

Gold- **NavGate Technologies, WI. CareOptions** - www.COOL.net

Gold- **Hazelden Betty Ford Foundation, MN.** www.hazelden.org. Agency: Hazelden Publishing

Silver- **HealthCare Interactive and Alzheimer's Association, MN.** **Dementia Basics Online**

Silver- **Beacon Health Options, VA.** www.achievesolutions.net/lightgreen

Silver- **Centers for Medicare & Medicaid Services, MD.** www.cms.gov. Agency: CGI Federal

Winners of gold, silver, and distinction awards represented 17 industry classifications, from hospitals and health systems to pharmaceutical firms, health care education, care resources and online health companies.

Judges looked at how websites and other digital communications compared with others in their organization's classification. They also reviewed entries based on a proprietary multi-point standard of Internet excellence. The best ones had to address more than 40 factors.

"Competition was especially strong among large hospitals, healthcare systems, physician-focused sites, and managed care organizations," says Gothberg. Best Healthcare Content, Best Site Design, Best Marketing Campaign, Best Social Networking, and Best Overall Internet Site categories drew the most entries. There were also a large number of entries in the Best Rich Media, Best Mobile Communications, and Best Doctor Directory categories.

The eHealthcare Leadership Awards program was developed and first presented 17 years ago by Health Care Communications, Rye, NY. The Twentieth Annual Healthcare Internet Conference was sponsored by Greystone.Net, an Atlanta-based strategy firm.

Major supporters of the Awards were New York-based Adprime Health, a large ad network that targets the health market online; Coffey Communications, a Walla Walla, WA-based company whose expertise includes healthcare content and website design and development; Customized Communications, Inc., an Arlington, TX-based medical publishing company that specializes in women's wellness; Farmington, CT-based Evariant, a leader in leveraging big data analytics; Denver-headquartered Healthgrades, a leading online resource for comprehensive information about physicians and hospitals; Influence Health, a Birmingham, AL-based supplier of an integrated digital consumer engagement and activation platform; Medicom Health Interactive, a Minneapolis-based developer of evidence-based health and wellness software applications for online consumer engagement; and Truven Health Analytics, an Ann Arbor, MI-based provider of cloud-based healthcare data, analytics, and insights. Other supporters were BroadcastMed, eHealthcare Strategy & Trends, MobileSmith, ndp, Palantir.net, Private Health News, and StayWell. AVID Design lent assistance.