

2017 eHealthcare Leadership Award Winners

BEST HEALTHCARE CONTENT

Hospital Under 200 Beds

- Platinum **CGH Medical Center**, IL. www.cghmc.com.
Agency: Coffey Communications
- Gold **National Jewish Health**, CO. njhealth.org

Hospital 200-399 Beds

- Platinum **City of Hope**, CA. cityofhope.org

Hospital 400+ Beds

- Gold **Brigham and Women's Hospital**, MA.
www.brighamandwomens.org
- Distinction **Baptist Health Arkansas**, AR.
www.baptist-health.com. Agency: StayWell

Healthcare System

- Platinum **Adventist Health**, CA. <http://togetherinspired.ah.org>
- Platinum **Baylor Scott & White Health**, TX.
BSWHealth.com
- Platinum **Cancer Treatment Centers of America**, FL.
www.cancercenter.com
- Platinum **Mayo Clinic Health System**, WI.
mayoclinichealthsystem.org
- Gold **Premier Health**, OH. www.premierhealth.com
- Gold **Sharp Health News - Sharp HealthCare**, CA.
www.sharp.com/health-news
- Gold **Tanner Health System**, GA. <https://tanner.privatehealthnews.com>. Agency: Private Health News
- Gold **UCLA Health**, CA. <https://connect.uclahealth.org>
- Silver **Billings Clinic**, MT. billingsclinic.com
- Silver **Presence Health**, IL. www.presencehealth.org.
Agency: Influence Health
- Silver **SCL Health**, CO. www.sclhealth.org
- Silver **St. Joseph Health - HealthCalling**, CA.
www.stjhs.org/healthcalling

Hospital Subsite/Center of Excellence

- Silver **Mount Sinai Health System**, NY.
www.mitralvalverepair.org

Medical Practice/Outpatient Facility

- Gold **Twin Cities Spine Center**, MN. www.tcpspine.com.
Agency: Coffey Communications
- Silver **Women's Care Florida**, FL. www.womenscarefl.com/blog. Agency: Smith & Jones

Healthcare Association/Professional Society

- Platinum **Ontario Hospital Association**, Ontario, Canada.
www.oha.com
- Gold **American Society of Clinical Oncology**, VA.
www.cancer.net
- Silver **AOTrauma AO Education Institute**, Zurich.
www.aotrauma.org/STaRT

HMO/PPO/Other Insurers

- Gold **Blue Cross Blue Shield Federal Employee Program**, DC. www.fepblue.org/en/news. Agency: Partners & Simons

Consumer General Health Site

- Platinum **YourCareEverywhere, A MEDHOST, Inc. company**, TN. www.yourcareeverywhere.com
- Distinction **NavGate Technologies**, WI.
www.CareOptions.net

Consumer Disease-Focused Site

- Platinum **POZ**, NY. www.poz.com

Physician/Clinician-Focused Site

- Platinum **Cardiovascular Research Foundation**, NY.
www.tctmd.com
- Platinum **eMedEvents Corporation**, CO.
www.emedevents.com
- Gold **Cleveland Clinic Center for Continuing Education**, OH. www.ccfcmc.org
- Gold **CMEducation Resources**, GA.
www.AF-CAST.com
- Gold **CMEducation Resources**, GA.
www.OncologyCAST.net
- Gold **CMEducation Resources**, GA.
www.PrecisionCancerForum
- Gold **CMEducation Resources**, GA.
www.ThrombosisCAST.com
- Gold **Johns Hopkins Medicine**, MD.
<https://clinicalconnection.hopkinsmedicine.org>.
Agency: BroadcastMed

Pharmaceutical or Medical Equipment Manufacturer

- Platinum **cgmEDUCATION.net**, NJ.
www.cgmEDUCATION.net. Agency: CogniMed, Inc
- Gold **Philips**, Noord-Brabant, Netherlands.
www.usa.philips.com/healthcare

Business/Process Improvement Applications or Products

- Gold **ViewMedica Patient Education Videos**, NC.
<https://viewmedica.com/ehealthcare>

Agency/Corporate Vendor Site

- Distinction **Spectrio**, NC. www.spectrio.com/industry/healthcare/videos

Other Healthcare Sites

- Platinum **Morneau Shepell**, Ontario, Canada.
www.workhealthlife.com
- Gold **SAMHSA's Center for the Application of Prevention Technologies (CAPT)**, MA.
<https://captonline.edc.org/course/view.php?id=128>.
Agency: Illumina Interactive, Education Development Center
- Silver **MedPage Today**, NY. www.medpagetoday.com

BEST INTERACTIVE

Healthcare System

- Platinum **SSM Health**, MO. <https://ssmhealth.privatehealthnews.com>. Agency: Private Health News
- Silver **Excelsa Health**, PA. www.excelsahealth.org
- Silver **Intermountain Healthcare**, UT.
<https://intermountainhealthcare.org/services/>

wellness-preventive-medicine/live-well/move-well/
healthy-hikes/find-a-hike
Distinction **Excelsa Health**, PA. www.babytalkwithmyexceladoc.com/ep

Hospital Subsite/Center of Excellence

Platinum **Baptist Health South Florida**. <https://baptisthealth.net/en/lp/pages/carevenience.aspx>.
Agency: Avid Design, Inc.

Other Healthcare Facilities

Silver **Cedar Village**, OH. <https://cedarvillage.dailylivingadvice.com>. Agency: Private Health News

Consumer Disease-Focused Site

Platinum **AbelsonTaylor**, IL. www.pbainfo.org

Physician/Clinician-Focused Site

Silver **Mount Sinai Health System**, NY.
www.mitralvalverepair.org

Distinction **Med Learning Group**, NY. <http://mlgra.businesscatalyst.com>. Agency: Infograph-ed LLC

Business/Process Improvement Applications or Products

Gold **ViewMedica Patient Education Videos**, NC.
<https://viewmedica.com/ehealthcare>

Agency/Corporate Vendor Site

Gold **Customer Evolution, LLC**, MO. www.bonus.me

Other Healthcare Sites

Platinum **RYOT**, CA. www.ryot.org/stories/purely-peru.
Agency: RYOT

Gold **Morneau Shepell**, Ontario, Canada.
www.workhealthlife.com

BEST CARE/DISEASE MANAGEMENT SITE

Healthcare System

Gold **Azura Vascular Care**, NJ. azuravascularcare.com
Distinction **Beaumont Health**, MI. <https://vimeo.com/album/4363983/video/200238427>. Agency: Real Integrated

Hospital Subsite/Center of Excellence

Silver **Beth Israel Deaconess Medical Center**, MA.
www.infosagehealth.org

Healthcare Association/Professional Society

Distinction **AOTrauma AO Education Institute**, Zurich.
www.aotrauma.org/STaRT

Consumer Disease-Focused Site

Gold **DaVita Inc.**, CO. www.davita.com/diet-helper

Physician/Clinician-Focused Site

Platinum **Cleveland Clinic Center for Continuing Education**, OH. www.ccfeme.org

Gold **Mount Sinai Health System**, NY.
www.mitralvalverepair.org

Pharmaceutical or Medical Equipment Manufacturer

Gold **Boston Scientific**, MA. www.endosuite.com.
Agency: BroadcastMed

Business/Process Improvement Applications or Products

Gold **UbiCare**, MA. mobile.ubicare.com

Other Healthcare Sites

Silver **PsychU**, PA. www.psychu.org

BEST ANNUAL OR SPECIAL REPORT

Hospital Under 200 Beds

Gold **Holland Hospital**, MI. <http://communityreport.hollandhospital.org>

Hospital 400+ Beds

Platinum **Nationwide Children's Hospital**, OH.
NationwideChildrens.org

Healthcare System

Platinum **Ochsner Health System**, LA. <http://quality.ochsner.org>. Agency: White Rhino

Silver **Intermountain Healthcare**, UT. <https://intermountainhealthcare.org/annual-report-2016>

Distinction **CentraCare Health**, MN. 2016. CentraCare.com.
Agency: Christiansen Creative

HMO/PPO/Other Insurers

Platinum **NYS Dept of Civil Service, NYSHIP**, NY. The Empire Plan Report. Agency: Upside Collective

Gold **Beacon Health Options**, VA. <http://beaconlens.com/wp-content/uploads/2016/02/Beacon-Whitepaper-FINAL.pdf>

Silver **NYS Dept of Civil Service, NYSHIP**, NY. NYSHIP Health Insurance Choices for 2017. Agency: Upside Collective

Business/Process Improvement Applications or Products

Platinum **SVMIC**, TN. svmicreport.com. Agency: Foxfuel Creative

Agency/Corporate Vendor Site

Gold **Connective DX**, MA. <http://dx.connectivedx.com/HDX15-report>

BEST PATIENT ACCESS & CONVENIENCE

Hospital Under 200 Beds

Gold **Beaufort Memorial Hospital**, SC.
www.bmhsc.org. Agency: Influence Health

Hospital 200-399 Beds

Silver **EvergreenHealth**, WA. www.evergreenhealth.com

Hospital 400+ Beds

Platinum **Boston Children's Hospital**, MA.
bostonchildrenshospital.org

Healthcare System

Platinum **Dignity Health**, AZ. www.dignityhealth.org.
Agency: Influence Health

Gold **Carolinas HealthCare System**, NC.
<http://carolinashealthcare.org>

Gold **Children's Hospital of Wisconsin**, WI.
www.chw.org

Gold **Einstein Healthcare Network**, PA.
www.einstein.edu. Agency: CareTech Solutions

- Distinction **Allegheny Health Network**, PA. ahn.org. Agency: Media Genesis, Inc.
- Distinction **Azura Vascular Care**, NJ. azuravascularcare.com

Hospital Subsite/Center of Excellence

- Platinum **Baptist Health South Florida**. <https://baptisthealth.net/en/lp/pages/carevenience.aspx>. Agency: Avid Design, Inc.

Medical Practice/Outpatient Facility

- Gold **Houston Methodist Primary Care Group**, TX. www.houstonmethodist.org/pcg

Consumer Disease-Focused Site

- Gold **DaVita Inc.**, CO. www.davita.com

BEST DOCTOR DIRECTORY

Hospital Under 200 Beds

- Platinum **National Jewish Health**, CO. njhealth.org

Hospital 400+ Beds

- Platinum **Palomar Health**, CA. www.palomarhealth.org
- Gold **University of Arkansas for Medical Sciences (UAMS)**, AR. <http://uamshealth.com>

Healthcare System

- Gold **Cleveland Clinic**, OH. www.clevelandclinic.org
- Gold **Mayo Clinic Health System**, WI. mayoclinichealthsystem.org
- Gold **UC San Diego Health**, CA. <https://health.ucsd.edu>
- Silver **Nemours Children's Health System**, FL. <http://findaprovider.nemours.org>. Agency: Connect Healthcare
- Silver **Presence Health**, IL. www.presencehealth.org
- Silver **Sharp HealthCare**, CA. www.sharp.com
- Distinction **Centura Health**, CO. www.centura.org. Agency: HS2 Solutions
- Distinction **Gundersen Health System**, WI. www.gundersenhealth.org/find-a-doctor/profile/mary-kuffel. Agency: Geonetric
- Distinction **SoutheastHEALTH**, MO. www.sehealth.org

Medical Practice/Outpatient Facility

- Gold **The Austin Diagnostic Clinic**, TX. www.ADclinic.com
- Silver **Springfield Clinic**, IL. www.springfieldclinic.com

HMO/PPO/Other Insurers

- Silver **Kaiser Permanente**, CA. <https://healthy.kaiserpermanente.org>

Consumer General Health Site

- Silver **Veritas Health**, IL. www.spine-health.com

BEST MOBILE APPS & SITES

Hospital Under 200 Beds

- Distinction **Penn State Children's Hospital**, PA. childrens.pennstatehealth.org

Hospital 400+ Beds

- Platinum **Siteman Cancer Center**, MO. siteman.wustl.edu
- Silver **Nationwide Children's Hospital**, OH. NationwideChildrens.org

Healthcare System

- Platinum **PinnacleHealth**, PA. www.pinnaclehealth.org. Agency: AndCulture
- Gold **Carolinas HealthCare System**, NC. <http://carolinashealthcare.org>
- Gold **Vanderbilt University Medical Center**, TN. VanderbiltHealth.com
- Silver **Geisinger Health System**, PA. <https://itunes.apple.com/us/app/provenexperience/id1040121389?mt=8>. Agency: Red Privet, LLC
- Distinction **Sharp HealthCare**, CA. www.sharp.com

Hospital Subsite/Center of Excellence

- Platinum **Penn State Children's Hospital**, PA. newbornweight.org

Medical Practice/Outpatient Facility

- Platinum **Springfield Clinic**, IL. www.springfieldclinic.com

Other Healthcare Facilities

- Distinction **Ryder Trauma Center at Jackson Memorial Hospital**, FL. <http://rydertraumacenter.org>. Agency: rbb Communications

HMO/PPO/Other Insurers

- Platinum **Blue Cross Blue Shield of Michigan**. <https://projects.invisionapp.com/share/CJ4ED5FM9#/screens/153252870>

Consumer General Health Site

- Gold **Saint Thomas Health**, TN. sthealthchart.com. Agency: Foxfuel Creative
- Silver **YourCareEverywhere, A MEDHOST, Inc. company**, TN. www.yourcareeverywhere.com

Business/Process Improvement Applications or Products

- Platinum **Gozio Health**, GA. Piedmont Now mobile wayfinding app in App Store for iPhone/Android

Other Healthcare Sites

- Platinum **Humana Pharmacy**, KY. www.HumanaPharmacy.com/mobile
- Gold **Morneau Shepell**, Ontario, Canada. www.workhealthlife.com
- Silver **CompPsych Corporation**, IL. www.compsych.com/images/gronewsletter.pdf

BEST SITE DESIGN

Hospital Under 200 Beds

- Platinum **Gillette Children's Specialty Healthcare**, MN. www.gillettechildrens.org
- Gold **Livingston Healthcare**, MT. www.livingstonhealthcare.org. Agency: Scorpion
- Silver **Heart of the Rockies Regional Medical Center**, CO. www.hrrmc.com. Agency: Scorpion

Hospital 200-399 Beds

- Platinum **Boca Raton Regional Hospital**, FL. www.brrh.com. Agency: Scorpion
- Gold **Leesburg Regional Medical Center/Central Florida Health Alliance**, FL. www.leesburgregional.org. Agency: Coffey Communications
- Silver **Arkansas Children's**, AR. www.archildrens.org. Agency: Avid Design, Inc.

Distinction **Jackson Hospital**, AL. www.jackson.org. Agency: Coffey Communications

Silver **OptumRx**, IL. <http://optumrx-demo.jwtminneapolis.com/dashboard>

Hospital 400+ Beds

Gold **Penn State Health Milton S. Hershey Medical Center**, PA. hmc.pennstatehealth.org

Distinction **South Nassau Communities Hospital**, NY. www.truthinmedicine.org. Agency: Wax Custom Communications

Healthcare System

Platinum **Baptist Health**, KY. BaptistHealth.com

Platinum **Coteau des Prairies Health Care System**, SD. www.cdphhealth.com. Agency: Scorpion

Gold **Beaumont Health**, MI. www.beaumont.org

Gold **Cleveland Clinic**, OH. www.clevelandclinic.org

Gold **Southeast Georgia Health System**, GA. www.sghs.org. Agency: Scorpion

Silver **Excelsa Health**, PA. www.excelsahealth.org

Silver **OSF HealthCare**, IL. www.osfhealthcare.org/innovation

Silver **Salinas Valley Memorial Healthcare System**, CA. www.svmh.com. Agency: Scorpion

Silver **Valley Health**, VA. www.valleyhealthlink.com. Agency: Scorpion

Silver **Vanderbilt University Medical Center**, TN. VanderbiltHealth.com

Distinction **Northwell Health**, NY. www.northwell.edu

Distinction **North Oaks Health System**, LA. www.northoaks.org. Agency: Scorpion

Hospital Subsite/Center of Excellence

Platinum **Temple Lung Center**, PA. <https://lung.templehealth.org>

Gold **Temple Heart & Vascular Institute**, PA. <https://heart.templehealth.org>

Silver **Penn State Spine Center**, PA. thebackcoach.org

Medical Practice/Outpatient Facility

Platinum **Urology Associates**, WI. www.wisconsinurology.com. Agency: Legato Healthcare Marketing

Gold **Midwest Orthopaedics at Rush**, IL. www.rushortho.com. Agency: Centrotek

Silver **Houston Methodist Primary Care Group**, TX. www.houstonmethodist.org/pcg

Distinction **Andrews Sports Medicine & Orthopaedic Center**, AL. www.andrewssportsmedicine.com. Agency: Health Grades, Inc.

Distinction **Keith Clinic Estramonte Chiropractic**, NC. keithclinic.com. Agency: Practis

Distinction **Saint Thomas Medical Partners**, TN. www.saintthomasdoctors.com. Agency: Foxfuel Creative

Healthcare Association/Professional Society

Silver **American Society of Health-System Pharmacists**, MD. www.ashp.org. Agency: Primacy

HMO/PPO/Other Insurers

Platinum **Rocky Mountain Health Plans**, CO. www.rmhp.org

Gold **Aetna**, CT. <https://wejoinyou.aetna.com>. Agency: Primacy

Consumer General Health Site

Platinum **Veritas Health**, IL. www.spine-health.com

Gold **Nebraska Methodist Health System**, NE. <http://parentsavvy.com>. Agency: Corporate 3 Design

Consumer Disease-Focused Site

Platinum **Boston Scientific**, MA. www.watchman.com

Physician/Clinician-Focused Site

Gold **WVU Medicine**, WV. <http://advances.wvumedicine.org>. Agency: BroadcastMed

Distinction **CMEducation Resources**, GA. www.PrecisionCancerForum

Pharmaceutical or Medical Equipment Manufacturer

Platinum **Philips**, Noord-Brabant, Netherlands. www.usa.philips.com/healthcare

Silver **HerDesire.net**, NJ. www.HerDesire.net. Agency: CogniMed, Inc

Business/Process Improvement Applications or Products

Platinum **SVMIC**, TN. svmicreport.com. Agency: Foxfuel Creative

Distinction **Sigmund Software**, CT. www.sigmundsoftware.com. Agency: Legato Healthcare Marketing

Other Healthcare Sites

Platinum **McLean Hospital**, MA. deconstructingstigma.org

BEST SOCIAL NETWORKING

Hospital Under 200 Beds

Platinum **Dayton Children's Hospital**, OH. www.childrensdayton.org

Gold **Gillette Children's Specialty Healthcare**, MN. www.gillettechildrens.org

Hospital 200-399 Beds

Platinum **Monroe Carell Jr. Children's Hospital at Vanderbilt**, TN. ChildrensHospital.Vanderbilt.org

Gold **Hospital for Special Surgery**, NY. www.hss.edu

Silver **Virginia Mason**, WA. www.instagram.com/virginia_mason

Distinction **Nicklaus Children's Hospital**, FL. www.nicklauschildrens.org. Agency: Rise Interactive

Hospital 400+ Beds

Platinum **University of Utah Health**, UT. <https://healthcare.utah.edu/healthfeed>. Agency: Univesity of Utah Health

Gold **Brigham and Women's Hospital**, MA. www.brighamandwomens.org

Distinction **Gwinnett Medical**, GA. www.gwinnettmedicalcenter.org/default.aspx. Agency: StayWell

Distinction **OU Medicine**, OK. www.oumedicine.com. Agency: StayWell

Distinction **Penn State Health**, PA. <http://hmc.pennstatehealth.org/social-media>

Healthcare System

Platinum **Avera Health**, SD. www.avera.org/balance. Agency: Geonetric

Platinum **Excelsa Health**, PA. www.excelsahealth.org

Platinum **Ochsner Health System**, LA. <https://business.facebook.com/OchsnerHealth>

Gold **UCLA Health**, CA. www.uclahealth.org/social-media

- Gold **Vanderbilt University Medical Center**, TN.
VanderbiltHealth.com
- Silver **Baptist Health**, KY. BaptistHealth.com
- Silver **Children's Hospital of Wisconsin**, WI.
www.chw.org
- Silver **Johns Hopkins Medicine**, MD. www.facebook.com/Johns.Hopkins.Medicine
- Silver **Medical City Healthcare**, TX.
www.medicalcityhealthcare.com
- Distinction **Advocate Health Care**, IL.
www.advocatehealth.com

Medical Practice/Outpatient Facility

- Silver **Women**, FL. www.pinterest.com/womenscarefl/pins. Agency: Smith & Jones

Healthcare Association/Professional Society

- Distinction **Children's Hospital Association**, DC.
www.speaknowforkids.org

HMO/PPO/Other Insurers

- Gold **UnitedHealthcare**, MN. facebook.com/unitedhealthcare twitter.com/myUHC instagram.com/unitedhealthcare

Consumer General Health Site

- Platinum **Nebraska Methodist Health System**, NE.
http://parentsavvy.com/socialnetwork. Agency: Corporate 3 Design
- Gold **Hackensack Meridian Health**, NJ.
www.hackensackmeridianhealth.org

Business/Process Improvement Applications or Products

- Gold **HealthSparq**, OR. www.healthsparq.com

BEST RICH MEDIA

Hospital Under 200 Beds

- Platinum **Rockcastle Regional Hospital & Respiratory Care Center**, KY. www.youtube.com/watch?v=wqu_LYPHaI
- Gold **Portneuf Health Partners**, ID. https://vimeo.com/201030112. Agency: Smith & Jones

Hospital 200-399 Beds

- Distinction **Houston Methodist Sugar Land Hospital**, TX.
houstonmethodist.org/sugarland

Hospital 400+ Beds

- Platinum **Children's Hospital of Philadelphia**, PA.
www.chop.edu
- Gold **South Nassau Communities Hospital**, NY.
https://youtu.be/jQb3souN_-M. Agency: Wax Custom Communications
- Distinction **St. Bernards Healthcare**, AR. https://youtu.be/ozJFyINigw4. Agency: blr|further

Healthcare System

- Platinum **UCLA Health**, CA. www.uclahealth.org. Agency: Influence Health
- Gold **The University of Kansas Health System**, KS.
www.medicalnewsnetwork.org
- Distinction **Columbus Regional Health**, IN. www.crh.org. Agency: Columbus Regional Health
- Distinction **PinnacleHealth**, PA. www.pinnaclehealth.org. Agency: AndCulture

Other Healthcare Facilities

- Distinction **Ellis Bellevue Women's Center**, NY. https://vimeo.com/201867265. Agency: Smith & Jones

HMO/PPO/Other Insurers

- Distinction **Beacon Health Options**, VA.
www.achievesolutions.net/achievesolutions/en/xyzeap/Content.do?contentId=44278

Consumer General Health Site

- Platinum **RadioMD**, IL. www.RadioMD.com and DoctorPodcasting.com
- Gold **Blausen Medical Communications, Inc.**, TX.
www.blausen.com

Consumer Disease-Focused Site

- Gold **AbelsonTaylor**, IL. www.nuedexta.com
- Silver **Mount Sinai Health System**, NY.
www.mitralvalverepair.org

Physician/Clinician-Focused Site

- Platinum **BroadcastMed**, CT. www.broadcastmed.com.
- Gold **CMEducation Resources**, GA.
www.BiologicsCAST.com
- Gold **CMEducation Resources**, GA.
www.CardioCAST.net
- Gold **CMEducation Resources**, GA.
www.cardiometabolicCAST.com
- Gold **CMEducation Resources**, GA.
www.OncologyCAST.net
- Gold **Marcus Heart Valve Center, Piedmont Healthcare**, GA. www.piedmont.org/valvelearning

Pharmaceutical or Medical Equipment Manufacturer

- Gold **Lilly for Better Health**, IN.
lillyforbetterhealth.com. Agency: Borshoff

Business/Process Improvement Applications or Products

- Platinum **ViewMedica Patient Education Videos - Eye Collection**, NC. https://viewmedica.com/ehealthcare-eye
- Platinum **ViewMedica Patient Education Videos - Podiatry Collection**, NC. https://viewmedica.com/ehealthcare-podiatry

Agency/Corporate Vendor Site

- Gold **Simpson Healthcare Executives**, CT.
https://vimeo.com/208405209/ocd9f97e73

Other Healthcare Sites

- Platinum **HealthCare Interactive and Alzheimer's Association**, MN. www.hcinteractive.com
- Gold **Holland Hospital**, MI. https://youtu.be/VCB9s9EldgY. Agency: Murdoch Marketing

BEST INTERNET HOME PAGE

Hospital Under 200 Beds

- Platinum **Dayton Children's Hospital**, OH.
www.childrendayton.org

Hospital 200-399 Beds

- Platinum **Overlake Medical Center**, WA.
www.overlakehospital.org. Agency: White Rhino
- Gold **City of Hope**, CA. cityofhope.org

Distinction **Lake Health**, OH. <https://lakehealth.org>. Agency: Knox Marketing

Hospital 400+ Beds

Platinum **Palomar Health**, CA. www.palomarhealth.org
Gold **Children's Hospital of Philadelphia**, PA. www.chop.edu
Silver **Siteman Cancer Center**, MO. siteman.wustl.edu
Distinction **Lifespan**, RI. www.lifespan.org

Healthcare System

Platinum **Adventist Health**, CA. <http://togetherinspired.ah.org>
Platinum **Regional Health**, SD. www.regionalhealth.com. Agency: White Rhino
Platinum **Saint Thomas Health**, TN. sthealth.com. Agency: FoxFuel Creative
Gold **Beaumont Health**, MI. www.beaumont.org
Gold **Holy Cross Health**, MD. www.HolyCrossHealth.org
Gold **Presence Health**, IL. www.presencehealth.org. Agency: Influence Health
Silver **Main Line Health**, PA. www.mainlinehealth.org. Agency: Palantir.net
Silver **Penn State Health**, PA. <http://childrens.pennstatehealth.org>. Agency: Red Privet, LLC
Silver **Spartanburg Regional Healthcare System**, SC. www.spartanburgregional.com. Agency: Geometric
Silver **UC Davis Health**, CA. health.ucdavis.edu
Distinction **Allegheny Health Network**, PA. ahn.org. Agency: Media Genesis, Inc.
Distinction **Azura Vascular Care**, NJ. azuravascularcare.com
Distinction **CHRISTUS Health**, TX. www.christushealth.org. Agency: TBG (The Berndt Group)

Hospital Subsite/Center of Excellence

Silver **UC Davis Children's Hospital**, CA. childrens.ucdavis.edu

Medical Practice/Outpatient Facility

Gold **Orthopaedic Institute for Children**, CA. <https://ortho-institute.org>
Silver **Houston Methodist Primary Care Group**, TX. www.houstonmethodist.org/pcg

Other Healthcare Facilities

Distinction **Saint Thomas Health Center for Sleep**, TN. tncenterforsleep.com. Agency: Foxfuel Creative

Healthcare Association/Professional Society

Silver **Ontario Hospital Association**, Ontario, Canada. www.oha.com

HMO/PPO/Other Insurers

Platinum **Rocky Mountain Health Plans**, CO. www.rmhp.org
Gold **Humana**, KY. <http://research.humana.com>. Agency: Snap Advertising

Consumer General Health Site

Platinum **Fort HealthCare**, WI. www.forthhealthcare.com
Gold **Veritas Health**, IL. www.spine-health.com
Silver **Vitals**, NJ. www.vitals.com
Distinction **OptumRx**, IL. <http://optumrx-demo.jwtminneapolis.com/dashboard>

Consumer Disease-Focused Site

Gold **AbelsonTaylor**, IL. www.pbainfo.org

Physician/Clinician-Focused Site

Platinum **eMedEvents Corporation**, CO. www.emedevents.com
Gold **CMEducation Resources**, GA. www.PrecisionCancerForum
Silver **CMEducation Resources**, GA. www.AF-CAST.com
Silver **CMEducation Resources**, GA. www.CardioCAST.net
Distinction **CMEducation Resources**, GA. www.OncologyCAST.net

Business/Process Improvement Applications or Products

Platinum **ePatientFinder**, TX. www.epatientfinder.com. Agency: The Label Collective LLC
Gold **Lumeris**, MO. www.lumeris.com. Agency: Standing Partnership
Silver **Interpreta**, CA. www.interpreta.com. Agency: Clearpoint. Agency

Agency/Corporate Vendor Site

Distinction **Simpson Healthcare Executives**, CT. www.simpsonhealthcare.com

Other Healthcare Sites

Platinum **Humana Pharmacy**, KY. www.HumanaPharmacy.com. Agency: Foote, Cone and Belding
Gold **Jordan Search Consultants**, MO. www.jordansc.com. Agency: Arco + Associates

BEST OVERALL INTERNET SITE

Hospital Under 200 Beds

Platinum **Holland Hospital**, MI. www.hollandhospital.org/hh/home.aspx
Gold **Dayton Children's Hospital**, OH. www.childrensdayton.org
Distinction **Rutland Regional Medical Center**, VT. www.rrmc.org

Hospital 200-399 Beds

Platinum **City of Hope**, CA. cityofhope.org
Gold **Hospital for Special Surgery**, NY. www.hss.edu
Silver **Newton Wellesley Hospital**, MA. www.nwh.org. Agency: Avid Design, Inc.
Distinction **Monroe Carell Jr. Children's Hospital at Vanderbilt**, TN. ChildrensHospital.Vanderbilt.org

Hospital 400+ Beds

Platinum **Einstein Healthcare Network**, PA. www.einstein.edu
Gold **Palomar Health**, CA. www.palomarhealth.org

Healthcare System

Platinum **Cleveland Clinic**, OH. www.clevelandclinic.org
Platinum **Mayo Clinic Health System**, WI. mayoclinichealthsystem.org
Platinum **Mayo Clinic**, MN. www.mayoclinic.org
Gold **Children's Hospital of Wisconsin**, WI. www.chw.org
Gold **UCLA Health**, CA. <https://uclahealth.org>
Silver **Butler Health System**, PA. www.butlerhealthsystem.org. Agency: Scorpion
Silver **Henry Ford Health System**, MI. www.henryford.com. Agency: MedTouch
Silver **Nebraska Medicine**, NE. www.nebraskamed.com. Agency: Centretrek and Daake
Silver **Duke Health**, NC. www.dukehealth.org

- Distinction **Baylor Scott & White Health**, TX.
BSWHealth.com
- Distinction **Billings Clinic**, MT. billingsclinic.com
- Distinction **SCL Health**, CO. www.sclhealth.org

Medical Practice/Outpatient Facility

- Platinum **Midwest Orthopaedics at Rush**, IL.
www.rushortho.com. Agency: Centrotek
- Gold **Parkview Sports Medicine**, IN. www.
parkviewsportsmedicine.com. Agency: Scorpion
- Silver **Agave Pediatrics**, AZ. www.agavepediatrics.com.
Agency: Scorpion
- Distinction **The Austin Diagnostic Clinic**, TX.
www.ADclinic.com
- Distinction **The Corvallis Clinic**, OR. www.corvallisclinic.com

Healthcare Association/Professional Society

- Platinum **Academy of General Dentistry**, IL. www.agd.org.
Agency: Americaneagle.com

HMO/PPO/Other Insurers

- Gold **Kaiser Permanente**, CA. https://healthy.
kaiserpermanente.org
- Silver **Aetna**, CT. https://wejoinyou.aetna.com. Agency:
Primacy
- Distinction **Anthem, Inc.**, VA. www.myamerigroup.com/ga/
georgia-home.html

Consumer General Health Site

- Platinum **Real Health**, NY. www.realhealthmag.com
- Gold **EatRight Ontario**, Ontario, Canada.
www.eatrightontario.ca
- Silver **Drugs.com**, AK. www.drugs.com
- Silver **YourCareEverywhere, a Medhost, Inc.
company**, TN. www.yourcareeverywhere.com
- Distinction **Beacon Health Options**, VA.
www.achievesolutions.net/lightgreen

Consumer Disease-Focused Site

- Platinum **Hep**, NY. www.hepmag.com
- Platinum **POZ**, NY. www.poz.com
- Gold **HealthyPlace.com**, TX. www.HealthyPlace.com
- Silver **Boston Scientific**, MA. www.watchman.com

Physician/Clinician-Focused Site

- Platinum **eMedEvents Corporation**, CO. www.emedevents.
com
- Gold **Cleveland Clinic Center for Continuing
Education**, OH. www.ccfcmec.org
- Silver **Society of Black Academic Surgeons**, VA.
www.sbas.net. Agency: Studio 180, LLC
- Distinction **CMEducation Resources**, GA. www.
PrecisionCancerForum

Pharmaceutical or Medical Equipment Manufacturer

- Platinum **Medela LLC**, IL. www.medelabreastfeedingus.com
- Platinum **VisionCare Ophthalmic Technologies, Inc.**,
CA. centrasight.com. Agency: Practis

Business/Process Improvement Applications or Products

- Platinum **Reputation.com**, CA. www.reputation.com
- Gold **Change Healthcare**, TN. www.changehealthcare.
com. Agency: Americaneagle.com
- Silver **Microsystems**, IL. www.microsystems.com.
Agency: SCORR Marketing

Agency/Corporate Vendor Site

- Gold **Customer Evolution, LLC**, MO. www.bonus.me

Other Healthcare Sites

- Platinum **Endometriosis Foundation of America**, NY.
www.endofound.org and www.endonews.com
- Gold **PrescribeWellness**, CA. www.prescribewellness.com
- Distinction **FAIR Health**, NY. https://fairhealthconsumer.
org/es

BEST INTRANET

Hospital Under 200 Beds

- Distinction **Hendricks Regional Health**, IN. http://hub.
hendricks.org. Agency: CareTech Solutions
- Distinction **Rockcastle Regional Hospital & Respiratory
Care Center**, KY. intranet.rockcastleregional.org

Hospital 200-399 Beds

- Distinction **Parkview Medical Center**, CO.
www.parkviewteam.com. Agency: Geonetric

Healthcare System

- Platinum **Mercy**, MO. http://baggotstreet.mercy.net
- Gold **Carolinas HealthCare System**, NC.
http://carolinashealthcare.org
- Silver **Novant Health**, NC. http://iconnect.novanthealth.org

HMO/PPO/Other Insurers

- Distinction **Beacon Health Options**, VA. navigator.
beaconhealthoptions.com
- Distinction **CareOregon**, OR. careoregon.org. Agency: Avid
Design, Inc.

Business/Process Improvement Applications or Products

- Gold **MedData**, OH. https://pulse.meddata.com

BEST MARKETING CAMPAIGN

Hospital Under 200 Beds

- Gold **Pella Regional Health Center**, IA.
“Lung Cancer Screening” campaign. Agency:
Geonetric
- Distinction **Cullman Regional**, AL. “A Lifetime of Healthy
Choices” campaign. Agency: Frederick Swanston
- Distinction **The MetroHealth System**, OH. “Change is
Healthy” campaign. Agency: Frederick Swanston

Hospital 200-399 Beds

- Platinum **Nebraska Methodist Health System**, NE.
Methodist 125-year anniversary integrated
campaign. Agency: Corporate 3 Design
- Gold **White Plains Hospital**, NY. Cardiology campaign.
Agency: Smith & Jones

Hospital 400+ Beds

- Platinum **Children’s Hospital of Philadelphia**, PA.
“Breakthroughs. Every day.” Brand campaign.
- Gold **Penn State Health Milton S. Hershey Medical
Center**, PA. “Inspired Together” campaign.
- Distinction **Baptist Health Arkansas**, AR. “Keep on Amazing”
campaign. Agency: StayWell
- Distinction **University of Arkansas for Medical Sciences
(UAMS)**, AR. UAMS integrated rebranding campaign.

Healthcare System

- Platinum **Penn Medicine**, PA. “An Innovative Approach to
Primary Care Strategy” campaign.

- Platinum **Premier Health**, OH. “Women Wisdom Wellness” campaign.
- Platinum **Renown Health**, NV. “Renown Health + DRI + 23andMe” population health campaign.
- Gold **Emory Healthcare**, GA. “The Emory Difference” campaign. Agency: SPM Marketing & Communications
- Gold **Northwell Health**, NY. “Milestones” campaign (www.northwell.edu/go/milestones).
- Gold **OSF HealthCare**, IL. “Private Postpartum Rooms” integrated marketing campaign.
- Gold **University Health System**, TX. Stroke campaign (www.strokemovesfast.com). Agency: ndp
- Silver **Children’s Health**, TX. “Little Dreamers” campaign. Agency: Barkley
- Silver **Hackensack Meridian Health**, NJ. Cardiovascular service line campaign. Agency: Influence Health
- Silver **Novant Health**, NC. “Pregnancy & You” email marketing campaign (www.novanthealth.org/pregnancy).
- Distinction **Hancock Health**, IN. “#HealthPossible” campaign (www.healthpossible.org). Agency: Well Done Marketing
- Distinction **UNC REX Healthcare**, NC. “Urgent Care – Save Your Spot” campaign.

Medical Practice/Outpatient Facility

- Gold **Children’s Hospital New Orleans**, LA. Northshore grand opening campaign. Agency: DEVENY
- Silver **HealthTexas Provider Network**, TX. “eVisits Eligible & Ineligible Deployments” campaign. Agency: LionShare
- Distinction **Audiology First**, MD. Integrated digital marketing campaign. Agency: ReachLocal

Healthcare Association/Professional Society

- Silver **American Association of Oral and Maxillofacial Surgeons**, IL. Informational campaign (http://myoms.org).

HMO/PPO/Other Insurers

- Platinum **Blue Cross Blue Shield Federal Employee Program**, DC. 2016 FEP national advertising campaign. Agency: Partners & Simons
- Platinum **UnitedHealthcare Medicare & Retirement Insurance Solutions**, FL. Bounceback Self Mailer. Agency: UnitedHealthcare Medicare & Retirement/Insurance Solutions-Creative Services
- Platinum **UnitedHealthcare Medicare & Retirement Insurance Solutions**, FL. Forget-Me-Not Campaign. Agency: Wilde. Agency

- Gold **Highmark Health**, PA. “Ask Your Doctor” campaign.
- Gold **UnitedHealthcare Medicare & Retirement/Insurance Solutions**, PA. Michigan opportunity lead generation self-mailer. Agency: UnitedHealthcare Medicare & Retirement Insurance Solutions
- Gold **UnitedHealthcare Medicare & Retirement/Insurance Solutions**, PA. Multicultural Medicare Educational Outreach Flyers (African American). Agency: Interlex

Consumer General Health Site

- Gold **Health Management Resources**, MA. Weight loss program enrollment campaign (www.hmrprogram.com). Agency: Primacy
- Silver **Nebraska Methodist Health System**, NE. “ParentSavvy.com Daddy/Daughter Princess Night” campaign. Agency: Corporate 3 Design

Physician/Clinician-Focused Site

- Platinum **Elligo Health Research**, TX. Anniversary and new brand introduction campaign. Agency: SCORR Marketing

Pharmaceutical or Medical Equipment Manufacturer

- Gold **Chesapeake IRB**, MD. “IRB-Connect” launch campaign (www.chesapeakeirb.com). Agency: SCORR Marketing

Other Healthcare Sites

- Platinum **Indiana Donor Network**, IN. Driven2SaveLives.org. Agency: Indiana Donor Network
- Gold **McLean Hospital**, MA. “Deconstructing Stigma” campaign (deconstructingstigma.com).

MARK GOTHBERG EHEALTHCARE ORGANIZATIONAL COMMITMENT AWARD

Healthcare System

- Winner **Cleveland Clinic**, OH. www.clevelandclinic.org
- Winner **Presence Health**, IL. www.presencehealth.org. Agency: Influence Health
- Winner **Sharp HealthCare**, CA. www.sharp.com

Physician/Clinician-Focused Site

- Winner **CMEducation Resources**, GA. www.ClinicalWebcasts.com

Other Healthcare Sites

- Winner **Morneau Shepell**, Ontario, Canada. www.workhealthlife.com

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