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## **Winners of 2009 eHealthcare Leadership Awards Honored at Healthcare Internet Conference in Las Vegas**

Some 220 healthcare organizations, representing a broad industry spectrum, received recognition for their outstanding Web sites at a special presentation in Las Vegas on November 4 during the Thirteenth Annual Healthcare Internet Conference. Sites receiving the 2009 eHealthcare Leadership Awards were selected from more than 1,100 entries. A total of 116 individuals familiar with healthcare and the Internet judged the entries.

“Despite economic challenges, e-health has enjoyed an incredibly interesting and dynamic year,” says Mark Gothberg, eHealthcare Leadership Awards chairman. “A great number of Web teams secured management support and the resources for Web site enhancements, Web 2.0 initiatives, and new business process applications. Clearly, management recognizes that Web sites and other e-health activities are highly efficient and effective in supporting an organization’s business goals.”

Gothberg notes that improvements in Web design and content were largely focused on supporting and strengthening e-business functions that can deliver significant, measurable value. “Physician referral, service line inquiries, donations, online bill payment, and support for special promotions were enhanced through better site design and solid content additions,” he says.

Web 2.0 was the most vibrant area of Web development. “Use of rich media, such as video, audio podcasts, and medical animations, is now widespread. Many organizations are embracing social networking and including blogs, Twitter, and Facebook to build relationships and generate concrete business,” says Gothberg.

Winners of platinum, gold, silver, and distinction awards represented 17 industry classifications, from hospitals and health systems to pharmaceutical firms and online health companies. Awards were given in 12 different categories: Best Site Design, Best Interactive, Best Health/Healthcare Content, Best e-Business, Best Care/Disease Management, Best Web 2.0, Best Donations/Giving, Best Employee Recruitment, Best Quality & Safety Communication, Best Overall Internet Site, Best Intranet Site, and eHealth Organizational Commitment.

Judges looked at how sites compared with others in their organization's classification. They also reviewed sites based on a proprietary multi-point standard of Internet excellence. The best intranet site category, for example, had to pass muster on more than 60 factors.

Competition was especially strong among large hospital, healthcare system, and managed care sites," says Gothberg. Best Health/Healthcare Content, Best Site Design, and Best Overall Internet Site categories drew the most entries. There were also a large number of entries in the Best Web 2.0 category.

The eHealthcare Leadership Awards program was developed and first presented 10 years ago by *eHealthcare Strategy & Trends*, a leading Internet resource published by Health Care Communications, Rye, NY. The Thirteenth Annual Healthcare Internet Conference was sponsored by Greystone.Net, an Atlanta-based strategy firm, and StayWell Custom Communications, an Evanston, IL-based content supplier.

Major sponsors of the eHealthcare Leadership Awards were Blausen Medical Communications, a Houston-based supplier of medical animation and graphics; CareTech Solutions, a Troy, MI-based supplier of turnkey products to reduce cost and improve efficiency; Coffey Communications, a Walla Walla, WA-based provider of healthcare content and Web site design; Element115.net, an information technology solutions company in Chicago; Geonetric, a Cedar Rapids, IA-based supplier of comprehensive online services, including content management software; IGCN, an Easton, PA, firm that offers a complete solution for a robust Web site; Atlanta-based PhotoBooks, which provides physician directories and custom Web sites; Private Health News, a Cincinnati-based supplier of interactive e-health communication and CRM programs; and Professional Research Consultants, a market and customer research firm based in Omaha, NE. Other supporters were Acsys Interactive, Creative Change, MedSeek, MedTouch, and Monigle Associates.