



Contact: Karima Clayton or Stan Marks
Phone: 914/967-6741
E-mail: awards@strategichealthcare.com
eHealthcare Strategy & Trends
Health Care Communications
11 Heritage Ln., Rye, NY 10580

Winners of 2006 eHealthcare Leadership Awards Honored at Healthcare Internet Conference in Atlanta

Some 220 healthcare organizations, representing a broad industry spectrum, received recognition for their outstanding Web sites at a special presentation in Atlanta on November 6 during the Tenth Annual Healthcare Internet Conference. Sites receiving the 2006 eHealthcare Leadership Awards were selected from more than 1,100 entries. One hundred individuals familiar with healthcare and the Internet judged the entries.

“What’s clearly evident this year is the number of outstanding sites,” says Mark Gothberg, eHealthcare Leadership Awards chairman. “It was particularly difficult for judges to choose among competing sites, especially in such hotly contested categories as best health content, best design, and best overall site.”

Gothberg also notes that more organizations are investing in e-business. Many e-business functions, he says, “can deliver significant, measurable value to an organization. Two key functions are employee recruitment and physician referral, especially when that is combined with an appointment request feature. But the really big one, whose ROI can be harder to measure, is the integration of health content with service details.”

Intranets, while much harder to judge because of confidentiality concerns, continue to attract a great deal of attention. Gothberg senses that these sites are important in helping break down organizational silos - not only in their development stages but also in their ongoing use. “There seems to be a lot of passion among different departments to constantly improve an internal site to benefit the whole organization,” he says.

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 Rich Media, Best Staff Recruitment, Best Quality Communication, Best Community Benefit 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.

"As always, competition is particularly intense in the large hospital, healthcare system, and managed care classifications," 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 Intranet category.

The eHealthcare Leadership Awards program was developed and first presented seven years ago by *eHealthcare Strategy & Trends*, a leading Internet resource published by Health Care Communications, Rye, NY. The Tenth Annual Healthcare Internet Conference was sponsored by Greystone.Net, an Atlanta-based strategy firm, in cooperation with the Chicago-based Forum for Healthcare Strategists.

Major sponsors of the eHealthcare Leadership Awards included Blausen Medical Communications, a Houston-based supplier of medical animation and graphics; Coffey Communications, a Walla Walla, WA-based provider of print and online healthcare content; IGCN, an Easton, PA, supplier of such products and services as content management and interactive disease management; Atlanta-based PhotoBooks, which provides physician directories and custom Web sites; Professional Research Consultants, an Omaha, NE-based market and customer research firm dedicated to the healthcare industry; Quilogy, a St. Charles, MO, company that supplies innovative technology solutions; StayWell Custom Communications, an Evanston, IL-based print and Web site content supplier; and Verus, Inc., a Bellevue, WA-based provider of online patient account solutions. Other supporters were Galvanon, Monigle Associates, Private Health News, and StemWorks.

More information, including a complete list of winners and judges, will be available on <http://www.strategichealthcare.com> after November 10.