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Winners of 2015 eHealthcare Leadership Awards Recognized at Healthcare Internet Conference in Florida

Some 240 healthcare organizations, representing a broad industry spectrum, received recognition for their outstanding websites and digital communications at a special presentation in Orlando, FL, on November 11 during the Nineteenth Annual Healthcare Internet Conference. Winners of the 2015 eHealthcare Leadership Awards were selected from nearly 1,000 entries. A total of 113 individuals familiar with healthcare and the Internet judged the entries.

“This is an incredibly exciting time in healthcare marketing and ehealth, a fact clearly reflected in this year’s award entries,” says Mark Gothberg, eHealthcare Leadership Awards chairman.

“Major improvements have occurred in website design, service content, and operational support. Video, audio, and other rich media forms are now playing a significant role in engaging current and potential customers. In addition, an increasing number of sites are optimized for mobile, in recognition that most people now access the Internet with their phones and tablets.”

Gothberg notes that social media has become an important communication and business-focused vehicle and a key complement to other marketing activities.

“A significant number of organizations are running marketing campaigns that aggressively integrate websites and other digital communications with traditional media,” Gothberg adds.

“These initiatives are showing strong results.”

Winners of platinum, gold, silver, and distinction awards represented 16 industry classifications, from hospitals and health systems to pharmaceutical firms and online health companies. Awards were given in 15 different categories.

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 overall Internet site category, for example, had to meet more than 40 factors.**

The eHealthcare Leadership Awards program was developed and first presented 16 years ago by Health Care Communications, Rye, NY.

BEST OVERALL INTERNET SITE

Pharmaceutical or Medical Equipment Firm

Gold	Takeda Pharmaceuticals USA, IL https://www.entyvio.com	Agency: Klick Health
Gold	Astellas Pharma US, Inc., IL https://www.myrbetriq.com	Agency: Katalyst
Gold	Boston Scientific, MA www.bostonscientific.com	
Distinction	Acorda Therapeutics, NY http://AMPYRA.com	Agency: Klick Health
Distinction	Concert Medical, LLC, MA www.concertmedical.com	Agency: Body1