

FINALISTS

- Healthgrades for Healthgrades
- Healthline for Healthline: The Fastest Growing Health Information Site
- Lifscript for Lifscript
- Remedy Health Media for HealthCentral
- Smart & Strong for POZ

Healthcare Media

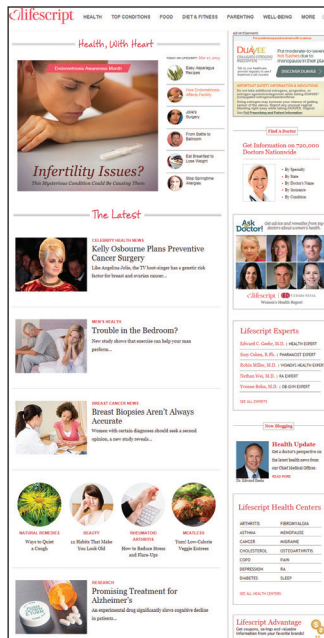
BEST HEALTHCARE CONSUMER MEDIA BRAND

Any print publication and/or web property carrying editorial content directed at consumers and patients, including: magazines, newspapers, newspaper sections, custom publications, websites and online versions of print brands. //Sponsored by Concentric Health Experience

GOLD Lifscript

Lifscript was founded in 1999 to sell vitamin plans. Its product spectrum quickly expanded and it launched a women's health portal in 2005. According to a company representative, Lifscript currently reigns as the largest and most-visited women's health website.

Average monthly visitors reportedly hit 10 million last year, up 33% from 2013, and revenue increased 30% over 2013. The brand boasts 1.6 million Facebook followers—more than double the number of any direct competitor.



Judges were impressed by Lifscript's 2014 updates, including a refreshed design and enhanced navigation. One judge found the updated site "much more engaging" than the earlier version.

Several judges applauded the site's content, which is developed in partnership with Cedars Sinai Medical Center and overseen by a team of editors and healthcare experts.

One judge described the site's content and UX as "fresh, contem-

porary and engaging." Another was impressed by the "clean presentation" and great content.

Content covers more than 75 health conditions and spans everything from news, including a "Hollywood Health Report" section, to tools such as quizzes, health calculators and shopping and fitness guides.

New editorial features for 2014 include a video-based "Interactive Physician Consult" tool. Lifscript reported a 40% average completion rate for diabetes and COPD and noted 10% of users print post-consultation reports to share with their doctor.



Concentric Health Experience is a modern solution-based agency that builds contemporary health and wellness brands. We see our products—everything from nutrition, bowel preps and cancer treatments to skin lotions and bio-smart devices—as means to perceptual shifts within our users. Each product represents a step on a path to a healthier future ... a "health experience," if you will. At Concentric Health Experience, we implement solutions that help integrate the promotional ecosystem with a behavioral adoption model. This approach favorably impacts health experiences by uncovering the unique customer insights that motivate behavior along the healthcare journey. Our purpose is to design human-centered solutions that increase brand engagement, enhance the personal health experience and improve outcomes. As the lead agency in the MDC Healthcare Cooperative, Concentric enjoys partnering with leading health and wellness companies such as Amgen, Allergan, Medtronic, Novartis, Ferring, GOJO and Quest Diagnostics.

SILVER Healthline

Ranked among the top ten consumer health websites (per comScore), Healthline provides actionable information presented in a clear and accessible manner to engage a wide audience and condition-specific communities.

Total 2014 visits topped 300 million (up 312% year over year). Revenue was up 36%.

Judges praised the site's "clean look," "easy-to-find information" and "great content."

