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#### Healthcare Media

# BEST HEALIHOARE PROFESSIONAL /MEDIA BRAND

Any print publication and/or web property carrying editorial content directed at healthcare professionals, including medical journals and periodicals.

#### Medscape

Medscape is a leading source of clinical news, health information, pointof-care tools and medical education for HCPs worldwide. A company representative noted that the brand aims to simplify and expedite information gathering to help clinicians stay current in their practice.

Some 625,000 registered US physicians and about 1.4 million physicians from outside the US are active on Medscape annually. It averaged around 6.7 million physician sessions per month during Q4 2014.



"Medscape is 'soupto-nuts' thorough, smart and expansive," one judge wrote.

Other judges commented on the site's "broad and deep content," its "huge brand equity" and its "fantastic engagement and performance" metrics.

Original content in-30 specialties.

#### FINALISTS

- Healthcasts for Healthcasts
- Medscape for Medscape
- US HealthConnect for ReachMD: Be part of the knowledge

cludes review articles, journal commentary. conference summaries, expert columns, patienteducation articles, book reviews and more. Users can customize medical news across more than

A MedPulse news app launched in April 2014 and got more than 100,000 downloads within three months. A "Business of Medicine" app rolled out in July 2014 that provides how-to pieces on topics such as practice efficiency and improving patient compliance as well as legal tips

and more.

The brand launched numerous new tools in

Generator" that provides

diagnostic support on

difficult patient cases.

2014. They included a "Pill Identifier Tool" and

a tool called "DDx

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## SIIVER

#### Healthcasts

Healthcasts delivers highly personalized content across channels to HCPs worldwide.

Revenue reportedly soared 90% over the past year's. Verified specialist membership increased and 90 new pharma-branded programs launched. Also noted were more than 275,000 new guaranteed HCP engagements with pharma-branded content and dramatic YOY engagement increases with pharma-sponsored programs.

