

Best Healthcare Consumer Media Brand

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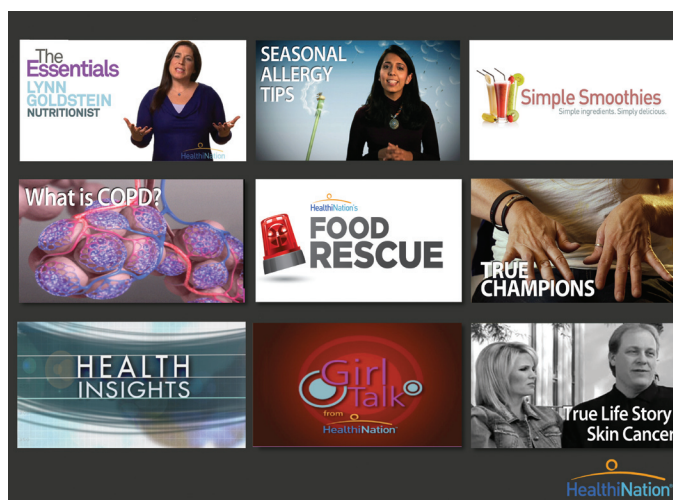
GOLD AWARD

HealthiNation

HealthiNation develops, produces and distributes educational video programs to help consumers make healthy choices about medical conditions and preventative measures. It's the only health-video company to have been awarded URAC's Health Content Provider accreditation.

One judge praised the company's "well-crafted and wholly integrated program." Another noted that HealthiNation "is widening its lead in health video with peppy, engaging programs," while a third called it "the best example of strategy and measurable results" in the consumer media brand category.

HealthiNation's library of more than 350 videos, offered on multiple platforms, is set to expand 57% this year. Online,



the content is syndicated across partner sites and 40% of the top 75 online health destinations. It's also available on demand via cable TV (reaching 32 million). As of May this year, a deal with Health Media Network made it available via digital out-of-home venues.

New lifestyle content launched in March, coinciding with the relaunch of the company's Facebook page. Com-

pared to April 2010, Facebook fans have increased 336% and daily active user engagement was up 12,006%.

Nearly 23 million player impressions were garnered between 2009 and 2010, with a 13.87% increase in video views and a 9.85% increase in minutes watched. Ad revenue rose 30%, and newsletter subscriptions were up 605% during the same period.

SILVER AWARD

dLife



Dedicated to empowering diabetes patients and caregivers, dLife.com reaches more than 1.2 million people a month, commanding 50% share of all diabetes visits to health sites. It also has the highest repeat-visit rate of all major health sites and the highest advertiser referral rate. Revenue increased 48% this past year. "A perennial leader," noted one judge. Another praised dLife's rich portfolio, which includes 80,000+ pages of original content and 400+ dLifeTV segments.

The Award

Recognizes excellence from 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.

The Finalists

- Cornerstones4Care
- dLife
- HealthiNation
- Migraine.com
- myRegence.com

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Ignite Health offers a broad range of branding and digital best practices to create momentum for brand success across the lifecycle continuum. Ignite Health ranks among the top 20 healthcare agencies. Ignite Health has offices in Irvine, Calif., and New York City and is an inVentiv Health company.