

Best Online Patient Relationship/Support Program

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GOLD AWARD

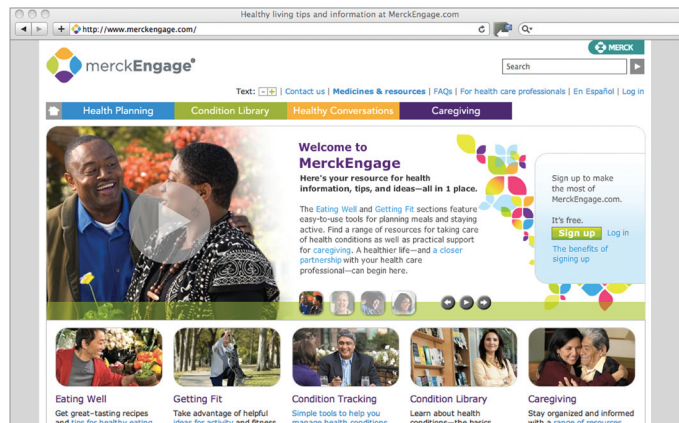
Patient Marketing Group and Merck

MerckEngage Health Partnership Program

Patient Marketing Group created Merckengage.com to address consumers' need for support and resources to improve their overall health, as well as HCPs' need for resources to educate patients and establish better relationships with them. Loaded with wellness education in English and Spanish, the site covers such topics as fitness, healthy eating, caregiving, and specific disease states. It gives access to health coaches, and links to other credible online healthcare resources, such as WebMD.

One judge called the program "comprehensive, robust, and elegant."

"Only Merck could pull this



off," said another judge. "Beautiful design, deep content."

The engaging site is easy to navigate. Both content and visuals are understandable and accessible to users at many literacy levels.

"The MerckEngage name emphasizes the importance of the interaction between HCPs and people in their care," explained the agency. "The bright color palette creates a warm and friendly feel."

The site has drawn 900,000+

visits to date. Registered users top 7,500, and they spend nearly 25 minutes on the site. Spanish-language site visits exceeded 21,000 in just four months, and 3,000+ professionals have visited the HCP portion of the site.

The agency reported that satisfaction surveys revealed 90.3% of visitors agreed that information was unbiased and accurate and 88.4% said the site increased desire to interact with Merck as a company.

SILVER AWARD

RevHealth and Watson

I am Generess Program Website



"Beautifully designed, innovative, and clearly aligned with the brand message," said one judge of RevHealth's program for Watson's new combination oral contraceptive Generess Fe. "Great aesthetic," noted another judge, who praised the team for audience insight and for leveraging the cause-marketing element—\$5 is donated to the patient's choice of women's charities when she fills her prescription. The program includes an iPhone app and a Facebook page. A third judge "loved the patient experience decision tools."

The Award

Recognizes excellence from online programs, including CRM programs that support patients that are already taking a particular therapy or using a particular medical device.

The Finalists

- Daniella Koren and Takeda Pharmaceuticals North America — GoutSmart
- Euro RSCG Worldwide and Genentech—CF Living ePRM Program
- Patient Marketing Group and Merck—MerckEngage Health Partnership Program
- RevHealth and Watson—I am Generess Program Website
- Siren Interactive and Baxter—ThereForYou.com



Everyday Health is a leading provider of online consumer health solutions. Our broad portfolio of over 25 websites spans the health spectrum—from caregiving and condition management to fitness, nutrition and personal care, we offer users the tools, community and expert advice they need to live healthier, every day.