

Best Health & Wellness Digital Initiative for Consumers

The Finalists

■ Brightworks Interactive Marketing and Bayer for “The Eczema App”

■ DiD and McNeil Consumer Healthcare for “Kids’ Wellness Tracker”

■ Marina Maher Communications LLC (MMC) and Merck for “Merck Helps College Women Plan It Forward and Consider Long-Acting Contraceptives”

■ Palio+Ignite and Lilly for “Glucagon Mobile Application”

■ WebMD for “WebMD Magazine Tablet App”



Klick Health is the world’s largest independent digital health agency. We are laser focused on creating digital solutions that engage and educate healthcare providers about life-saving treatments. Klick also helps inform and empower patients to manage their health and play a central role in their own care. Every solution hinges on Klick’s in-house expertise across the digital universe—strategy, creative, analytics, instructional design, user experience, relationship marketing, social and mobile.

The Award

Recognizes excellence from any digital program offering consumers information, tools, education or promotion in the non-medical, health-and-wellness space

Sponsored by Klick Health

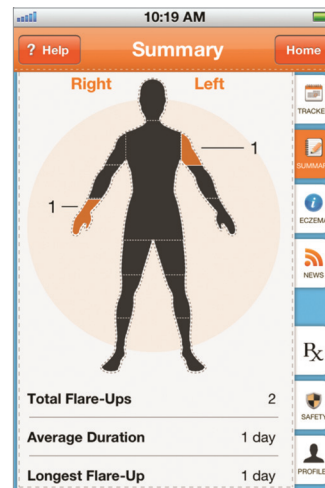
Gold Award Brightworks Interactive Marketing and Bayer The Eczema App

This free mobile app provides eczema patients and parents of children who suffer from eczema with condition information, support and tools. It was created for Bayer Dermatology on a \$100,000 budget. Primarily an unbranded app, it does include a downloadable coupon for Bayer’s topical treatment Desonate.

“This is a well constructed app that provides multiple tools for managing a difficult disease and supports the brand well,” commented one judge.

Another thought the app would be well-received given its “crisp and beautiful” design and “strong functionality.”

The National Eczema Association helped create



content. The app lets users self-segment into one of the two audience groups—patients suffering from mild to moderate eczema and parents of children with eczema—and it provides a unique experience for each.

The agency says a photo-based eczema “trigger tracker” is one of the app’s most important features. Market

research showed many parents were frustrated because they felt their physician wasn’t taking them seriously or that they were overstating the severity of their child’s condition. The trigger tracker counters this by letting parents create a visual timeline of the flare-up, track its location and generate a report for their doctor.

Within 60 days of launch, the app had nearly 800 downloads, which the agency reported is significant given the specialized audience. Downloads topped 1,600 by April 11, 2013.

In a focus group of mothers of children with eczema conducted in December 2012 by Mom Central Consulting, 90% rated the app as “good” to “excellent” for quality of information, and 88% rated it as “good” to “excellent” for usefulness of content.

Silver Award Marina Maher Communications LLC (MMC) and Merck

Merck Helps College Women Plan It Forward and Consider Long-Acting Contraceptives



This effort aims to increase awareness among college-age women of long-acting reversible contraceptives, including Merck’s Nexplanon.

Results included record-breaking engagement, and a 20% Nexplanon sales increase.

Judges felt the campaign was well executed, compelling and well aligned with brand and audience goals.