

Best Healthcare Professional Media Brand

The Award

Recognizes excellence from any print publication and/or web property carrying editorial content directed at healthcare professionals, including medical journals and periodicals

Sponsored by WorldOne Interactive

Gold Award

MDLinx

MDLinx's US physician membership increased 22% over the last year. Despite never having been promoted outside the US, global physician subscribers top 898,000. More than 13 million monthly e-newsletters are sent to all US HCP subscribers.

Members of MDLinx and its sibling SmartestDoc include more than 80% of oncologists, endocrinologists and rheumatologists, and about one in three AMA physicians.

Per comScore, it is the number-one specialty site, the fastest growing site, and number-two primary care site.

One judge praised its "compelling use of technology and human touch to present relevant information"



Another called it "comprehensive, well-built and informed by its users."

Speed and breadth of coverage impressed judges. MDLinx's physician editors sort, rank and summarize each article published in more than 2,000 medical journals and the popular press within 24 hours.

Articles are sorted into 35 specialties and 80 subspecialties. Top-ranked articles are

listed in e-newsletters that can be tailored to specialties and subspecialties.

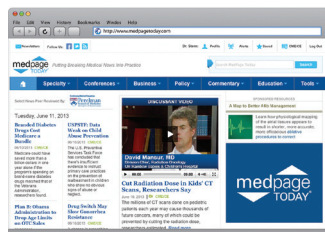
Ads and sponsored content are highly targeted. Users on an ad client's target list can engage with that client's content, see their sales rep's photo and request further engagement.

"A well executed product that successfully meets the needs of doctors and sponsors," said a third judge.

Silver Award

MedPage Today

Everyday Health.



MedPage Today has 750,000 registered users (250,000 validated HCPs) and 2.7 million monthly unique visitors.

Articles are co-developed with The University of Pennsylvania School of Medicine, Office of Continuing Medical Education. Other partners include the ACC and the AHA.

Judges liked the site's customization and nimbleness.

The Finalists

- Everyday Health for MedPage Today
- Intellisphere LLC for Pharmacy Times
- Lippincott Williams & Wilkins for PRS
- MDLinx
- SLACK Incorporated for Healio



WorldOne is on a mission to improve healthcare globally by connecting and engaging the world's largest Community of online Healthcare Professionals. Through clinically relevant tools and applications we foster scientific exchange, collaboration and clinical challenges to improve patient outcomes around the world.

Sermo, the company's leading physician-only online Community, is a trusted environment to consult and crowd-source peer-based clinical expertise in real time, at the point of care.