

Best Disease/Education Website

The Finalists

■ Chandler Chicco Agency and Mylan Specialty for anaphylaxis101.com

■ gcg CONNECT and Novo Nordisk for cornerstones4care.com

■ Klick Health and Reckitt Benckiser for turntohelp.com

■ Palio+Ignite and Endo for pubertytoearly.com

■ Toolhouse and Phonak for hearinglikeme.com

The Award

Recognizes excellence for websites promoting education about specific disease states (disease.com) or health issues (issue.com)

Sponsored by Everyday Health

Gold Award

Chandler Chicco Agency and Mylan Specialty

anaphylaxis101.com: A Guided Tour of Your Community

Anaphylaxis101.com is the cornerstone of Mylan Specialty's "Get Schooled in Anaphylaxis" initiative, which was created to increase anaphylaxis awareness and prepare everyone in school settings to respond to anaphylaxis.

"Despite increasing prevalence of food allergies and anaphylaxis, an internal audit and supporting research showed that school communities were not using anaphylaxis resources in a consistent way," the agency explained.

Anaphylaxis101.com appeals to children and adults. Animated sibling characters, Ana and Phyl Axis, lead a video tour that lets viewers



select customized information.

"Outstanding creative and content for multiple audiences," said one judge. "This is an engaging disease education site," noted a second.

Emmy Award-winning actress Julie Bowen, whose son has life-threatening allergies, tells her family's story in a video on the site. The agency noted that Bowen "worked to rally the community" by participating in media interviews.

September 26, 2012 to March 31, 2013 the site got 76,671 visits (67,703 unique visitors). Users visited an average of 2.07 pages per visit, for a total of 44,947 visits. More than 56.6% of visits came from referrals and media placements such as *Anderson Cooper Live*, *The Ellen DeGeneres Show* and *Parenting.com*.

"A very valuable resource, which is proven by the results," said a third judge.

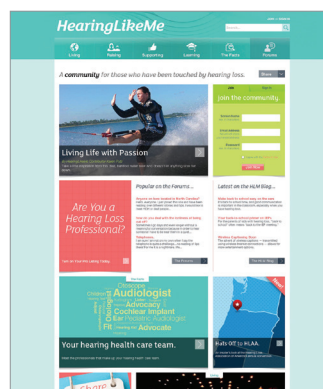


Attracting over 28 million monthly unique visitors (source: comScore), Everyday Health, Inc. is the largest provider of online health solutions. The company offers consumers, HCPs and marketers with content and advertising-based services. Its broad portfolio of websites and mobile applications span the health spectrum. Everyday Health offers the tools, community, and expert advice people need to live healthier lives, every day. Everyday Health was founded in 2002 by CEO, Ben Wolin, and President, Mike Keriakos.

Silver Award

Toolhouse

Phonak



This website for people touched by hearing loss was designed to help Phonak connect with its end users. Judges loved the content.

On \$1 million budget results included 11,245 total monthly visits for March 2013.

"Excellent strategy and execution," said one judge.

"Impressive metrics," noted another judge.