

Best Healthcare Consumer Media Brand

The Award

Recognizes print publications and/or web properties that carry editorial content aimed at consumers and patients, including magazines, newspapers, custom publications, websites and online versions of print brands.

Gold Award

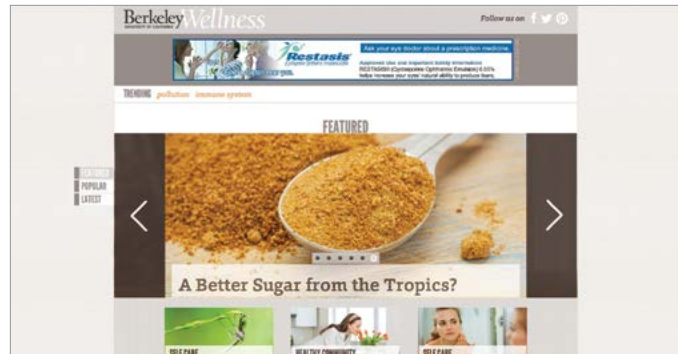
Remedy Health Media

Berkeley Wellness

BerkeleyWellness.com is a collaboration between Remedy Health Media and the University of California at Berkeley's School of Public Health. It provides evidence-based wellness information that focuses on nutrition, fitness, dietary supplements, self-care and preventive medicine.

Between its February 2013 launch and the first quarter of 2014, the site's revenue increased 200%. Year over year ending March 2014, the brand's social media audience grew 52%; overall social engagement was up 68%; and mobile and tablet visitors to the website jumped 201%.

"This very strong collaboration results in good, relevant



content," said one judge.

Content on the site includes articles from the UC Berkeley Wellness Letter (published since 1984) as well as original content. The focus is on translating leading-edge research into practical advice for daily living and on putting news in perspective.

Brand representatives reported that the September 2013 launch of a "Supermarket Buying Guide" has helped drive traffic increases to Healthy

Eating content. Overall, 60% of March 2014 visitors viewed Healthy Eating content, and traffic to the content category was up 104% year-over-year.

The site's simple, elegant and modern design impressed judges.

"BerkeleyWellness.com displayed the best sense of design and accessibility," said one judge.

"The design is great," a second judge said. "This property stands out in the category."

Silver Award

Smart & Strong

POZ



POZ magazine and POZ.com provide a breadth of informative, inspiring, and empowering content for people living with and affected by HIV and AIDS. The website alone gets more than 4.5 million page views a month.

"Fantastic content, a great sense of community and a nice multi-platform approach," one judge said of the brand.

The Finalists

- Digita Health LifeBrands and EMD Serono, Inc. and Pfizer Inc. for MS Lifeline Magazine
- HealthiNation for HealthiNation
- Maricich Healthcare Communications and L.A. Care Health Plan for L.A. Care Covered California
- Remedy Health Media for Berkeley Wellness
- Smart & Strong for POZ