

## Best Use of Social Media

### The Finalists

- FCB Health and Novartis Pharmaceuticals/GILENYA for HEY MS, Take This!
- Heartbeat Ideas & Heartbeat West and Corcept Therapeutics for Cushing's Connection
- PadillaCRT and Children's Hospital of Richmond at VCU (CHoR) for CHoR's "Roar" Heard Nationwide
- WCG and Genomic Health for "Ask for Answers"
- Wunderman and Novartis for "Who Deserves Excedrin The Most?"

### The Award

*Recognizes an initiative targeting either consumers/patients, healthcare professionals or other stakeholders using social media channels.*

### Gold Award

**PadillaCRT and Children's Hospital of Richmond at VCU (CHoR)**  
CHoR's "Roar" Heard Nationwide

PadillaCRT's holiday campaign for Children's Hospital of Richmond (CHoR), part of the VCU Medical Center, included robust social media elements that drove tremendous engagement and helped elevate the hospital's profile.

"Amazing reach, content, and engagement for the dollar," one judge noted. "It was really about patients and thanking the community that makes the hospital work."

One of the most engaging and creative elements was a lip-dub



music video to Katy Perry's "Roar" featuring patients, staff and players from the VCU basketball team.

Audiences were asked to share a six-word message of cheer, some including photos,

with the hashtag #SpreadCheer and / or text to donate.

Partnerships with social media influencers and Young House Love, a Richmond, VA-based DIY blog with a national following run by a husband and wife who have a young child also drove engagement.

Thanks to the campaign, CHoR's Facebook and Twitter audience increased 2,000% in December. The video got 100,025 views (1,200% over goal) with an 87% viewer retention rate (13% above goal). Traffic to CHoR's blog jumped 300% in December compared to November 2013 (210% compared to December 2013).

"Great creative, and great results across multiple social platforms and PR," said a second judge.

### Silver Award

**Heartbeat Ideas & Heartbeat West and Corcept Therapeutics**  
Cushing's Connection



This campaign engaged Cushing's syndrome patients through Facebook and Twitter posts that ask questions and include videos, inspirational information and more.

Judges were impressed by patient impact and other results, which include nearly 30,000 Facebook likes and 677 Twitter followers as of mid-August 2014.