

Healthcare Media

BEST HEALTHCARE PROFESSIONAL MEDIA BRAND

Any print publication and/or web property carrying editorial content directed at healthcare professionals, including medical journals and periodicals.

GOLD
Medscape

Medscape is a leading source of clinical news, health information, point-of-care tools and medical education for HCPs worldwide. A company representative noted that the brand aims to simplify and expedite information gathering to help clinicians stay current in their practice. Some 625,000 registered US physicians and about 1.4 million physicians from outside the US are active on Medscape annually. It averaged around 6.7 million physician sessions per month during Q4 2014.



"Medscape is 'soup-to-nuts' thorough, smart and expansive," one judge wrote. Other judges commented on the site's "broad and deep content," its "huge brand equity" and its "fantastic engagement and performance" metrics.

Original content includes review articles, journal commentary, conference summaries, expert columns, patient-education articles, book reviews and more. Users can customize medical news across more than 30 specialties.

FINALISTS

- Healthcasts for Healthcasts
- Medscape for Medscape
- US HealthConnect for ReachMD: Be part of the knowledge

SILVER
Healthcasts

Healthcasts delivers highly personalized content across channels to HCPs worldwide. Revenue reportedly soared 90% over the past year's. Verified specialist membership increased and 90 new pharma-branded programs launched. Also noted were more than 275,000 new guaranteed HCP engagements with pharma-branded content and dramatic YOY engagement increases with pharma-sponsored programs.

