

## Best Healthcare Professional Media Brand

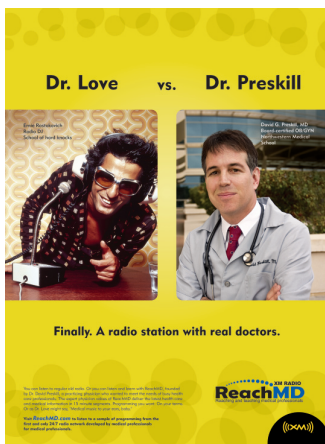
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### GOLD AWARD

**ReachMD**  
ReachMD

ReachMD is a unique multi-channel healthcare communications and education network for doctors and other healthcare professionals. Founded by David Preskill, MD, ReachMD is the only 24/7 national satellite radio channel (XM160) dedicated to helping practicing doctors, and it's evolved to include a website (reachmd.com) and two iPhone apps. The site and apps have expanded content and free CME/CE access beyond satellite radio subscriptions. Audience reach exceeds 300,000 weekly, and the website gets more than 1.6 million page views annually.

Medical content spans the clinical spectrum and includes news, clinical updates, and CME. ReachMD's comprehensive resources impressed



all judges. One judge called it “an intriguing new channel.” Another noted “the inclusion of CME makes it a need-to-use resource.”

All programming is designed by physicians and aligns with adult learning principles. Content includes 15- and 30-minute programs involving peer-to-peer discussion with subject matter experts. The air schedule includes 8 hours of new content each week.

ReachMD was the first to

provide a national broadcast of CME Live, which enabled multi-channel interaction (email, twitter, or call in).

Other unique programs include a quiz show/ game called “Next Top Doc” (developed with American Medical Student Association) to engage young MDs.

All programs are available on the website and via iPhone app (while they're airing and after). Additionally, each week's highlights are emailed to more than 160,000 opt-in subscribers.

Revenue increased 34% in 2009 compared to 2008, and Q1 2010 revenue was up 28% compared to 2009. Nearly 24% of all physicians are aware of ReachMD. Listenership increased 23% over last year (more than 12% of all physicians listen each week and more than 43% are listening on computers, iPhones, iPods or mp3 players.

### SILVER AWARD

**Healthcare Journal of Baton Rouge**  
Healthcare Journal of Baton Rouge



Launched three years ago, the bi-monthly *Healthcare Journal of Baton Rouge* provides local news, information, and analysis. The Louisiana State Medical Society named it “Best in Print Media” for the last two years. Content emulates medical journals, though it's also consumer friendly. A website includes all print content, plus archives of a newsletter issued between publication dates. The magazine is the only outside healthcare publication approved for distribution in local hospitals, and free and paid subscriptions have steadily increased.

### The Award

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

### The Finalists

- Healthcare Journal of Baton Rouge
- Oncology & Biotech News
- Oncology Net Guide
- Prenate
- ReachMD



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