

Best Use of Social Media

The Award

Recognizes excellence from digital initiatives, targeting either consumers/patients or healthcare professionals, that use social media channels, such as Facebook, Twitter and YouTube.

The Finalists

- Chamberlain Healthcare Public Relations and Boehringer Ingelheim—Making Sense of Diabetes through User-Generated Content
- Ignite Health—FDASM.com
- LehmanMillet and Abbott Nutrition—Night Nurse Nation
- Siren Interactive and National Organization for Rare Disorders—NORD
- WCG and Zeno Corporation—Zeno Hot Spot

GOLD AWARD

Ignite Health
FDASM.com

On a budget of \$500, Ignite Health’s chief innovation officer Fabio Gratton masterminded FDASM.com, a site that aggregates all information pertaining to the FDA, social media and the internet.

“Perfect use of social media,” said one judge.

“Ground-breaking social network site that provides real value to the pharmaceutical and medical device industry,” noted another.

“Truly effective use of social media to start a movement, champion a cause and bring people together!” commented a third judge.

Gratton, a noted healthcare social media opinion leader, conceived, organized and built FDASM.com to follow developments around last Novem-



ber’s FDA public hearings on social media and the internet in real time. The site also allows users to quickly find archived content and links to relevant information. Content includes streaming news, blogs, video footage of the hearings, copies of all agency presentations, and a Twitter feed.

“The fundamental objective was to help the FDASM Movement communicate with its participants and the world through a single, dedicated

digital destination,” the agency said. “The goal was to capture everything related to the November 2009 FDA hearings, [and] facilitate and encourage communication regarding social media guideline creation through 2010 and beyond. By creating this dynamic, interactive portal, Gratton hoped to answer questions, stimulate dialogue, and provide a conduit for people to share relevant content and unique points of view, thereby fulfilling healthcare social media’s own mission of transparency, dialogue, and personal empowerment.”

The site has attracted more than 12,000 unique visitors and upwards of 100 sponsor logos. Nearly 300 websites (including three pharma company intranets) link to FDASM.com. The FDASM Twitter page has more than 1,000 followers, and the agency reported 12,258 tweets containing #fdasm within the first 119 days.

SILVER AWARD

Chamberlain Healthcare Public Relations and Boehringer Ingelheim
Making Sense of Diabetes through User-Generated Content



This campaign helped increase visibility in the diabetes community and directly connect with patients. In collaboration with Diabetes Hands Foundation, the campaign featured a patient video contest. Entries were commented on and voted for on MakingSenseofDiabetes.org. A video compilation of winning entries was unveiled at World Diabetes Day and shared on social media channels. “Very patient relevant,” said one judge. Results include 10,000 YouTube views and 525 media stories in outlets including *USA Today*.