

Best Healthcare Professional Media Brand

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

- American Heart Association Scientific Sessions
- The ASCO Post
- Dental Product Shopper
- Daisy
- NYU Physician

GOLD AWARD

Ascend Integrated Media

American Heart Association Scientific Sessions

The American Heart Association's Scientific Sessions is the leading cardiovascular meeting in the country. The annual five-day event draws more than 17,000 professionals and more than 22,000 total attendees. Programming covers advances in prevention, diagnosis and treatment of cardiovascular disease from many perspectives. The agenda includes more than 4,000 presentations, given by some of the world's leaders in all areas of cardiovascular disease. And more than 300 exhibitors showcase the latest cardiovascular technology and resources.

A daily newspaper, published during the meeting by Ascend Integrated Media, keeps members and attendees



ees informed of the critical scientific news presented each day. Typical show dailies are printed in black and white, but the American Heart Association Scientific Sessions' paper has color throughout. A digital version, posted in real time on scientificsessions-365.com, started two years ago; its reach has expanded to include those who cannot be at the meeting.

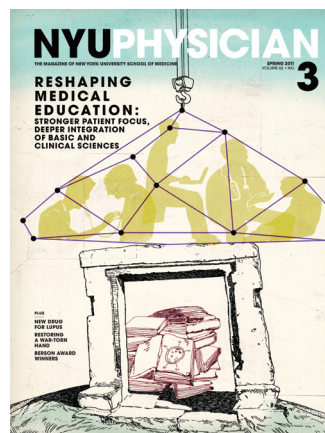
"This is difficult to do," said one judge. "Well done!" A second described the paper as "well-designed and profession-

al," and praised it for "consistent design and branding."

Ascend, which puts out more than 2,000 editions of daily newspapers for some 700 events and trade shows, said producing the Scientific Sessions paper is challenging. The "level of scientific reporting" necessary for the project makes using "top medical and technical writers" necessary. The company uses more writers at this meeting than at any other event where they produce a daily newspaper.

SILVER AWARD

NYU Langone Medical Center
NYU Physician



NYU School of Medicine's *NYU Physician* magazine covers topics such as research, patient care, and educational activities of the school and NYU Langone Medical Center. Publication has expanded to three times a year, and the magazine can be read online and via an iPad app. An intriguing illustration runs with the Spring 2011 cover story "Reshaping Medical Education: Stronger Patient Focus, Deeper Integration of Basic and Clinical Science." Judges cited the "great content," "interesting photography," and "nice graphics."