

Best Healthcare Consumer Media Brand

The Finalists

- HealthiNation
- Remedy Health Media for TheBody.com
- Remedy Health Media for Berkeley Wellness
- Remedy Health Media for RemedyMD Healthy Living Guide
- Remedy Health Media for Diabetes Focus

The Award

Recognizes excellence from any print publication and/or web property carrying editorial content directed at consumers and patients, including: magazines, newspapers, newspaper sections, custom publications, websites and online versions of print brands

Sponsored by eHealthcare Solutions

Gold Award

Remedy Health Media
TheBody.com

Launched in 1995, TheBody.com is a comprehensive HIV/AIDS resource that continues to evolve and thrive. For the year ending March 2013, page views increased 26% to 49.5 million and unique visitors were up 35% to 14 million. Annual revenue climbed 10% ending April 2013.

“Fantastic use of information—very positive and useful,” said one judge.

The site includes more than 70,000 articles and interactive tools, such as a medication reminder service, an HIV risk assessment quiz, and a lab results history tracker/trend-graphing tool. Sections include 15 topic-specific forums where top HIV experts



answer questions, and eight custom resource centers that feature relevant overviews, first-person stories (with videos), as well as news and research tailored to specific populations affected by HIV and to key treatment points.

“Very well designed with easy navigation,” said another judge. “Content is engaging,

and mobile capability expands usability.”

Remedy Health Media notes that the visual nature of the web presents a unique challenge given that the site is devoted to providing in-depth information.

“By keeping word counts down and highlighting eye-grabbing images,” the company explained, “users can easily get a birds-eye sense of everything the section has to offer, and then drill down for additional information.”

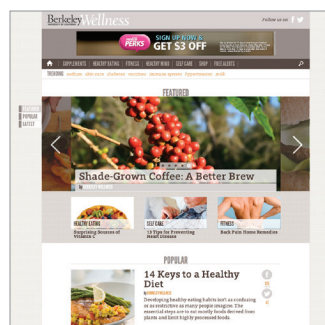
New special sections on the site include one covering issues about aging with HIV and another that focuses on pregnancy and HIV. A number of impressive infographics, which quickly deliver critical information in an easily shareable form, have also been incorporated in the last year.



eHealthcare Solutions creates custom digital solutions designed to achieve specific marketing goals and reach defined target audiences. We partner with marketers through our exclusive relationships with more than 75 of the leading healthcare professional societies, associations, and media companies, consumer health sites, and other quality digital partners in the pharmaceutical/healthcare vertical. We have decades of collective experience building programs that drive results and deliver maximum brand impact.

Silver Award

Remedy Health Media
Berkeley Wellness



BerkeleyWellness.com is a collaboration between the School of Public Health at UC-Berkeley, and a national team of writers and editors.

Several judges complimented the site's content and its strikingly clean design.

In one month post-launch, page views rose 64% to 523,000 and unique visitors jumped 50% to 101,000.