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Winners of 2005 eHealthcare Leadership Awards Honored at Healthcare Internet Conference in Las Vegas

More than 200 healthcare organizations, representing a broad industry spectrum, received recognition for their outstanding Web sites at a special presentation in Las Vegas on November 7 during a healthcare Internet conference sponsored by Greystone.Net, an Atlanta-based strategy firm, in cooperation with the Chicago-based Forum for Healthcare Strategists. Sites receiving the 2005 eHealthcare Leadership Awards were selected from almost 1,200 entries. One hundred individuals familiar with healthcare and the Internet judged the entries.

“The huge number of entries and winners clearly indicates that interest in e-healthcare and technology continues to expand,” says Mark Gothberg, eHealthcare Leadership Awards chairman. “Leading-edge healthcare organizations are placing a great deal of focus on Web features that support key service areas.” Gothberg also notes there is growing interest in e-business. This orientation is evident in such Web site features as physician referral and appointment scheduling, staff recruitment, patient billing, online donations, and class registration.

“Activity related to an organization’s intranet is red-hot,” he adds. “Managers have begun to realize significant potential to improve internal efficiency and communication.”

For the most part, hospitals and health systems have not taken advantage of interactivity. “Health plans clearly are an exception,” Gothberg says. “They understand the benefit of such features as health risk assessments, customized Web pages, and health trackers in engaging members.”

Winners of platinum, gold, silver, and distinction awards represented 16 industry classifications, from hospitals and health systems to pharmaceutical firms and online health companies. Awards were made in 10 different categories: Best Site Design, Best Interactive, Best Health/Healthcare Content, Best e-Business, Best Care/Disease Management, Best Special Effects, Best Employee Recruitment, Best Overall Internet Site, Best Intranet Site, and CEO eHealthcare Commitment.

Judges looked at how sites compared with others in their organization's classification. They also reviewed sites based on a proprietary multi-point standard of Internet excellence. The best intranet site category, for example, had to pass muster on more than 60 factors.

"As always, competition is particularly intense in the large hospital, healthcare system, and managed care classifications," says Gothberg. Best Health/Healthcare Content, Best Site Design, and Best Overall Internet Site categories drew the most entries. There were also a large number of entries in the Best Intranet category.

The eHealthcare Leadership Awards program was developed and first presented six years ago by *eHealthcare Strategy & Trends*, a leading Internet resource published by Health Care Communications, Rye, NY.

Major sponsors of the eHealthcare Leadership Awards included Blausen Medical Communications, a Houston-based supplier of medical animation and graphics; Coffey Communications, a Walla Walla, WA-based provider of print and online healthcare content; HealthVision, an Irving, TX, developer of customized, Web-based care delivery solutions; IGCN, an Easton, PA, supplier of such products and services as content management and interactive disease management centers; Atlanta-based PhotoBooks, which publishes physician directories for print and the Internet; Professional Research Consultants, an Omaha, NE-based market and customer research firm dedicated to the healthcare industry; and Verus, Inc., a Bellevue, WA-based provider of Web solutions for hospitals and healthcare systems. Other supporters were Galvanon, Monigle Associates, and Private Health News.

More information, including a complete list of winners and judges, will be available on www.strategichealthcare.com after November 11.