

## **Healthy competition: 47 nominations received for new program to honor exemplary healthcare communications**

BOSTON, MA (August 21, 2006)—The nomination period is over, and the competition will be keen. “We’ve received 47 nominations for the Insight Award for Customer Advocacy in healthcare communications,” says Elizabeth Gooding, CEO of Art Plus Technology (APT), the corporate sponsor. “We launched this awards program in May to identify and honor those who make an exemplary effort to help empower their customers, employees, or the public at large regarding their healthcare. People really do appreciate when their employers and healthcare providers take the initiative to help them.”

The nominations will be judged by an independent panel of healthcare communications experts, chaired by Professor Deborah Bosley, Director of the Center for Writing, Language, and Literacy at the University of North Carolina at Charlotte. The judges will announce the winner at the upcoming Healthcare Communications Forum, which meets at The Harvard Club in Boston, September 11-12, 2006. Wes Ervin, Program Director of the conference, says: “We are going to offer each of these 47 companies and organizations a free pass to send a representative to attend the entire event.” The awards ceremony takes place on September 12, during lunch on the second day of the two-day conference at the Harvard Club.

The nominations are listed below in alphabetical order:

- Abington Memorial Hospital, for MyHealth web site
- Aetna, for their new HealthFund Explanation of Benefits
- AHIP, for HealthDecisions.org web site
- American Association of Nurse Practitioners in Women's Health and Eli Lilly, for Strength in Knowing
- American Healthways, for its My Health IQ program
- American Society for Therapeutic Radiology and Oncology, for its brochures on cancer related topics
- Asian American Network for Cancer Awareness, Research and Training, for its online database
- Association of Reproductive Health Professionals, for its Menstrual Suppression On Line Tool.
- BCBS of Florida, for the Personal Health Report
- Boston University School of Public Health, for JoinTogether.org alcohol screening site
- Cartoon Network, for encouraging children’s physical activity during National Recess Week
- Community Medical Foundation for Patient Safety, for its Patient Safety Checklist
- Cytoc Corporation, for its Website for women ([www.AboutHeavyPeriods.com](http://www.AboutHeavyPeriods.com))
- Dartmouth Hitchcock Medical Center, for its Out-of-Pocket Estimator
- Evanston Northwestern Healthcare, for its Website ([www.enh.org](http://www.enh.org)) and Portal ([www.enhfirst.org](http://www.enhfirst.org))
- Health Dialog, for its CD disk, “Speak Up: Getting the healthcare that’s right for you”
- Health Media, for its behavioral intervention strategies
- Health Site Guide web site, for its program of pre-evaluated Web sites
- Health Tracks, for Health Tracks online record-keeping system
- Healthia, for its healthcare comparison tool
- Healthways, for MyHealthIQ
- Humana, for its “Let’s Talk” mobile marketing program
- Integrated Development Corporation, for Breast Cancer Stories web site
- International Federation of Pharmaceutical Manufacturers & Associations, for its Clinical Trials Portal
- Joslin Diabetes Center, for its informational website ([www.Joslin.org](http://www.Joslin.org))
- Kaiser Family Foundation, for its Medicare and Prescription Drug Plan Tracker
- Martin Ogawa, for Realmentalhealth.com web site
- MEDEX Assistance, for its avian flu outreach program on the Web
- Medica, for DVD explaining Health Savings Accounts
- Merck, for its Spanish version of “Your Health Now”
- Minnesota Board of Aging, for Long Term Care Choices

- National Committee on Quality Assurance, for its physician and hospital quality standards
- National Heart Burn Association, for its online consumer screening tool, "Name that Burn" quiz
- Oregon Association of Area Agencies on Aging and Disabilities, for its Network of Care Web site
- Pennsylvania Medical Society, for My Family Wellness web site
- Project Seventh Grade, for its tool kit to help parents and children with drug prevention issues
- Purdue University, for the consumer section of its biosecurity web site
- Rite AID, for its Vitamin Guide and Vitamin Quick View Web site
- Robert Wood Johnson Foundation, for Aligning Forces for Quality web site
- Roche USA, for Roche Transplant web site
- State of Minnesota and Gov. Tim Pawlenty, for an addition to RxConnect called RxPrice Compare
- Subimo and Optima Health, for the Treatment Cost Advisor and Spanish Hospital Advisor
- Takeda, for its sleep tools on the Rozarem Web site
- Tlccontact Inc., for Care Pages for Long-term Care
- University of Wisconsin-Madison Center of Excellence in Cancer Communications Research
- US Department of Health and Human Services, for Never2Early.org
- Wellness Community, for Group Loop

Media representatives for the above should contact Wes Ervin before September 1 to register their representatives to attend the Healthcare Communications Forum 2006.

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