

# 2012 Best-In-Class Awards

Sponsored by **Greystone.Net** and **Krames StayWell** • November 12, 2012

**Outstanding  
Web Site  
Achievements**



# 2012 Best-in-Class Awards

**Greystone.Net** and **Krames StayWell** are proud to announce the 2012 Best-in-Class Web Award finalists and winners. We received a flood of entries, and almost 750 votes were cast for the nominations in each of these categories:

- Innovator's Award
- Best Redesigned Web Site
- Best Redesigned Web Site - AMC
- Best Overall Social Media Strategy
- Best Execution of Social Media Tactics
- Best Method of Driving Traffic to the Web Site
- Best Use of Multimedia
- Best Use of Mobile Strategy
- Best Coordination of Marketing and Patient Education
- Best Use of Health Content to Drive ROI
- Best Use of Multi-Channel Marketing

The finalists and winners in each category illustrate outstanding work, demonstrated results and represent the finest in hospital and healthcare Web site design, content, functionality and strategic thinking. They were selected on a combination of popular vote, results and other factors.

In addition, we are also pleased to recognize one organization with the 2012 Best Overall Web Site award.

Please join us in congratulating these organizations for their outstanding Web accomplishments. Thanks for participating this year, and we hope you will do so again in 2013.

## 2012 Gold Winners

Children's National Medical Center (2)  
Johns Hopkins Medicine  
Nationwide Children's Hospital  
Nebraska Methodist Health System  
St. Joseph Health  
St. Louis Children's Hospital (2)  
UW Health (3)

## 2012 Silver Winners

Brigham and Women's Hospital  
Inova Health System  
Medical University of South Carolina  
Methodist Health System - North Texas  
Nationwide Children's Hospital  
Nebraska Methodist Health System (2)  
Providence Health & Services  
Providence Hospitals  
Sharp HealthCare  
University of Mississippi Medical Center

## 2012 Bronze Winners

Borgess Health  
Detroit Medical Center  
InterMed  
Holy Redeemer Health System  
Methodist Health System - North Texas  
Nebraska Methodist Health System (2)  
Penn State Milton S. Hershey Medical Center  
Riverside Medical Center  
The Nebraska Medical Center  
University of Arkansas for Medical Sciences

# Innovator's Award

## **GOLD: Johns Hopkins Medicine**

<http://www.hopkinsmedicine.org/jhh>

<http://tinyurl.com/8vatpgz>

With the opening of a new 1.6 million square-foot medical complex in 2012, the Johns Hopkins Medicine Internet Strategy Team saw an unprecedented opportunity to overhaul the Johns Hopkins Hospital section of the Health System's Web site. In addition to gathering information about amenities, planning visits, clinical services, billing and records information, they considered mobile wayfinding solutions for visitors and staff to navigate the hospital.

A survey of floor mapping technologies and available third party applications revealed that indoor floor mapping and wayfinding technologies were still in their infancy. The team decided on an innovative approach to build a Web-based application. To ensure wider device support and to promote wider adoption, they focused on building a Web-based site rather than a native application. To support seamless user interaction on a mobile device, the new floor maps were built on Scalable Vector Graphics (SVG). The final product supports approximately 75% of smartphone and tablet devices, including Android Version 3 and 4 devices, iPhone and iPad. Older mobile devices are supported with a non-interactive version of the maps. The maps include 150 waypoints and enable sorting by floor and category. Visitors will expect some of these — the locations for visiting loved ones, where to meet their doctors and access care. Additionally, they'll find plenty of surprises, from the many relaxing gardens to the locations of coffee stands, dining, retail and the CCTV studios. There's even a tour of the major pieces of art on display.

In the first three months of deployment (May–July 2012) the Floor Maps application has served more than 26,000 page views and approximately 6,000 mobile page views. During that time, more than 3,000 specific locations have been requested in the application. Additionally, the new Hospital section of [hopkinsmedicine.org](http://hopkinsmedicine.org) receives 180% more page views monthly than the sub-site it replaced. Search referrals to the site have increased 88% since its launch. Pages per visit have increased 68% and the bounce rate decreased 30%.

## **SILVER: Nebraska Methodist Health System**

<http://parentsavvy.com/about/parentsavvy-promotion/>

<http://parentsavvy.com/email/?issue=30>

## **BRONZE: Riverside Medical Center**

<http://healthcurrents.riversidehealthcare.org/index.php>

<http://healthcurrents.riversidehealthcare.org/email/index.php>

<http://healthcurrents.riversidehealthcare.org/mobile/index.php>

### Example of Pinch & Zoom - Floor Maps Application

The following is an example of the crisp, clean display of fully scalable SVG images.



# Best Redesigned Web Site

## **GOLD: St. Joseph Health**

<http://stjosepheureka.org>

<http://sjo.org>

<http://www.sjo.org/Our-Services/Bariatric-Surgery-Program.aspx>

St. Joseph Health embarked on an ambitious goal to redesign all 12 hospital Web sites, previously hosted on nine different content management systems (CMS) with completely different interfaces, color schemes and varying levels of functionality. One site didn't even have a search! The Web sites were redesigned and launched with a consistent look and feel and using one enterprise CMS.

- **Updated interface/navigation** - All Web sites include a sliding carousel that shows different layers and speeds in which the slide 'comes together.' It's not essential to the Web site's functionality, but it provides 'eye candy,' which draws viewers in for more information on highlighted topics. From left to right, the main navigation bar was redone offering quick links and followed by audience-centered navigation. When a category is rolled over, the menu expands providing clear paths to what that 'audience' is most likely seeking. This strategy was used to simplify the front page, while offering the most important content from a single click.
- **Improved search** - St. Joseph strived to incorporate Google's search simplicity that automated search on each Web site. While typing in a search, a dynamic search is run against site content and results show up before a user is done typing. Trouble spelling cardiology? Type heart instead. The search also displays video, physicians and classes related to that term — all from the home page.
- **Physician profiles** - Completely redesigned, each affiliated physician has a complete profile including intro videos, philosophy, Google map directions and the ability for patients to recommend them via social media channels. More functionality is being added to the profiles – such as the ability to write user reviews directly on Yelp, Healthgrades and more.
- **Mobile sites** - Each Web site has an 'optimized for mobile' counterpart. St. Joseph received national recognition for the design of its mobile sites and is thrilled with their mobile platform growth.



Before



After

All the above was completed with a project plan of about one hundred days!

**SILVER: Inova Health System** - <http://www.inova.org>

**BRONZE: InterMed** - <http://www.intermed.com/>

# Best Redesigned Web Site — Academic Medical Center

## **GOLD:** UW Health

<http://www.uwhealthkids.org>

As part of an ongoing strategy to build the American Family Children's Hospital (AFCH) brand for both primary and specialty care, UW Health launched a new stand-alone Web site in February 2012. Previously, information about AFCH's and UW's pediatric services was housed within the larger [www.uwhealth.org](http://www.uwhealth.org) site, the majority of which represents adult services. In addition to helping foster a greater brand presence for AFCH, the new site was also built to create a better online experience for parents of children seeking services, including Kids Health licensed health content written specifically for parents, kids and teens. Visual goals for the redesign included conveying the kid-friendly atmosphere of the AFCH physical space, which is strong on Wisconsin themes and has whimsical architectural elements that create more of a children's museum feel than a sterile hospital space.

The site background is very much in sync with the general rural topography of Wisconsin, but also includes the state capitol skyline of the city of Madison in the distance. Rolling green hills and fields are set against a pale blue sky. An animated cow and chicken (wearing Santa hats in the winter months!) are on one side; a plane with a rotating propeller is on the other. A two-lane road leads up to the children's hospital at the top of the hill. In keeping with the whimsical design of the physical space, which includes a movie marquee in the children's hospital lobby, a marquee-lit arrow draws attention to donation information on the homepage.

American Family Children's Hospital is one of the flagship brands of UW Health. In 2007, a \$78 million, stand-alone children's hospital was opened (previously, the children's hospital was housed within UW Hospital and Clinics). It's important for UW Health to demonstrate the value of that community investment through its marketing and Web site. The launch of the new site was also timed to coincide with the launch of the "Sick Kids Can't Wait" capital campaign.

## **SILVER:** Medical University of South Carolina

<http://muschealth.com>

<http://www.musc.edu>

<http://academicdepartments.musc.edu/musc/academics/>

## **BRONZE:** University of Arkansas for Medical Sciences

<http://uamshealth.com>



Before



After

# Best Overall Social Media Strategy

## **GOLD: UW Health**

<http://www.uwhealthkids.org/radiothon>

<http://www.uwhealthkids.org/storify>

[www.facebook.com/uwhealthkids](http://www.facebook.com/uwhealthkids)

The Tracy & Mike Champions for Kids Radiothon is an annual, three-day event in which Madison, Wisconsin DJs from Clear Channel's Star Country radio station broadcast live from the lobby of American Family Children's Hospital (AFCH) and interview families, young patients and children's hospital staff about their amazing stories. Throughout the three days, celebrity guests stop by to visit with the DJs and promote the hospital. Cindy Crawford and her family conducted a phone interview.

This is AFCH's largest annual fundraiser, and the third straight year live updates were provided throughout all three days via Facebook, Twitter and [www.uwhealthkids.org/radiothon](http://www.uwhealthkids.org/radiothon). AFCH posted photos, videos and audio clips of the interviews and offered a glimpse of what goes on between interviews, both somber and celebratory. While one of the goals of Radiothon is to raise funds for the hospital, the primary goal is to give our followers a behind-the-scenes look at the event, educate them about the services and quality of care provided at the hospital via patient stories, and engage them with the institution.

Web coverage included the use of the Storify social media platform to gather the most compelling Facebook postings, tweets and photos from each day. Because donations are managed entirely by the radio station, there is no direct way to measure the financial impact of the social media efforts. However, this year's Radiothon raised \$528,507 for AFCH, up from \$506,238 in 2011. During the Radiothon time frame, Facebook postings received 565 "likes" and 102 post shares, increasing the viral reach. Other AFCH Facebook interactions included 556 link clicks and 219,259 total impressions, as well as 88 new "likes." Comments included: "THANK YOU! Our family, all 5 of us, were champions last year. We donate every year with gratitude for AFCH and ALL the staff. Our Riley is a two year cancer survivor and will celebrate his 9th birthday on Saturday! We are SO blessed to have this facility and these experts right in our 'backyard.'"

## **SILVER: Nationwide Children's Hospital**

<http://littlethings.nationwidechildrens.org/>

## **BRONZE: Nebraska Methodist Health System**

<http://Facebook.com/bestcare>

<http://YouTube.com/user/methodisths>

<http://Facebook.com/methodistforwomen>



# Best Execution of Social Media Tactics

## **GOLD: Children's National Medical Center**

<http://facebook.com/childrensnational>

<http://twitter.com/childrenshealth>

<http://gplus.to/childrensnational>

With a new CEO and a focus on innovative and creative “connections,” one of Children's National Medical Center's 2011-12 goals was to expand its social audience. Strategies included customer-focused content; online mission-based campaigns; strategic partnerships; integration of social media into web, print, and email communications; and adoption of Google+. As a result, Children's National has grown its cumulative audience on Facebook, Twitter, and G+ from less than 20K in 2010 to more than 140K, an increase of more than 700%.

Since January 2011 Children's National Medical Center has increased its Facebook following by more than 100%, Twitter by more than 200%, and more than 100,000 on Google+. The success on Google+ is noteworthy, because few, if any, other hospitals have reached 1,000 and Google+ plays a major role in improving search results.

By engaging employees and Facebook and Twitter followers, it quickly became the most popular hospital on Google+. Children's National was listed as a recommended Google+ page, which resulted in exponential growth that has now surpassed 100,000 and a high level of engagement. Social media has allowed the Medical Center to reach a wider audience and interact with individuals and organizations more meaningfully. This has helped strengthen relationships with parents, corporate supporters, community organizations, and others. Online fundraising increased three times more over the past five years. With patient families social media has helped the organization resolve problems, improve service, and expand access. It has also implemented a rapid-response service program to quickly respond to questions or concerns raised through social media channels.

Results include the organization being the second most popular Twitter account among children's hospitals and the fifth most popular Twitter account among all hospitals. Tweet Grader rates @childrenshealth 100 of 100, and Children's National is the most popular hospital on Google+, with 100,000 followers among leading hospitals on Facebook.

## **SILVER: Providence Health & Services**

<https://www.facebook.com/ProvidenceMedicalGroup>

[https://www.facebook.com/ProvidenceMedicalGroup/  
app\\_388547447860624](https://www.facebook.com/ProvidenceMedicalGroup/app_388547447860624)

[https://www.facebook.com/ProvidenceMedicalGroup/  
app\\_255830301189562](https://www.facebook.com/ProvidenceMedicalGroup/app_255830301189562)

## **BRONZE: Holy Redeemer Health System - <http://www.careconfidently.com>**

<http://www.holyredeemer.com/hospice>



# Best Method of Driving Traffic to the Web Site

## **GOLD:** Nebraska Methodist Health System

<http://mpcortho.com>

<http://www.mhsdoctors.com/physician-profile/?id=18740>

<https://request.methodisthealthconnections.com:450/scheduleappointment/index.cfm?physician=18740&location=42&type=>

Orthopedics is an area of special expertise at Nebraska Methodist Health System. Methodist Physicians Clinic Orthopedics houses eight orthopedic surgeons, seven physicians' assistants and a multi-location physical therapy practice. With intense local competition, the focus has been on improved search results for Nebraska Methodist Health System physicians and its clinic Web site. An SEO engagement process was developed by working with a partner, Corporate 3 Design. Central to the process is identification of specific clinic goals, and education of and interviews with key management in the clinic.

Results after six months:

- Site visits increased 67%
- Page views increased 134%
- All doctors are listed in top three search results by Google.com
- All eight orthopedic surgeons and physicians ranked on the top search page.
- MPC Ortho has been given as a search result more than 8,000 times (an increase of 47%)
- Page authority is up 77%.
- Alexa International Site Ranking of 2,008,432. The site was unranked prior to the campaign.
- The site ranks higher than all other local competitors. (Alexa ranks the top 300,000,000)



## **SILVER:** University of Mississippi Medical Center

<http://www.umhc.com>

## **BRONZE:** Borgess Health

<http://www.thatsthewere.com>



# Best Use of Multimedia

## **GOLD: St. Louis Children's Hospital**

<http://www.youtube.com/watch?v=X3hEsIrKvBQ>

<http://itunes.apple.com/us/album/the-space-between-single/id497911739>

<http://www.stlouischildrens.org/our-services/heart-center/hearts-in-harmony>

The goal was to create awareness by promoting the mission and message of the St. Louis Children's and Washington University Heart Center to a general consumer audience and families with kids who don't have heart disease, are not sick and otherwise would have no reason to interact with St. Louis Children's Hospital Heart Center. To do this, an actual patient's heartbeat and personal story was incorporated into a song because music is a language that is widely understood and appreciated.

Releasing the song and its music video in February for heart month, St. Louis Children's Hospital used them to promote the Heart Center by creating and distributing a music video for the song via YouTube, Facebook, the Hospital's Web site and other social media sites. The organization also produced "Behind the Music" videos and a patient profile about Katelyn that was distributed on the Web site and via social media. News coverage was secured on the local NBC, FOX and independent TV affiliates. Word traveled to the BBC, where a British DJ added the song to his daily rotation. Additional promotion of the song included a kid-friendly heart fair called "Hearts in Harmony" where Erin Bode performed the song live.

The music video has received 22,010 online views (5,000 in the first 48 hours of the video being released). The "Behind the Music" videos have been viewed more than 5,000 times. The song has been downloaded 1,331 times from iTunes, and a portion of the proceeds have been donated to the St. Louis Children's Hospital Foundation. News coverage reached more than 500,000 local audience members. In February, the Web site page dedicated to the song was the fourth-most viewed page on the site. It has also helped create a sustained increase of more than 700% in monthly Web traffic to the Heart Center.

## **SILVER: Brigham and Women's Hospital**

<http://mdvideocenter.brighamandwomens.org/>

## **BRONZE: Nebraska Methodist Health System**

<http://www.mhsdoctors.com/index.cfm?limiter=pediatrics&event=%2Fhealth-topics>

<http://192dodge.com/details/>

<http://tmoc.mhsblogs.com/blogs/2012/06/20/moving-video-captures-special-moment/>



# Best Use of Mobile Strategy

## **GOLD:** Nationwide Children's Hospital

<http://www.nationwidechildrens.org>

<http://www.nationwidechildrens.org/mobile-app>

Nationwide Children's Hospital has undergone a transformation in the past decade to become a nationally-recognized institution. As a pediatric leader, it is imperative to keep up with trends and the expectations of Nationwide Children's patients, families and community. The mobile arena is where consumers are actively engaged and where Nationwide Children's needed to become a player. Engaging with mobile consumers was a high priority in 2012. Options were explored for a mobile site and it was found that using HTML5 would make Nationwide Children's existing Web site mobile friendly. This technology was the best option in order to meet the goal of making [www.NationwideChildrens.org](http://www.NationwideChildrens.org) as mobile friendly as possible.

Nationwide Children's mobile solution delivers the full Web site in the palm of your hand. When users access the Web site from a mobile device, the screen size is recognized and the Web site reconfigures accordingly. The implementation of this enhancement was extremely smooth and required no duplicate work to make each page mobile friendly. Since launching the mobile version of the Web site, 100,000 page views were averaged per month from mobile devices. This statistic confirms Nationwide Children's reason for diving into the mobile world with purpose. Nationwide Children's released a second mobile app, myChildren's in May 2012. MyChildren's, available for iPhones and Androids, provides access to the main hospital campus and offsite locations, wayfinding, physician and service information and more. This app provides simple navigation throughout the main hospital campus as well as door-to-door directions to over 50 locations. This app is a personal guide to Nationwide Children's and is a great resource for patients, families and visitors. It supports the overall hospital goals and initiatives with location and medical expert information as well as education about departments and services.

Since releasing the new mobile app, Nationwide Children's Hospital has had over 1,000 downloads and received customer feedback from the app survey that will help with ongoing development.

**SILVER:** Sharp HealthCare - <http://www.sharp.com/mySharp/app.cfm>

**BRONZE:** Detroit Medical Center - <http://www.dmc.org>  
<http://www.dmc.org/apps>



Mobile Site



Home Page

# Best Coordination of Marketing and Patient Education

## **GOLD:** St. Louis Children's Hospital

<http://www.stlouischildrens.org/our-services/radiology-joe-buck-imaging-center/safe-imaging>

To reduce radiation exposure in kids, St. Louis Children's Hospital makes ultrasound and MRI more available, follows guidelines to limit the number of CT scans and has created a marketing campaign to educate parents and pediatricians about safe imaging.

The consumer education campaign includes billboard and online banner ads that say, "The safest imaging for kids and their buddies" featuring Mr. Potato Head and other childhood characters where viewers can click an on/off switch and give Mr. Potato Head an x-ray. A link then takes consumers to educational content specific to safe imaging on the St. Louis Children's Web site.

A direct mail to consumers and pediatricians simulating an x-ray film and featuring Mr. Potato Head was designed to deliver the safe imaging message and included a QR code driving consumers to more information on the hospital's Web site. To continue to inform parents about this important message in a creative way, the organization developed an interactive micro-site where parents and kids could build their own Mr. Potato Head while learning more about radiation, safe imaging for kids, and the various types of imaging tests available.

Since the campaign began, the hospital has received a 17% increase in referrals to the Joe Buck Imaging Center and many positive comments about the Mr. Potato Head campaign on the hospital's Facebook page, achieving the awareness hoped for. Each child visiting the Center receives a Mr. Potato Head toy which provides another opportunity to talk with parents about safe imaging. Additionally, through St. Louis Children's partnership with Hasbro, Mr. Potato Head, himself, will be visiting the children at the hospital, providing another media opportunity to deliver the safe imaging message.

## **SILVER:** Providence Hospitals

[http://blog.providencehospitals.com/download-your-guide-to-healthy-eating-](http://blog.providencehospitals.com/download-your-guide-to-healthy-eating)  
<http://www.providencehospitals.com/recipebox>  
<http://www.facebook.com/ProvidenceHospitals>

## **BRONZE:** The Nebraska Medical Center

<http://www.nebraskamed.com/yoursurgery>



# Best Use of Health Content to Drive ROI

## **GOLD:** Children's National Medical Center

<http://www.childrensnational.org/>  
[http://www.childrensnational.org/files/Office\\_Documents/DATA.pdf](http://www.childrensnational.org/files/Office_Documents/DATA.pdf)  
<http://www.childrensnational.org/DepartmentsandPrograms/default.aspx>

In order to increase traffic from search engines, Children's National PR and Marketing team implemented a SEO strategy. The team focused on three areas: making technical enhancements to the structure of the pages; updating content to be more SEO and user-friendly; and optimizing internal and external links. The launch of a Google+ page was included in the strategy, since Google+ has a strong impact on search results. The page was launched the first day brand pages were allowed, and the page currently has more than 100,000 followers, while few if any hospitals have as many as 1,000.

**Technical updates:** The organization's PR and Marketing team worked with the internal development team to develop and implement a plan to make the page structure more search-friendly. An update to the content was created to the management system so that it was possible to create unique titles and Meta tags. More than 250 department and program sections were updated with new, fresh content. Extensive keyword research was done for key areas and relevant, high traffic keywords were incorporated into the content, titles, and Meta data. Video and images were also inserted and optimized for search. Children's National also integrated Krames StayWell conditions and treatments content into each Department and Program page.

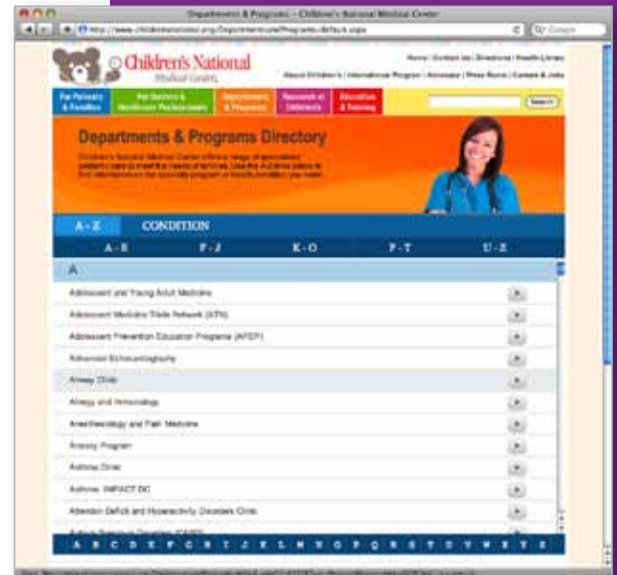
**Link building:** to help get more pages indexed for targeted keywords, Children's National cross linked more than 250 pages from departments and programs, and conditions and treatments sections to the new Krames StayWell portal, added internal links to relevant content on the media center and other sections, and external links to authoritative sites where applicable. Each link was optimized with the related, high traffic keywords. The combination of updating titles, Meta tags, and content with high traffic keywords and the internal link building helped bring a 34% increase in visits from Google and a 24% increase from Bing. The organization observed an initial spike in traffic in December.

## **SILVER:** Nebraska Methodist Health System

<http://parentsavvy.com/ask/pediatrician/infants-and-toddlers/is-it-allergies-or-the-flu/>  
<http://parentsavvy.com/mothers-little-helpers/symptom-checker/>  
<http://parentsavvy.com/about/parentsavvy-promotion/>

## **BRONZE:** Methodist Health System – North Texas

<http://www.methodisthealthsystem.org>  
<http://methodisthealthsystem.staywellsolutionsonline.com/>



# Best Use of Multi-Channel Marketing

## **GOLD: UW Health**

<http://www.uwhealthkids.org/sick-kids-cant-wait/sick-kids-cant-wait-best-use-of-multi-channel-marketing-greystone/38619>

UW Health's American Family Children's Hospital in Madison, Wisconsin, is expanding to meet growing demand for highly specialized pediatric care. The "Sick Kids Can't Wait" campaign was launched in February 2012 to raise the funds needed to provide 26 more pediatric critical care beds, new operating room equipment and pediatric treatment spaces for children requiring advanced heart and radiological procedures.

The multi-channel campaign included print and television advertising with commercials featuring supermodel Cindy Crawford and University of Wisconsin coaches; an online Sick Kids Can't Wait component on the new [uwhealthkids.org](http://www.uwhealthkids.org) Web site; several print pieces about donor support, including inspiring patient stories and information outlining the organization's rapid growth and increasing demand for its services; e-newsletter, parenting blog and social media elements; and external earned media placements in *Sports Illustrated*, *Packers.com* and various local media outlets. Since American Family Children's Hospital (AFCH) opened its doors in 2007, about 600,000 patient visits have taken place in our new hospital and pediatric clinics. Built without state taxpayer dollars and operating without any state subsidy, AFCH has admitted thousands of kids from every corner of Wisconsin and almost every state. To date, the hospital has never turned a child away, but future projections show that the current 61-bed capacity cannot accommodate every child and family that will need help. Through this campaign, AFCH hopes to complete the vision for the hospital. AFCH's message seems to be resonating with members of the community, as this Facebook message attests: "Thanks to AFCH, my daughter is getting healthier everyday as she fights ALL (leukemia). Keep that money coming and hug your kids and grandkids today!" Every little bit counts, and small donations from grateful families are racking up alongside larger philanthropic and corporate donations. As one dad shared on Facebook: "Just donated \$20.00 in honor of my son Elliot, who has epilepsy and sees the wonderful peds neurology team at AFCH."

## **SILVER: Methodist Health System – North Texas**

<http://www.methodisthealthsystem.org/>

## **BRONZE: Penn State Milton S. Hershey Medical Center**

<http://www.youtube.com/watch?v=1DJSfjFUfRM>

<http://pennstatemedicine.org/2012/06/05/us-news-ranks-penn-state-hershey-childrens-hospital/>

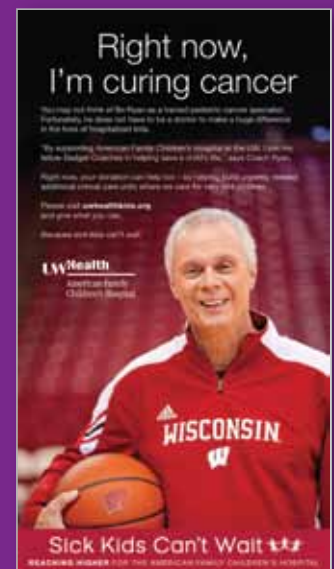
<http://www.pennstatehershey.org/web/childrens/home>



Web Promotion



Television Advertising



Print Advertising

# Best Overall Web Site 2012

## **GOLD: UW Health**

<http://www.uwhealthkids.org>

<http://www.uwhealthkids.org/radiothon>

<http://www.uwhealthkids.org/storify>

<http://www.uwhealthkids.org/sick-kids-cant-wait/sick-kids-cant-wait-best-use-of-multi-channel-marketing-greystone/38619>

UW Health is recognized as the 2012 Greystone.Net/Krames StayWell Best-in-Class Gold award winner for Best Overall Web Site.

UW Health excels at the use of a wide variety of tools and techniques that engages audiences, builds relationships and garners organizational support. The team at UW Health blends the use of multiple Web sites, social media and traditional marketing techniques to create an effective multi-channel marketing presence, which is so important to success these days. UW Health is an excellent example of an evolving, integrated and effective Web strategy, embodied in their many Web activities and properties.

This year, UW Health was also awarded three other Gold awards:

- **Best Overall Social Media Strategy**
- **Best Redesigned Web Site – AMC**
- **Best Use of Multi-Channel Marketing**

Throughout the years and continuing in 2012, UW Health has proven to be a leader in the development and execution of hospital-based Web strategy and best in class Web sites. UW Health represents “Best in Class” work in Web strategic thinking and execution, use of social media and emerging technologies and multi-channel marketing. Each year, UW Health continues to be on the leading edge of Web innovation in healthcare. We’re eager to see what 2013 brings from UW Health and its eHealth team.

UW Health, University of Wisconsin Hospital, Madison | UW Health, University of Wisconsin Hospital, Madison

http://www.uwhealth.org

UW Health School of Medicine and Public Health

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UW Hospital and Clinics is once again named one of: **WORKING MOTHER'S 100 BEST WORKPLACES**

Unity MyChart Login

ONLINE SERVICES

Get My	Flu Shots and GDTs
Call Pages	e-Referrals
Calendar	Make a Gift
e-Cards	Prescription Refill

FIND A DOCTOR QUICK SEARCH

Enter Search Term

http://www.uwhealthkids.org

American Family Children's Hospital, UW Health, University of Wisconsin, Madison

OUR SERVICES • KIDS HEALTH FIND A DOCTOR • GET INVOLVED

Home | Locations & Maps | Patient & Family Guide Online Services | Referring Physicians | Salary Center

UW Health American Family Children's Hospital

**"RIGHT NOW, I'M CURING CANCER. YOU CAN, TOO."**

Join Badger basketball coach Bo Ryan and help sick kids at American Family Children's Hospital

**DONATE TODAY**

**SICK KIDS CAN'T WAIT**

With our beds often full or close to capacity, your gift to the Sick Kids Can't Wait fund can make a real difference for kids who need critical care. Please give what you can.

**DONATE TODAY**

**Comprehensive Children's Health Services**

American Family Children's Hospital is a comprehensive pediatric medical and surgical center featuring nationally recognized pediatric specialists in a wide range of fields, including faculty from the University of Wisconsin School of Medicine and Public Health and UW Health. Named for a generous gift from American Family Insurance and located in Madison, Wisconsin, the state-of-the-art facility wins widespread praise for its expert care and a warm, soothing atmosphere that enhances a child's ability to heal. [Learn more about American Family Children's Hospital](#)

**GROWING UP HEALTHY BLOG** [View Blog](#)

**Feb 20** **Because Sick Kids Can't Wait**  
One of the most rewarding parts of my job as President and CEO of UW Hospital and Clinics is my interaction with patients and their families. Recently I visited with several kids at American Family Children's Hospital, and it was truly a life-changing... [Read more](#)

**Feb 15** **February Recipes from the Pediatric Fitness Clinic**  
In the winter, we tend to eat fewer fruits and vegetables. Try these recipes that feature available fresh fruits and vegetables and frozen varieties. Easy Green Fruit Salad Any seasonal fruit of any color can be added to this simple recipe. Makes 4 servings... [Read more](#)

Search Site... **SEARCH**

**NEWS & EVENTS**

2/22/2012 **Medical Experts Support Youth Concussion Law**  
Madison, Wisconsin - Recently at the Wisconsin state capitol, UW Health sports medicine physician Dr. David Bernhardt urged L... [Read more](#)

2/20/2012 **American Family Children's Hospital to Expand**  
Madison, Wisconsin - American Family Children's Hospital is expanding to meet the demand for highly specialized pediatric... [Read more](#)

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**Greystone.Net** offers Web and Internet-related education, strategy and solutions to healthcare organizations nationwide. Steeped in both healthcare experience and Web knowledge, Greystone.Net works with hospitals and health systems to evaluate their Web sites and strategies, and plan their next generation Web sites. After more than 16 years in business, we have helped hundreds of hospitals and healthcare systems plan and implement effective Web sites, portals and intranets. Our services include:

**Innovative Strategy:**

- Web site and intranet assessments
- Strategic planning for public-facing Web sites, intranets and audience-based portals (patients, physicians, boards, etc.)
- Social media planning
- Mobile planning
- Call center assessments and strategy development
- Unified digital marketing services including Web site design, SEO, SEM, content writing, email marketing, online advertising, etc.

**Integrated Solutions:**

- Technology Selection for content management systems, portals, health content, etc.
- Web analytics support, including gMetrics.
- Mobile-based wayfinding solutions.
- Mobile technologies.
- Collaboration tools for a wide variety of audiences (employees, board, physicians, etc.)

**Insightful Education:**

- Annual Healthcare Internet Conference
- Annual Client Conference
- Webmaster Workshop Series
- Best-in-Class Awards Program

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**Krames StayWell** is the largest provider of consumer health information, patient education, and population health management communications in the country. Combining extensive technology and content assets with vast consumer insights and a strategic approach, we are uniquely qualified to engage consumers across the entire spectrum of their healthcare experience. Our best-in-class health communication solutions integrate print, interactive, and mobile formats at multiple touch points to attract and retain consumers, improve health outcomes, and lower costs. We call this approach “Engage 360,” as it is designed to engage patients whether they are deciding where to seek care, understanding a diagnosis, deciding among treatment options, preparing for a procedure, undergoing rehab, or managing care back at home. Krames StayWell delivers measurable results for hospitals and healthcare professionals, as well as health plan, employer, retail pharmacy, government, and association clients, with world-class design, a commitment to health literacy principles, and a focus on custom development.

Krames StayWell is the leader in providing the most advanced digital health information solutions, including content that meets the highest standards for quality and clinical credibility. Developed by clinicians whose expertise falls in the content area under development, our health communications solutions are evidence-based, URAC accredited, easy to understand, and focused on behavior change. Moreover, we always allow our clients to customize and edit the content to align with their brand and care protocols and standards.

Our leading digital health information solutions include:

- Comprehensive digital health library
- E-newsletters
- Multimedia tools – podcasts, animations, videos, health risk assessments
- Symptom Advisor and iPhone App
- Text message programs
- Mobile solutions

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