


2013 Best-In-Class Awards

Sponsored by **Greystone.Net** and **Krames StayWell**

November 3, 2013

**Outstanding
Web Site
Achievements**





2013 Best-in-Class Awards

Greystone.Net and **Krames StayWell** are proud to announce the 2013 Best-in-Class Web Site Award finalists and winners. More than 850 votes were cast for the nominees in each of these categories:

- Best Redesigned Web Site
- Best Overall Social Media Strategy
- Best Execution of Social Media Tactics
- Best Use of SEO/SEM
- Best Use of Multimedia
- Best Use of Mobile Strategy
- Best Use of Health Content for Digital Marketing
- Best Use of Analytics to Track Performance

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.

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 2014.



Outstanding Web Site Achievements

2013 **Gold Winners**

All Children's Hospital
Baylor Health Care System
Hardin Memorial Health
Medical University of South Carolina
Nebraska Methodist Health System
Penn State Milton S. Hershey
Medical Center (2)
Sharp HealthCare

2013 **Silver Winners**

Children's National Medical Center
Hardin Memorial Health
Hoag Memorial Hospital
Presbyterian (3)
Johns Hopkins Medicine
St. Louis Children's Hospital (2)

2013 **Bronze Winners**

Children's Hospital of Illinois
INTEGRIS Health
Monroe Carell Jr. Children's Hospital
at Vanderbilt
Nebraska Methodist Health System
NewYork-Presbyterian Hospital
Sharp HealthCare
Springfield Clinic
The Aroostook Medical Center

Best Redesigned Web Site

GOLD: All Children's Hospital

<http://www.allkids.org>

The decision to redesign the Web site was made based on analytics and usability research of best practices. The redesign was coupled with a fresh, modern look to significantly improve its navigation, functionality and visual hierarchy.

Web site users frequently complained they were unable to find items on the site, so simplifying and improving the navigation was imperative. On the home page, an array of 25 top level navigation items (not counting banners or teasers) was streamlined to 13 items. Breadcrumb navigation and mega menus at the top of the page were used to help users understand and quickly navigate the structure of the site. Analytics were used to determine the most frequently selected items and improve the predictive path while reducing visual confusion. The top navigation menu follows the reader as he or she scrolls down to read a story or page, making it easier to move from one section of the site to another. Sub-pages also use breadcrumb navigation and feature a simpler, cleaner layout and more intuitive choices.

More than 40% of site visits are now made using mobile devices, so the new template is responsive to mobile or desktop devices, and shows appropriate navigations to users with smartphones — including a button to call the

main hospital line and another to get directions to the emergency center. All pages are set up to be shared via social media on more than 338 social media channels. The team's efforts to pare down the site also resulted in improved site performance that renders pages faster in the browser compared to many competitors.

The home page now emphasizes key calls to action and the four tenets of the hospital's mission. Featured medical programs were reduced on the home page to four. By giving greater emphasis to these key services, more traffic was directed to these pages. Traffic to these key service lines increased across the board, from as little as 19% to as much as 425%.

Instead of rotating banners or graphics, the home page features one static hero graphic that introduces a lead story on a program, service or health topic. This is changed out every three weeks. Previous rotating banners remained on the page for a much longer period. Improved aesthetics and functionality were key goals of the redesign at the time, laying the groundwork for implementation of a new content management system that will support future development and address deeper strategic alignment.

SILVER: Hoag Memorial Hospital Presbyterian

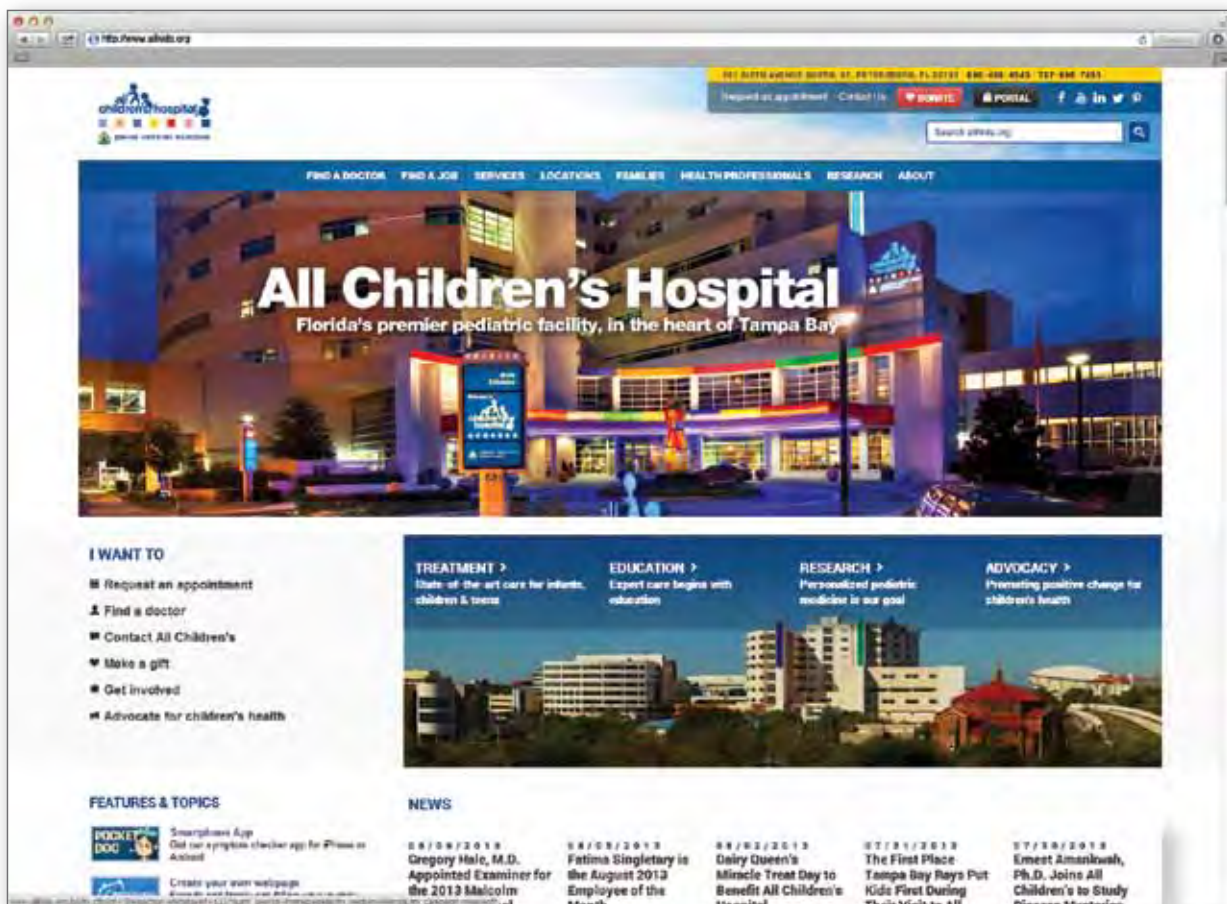
<http://www.hoag.org>

BRONZE: Children's Hospital of Illinois

<http://childrenshospitalofillinois.org>



Before



After

Best Overall Social Media Strategy

GOLD: Penn State Milton S. Hershey Medical Center

<http://facebook.com/pennsthershey>

<http://pennstatehershey.org/followus>

<http://youtube.com/pennstatehershey>

Social media is now a critical component of how Penn State Milton S. Hershey Medical Center (Penn State Hershey) interacts with and engages the surrounding communities. Strategies are being developed for using social media to support the Penn State Hershey brand and expanding the use of existing social media vehicles. The various platforms enable Penn State Hershey to drive conversations among people interested in patient care, research and education. The focus is to engage with the audience, not just push information out to them.

Penn State Hershey's Facebook sites have nearly 45,000 fans; tapping into the Penn State University Facebook community provides access to more than 315,000 fans. There is a rich mix of clinical information, human interest stories and entertaining posts to keep fans engaged and consistently in the top 2% of hospitals nationally for audience engagement, as measured by UbiCare. YouTube channel videos have been viewed nearly 600,000 times, with 222,000 views of Miracle Child stories. A recent visit by superhero window washers resulted in a video and blog article that was featured in

Yahoo News and on 75 TV stations. Twitter followers have increased by 175% by targeting audiences via thoughtful use of hashtags.

Penn State Hershey's Sound Health and Sound Research podcasts have been downloaded 20,000 times in the first year, largely due to their availability on the Penn State iTunesU account. The WordPress-based magazine PennStateMedicine.org has seen more than 200% growth in article views this past year. One article — a touching story about nursing staff coordinating a wedding for a cancer patient — was seen by more than 70,000 viewers and received coverage by a nationally syndicated radio program. Blogs focusing on educating referring physicians about the gastroenterology and orthopedics programs were recently introduced. A social media specialist works with the PR and marketing teams to coordinate content and leverage various platforms for effective audience awareness and monitors conversations to identify opportunities to help people with issues related to Penn State Hershey or healthcare in general.

SILVER: Johns Hopkins Medicine

<http://hopkinsmedicine.org/social>

http://www.hopkinsmedicine.org/international/about/leadership/steve_thompson_global_collaborative_health_care.html

BRONZE: Nebraska Methodist Health System

<http://facebook.com/bestcare>

<http://www.bestcare.org/mhsbase/mhs.cfm/SRC=DB/SRCN=/GnavID=77>

<http://parentsavvy.com/media/about-us>

Penn State Milton S. Hershey Medical Center

BEST CHILDREN'S HOSPITALS
U.S. NEWS
2013-14

Penn State Hershey Milton S. Hershey Medical Center

13,843 likes · 1,574 talking about this · 38,888 went here

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Penn State Milton S. Hershey Medical Center
2 hours ago · 10

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<http://goo.gl/NjDWp>

PAD
Peripheral Arterial Disease

Penn State Hershey Milton S. Hershey Medical Center

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Mar. 23 September 2013
Sound Research #7 - How research may help lead people toward better health choices

Dr. Chris Sciamanna, professor of medicine and public health sciences at Penn State College of Medicine, discusses his research into how to support people to make healthier choices and what doctors might be able to do differently to encourage those choices.

Click on the Podcast icon in the above download link to get the audio file. Right-click to download the file to your system.

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Category: research — posted at: 4:00 AM

Mar. 14 September 2013
Sound Health #8 - Screening is key in managing prostate cancer

Click on the Pod icon above or the direct download link below to hear the show. Right-click to save the file to your system.

At least 24,000 men are expected to die from prostate cancer this year in the United States. There are no symptoms for early-stage prostate cancer, which makes screening very important. In this podcast, Dr. Jay Raman, associate professor of Urology at Penn State Hershey Medical Center, talks about who should get tested and when. Learn more about prostate cancer from:

- Penn State Hershey's Health Information Library
- National Cancer Institute

Read more about Dr. Raman's study regarding the role of the digital rectal exam in prostate cancer screening.

Click on the Podcast icon in the above download link to get the audio file. Right-click to download the file to your system.

Direct Download: [sound-health-managing_prostate_cancer-09142013-.mp3](#)
Category: research — posted at: 4:00 AM

Penn State Hershey Children's Hospital

Superhero Window Walkers - Penn State Hershey

Pool safety tips for summertime - Penn State Hershey

Five specialists named to U.S. News Best Children's

Harrisburg Senators visit with patients - Penn State Hershey

Three Years in Two Minutes - Penn State Hershey

New Home For Hope - Penn State Hershey Children's

Best Execution of Social Media Tactics

GOLD: Sharp HealthCare

<http://www.sharp.com/news/sharps-social-media.cfm>

<http://www.sharp.com/news/meet-sharps-blogger-ambassadors.cfm>

Sharp's Digital Marketing team manages a presence on multiple social networking sites, including Facebook, Twitter, YouTube, Google+, Instagram, LinkedIn, Pinterest and Yelp, and consistently works to increase engagement and communication with patients, employees and perspective patients. Sharp's team has increased communication not only on these social media sites, but also on Sharp.com.

Sharp's team aims to make Sharp.com more social by encouraging users to visit its various social media sites via hyperlinked buttons on each page of Sharp.com and easy-to-use "share" buttons located throughout the site.

After extensive research and collaboration with other marketing teams across the Sharp system, the team implemented several social media strategies on several different platforms to further increase engagement — all with great success.

One program in particular that has been very successful is the Sharp Brand Ambassador program, an initiative

implemented in the fall of 2012. Sharp's social media team identified influencers, bloggers and healthcare partners in the San Diego market and formed a partnership to increase brand awareness of Sharp HealthCare across the community. Through this program the Sharp Ambassadors publish ongoing blog posts and social media entries about Sharp, tweet at Sharp events, and through private tours of Sharp's hospitals have been able to share unique offerings from Sharp to their vast audiences.

The Sharp Women's Health Conference Twitter hashtag received more than 900,000 impressions due to the Ambassadors' engagement and posts during the event. Through the blogger program and available social networking channels, the team has increased engagement with the community, increased its Web presence and used service recovery to turn unhappy patients into happy patients.

SILVER: St. Louis Children's Hospital

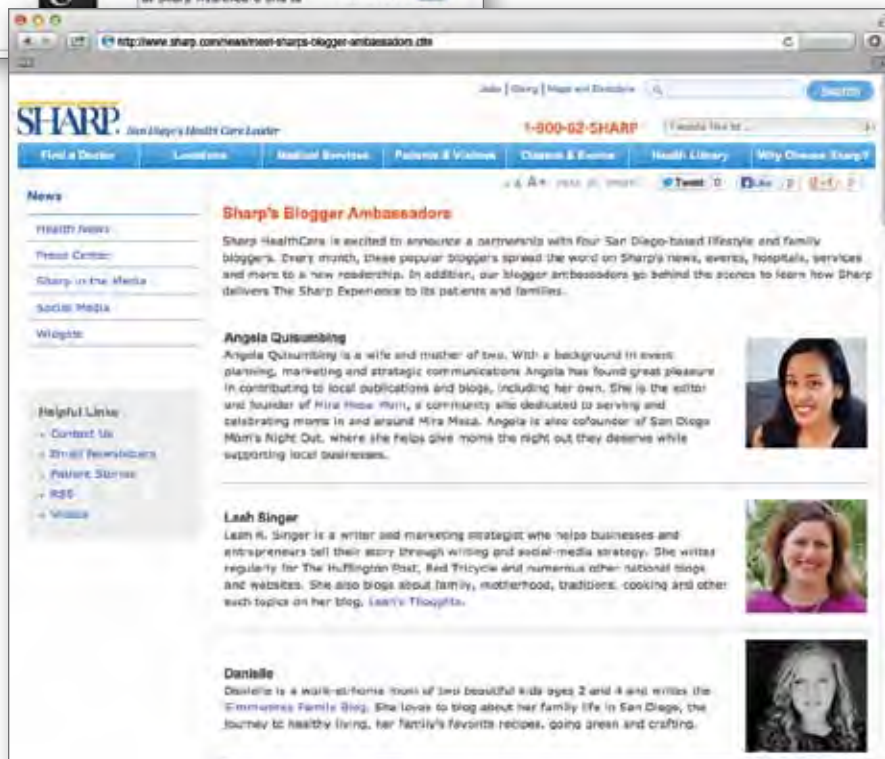
<http://childrensmid.org>

BRONZE: NewYork-Presbyterian Hospital

<http://makethatcall.org>

<https://twitter.com/katiecouric/status/308677174565691393>

<https://www.facebook.com/photo.php?fbid=548903078466599&set=a.312655912091318.71866.136660929690818&type=1>



Best Use of SEO/SEM

GOLD: Nebraska Methodist Health System

<http://methodistwomenscenter.com>

<http://mpcobgyn.com>

<http://methodistsexualwellness.com>

The Challenge: To increase organic search results for the seven clinics providing women's services in this highly competitive market.

- OB/GYN
- Midwifery
- Urogynecology
- Pelvic pain and sexual medicine
- Women's behavioral health
- Women's physical therapy
- Skin renewal and treatment methodology

Working with clinic management, the SEO team of Corporate 3 Design, and an in-house interactive marketing staff, an SEO/SEM project plan was created that entailed:

1. Using keyword research specific to each of the services to develop a list of the most preferred key long- and short-tail search terms;
2. Writing more than 80 specific new pages of content using the keyword research;
3. Adapting the URL structure and naming conventions of the site to feature the most valued keywords; and
4. Combining SEO metadata, H1 and photo tags, linking and content placement to give added weight to the most commonly searched terms.

SILVER: Hoag Memorial Hospital Presbyterian

<http://www.hoag.org>

BRONZE: The Aroostook Medical Center

<http://tamc.org>



Results also include:

- Identifying top organic rankings for given terms
- A 75% increase in views of physician profiles (10,500)
- Over 14,000 views of physician videos
- A 22% increase in page views of <http://methodistwomenscenter.com>

Best Use of Multimedia

GOLD: Penn State Milton S. Hershey Medical Center

<http://youtube.com/pennstatehershey>

<http://pennstatemedicine.org>

<http://pennstatehershey.libsyn.com>

Penn State Hershey has a strong multimedia presence across its Web and social media channels. YouTube.com/pennstatehershey has become a crucial platform with more than 530 videos and 600,000+ views. Self-produced and re-purposed videos are published and created for various communication needs. All videos are tagged to increase search engine visibility. Playlists are used to assemble and publish related video content by topic. They include Penn State Hershey's TV shows for health issues, Project Health news feature with a local TV station, and patient stories from Children's Miracle Network telethons.

The Miracle Child stories have 220,000+ views, thanks to shares from other Web sites of these amazing children and the care provided to them. Videos are shared via social media platforms and embedded in other self-produced news and feature content. Video production has been increased by enabling staff access to cameras and editing tools/training. One example of staff-created video was a visit by superhero window washers to the Children's Hospital. It was produced in less than 24 hours using a variety of low-cost recording and publishing technologies, including staff Smartphones, a QuadCopter with GoPro camera, and a basic DSLR camera.

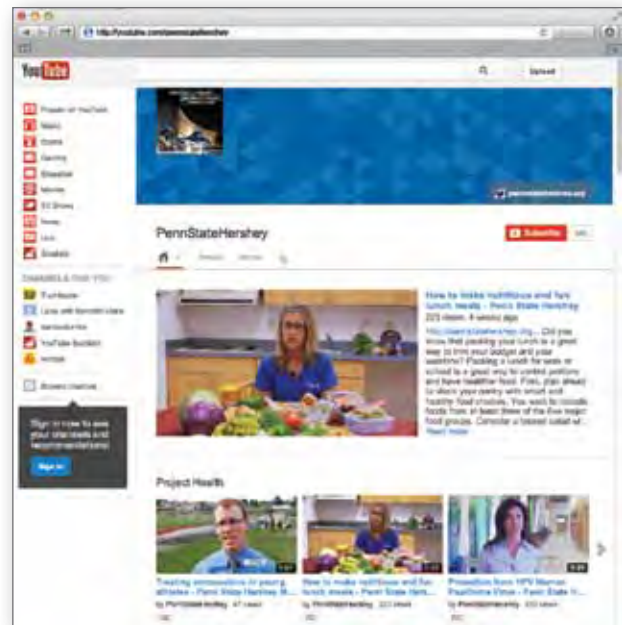
SILVER: St. Louis Children's Hospital

<http://www.childrensforhope.com>

BRONZE: INTEGRIS Health

<http://integriskok.com/video-multimedia>

<http://www.integrishhealth.tv>



Production utilized iMovie, a free soundtrack file, and a free iPhone app. Published the next day to YouTube, the Penn State Hershey blog, and Facebook and Twitter accounts, it had more than 5,000 views in two days.

Eight shows have been downloaded more than 20,000 times this year. Embedding podcasts in institutional blogs and promoting them via Facebook and Twitter generates broader visibility.

The Flickr account hosts high-quality images used by the media in their stories. Yahoo! also used provided images and sets are embedded to enhance the Penn State Hershey Web pages. For example, regularly updated sets for the Gift Shop and the online newsroom offer multimedia assets to local and national media. Penn State Hershey Medical Center is strategically moving toward becoming an independent news producer creating assets for use by the broadcast media if they are easily accessible. (pennstatehersheynewsroom.org)

Best Use of Mobile Strategy

GOLD: Hardin Memorial Health

<http://www.hmh.net>

After the 16th Annual Healthcare Internet Conference, the team was inspired to redesign the Hardin Memorial Health Web site by focusing on the trends seen at the conference. An agile development strategy for design and implementation of the Web site redesign project was chosen. Hardin Memorial Health has a small Marketing/Public Relations Department and no budget for a redesign. It was decided that the project would be kept in-house. The team composition was small and made of cross-functional roles: marketing, business development and developers. The agile approach allowed for a quick design/coding feedback circle to ensure the overall design and navigation of the site stayed true to the larger vision of the Web experience across all digital properties. Changes and adjustments were made as necessary throughout the project life cycle, which led to a short planning to execution time frame of six months for the redesign.

The new site was in test from April 20, 2013, to May 30, 2013, and went live on June 1, 2013. Mobile traffic increased by 102%, and tablet traffic increased by 2,384% from calendar year 2011 to 2012.

The data led to another redesign that was responsive, so the user's experience was seamless between operating

platforms and devices. With the responsive design, the most viewed pages of content were pushed to the front of the user's experience on mobile devices, but did not limit the experience to select content as most apps have done. Throughout development, particular attention was paid to the load time averages and pages viewed on various mobile devices. If a device fell outside of preset tolerances, then the display was evaluated to ensure that the responsive design was built correctly across all platforms.

Following the analytic data closely helped the team identify problem areas quickly and drove the quality assurance of the site. Since going live, mobile traffic has increased by 10.48% and tablet traffic has increased by 10.22%. Taking advantage of the increased use of mobile as well as the new responsive designed site, the team incorporated QR codes and vanity URLs into newsletters, direct mail pieces, printed ad campaigns and brochures. On July 26, 2013, a direct mail postcard was released promoting the primary care service line. The QR code was scanned 42 times in the first week of the mailing and the vanity URL was used to account for a 108% increase in traffic to the primary care service line landing page in the first two weeks after mailing.

SILVER: Hoag Memorial Hospital Presbyterian

<http://m.hoag.org/hoag/views/home.html>

BRONZE: Monroe Carell Jr. Children's Hospital at Vanderbilt

<http://www.childrenshospital.vanderbilt.org>



Best Use of Health Content in Digital Marketing

GOLD: Baylor Health Care System

<http://healthsource.baylorhealth.com>

<http://salud.baylorhealth.com>

<http://m.healthsource.baylorhealth.com>

Part of the Baylor Health Care System (BHCS) mission is to serve all people through education and community service using BaylorHealth.com as a hub for health education and communication. The HealthSource Library on BaylorHealth.com utilizes best-in-class licensed content, and original content, to provide comprehensive health education and interactive resources to consumers.

The library is available in English and Spanish on the BHCS consumer and mobile sites. The use of Spanish health content allows BHCS to expand its reach into the growing Hispanic market in Texas.

To build awareness and drive traffic to HealthSource, BHCS uses digital marketing tactics, including banner ads, mobile ads, and emails. These pieces highlight the library as a total resource for risk assessments, quizzes, healthy recipes, and more. BHCS also integrates HealthSource content into many existing marketing channels, including service line emails, BaylorHealth.com, direct mail, newsletters, TV spots, sponsorships, on-hold messaging, Baylor Health Magazine, and social media. BHCS also routinely incorporates HealthSource content



into posts on social media channels, connecting with new audiences.

To help convert library visitors to patients, BHCS has enhanced HealthSource with multiple new links, including help finding a physician or service. Article texts include links to key service lines embedded within the article text. Baylor has also added options to key risk assessments and quizzes for visitors to chat online, receive a call back, or sign up for a newsletter. Each of these methods gives the visitor a way to connect with Baylor's health resources.

As a result of efforts in 2013 to drive more traffic to the health and wellness content, total visits to HealthSource increased 190% to 102,199 in the first six months of 2013. The amount of consumers viewing the library on their mobile device or tablet saw a significant increase as well.

SILVER: Children's National Medical Center

<http://parenting.childrensnational.org>

BRONZE: Springfield Clinic

<http://www.springfieldclinic.com/AboutSpringfieldClinic/AboutUs/NewsEvents/IllinoisProductsFarmersMarket>

<https://www.springfieldclinic.com/AboutSpringfieldClinic/CorporateDepartments/MarketingCommunications/ConnectWithSpringfieldClinic>

<http://www.springfieldclinic.com/PatientCareServices/Specialties>

Best Use of Analytics to Track Performance

GOLD: Medical University of South Carolina
<http://www.muschealth.com>

The Medical University of South Carolina (MUSC) is pushing Google Analytics (GA) to the limit, moving far beyond the simple reports GA offers, to advanced segmentation that yields deeper insights. In partnership with Fathom, MUSC's digital marketing vendor, the MUSC staff has been able to measure to an exact degree the return-on-investment from offline campaigns, infographic campaigns, pay-per-click, and much more.

For example:

- The team distinguished all traffic between those who converted through the "Find a Doctor" goal and those who did not. The team determined that the conversion rate tripled based on the person's time on the site. The average non-converter only read 1.6 pages; the average converter read 6.2 pages.
- The team tracked the value of traffic down to the page level. At one point, MUSC's Prescription Drug page was one of the most important pages on the site, driving traffic and conversions. Then, over the course of several months, traffic to that page began declining. Fathom and MUSC were able to determine that this traffic was being diverted to new, similar pages on Drugs.com and WebMD.com; however, traffic to that particular MUSC page did not convert, so the drop in traffic meant very little to overall appointment numbers.

SILVER: Hardin Memorial Health
<http://www.hmh.net>

BRONZE: Sharp HealthCare
<http://www.sharp.com>
<http://www.sharp.com/seniors/index.cfm>



- In a similar manner, the team created a report that showed converting organic keywords vs. non-converting organic keywords. The team quickly discovered the site was bringing in significant academic traffic looking for information on specific tests and procedures, but this traffic was NOT converting to appointments. The keywords with the highest conversion rates were doctor names, meaning that MUSC had to make sure its doctor profiles were fully optimized and ranked highly organically. Also, by pulling out all the branded traffic, the team could see the exact conversion rates for each service line (dermatology = 41%, urology = 64%). This gave the team a strategic direction. The team created a table that measured the value of traffic from various geographic areas. Using this data, MUSC realized it should invest more in rural areas near primary care centers, which had far higher values across the board, rather than on metro areas, where there was a lot of competition.

Greystone.Net, a 17-year-old Atlanta-based company, has helped hundreds of hospitals and healthcare systems plan and implement effective Web sites, portals and intranets. Formed with a vision of combining classic and interactive marketing techniques to transform the way healthcare organizations interact, Greystone.Net offers Web and Internet-related education, strategy and solutions. We have assisted hundreds of healthcare organizations develop their digital footprint through a unique combination of marketing, Web and technical expertise paired with a strategic business focus. Greystone.Net's services include:

Education:

- Annual Healthcare Internet Conference (HCIC)
- Annual Client Conference
- HCIC Webinar Series, Backstage Pass
- HCIC Audio Presentations, HCIC Rewind
- Best-in-Class Case Studies
- Executive Briefings

Strategy:

- Internet, portal and intranet strategic planning
- Social media strategic planning
- Mobile Web site and app strategy and development
- Call center assessments and strategy development
- Digital marketing support including functional and graphic design services, search engine marketing and SEO services, content strategy and writing support, etc.

Solutions:

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

To learn more:

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Krames StayWell, the country's largest provider of consumer health information, patient education, and population health management communications, combines 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 "Engage 360" health communication solutions integrate print, interactive, and mobile formats at multiple touch points to attract and retain consumers, improve health outcomes, and lower costs.

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 provides the most advanced digital health information solutions, including content that meets the highest standards for quality and clinical credibility. Developed by clinicians with expertise 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
- Multimedia tools – podcasts, animations, videos, health risk assessments
- E-newsletters
- Symptom Advisor and iPhone App
- Text message programs
- Mobile solutions

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