2014 BEST-IN-CLASS AWARDS
Sponsored by Greystone.Net and StayWell
NOVEMBER 2, 2014
Greystone.Net and StayWell are proud to announce the 2014 Best-in-Class Web Award finalists and winners in each of these categories:

» Best Redesigned Web Site
» Best Overall Social Media Strategy
» Best Execution of Social Media Tactics
» Best Digital Marketing Strategy
» Best Use of Multimedia
» Best Use of Mobile Strategy
» Best Use of Health Content for Digital Marketing
» Best Use of Performance Analytics
» Best Use of the Web to Improve Patient Experience

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 by a panel of judges based on the award criteria, objectives, 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 2015.
2014 GOLD WINNERS

Brigham and Women’s Hospital
Children’s Hospital of Wisconsin
Johns Hopkins Medicine
NewYork-Presbyterian Hospital
Novant Health
Ochsner Health System
Sharp HealthCare
Vanderbilt University Medical Center
University of Utah Health Care

2014 SILVER WINNERS

Baylor Scott & White Health – North Texas
Children’s Hospital of Wisconsin
Children’s National Health System
Medical University of South Carolina (MUSC)
NewYork-Presbyterian Hospital
Novant Health
The Nebraska Medical Center
University of Arkansas for Medical Sciences (UAMS)
University of Utah Health Care

2014 BRONZE WINNERS

Children’s Hospital of Wisconsin
Duke Medicine
Emory Healthcare
Henry County Health Center
Nebraska Methodist Health System (2)
PinnacleHealth
Sharp HealthCare
Springfield Clinic
Novant Health completely rebranded its health system in 2013, culminating with a newly designed and architected Web site that launched on January 1, 2014. The original Web design was a decentralized structure with 14 separate Web properties that supported 14 local market brand strategies. The new brand vision called for one centralized approach that rolled up all 14 hospital properties under one overarching Novant Health brand, which allowed for a stronger presence.

The Web site is a balance between information and action. All pages “lead” the visitor to take a next step by promoting relevant calls-to-action, such as calling a phone number, looking for a class or making appointments. Novant used brand standard icons throughout the Web site, mobile app and print materials for brand recognition building. And, the “lead” technique encourages visitors to make choices and connect with the right people in the health system.

Novant enhanced technical capabilities to make it easier for patients to access care and manage their health. The MyChart login is a prominently embedded homepage element allowing visitors to log in directly from the homepage. Novant also used an Epic application so visitors can schedule appointments online. A physician schedule is displayed and the visitor can make appointments directly on the Web site, instead of requesting an appointment. In addition, Novant built a “Hold My Place” feature that works with wait times for emergency rooms and urgent care facilities. People can find an open time and secure an appointment right from the Novant Health Web site.

Novant also brings healthcare content to the visitor when it’s most relevant. Novant complemented the service line level content with StayWell’s health library information and used lightboxes and embedded modules to bring the content to the visitor so they don’t
lose context (or sight) of what they are looking for.

All of this is done using a responsive design that renders the site useful in any form factor and makes it easy for visitors to navigate. The entire Web experience is designed with the end-user in mind and a focus on connecting people who need help with the staff members who can help them.

Other key features included:

» An easy-to-use navigation system that leverages “escape” hatches

» Multimedia production elements – video, quizzes and interactive content

» Flexibility to support and grow new functionality

» Interactive event calendars that allow for registration and payment

» Social media callouts.

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Silver: Medical University of South Carolina
http://www.muschealth.org

Bronze: Duke Medicine
http://www.dukemedicine.org
http://www.dukemedicine.org/treatments/cancer
http://www.dukemedicine.org/find-doctors-physicians
BEST OVERALL SOCIAL MEDIA STRATEGY

Gold: Children’s Hospital of Wisconsin
https://twitter.com/childhealthwi
https://www.facebook.com/childrenshospitalwi
http://blog.chw.org

Children’s Hospital of Wisconsin (CHW) is active in several social media sites. In mid-2013, CHW defined goals, audiences, content, message tone and frequency for each social media channel, and set priorities.

The primary overall metric for activity is referrals to the CHW Web site. In the first six months, referrals to the site jumped 89%; the goal had been 30%.

The second metric is customer service. The CHW goal is to respond within one hour during normal business hours, and by first thing the next day if the issue is posted on evenings, weekends and holidays. CHW has yet to miss the target. In some instances, the issue has been resolved so quickly that the user from the original post immediately added that Children’s Hospital of Wisconsin solved the problem.

The key metric for the blog (http://blog.chw.org/) is traffic. In the first six months after putting the new strategy in place, traffic jumped 212%; the goal had been 25%.

The two key metrics for Facebook (https://www.facebook.com/childrenshospitalwi) are total fan base and engagement. One of the more successful efforts has been Children’s Hospital of Wisconsin Facebook chats, which have generated more questions than CHW has been able to handle, and generated jumps in total fans and engagement. The fan base has grown from just over 15,000 in March 2013 to nearly 47,000 in August 2014. Using a weighted measure of engagement, the CHW score was up 40% in the first six months; the goal was 25%.

The primary measure for Twitter (https://twitter.com/childhealthwi) is followers. By actively sharing relevant content from others, posting timely items of their own and by experimenting with Twitter chats, CHW is seeing strong growth. Followers have increased 29%; the goal had been 20%.
The primary measures for YouTube (http://www.youtube.com/user/
childrenshospitalwi) are videos
viewed and minutes watched. In the
six months after the strategy was
put into place, views were up 58%
and minutes viewed were up 29%.

CHW also leveraged social media
during a shooting incident at the
hospital in November 2013, posting
regular updates on Twitter and
Facebook. For a period of time that
day, Children’ Hospital of Wisconsin
was actually “trending” on Twitter,
and a number of employees who
weren’t on staff during the incident
first learned of the shooting from
Facebook.

Finally, CHW has actively leveraged
social media advertising and
demonstrated results that are
much better than other forms
of advertising. That has led to
more ad dollars being funneled
towards social media and away
from traditional and other online
advertising.

Silver: NewYork-Presbyterian Hospital
http://www.instagram.com/nyphospital
http://www.twitter.com/nyphospital
http://www.facebook.com/newyorkpresbyterian

Gold: PinnacleHealth
https://www.youtube.com/user/PinnacleHealthSystem
https://www.pinnaclehealth.org
https://www.facebook.com/PinnacleHealth. Proven
Since 1984, the Ochsner Multi-Organ Transplant Institute has performed more than 5,000 life-saving transplants, making it one of the nation’s leading transplant centers. In April 2014, Ochsner’s goal was to emphasize the importance of being a registered organ donor to its online community and connect followers to the Ochsner Multi-Organ Transplant Institute by highlighting patients’ journeys through the transplant process.

More than 122,000 are awaiting organ transplants in the United States and 1,800 people are waiting in Louisiana. (Source: Donate Life America). Ochsner partners with the Louisiana Organ Procurement Agency (LOPA) to help achieve their goal of 100,000 new Louisiana donor registrants each year. This year, Ochsner worked closely with their transplant team and LOPA to research and identify touching stories from patients, alarming statistics and health education to support patients.

To showcase and help support the life-transforming work of the Transplant Institute, Ochsner developed a social media content-focused campaign entitled “Transform Lives.” The goals were: 1) Increase social media followers, engagement and reach by 50% through a social media campaign featuring inspirational patient stories; 2) Increase the number of organ donor registrants by 20% through working with LOPA; and 3) Feature 10 transplant patient stories on the Ochsner Facebook page.

Ochsner has a Facebook page dedicated to the Ochsner Multi-Organ Transplant Institute that showcases the work the Ochsner physicians and staff accomplish as a team to achieve new medical advances and optimal efficiencies that save more lives. All daily posts in April had a consistent graphic design theme and popular social media hashtags about organ donation. The call to action on all posts gave direction to followers on how to become a registered organ donor.
The “Transform Lives” campaign was deemed a huge success by exceeding the objectives set forth. Specifically:

1. From March to April 2014, the Transplant Facebook page had a 94% increase in likes, 400% increase in engaged users and 630% increase in reach of the Facebook page, exceeding the goals.

2. From March to April 2014, organ donor registrations through LOPA’s Web site, donatelifela.org, had a 24% increase, exceeding the goal.

3. Thirty transplant patient story posts were researched, written and designed, exceeding the goal, even with a lean social media team made up of only a percentage of time from two employees.

**Silver: University of Arkansas for Medical Sciences (UAMS)**
http://awards.uamsonline.com/best-social-media/internal-social-media

**Bronze: Emory Healthcare**
http://agnesday.com/emorys-excellent-crisis-communication-facebook
http://advancingyourhealth.org/highlights/2014/08/02/ebola-faq
http://www.prdaily.com/Main/Articles/Emory_and_Ebola_Handling_the_global_spotlight_in_a_17050.aspx

OCHSNER’S GOAL WAS TO EMPHASIZE THE IMPORTANCE OF BEING A REGISTERED ORGAN DONOR TO ITS ONLINE COMMUNITY AND CONNECT FOLLOWERS TO THE OCHSNER MULTI-ORGAN TRANSPLANT INSTITUTE
In January 2014, Brigham and Women’s Hospital (BWH) launched an integrated regional and national marketing campaign focused on the many life-giving breakthroughs BWH has achieved. The national component of the campaign supports BWH’s $1 billion “Life. Giving. Breakthroughs.” campaign by building national awareness of the hospital among opinion leaders and philanthropists.

The initial ad featured a finding from the Physicians’ Health Study, launched at BWH in 1980, that taking an aspirin a day prevents heart attacks. A second centered on the discovery of beta amyloid protein’s role in Alzheimer’s.


Campaign goals were to build awareness of the BWH brand across the US, especially outside New England; to communicate the BWH story of leadership and innovation; and to engage by offering compelling “calls to action” and by providing measurement of the campaign’s impact. Both the Alzheimer and Aspirin landing pages on the BWH site offered a white paper and a video created expressly for the campaign.

**Awareness: Advertising Impressions**
The Aspirin and Alzheimer digital ads were estimated to have reached a total of 16.6 million people, based on visits to an online page where the ads appeared. *(Source: Hill Holliday,)*

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**Gold: Brigham and Women’s Hospital**
http://www.brighamandwomens.org/aspirin
http://www.brighamandwomens.org/alzheimer
http://www.brighamandwomens.org/bannerads
Geographic Reach: National Distribution of Visits
Visits to the Alzheimer and Aspirin national campaign landing pages attracted a more national distribution of visits, with only 5.4% to 5.7% of visits from Massachusetts, as compared to 44.5% from Massachusetts for all visits to the BWH Web site. (Source: Google Analytics. Geography based on IP address.)

Engagement: Traffic and Actions
» Both campaigns generated close to two times the national average of banner ad click-through rates (CTRs) estimated at 0.07% by Digiday, a digital rating company.
» The white paper offering was more popular than video for both campaigns.

» The doctor featured in the Alzheimer video reported receiving 150 contacts about an upcoming clinical trial in the first few weeks of the campaign.
» The average time spent on the assets (white paper and video for each campaign) were more than three times greater than the average time spent on brighamandwomens.org (2:14).

Silver: The Nebraska Medical Center
http://www.nebraskamed.com/bariatricscenter/start.html
http://blogs.nebraskamed.com/bariatricscenter
http://www.nebraskamed.com/bariatricscenter

Bronze: Springfield Clinic
http://www.springfieldclinic.com/AboutSpringfieldClinic/MediaCenter/Commercials
http://www.foxillinois.com/health_matters/features/health-matters
For 2014 Heart Awareness Month, NewYork-Presbyterian Hospital wanted to encourage more to learn hands-only CPR because it is easy to do and can save thousands of lives.

The agency NYP’s team worked with, built a parallax-style microsite to highlight the importance of CPR, provided easy-to-follow instructions for performing hands-only CPR and housed an American Heart Association instructional CPR video. The site was also designed to showcase a testimonial TV advertisement from Michael Kiernan, a New Yorker whose life was saved with hands-only CPR by NewYork-Presbyterian personnel after his heart stopped on a subway. However, these elements alone – even with digital ad support – wouldn’t get the traffic needed. A larger plan was developed to create awareness.

Based on current best practice, CPR needs to be performed at 100 beats a minute, and the usual song used in demonstration videos is the Bee Gees’ “Staying Alive.” NYP asked themselves, what if you need to save a life but don’t like disco? So we put together a playlist of songs from every genre – rap to pop, R&B to rock – that all move at 100 beats per minute.

NYP approached Spotify with the idea, and they loved it so much that they collaborated with the hospital by posting the NYP branded playlist (usually an expensive buy for an advertiser) pro bono to help get the message out. Spotify also blogged about the concept on their Tumblr page, which NewYork-Presbyterian amplified on its own social media platforms. The hospital posted banners on the main Web site as well as on the heart Web site to promote the importance of learning hands-only CPR and to drive visits to the microsite. In addition, the hospital launched an SEM campaign to help drive visits to the CPR microsite. The result: over 16 million impressions, 50,000+ microsite views and an average of 2 minutes and 30 seconds spent on the site (more than double the national average.)
FOR 2014 HEART AWARENESS MONTH, NEW YORK-PRESBYTERIAN HOSPITAL WANTED TO ENCOURAGE MORE TO LEARN HANDS-ONLY CPR BECAUSE IT IS EASY TO DO AND CAN SAVE THOUSANDS OF LIVES.

Silver: Baylor Scott & White Health – North Texas
http://www.youtube.com/baylorhealth
http://www.baylorhealth.com
https://www.youtube.com/watch?v=t0pNQnO5Yf0

Bronze: Sharp HealthCare
http://www.sharp.com/san-diego-doctors/search.cfm?z=92123&pn=1&s=internal+medicine&video=1
VanderbiltHealth.com is 100% responsive, making content optimized for all mobile devices. A specially designed shortcut icon is available for easy app-like access.

MyHealthatVanderbilt.com – Vanderbilt’s EHR portal is being retrofitted with a responsive design, allowing mobile access to patients for viewing lab results, messaging providers’ offices, requesting appointments and downloading or sending clinical summary documents.

Vanderbilt has five mobile apps available for free in the iTunes store. The goal was to provide helpful functionality and education to patients and families first, with the hope that the general public will also find them useful.

**MyRoutine** — Allows users to create visual storyboards to help children, particularly those with developmental disabilities such as autism, for typical routines such as a doctor’s visit or bedtime routine at home. It was created in collaboration with Vanderbilt developmental medicine specialists and is intended for healthcare providers as well as families.

**CoachSmart** — gives real-time heat index and lightning tracking to help coaches and trainers hold safer practices. It has been endorsed by the National Weather Service and has more than 50,000 downloads. This was developed in collaboration with the Vanderbilt sports medicine department. [http://www.mc.vanderbilt.edu/reporter/index.html?ID=12861](http://www.mc.vanderbilt.edu/reporter/index.html?ID=12861)

**BabyTime** — a contraction timer for women in labor and their partners. Also gives directions to the patient’s birthing center, and allows users to input birthing plan notes. This was developed in collaboration with Vanderbilt’s women’s health center.

**EndoRobot** — an educational game to showcase an innovative endoscopic capsule that can per-
form biopsies and other endoscopic procedures. Users pilot the capsule through selected organs to find polyps, ulcers, etc. Once they find one, they click to see an actual endoscopic video of the malformation.

**My Cancer Genome** — This app provides information on cancer types, cancer-related genes, and specific cancer-related genetic mutations. In addition, the app provides information on the drug classes, drug targets and drug names for antineoplastic agents, either FDA-approved or being studied in clinical trials. It is helpful to researchers, physicians and to patients.

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**Silver: Children’s Hospital of Wisconsin**
http://www.kohlssafeandhealthy.com/grow-safe-app
http://www.chw.org
http://www.chw.org/patients-and-families/mobile-apps

**Bronze: Henry County Health Center**
m.hchc.org
https://itunes.apple.com/app/id694834251
As members of the Baby Boom generation — the largest demographic in the US — move into their later years, many are balancing the demands of preserving their health and caring for family members with conditions associated with living longer. The Pew Internet & American Life Project found that 80-89% of this generational cohort is using online health information and that family caregivers — those responsible for some level of care of a family member — are the largest consumers of health information online.

To connect with these consumers, Johns Hopkins Medicine (JHM) launched “Healthy Aging” in May 2014. Translating the current research and extensive knowledge of the JHM medical faculty into consumer-friendly online content, the site is positioned to reach consumers before illness strikes, to introduce/re-connect with JHM faculty and to build familiarity and comfort with Johns Hopkins Medicine. JHM also sought to drive signups to an existing e-newsletter to establish opportunities for continued contact.

The content is grouped into topical categories: Healthy Mind, Healthy Body, Healthy Connections, Family Caregivers Resources and Diseases & Conditions. Pages integrate with other key areas of the site, including the Find a Doctor directory and Health Library. Healthy Aging also introduces on-page social commenting to the hopkinsmedicine.org site.

Consumer engagement has been driven by a strategic, coordinated digital marketing plan, which included: Targeted posting on Facebook and Twitter (both paid and organic); Display banners on the health sections of Web sites popular among this demographic; Content syndication; and Incentivized e-newsletter sign-ups leveraging a custom “Guide for Family Caregivers” e-book.
Targeted social and digital efforts drove the majority of visits, with social being responsible for over 35% of total visits. Display banners and content syndication delivered over 40% of total visits. Healthy Aging content was shared in social channels over 10,000 times. Since launch, Healthy Aging content has recorded an average of 67% longer time on page than the overall site average. The content garnered an average of 75% more page views per page than all other consumer-focused content. Additionally, the pages generated 2x to 10x more traffic than more technically oriented press releases on the same subjects. The introduction of the sign-up incentive for a free newsletter created a 54% increase in sign-ups between comparable time periods.

**Silver: University of Utah Health Care**
http://healthcare.utah.edu/patient-stories
http://healthcare.utah.edu/the-scope
http://healthcare.utah.edu/healthfeed

**Bronze: Nebraska Methodist Health System**
http://parentsavvy.com/ask/pediatrician/newborns/caffeine-while-breastfeeding
http://parentsavvy.com/ask/pediatrician/infants-and-toddlers
Sharp HealthCare leverages several analytics tools: Google Analytics, heat mapping, an in-house call center database and downstream revenue from patient encounters. In the past 12 months, there have been several advancements across the platforms improving both measurement and workflow.

In 2014, the Sharp HealthCare Digital Marketing and Web Development teams upgraded their implementation of Google Analytics to the next generation Universal Analytics with Google Tag Manager. This collaborative effort involved a full audit of the site’s analytics as well as an evaluation of best practices. As a result, reporting methods were simplified, reducing the number of reporting profiles from 35 to eight.

The intent of Google Tag Manager was to reduce the dependence on development resources for new tracking requirements, which has been very successful. Set-up on new and redesigned pages has been streamlined to lessen the burden of adding code to the site, and A/B testing has been performed with tracking added within hours instead of the standard two-week turnaround time. The team has subsequently implemented more thorough tracking of visitor behavior on the recently launched class registration tool as well as eCommerce tracking to provide better visibility to the traffic sources driving web enrollments. For Social Media, the team has tracking focused on our blogger community and implemented Google’s campaign tracking to better analyze the success of different posts in driving traffic to the site.

A heat mapping tool was introduced to better identify where on a page visitors are clicking. Within months, changes were made to the homepage to facilitate visitors’ interest in billing, finding medical records and volunteering. This tool has been invaluable to help gather data for decisions currently being made for Sharp HealthCare’s upcoming Web site redesign.
Another huge success in Sharp’s analytics reporting in 2014 was implementing ROI measurement for Pay-Per-Click campaigns. By integrating Sharp HealthCare’s CRM database with its class registration database and Google Analytics, downstream revenue is now tracked from the person who clicks on the ad, to their attendance at a class, through to their eventual hospital or doctor’s office encounter. As Sharp continues to have more encounters and receive more data, this implementation will be crucial in understanding the cost per acquisition and the appropriate budgets for digital advertising campaigns.

Silver: Children’s National Health System
https://childrensnational.org

Bronze: Children’s Hospital of Wisconsin
http://www.chw.org/sharp.com/seniors/index.cfm
Perhaps the single greatest clamor from the patient population in the last few years has been transparency. To address this concern in the community, the University of Utah Health Care took the initiative to give its patients the chance to review physicians via a survey. Sounds tame as everyone sends out surveys. But do they post the results after vetting through Press Ganey, an independent patient satisfaction company? And do those comments appear online next to the physician’s profile—with stars?

The University of Utah Health Care is pleased to be able to provide patients with a physician star-rating system, which allows current patients to give feedback and new patients to benefit from it. Beyond this interactive feedback loop with the community, it also allows the physicians to receive insight into what matters to patients.

While physicians were initially extremely wary of granting patients this power, the response has been overwhelmingly positive. Patients are thrilled to share their experiences with care providers. All comments are vetted and posted, positive or negative, with the majority being positive. We also find that physicians seem to attain genuine satisfaction from having the impetus to be represented in a positive light to their patients.

Search traffic increased 38 percent after implementing this feature in March of 2013. Even more importantly, the average percentage of visits to our providers increased by 29 percent. The University of Utah Health Care didn’t mind the accompanying press accolades, which included recognition by Kevin MD, Harvard Business Review and The Economist, to name a few.

That said, the road was not free from challenges, and surprisingly, not all those challenges were internal roadblocks. There was a point at which the star ratings were not showing by provider name in
Google search results. Our team was able to resolve the issue, but not without experiencing the frustrations that occur with a project of this magnitude.

Our team is pleased to report increased satisfaction from patients, physicians and the health system.

**Silver: Novant Health**
https://www.mynovant.org/
https://www.novanthealth.org/home/services/ emergency/er-wait-times.aspx

**Bronze: Nebraska Methodist Health System**
http://www.methodistforwomen.com/locations
http://www.babiesatheart.com
http://www.methodistforwomen.com/babies/more-information
Founded in 1996, Greystone.Net provides consulting services, products and education to the healthcare industry. We were formed with a vision of how both classic and interactive marketing techniques could transform the way healthcare organizations interact with patients, consumers, physicians, employees and others. Throughout its history, Greystone has expanded its offerings and evolved as the industry and technology has changed. We’ve worked with hundreds of hospitals and health systems to help them develop, implement and integrate interactive marketing strategies.

Greystone.Net’s team of consultants has years of experience providing strategic solutions for hospitals and health systems. We can help guide and strengthen your strategic thinking in all aspects of digital healthcare. Greystone believes in a white-glove approach to strategic planning. We strongly advocate that your strategy be developed without the influence of vendors trying to “fit a strategy” to a suite of products and services.

Along with our strategic planning services, Greystone.Net also offers products that provide consumer-centered solutions including:

- gSight™ - an online experience survey and analytics
- PatientGuide™ - a patient and family-centric mobile app
- gMetrics - a benchmarking tool
- Usability testing.

In addition to hosting the annual Healthcare Internet Conference, Greystone.Net offers other educational opportunities for the healthcare industry including:

- Insights, our Client Conference
- Virtual Education Options
  - HCIC Rewind – recorded sessions from HCIC
  - Backstage Pass - a Webinar Series
  - Executive Briefings
- Other Educational Opportunities
  - GreyMatters – Greystone’s monthly newsletter
  - The Greystone Journal – the blog from the Greystone staff
  - LinkedIn Groups – groups for the healthcare community.
Because results matter.

StayWell’s growing portfolio of health engagement solutions centers around our long-held belief that results matter. And now, through the merger of StayWell Health Management and Krames StayWell, we are proud to deliver comprehensive building blocks that empower individuals, businesses and health care organizations to achieve long-term measurable outcomes and health success.

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Omni at Champions Gate, Orlando Florida

Look Best in Class entry notification in July, 2015