



### Press release

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HealthShare Award presented for the third time

**Cologne, 02 February 2015 – The award for innovative social media communication in the healthcare sector will be awarded for the third time. All kinds of healthcare-related social media campaigns, actions and strategies that were active in 2014 can be submitted. Submission is free of charge.**

The HealthShare Award honours healthcare campaigns that make smart use of social media to make their message go viral. “Healthcare can be whacky, fun, touching – in short: healthcare is capable of good marketing! This time, we want to see more of it,” says CEO Frank Antwerpes. The budget used doesn’t matter; what counts instead is bold communication, creativity and new brand and target group-orientated action. This year, the HealthShare Award will be open for mobile campaigns, too.

Entries can win in two categories: A jury evaluates the social media communication based on creativity, innovation and impact and awards the classic jury prize. The “Crowd Cup”, the audience prize, reveals which project is predominantly favoured by the more than 1,000,000 users of the DocCheck Community: The users of the largest platform for medical professions in Europe elect their own winner from the jury’s shortlist.

The jury is composed of true social media nerds, including amongst others Prof Harald Eichsteller and Stefanie Dölz. This year, video blogger Dr Johannes will add to the panel’s expert know-how as well.



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In addition to the award, the winners will also be given a website badge for best communication on the social web. The closing date for submissions is February 17, 2015.

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