



Press release

HealthShare Award: Blood, Sweat And Tears For The Shortlist

Cologne, 20 April 2015 – A total of eleven submissions from eight different countries made it on the shortlist of this year’s HealthShare Award. Now the users of the DocCheck Community will start to vote online: they determine the winner of the Crowd Cup audience award.

After a heated jury meeting, the six jurors decided to put three national and eight international campaigns on the shortlist. The jury consisting of marketing experts and social media players met in a metal workshop to take a look at the submissions and start a hot debate. They even got physically involved to gain some creative inspiration: Not only did the jurors give shape to the shortlist, but also to some metal using a forge, an anvil and a welding torch.

Starting 20 April 2015, the finalists will be submitted to the strict judgement of more than 1,000,000 users of the DocCheck Community. At <http://docc.hk/voting> the users can vote for their favourite concept online and choose the winner of the Crowd Cup.

Once again this year, the HealthShare Award will be awarded in three categories. In addition to the Crowd Cup and the jury award for the best campaign we will also award a “Special Honour” to a social campaign. The winners will be announced at the end of May.



DocCheck®

Medical Services

The HealthShare Award was established in 2012 and is the first award to honour innovative social media communication in the health sector. Its aim is to stir things up in the social media activities of the healthcare sector.

DocCheck – the Social Medwork

Networking for better medical practice: Thanks to an easy access to medical know-how and a direct information exchange with medical experts in the community, DocCheck helps healthcare providers to enhance their professional knowledge and to improve their daily work.

More than 1,000,000 users are registered and have started “medworking”. This makes DocCheck the largest community for medical professionals in Europe. Almost half of the physicians or pharmacists practicing in Germany are DocCheck users.

Among the most important business models of DocCheck are social media marketing, direct marketing, market research and co-creation. A constantly growing number of pharmaceutical and medical engineering companies take advantage of the possibility to address target groups without waste coverage.

Contact

DocCheck AG
Corporate Communications
Eva Rautenberg
Vogelsanger Str. 66
50823 Cologne
Germany
phone: +49 - 221 - 920 53-148
fax: +49 - 221 - 920 53-133
eMail: presse@doccheck.com