

## Press release

### And the HealthShare Award goes to: Ireland and Australia

**Cologne, 28 May 2015 – A humorous Australian campaign that raises awareness for the unreliability of online diagnosis and an Irish campaign against depression in adolescents are the winners of this year’s HealthShare Award. A “Special Honour” was awarded to a moving hospital project from Austria.**

For five weeks, the DocCheck Community clicked their fingers to the bone voting for their favourite campaign. The winner of the so-called Crowd Cup is the Australian video campaign “Dr. Gordon Oogle”. The fictitious character Dr. G. Oogle was brought to life by ghg australia. With plenty of humour (“...maybe you suffer from ‘DIYagnosia’) and irony the campaign is making fun of online diagnoses. The likeable online physician, whose name is a dig at the Google search engine, has hit the nerve of the DocCheck Community. The video clips are distributed on platforms such as Vimeo and Twitter.

A monkey whispering negative thoughts to adolescents – that’s the main character of the Irish series “Ditch the Monkey”. The campaign was launched by the Irish charity organisation SpunOut.ie to encourage young people with a low self-esteem. The creatively animated tongue-in-cheek video clips deal with the issue of depression in adolescents and always end in a liberating laugh. The campaign, which was also distributed on Youtube and Facebook, is the winner of this year’s Jury Award.

During their jury meeting, six experts used their stethoscopes to examine all submissions in terms of innovation, creativity, design, and visibility. Eleven of the most promising projects including the jury winner were put on the shortlist and then submitted to the judgement of the DocCheck Community in an online survey. They voted for the winner of the Crowd Cup. “Every year we’re thrilled to see the different results of the Community and the jury of experts. Our decisions are based on certain criteria, but the Community clearly shows which healthcare topics their hearts are set on. And it’s these two stages in the voting process that make the HealthShare Award so exciting,” enthuses CEO Frank Antwerpes.

This year’s “Special Honour“ was awarded to the Austrian project “Kinderseelen sind zerbrechlich“ (Children’s Souls Are Fragile) of the HOKI hospice and palliative care organisation for children, young people and their families. At the heart of this campaign are seven children’s souls made of glass. They each tell a different story. Girls and boys used clay to form their souls according to their imagination. “Kinderseelen sind zerbrechlich” is a concise message to underline the hopeful aspect of hospice work. The objects are presented in various media channels, such as print, outdoor, and exhibitions, and a documentary film was distributed in a variety of social media channels. The campaign is targeted at families, physicians and palliative care professionals. The idea for this campaign was developed by the Vienna-based agency Great.

### **HealthShare Award**

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 health industry and to breathe some fresh air into the healthcare sector, where the use of new media is sometimes still outdated.

All social media campaigns, activities and strategies from the healthcare sector to be shared with other users online can be submitted. The competition is open to all players in the healthcare industry who are active in social media.

The HealthShare Award is awarded in two categories: the classic Jury Award and the Audience Award. In addition to the award, the winners will also be given a website badge for best communication on the social web.

### **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.

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