

Press release

Let the campaigns begin

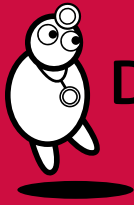
HealthShare Award: Call for Entries

Cologne, 2 December 2015 – Healthcare meets Social Media: Now for the fourth time, the HealthShare Award is honouring creative healthcare campaigns and actions that make innovative use of Facebook, Youtube, Twitter, Instagram and the like. Submissions are being accepted starting immediately.

Invited to participate are all campaigns and actions that use social media to spread the word about medical issues. Whether YouTube channel, video blog, Twitter feed or Facebook campaign: What counts is the idea, a fresh way of communicating, creativity and interaction with the target audience.

The HealthShare Award is awarded in two categories: The jury, consisting of social media nerds and healthcare experts, decides on the classic jury prize. After that, we will find out who is in the lead with the more than 1,000,000 users of the DocCheck community. From the jury's shortlist, users of the largest community for medical professions in Europe will nominate their favourites.

The winners of the HealthShare Awards 2014 were the Australian video campaign "Dr Gordon Oogle," which parodied online diagnostics with much wit and irony, as well as the Irish project "Ditch the Monkey" to strengthen the self-esteem of young people. A special honour was awarded to the Austrian children's hospice action "Kinderseelen sind zerbrechlich" (Children's souls are fragile).



Medical Services

The members of the jury include among others Dr Frank Antwerpes (CEO DocCheck), Dr Johannes Wimmer (“Dr Johannes”), Dr Fritz Höllerer (CEO Hellomint), Burghard Drews (Creative Director antwerpes ag) and Stefanie Dölz (Senior Communications Manager Online Stada). Submissions are free of charge. The deadline for submissions is 26 February 2016. More information is available at www.healthshare-award.com.

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industry and to breathe some fresh air into the healthcare sector, where the use of new media is sometimes still outdated.

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 53-139
fax: +49 221 920 53-133
e-mail: presse@doccheck.com