



HealthShare
AWARD

PRESS RELEASE

Call for campaigns

The HealthShare Award runs for its fifth year

Cologne, 08/02/2017 – Now in its fifth year, the HealthShare Award honours social media campaigns and strategies within the healthcare sector. This edition is the first in which the winners will be invited to an awards show hosted in tandem with the MedMen conference. Entry is free of charge and is now open.

Who will stand out from the mass volume of healthcare communication and impress with their creative, innovative social media campaigns? Just as in previous years, the HealthShare Award is looking for content that makes impact on the community. Which campaigns that ran in 2016 used clever social media and an motivated people to click “Share”?

The winners of the HealthShare Award will be invited to receive their award on 20 June in Mannheim. Entry is open to social media campaigns within the healthcare sector from all around the world. The campaign budget is not important; the key to success is displaying ideas that are surprising, emotional or out of the ordinary.

The HealthShare Award is awarded in two categories: a traditional jury prize and an audience prize. A specialist jury will assess the entries on their creativity, interactivity, impact and usability. The audience prize, called the Crowd Cup, is awarded to the campaign from the jury’s shortlist that is voted the best by the DocCheck community. With over 1,000,000 users, the community makes up Europe’s most popular portal for healthcare professionals.

Entry is open until 10 March and is free of charge. To mark the start of this year's edition, the HealthShare Award website has undergone a re-design. For more information about entering the award and to view the previous winners, visit www.healthshare-award.com.

HealthShare Award

The HealthShare Award has been honouring creative and innovative social web communication within the healthcare sector since 2012. Entry is open to any healthcare-related social media campaign that can be shared online. The HealthShare Award is awarded in two categories: the traditional jury prize and the audience prize. Each winner is acknowledged for their excellent communication on the social web.

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