



PRESS RELEASE

HealthShare Award: Shared attention

Prizes awarded to international social media campaigns in the healthcare sector

Mannheim, 27 June 2017 – The winners of the HealthShare Award have been presented with their prizes. The specialist jury decided on the jury and blogger prizes, while the DocCheck community, consisting of more than one million users, chose the recipient of the Crowd Cup. One campaign was even successful in two categories.

A total of five prizes were awarded this year. “Projekt Grenzenlos” (Project Unlimited) by Saskia Frietsch and Patrick Pasing impressed not just the online community, but the specialist jury too, winning both the Crowd Cup and the blogger prize. The photography project is by those affected, for those affected, and portrays people with visible or invisible illnesses. The goal is to empower, increase confidence and provide information. The photographs show that perfection is relative and beauty therefore becomes limitless.

The second blogger prize was awarded to the blog “Me and My ED” by Christie Begnell. She explains eating disorders, uses online tools to show ways to beat the illness and creates attention and understanding for the issue. The blog is used by doctors all around the world to help their patients.

One of the two jury prizes this year was awarded to the advertising and PR campaign “Ausreden können tödlich sein” (Excuses can be deadly) by the Felix Burda Foundation. Their television advertisements addressed the issue of bowel cancer. The campaign started last year in March, which is bowel cancer month, and became a hit on social media.

The second jury prize was awarded to FCB and the Canadian Down Syndrome Society. Their video series campaign answers the most-asked questions on Google concerning Down syndrome for parents-to-be who are expecting a child with the genetic disorder. Often parents have only ten days to decide whether to abort a child with Down syndrome, and they commonly use Google to find answers to their questions. These answers are provided in videos by experts on the topic: children with Down syndrome themselves.

HealthShare Award

The HealthShare Award has honoured creative and innovative social web communication in the healthcare sector since 2012. Any social media campaigns, actions and strategies relating to healthcare can be entered as long as they can be shared by users on the web. All healthcare players active in social media can participate.

The HealthShare Award is awarded in two categories: the classic jury prize and the audience prize. The winners will be given a prize for best communication on the social web, including a website badge. For more information visit the HealthShare Award Website:

<http://www.healthshare-award.com/>

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