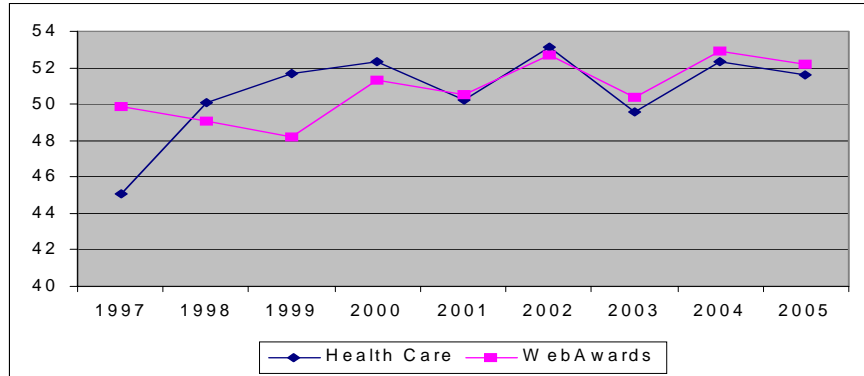# WebAward Internet Standards Assessment Report

## Healthcare Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

| *Year* | *Health* | *WebAwards* |
|---|---|---|
| 1997 | 45.1 | 49.9 |
| 1998 | 50.1 | 49.1 |
| 1999 | 51.7 | 48.2 |
| 2000 | 52.3 | 51.3 |
| 2001 | 50.2 | 50.5 |
| 2002 | 53.1 | 52.7 |
| 2003 | 49.6 | 50.4 |
| 2004 | 52.3 | 52.9 |
| 2005 | 51.6 | 52.2 |

*Score out of a possible 70 points*



### Average Scores by Judging Criteria

|  | *2003* | *2004* | *2005* | *Total* |
|---|---|---|---|---|
| Design | 6.7 | 7.0 | 6.9 | 6.9 |
| Innovation | 5.7 | 6.2 | 6.0 | 5.9 |
| Content | 7.2 | 7.7 | 7.4 | 7.4 |
| Technology | 6.1 | 6.4 | 6.2 | 6.2 |
| Interactivity | 6.4 | 7.1 | 6.9 | 6.8 |
| Copywriting | 7.7 | 7.6 | 7.4 | 7.6 |
| Ease of use | 7.0 | 7.4 | 7.2 | 7.2 |

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart
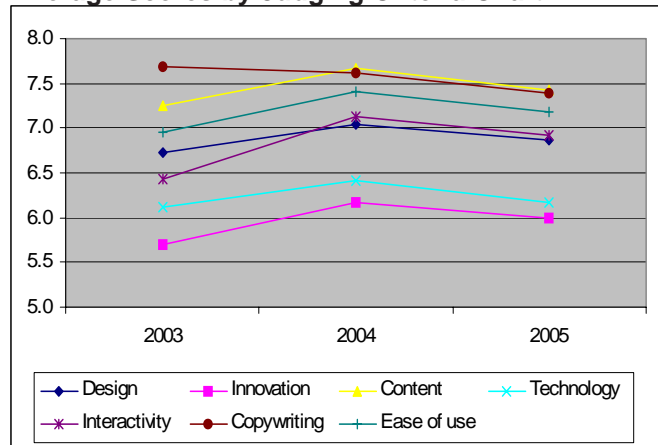


### Commentary

Health care is one of the most competitive industries within the WebAwards. Since 2000, the health care average has mirrored the overall ISAR Index. Health care sites are typically strong in content, copywriting, and ease of use, but lag in use of technology and innovation. Health care web sites generally met or slightly under performed the overall 3-year averages for the individual criteria with the exception of content and copywriting in which they slightly outperformed.

Health care sites have opened the door for patients – consumers of health care services – to be better informed regarding the care they and their loved ones are receiving. Health care providers and insurers can provide greater services at a lower cost to those consumers who use the Internet. Health care providers became a separate industry category in 2005.



Awards by Type
Best 10
Outstanding 62
Standard 175
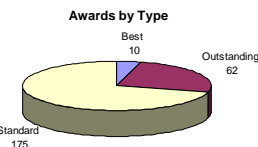
### Industry vs WebAward 3-Year Average By Criteria
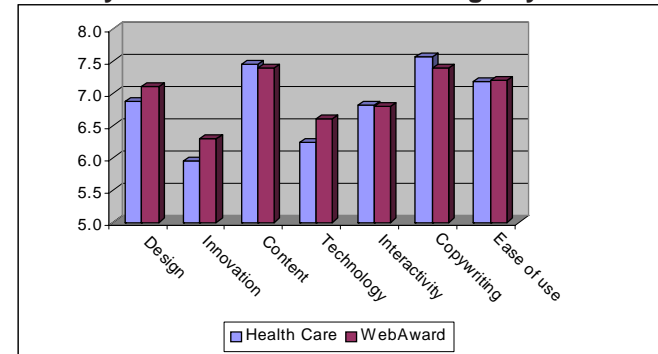


### Best of Industry Winners

| | | |
|---|---|---|
| 2005 | DLC Solutions & Siteworx | Cochlear Website |
| 2004 | Roche Diagnostics | Diabetes Assistant |
| 2003 | Columbus Children's Hospital | Columbus Children's Hospital |
| 2002 | Phoenix Children's Hospital | Phoenix Children's Hospital |
| 2001 | New Tilt and Pandora Systems | Dana-Farber Cancer Institute |
| 2000 | Blue Shield of California | MyLifePath.com |
| 1999 | The Health Alliance | Health Alliance Web site |
| 1998 | Mayo Medical Ventures | Mayo Clinic Health Oasis |
| 1998 | M-CARE | M-CARE Online |
| 1997 | USWeb/W3-design | Kaiser Permanente California |

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org
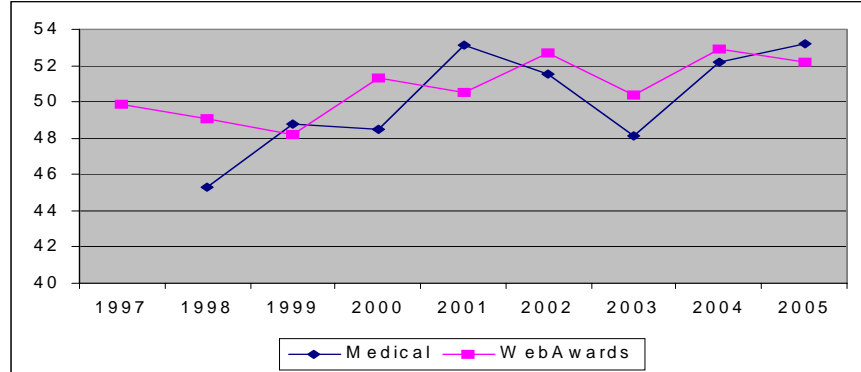
# WebAward Internet Standards Assessment Report

## Medical Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

| Year | Medical | WebAwards |
|------|---------|-----------|
| 1997 |         | 49.9 |
| 1998 | 45.33   | 49.1 |
| 1999 | 48.8    | 48.2 |
| 2000 | 48.5    | 51.3 |
| 2001 | 53.1    | 50.5 |
| 2002 | 51.5    | 52.7 |
| 2003 | 48.1    | 50.4 |
| 2004 | 52.2    | 52.9 |
| 2005 | 53.2    | 52.2 |

*Score out of a possible 70 points*



### Average Scores by Judging Criteria

|              | 2003 | 2004 | 2005 | Total |
|--------------|------|------|------|-------|
| Design       | 6.4  | 7.2  | 7.4  | 7.0 |
| Innovation   | 5.6  | 6.2  | 6.4  | 6.1 |
| Content      | 7.0  | 7.6  | 7.7  | 7.4 |
| Technology   | 5.8  | 6.6  | 6.6  | 6.3 |
| Interactivity| 6.2  | 6.9  | 7.3  | 6.8 |
| Copywriting  | 7.6  | 7.8  | 7.7  | 7.7 |
| Ease of use  | 7.0  | 7.4  | 7.6  | 7.3 |

*Score out of a possible 10 points*

### Average Scores by Judging Criteria Chart
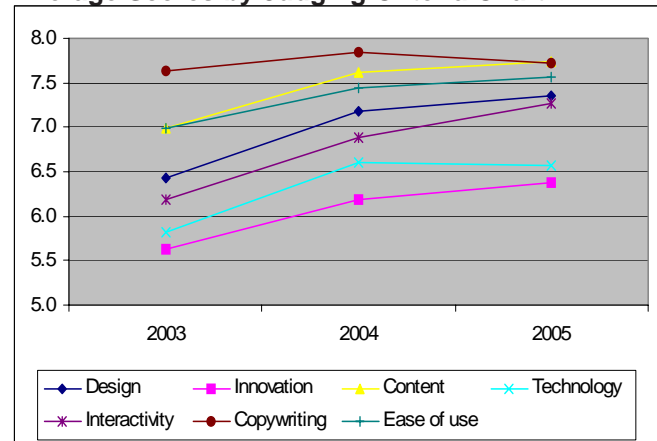


### Commentary

Medical Web sites have been inconsistent in terms of Web development, under performing the overall ISAR Index in five of the eight years they have been included in the WebAwards. Medical Web sites are strongest in copywriting, design, and content, but low on innovation.

Medical Web sites, and the search capabilities many offer, have helped make patients better consumers by demystifing medicine and making it seem less over-whelming.
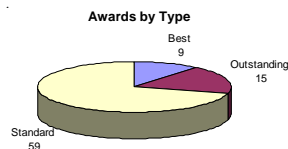
**Awards by Type**



Best 9
Outstanding 15
Standard 59

### Industry vs WebAward 3-Year Average By Criteria
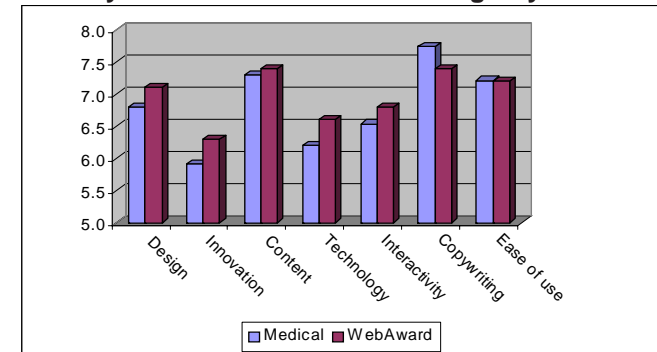


### Best of Industry Winners

| Year | Winner | Web site |
|------|--------|----------|
| 2005 | Mojo Interactive | LocateADoc.com |
| 2004 | Roche Diagnostics | ACCU-CHEK Web Site |
| 2003 | ASCO | ASCO.org |
| 2002 | MayoClinic.com | MayoClinic.com |
| 2001 | SkyWorld Interactive | AMD Telemedicine |
| 2000 | Yfactor Inc. | Cedara Software Web Site |
| 1999 | Sapient | Health Hero Network Web Site |
| 1998 | WebCrossings, Ltd | Michigan Ear Institute |

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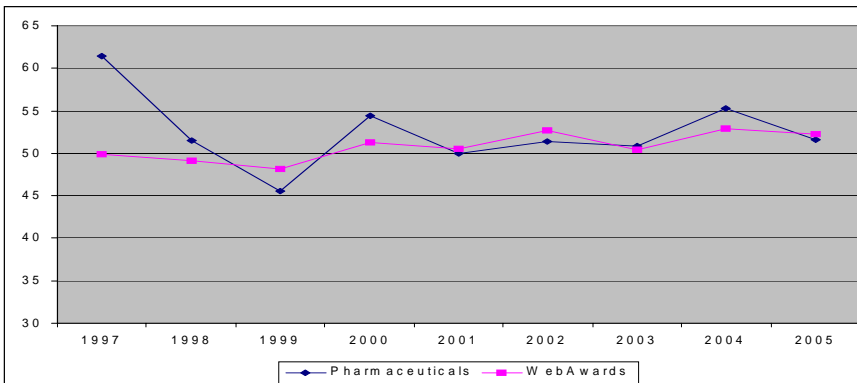
# WebAward Internet Standards Assessment Report
## Pharmaceuticals Industry Benchmark Results

**Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index**

| Year | Pharm | WebAwards |
|------|-------|-----------|
| 1997 | 61.4 | 49.9 |
| 1998 | 51.5 | 49.1 |
| 1999 | 45.6 | 48.2 |
| 2000 | 54.4 | 51.3 |
| 2001 | 50 | 50.5 |
| 2002 | 51.4 | 52.7 |
| 2003 | 50.9 | 50.4 |
| 2004 | 55.3 | 52.9 |
| 2005 | 51.6 | 52.2 |

*Score out of a possible 70 points*



**Average Scores by Judging Criteria**

| | 2003 | 2004 | 2005 | Total |
|------|------|------|------|-------|
| Design | 6.9 | 7.8 | 7.3 | 7.3 |
| Innovation | 5.5 | 6.9 | 6.6 | 6.3 |
| Content | 7.2 | 8.2 | 7.5 | 7.6 |
| Technology | 5.6 | 7.0 | 6.4 | 6.3 |
| Interactivity | 5.9 | 7.3 | 6.7 | 6.6 |
| Copywriting | 7.6 | 8.2 | 7.5 | 7.7 |
| Ease of use | 7.3 | 8.2 | 7.2 | 7.5 |

*Score out of a possible 10 points*

**Average Scores by Judging Criteria Chart**
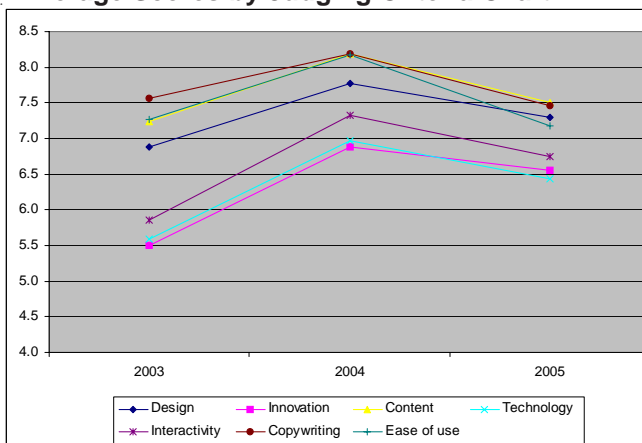


## Commentary

Pharma Web sites are generally in line with overall standards of excellence. They tend to be above average in design, content, copywriting, and ease of use while under performing in use of technology and interactivity.

Pharmaceutical Web sites are increasingly reaching out directly to patients as well as the medical community through their Web sites. These sites have become valuable tools as consumers seek to learn more about medical options and treatments before agreeing to them.
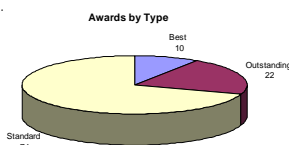


Awards by Type
Best 10
Outstanding 22
Standard 74

**Industry vs WebAward 3-Year Average By Criteria**
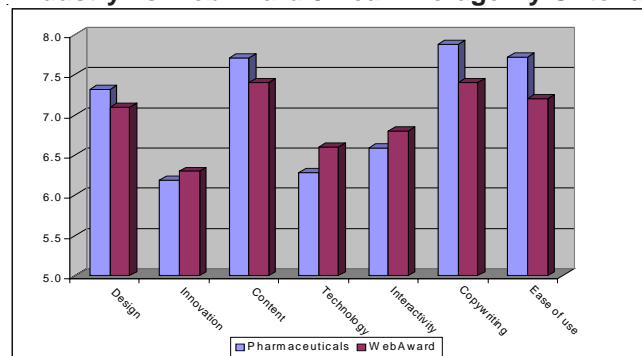


## Best of Industry Winners

| Year | Winner | Web site |
|------|--------|----------|
| 2005 | SimStar | BotoxCosmetic.com |
| 2004 | Abdi Ibrahim Pharma - MagiClick Digital Solutions | Healthcare Portal - Morning After Pill |
| 2003 | Insight Interactive Group | CrohnsResource.com Website |
| 2002 | ivpcare, inc | ivpcare, inc |
| 2001 | Ion Global China | Loreal Paris China Web Site |
| 2000 | Digitas LLC | Bausch and Lomb Website |
| 2000 | AGENCY.COM | Alluna Sleep Web Site |
| 1999 | SmithKline Beecham | Avandia |
| 1998 | Nicholson NY | Zyrtec |
| 1997 | SmithKline Beecham | Cafe Herpe |

## About this Report

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