# WebAward Internet Standards Assessment Report

2008 Biotechnology Industry Benchmark Results

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

Year	Biotech	WebAwards
1997		49.9
1998	47	49.1
1999	54.5	48.2
2000	49.5	51.3
2001	49.5	50.5
2002	50.5	52.7
2003	35.5	50.4
2004	54.1	52.9
2005	48.7	52.2
2006	48.4	50.7
2007	50.7	51.8

Score out of a possible 70 points
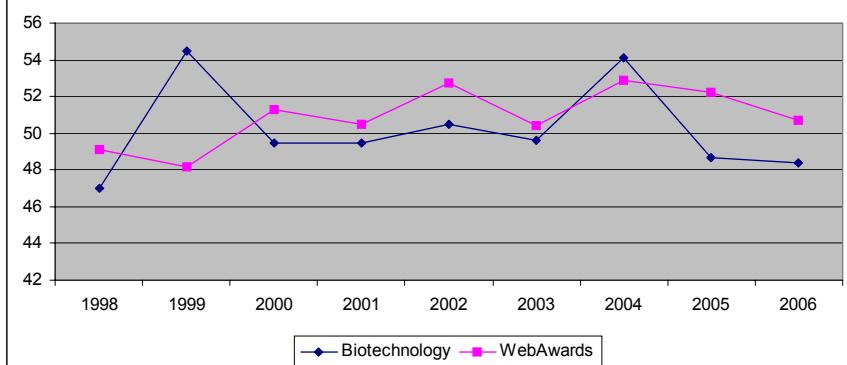
Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.7	7.4	6.9	7.5	7.3
Innovation	5.7	6.5	5.5	6.1	5.7
Content	7.2	7.7	6.8	7.3	7.8
Technology	6.1	6.7	5.5	6.2	6.2
Interactivity	6.4	6.7	6.7	6.3	7.2
Copywriting	7.7	7.4	7.2	7.5	8.3
Ease of use	7.0	7.2	6.8	7.6	8.2

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
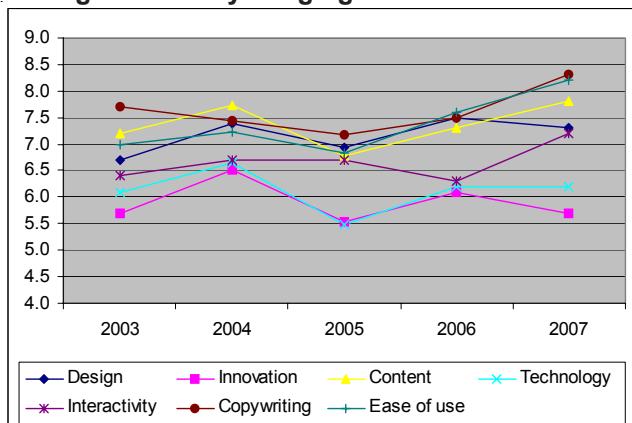
Analysis

Biotechnology Web sites have underperformed the overall ISAR index eight of the last ten years judged. Despite scoring the third highest score in copywriting across all industries judged, the biotechnology industry scored below the 5-year criteria benchmark in all other areas. Although well written and designed, these sites are weak in innovation and technology.

Biotech Web sites generally deal with complex content, advanced medical issues, and a highly educated audience. The use of Flash and other technologies to animate graphics and integrate video and audio has made it easier for the best biotech sites to tell their story.

Industry vs ISAR 5-Year Average By Criteria

Best of Industry Winners
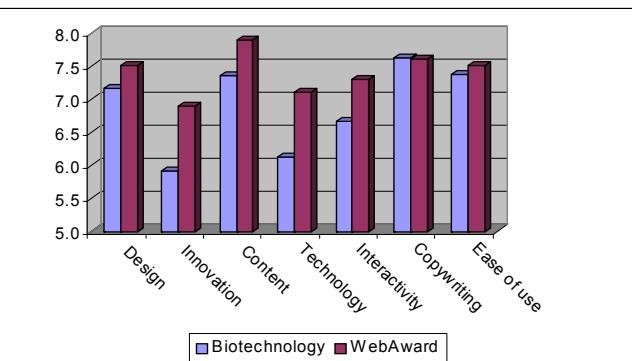
Year	Winner	Web site
2007	Euro Life x2	Prolastin
2006	AxxiemCorp	Cara Therapeutics
2005	Risdall Advertising Agency	Hutchinson Technology
2004	Genzyme Corporation / Stellent	Genzyme Web Initiative
2003	Alken-Murray Corporation	Alken-Murray
2002	Hanley-Wood Integrated Marketing	whybiotech.com
2001	Ornico 1to1	Efekto
2000	R/GA	Healthshield
1999	BioSpace.com Inc.	BioSpace.com
1998	Synergistic Media Network Inc.	BioSpace.com

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its 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

2008 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
2006	49.7	50.7
2007	49.5	51.8

Score out of a possible 70 points
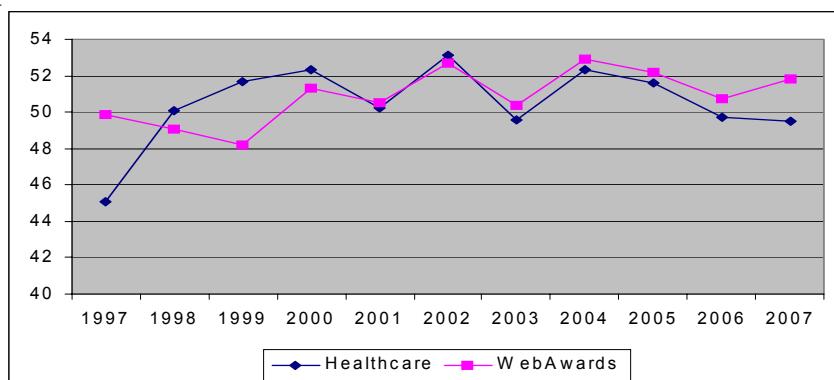
Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.7	7.0	6.9	7.2	7.2
Innovation	5.7	6.2	6.0	6.4	6.3
Content	7.2	7.7	7.4	7.7	7.8
Technology	6.1	6.4	6.2	6.6	6.5
Interactivity	6.4	7.1	6.9	6.9	6.8
Copywriting	7.7	7.6	7.4	7.6	7.4
Ease of use	7.0	7.4	7.2	7.4	7.4

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

Analysis

Healthcare is one of the most competitive industries within the WebAwards. Since 2000, the healthcare averages have mirrored, but slightly lagged, the overall ISAR index. Healthcare Web sites are typically strong in content, copywriting, and ease of use. They tend to lag in innovation and technology.

Healthcare Web sites can perform a critical role of being a trusted source of medical information. The best healthcare Web sites make the complex world of health insurance understandable for the simplest consumer. However, they must be more than just an online sales brochure in order to be effective.
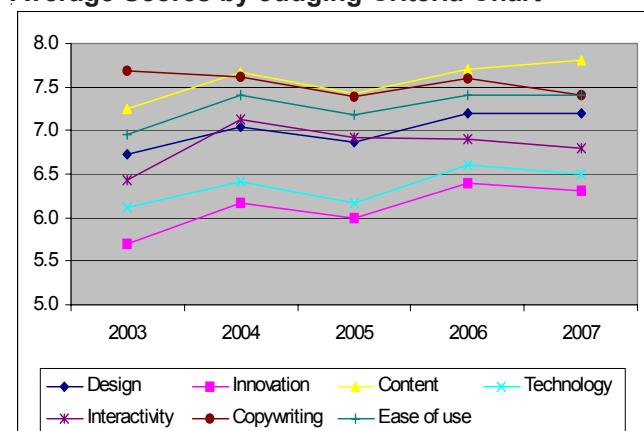
Industry vs ISAR 5-Year Average By Criteria
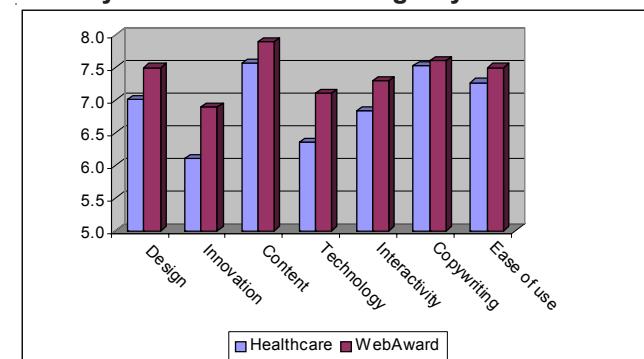
Best of Industry Winners

2007	Rosetta	LIVE Outside the Bottle
2006	Critical Mass	Kaiser Permanente Interactive Health Plan Advisor
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

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WebAward Internet Standards Assessment Report

2008 Healthcare Provider Industry Benchmark Results

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

	HC Provider	WebAwards
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	51.4	52.2
2006	46	47.9
2007	48.8	51.8

Score out of a possible 70 points
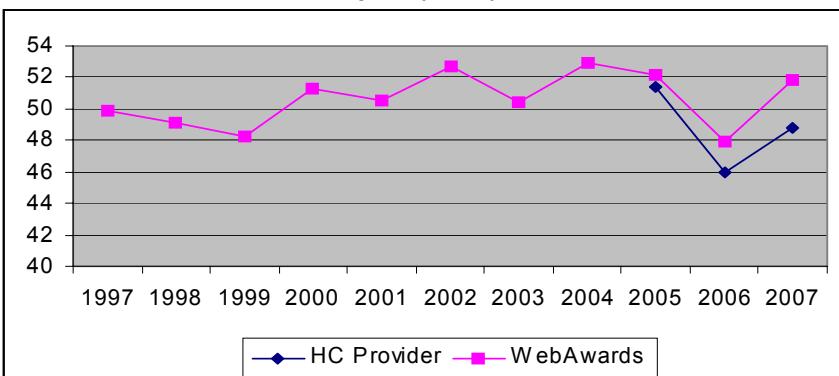
Average Scores by Judging Criteria

|	2005	2006	2007
Design	7.0	6.6	7.1
Innovation	6.1	5.8	6.3
Content	7.5	7.5	7.5
Technology	6.4	6.1	6.5
Interactivity	6.9	6.8	7
Copywriting	7.3	7.3	7.4
Ease of use	7.4	7	7.1

Score out of a possible 10 points

Average Scores by Judging Criteria Chart
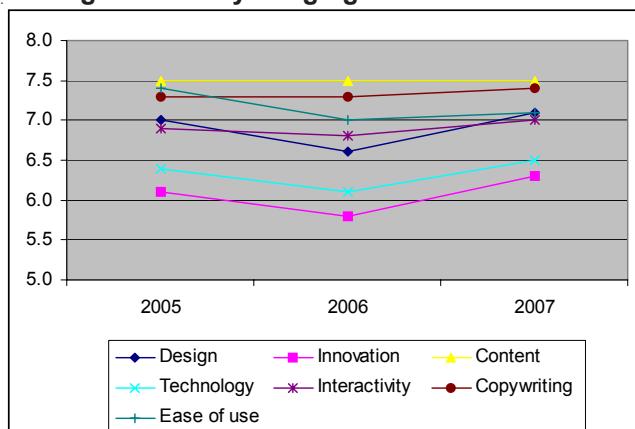
Analysis

New to the ISAR Report this year, healthcare providers were added as a separate category to the WebAwards in 2005. Since being added they have tracked the overall healthcare industry and slightly under performed the ISAR Index. Like many industries, healthcare providers score highest in content and copywriting and have the lowest scores in use of technology and innovation.

Industry vs ISAR 5-Year Average By Criteria
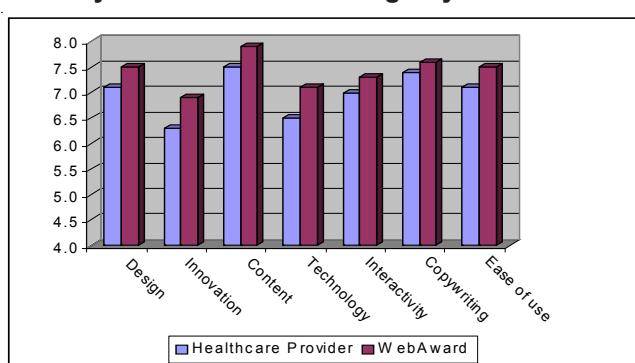
Best of Industry Winners

Year	Winner	Website
2007	eSiteful Corporation	The Methodist Hospital System
2006	Clockwork Active Media	J&D Dental
2005	Twist Image	Mount Sinai Hospital Montreal

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WebAward Internet Standards Assessment Report

2008 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
2006	40.0	50.7
2007	51.7	51.8

Score out of a possible 70 points
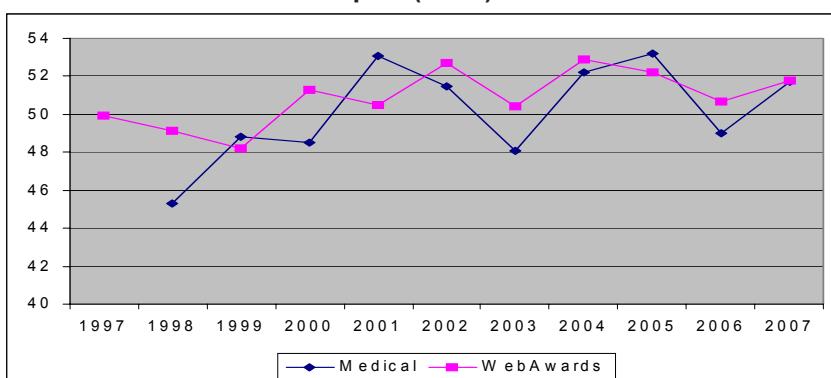
Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.4	7.2	7.4	7.2	7.3
Innovation	5.6	6.2	6.4	6.4	6.8
Content	7.0	7.6	7.7	7.7	8.2
Technology	5.8	6.6	6.6	6.6	7.0
Interactivity	6.2	6.9	7.3	6.8	7.2
Copywriting	7.6	7.8	7.7	7.3	7.8
Ease of use	7.0	7.4	7.6	7.0	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

Analysis

Medical Web sites have been inconsistent in terms of Web development. They have underperformed the ISAR index seven out of ten years competing although the 2007 underperformance was marginal. Medical Web sites outperformed the 5-year criteria benchmark average for copywriting, but fall below the average in all other areas. These sites are strongest in content, copywriting, and ease of use. They lag in innovation and technology.

The best medical Web sites are using video and audio, delivered through Flash and other developing technologies, to educate and engage their visitors. However, many medical Web sites are still stuck in a text and diagram based environment which hurts the overall scores.
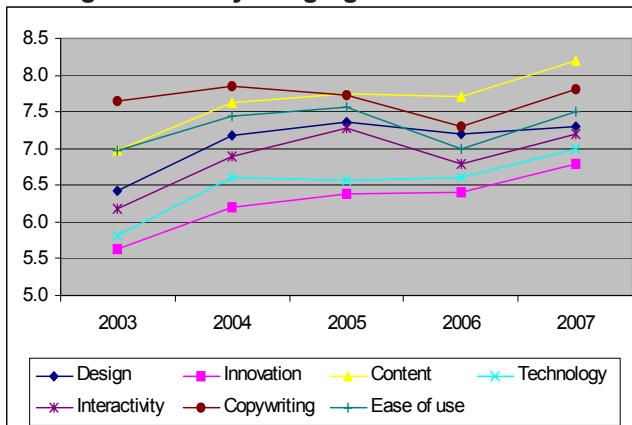
Industry vs ISAR 5-Year Average By Criteria
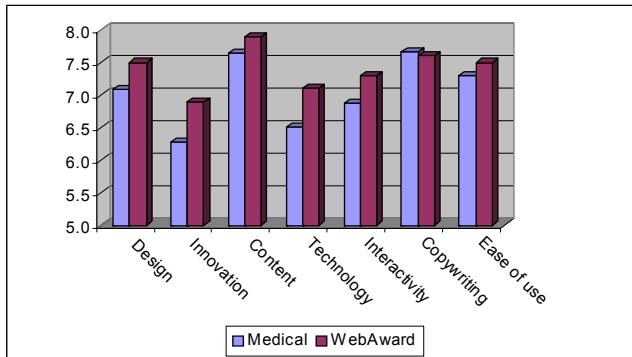
Best of Industry Winners

Year	Winner	Web site
2007	Centers for Disease Control	CDC.gov
2006	WebMD Health	WebMD
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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Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	Med Equip	WebAward
1997		49.9
1998		49.1
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	55.9	52.2
2006	42	47.9
2007	52.8	51.8

Score out of a possible 70 points
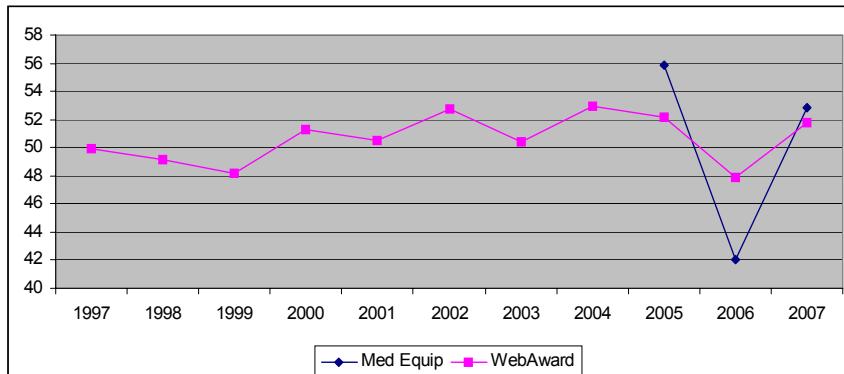
Average Scores by Judging Criteria

	2005	2006	2007
Design	7.5	6.3	7.6
Innovation	6.9	5.5	6.8
Content	7.6	7.2	8.2
Technology	6.9	5.8	7
Interactivity	7.5	6.3	7.3
Copywriting	7.9	6.8	8
Ease of use	7.8	5.8	7.9

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

Analysis

Making its debut to the ISAR study this year is Medical Equipment. The industry posted two strong years and one year of underperformance. The significant underperformance in 2006 resulted in underperformance in each of the criteria compared to the overall benchmarks.

This is an industry that has used Web sites effectively to demonstrate medical offerings online which doctors do not have the time to see during normal working hours. The best medical equipment sites are fully embracing new technologies to enhance the user experience.
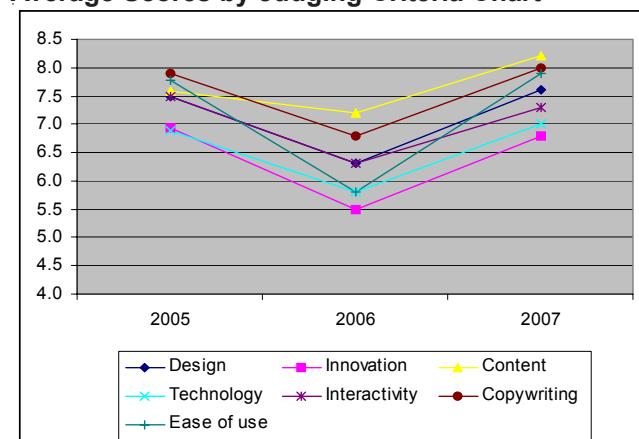
Industry vs ISAR 5-Year Average By Criteria
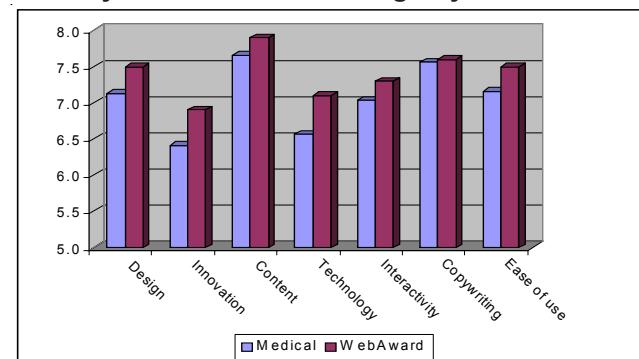
Best of Industry Winners

Year	Winner	Website
2007	Small Army	Cynosure Corporate Web Site
2006	Guidant Corporation	Guidant.com
2005	Roche Diagnostics	MyLabOnline

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WebAward Internet Standards Assessment Report

2008 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
2006	51.1	50.7
2007	53.9	51.8

Score out of a possible 70 points
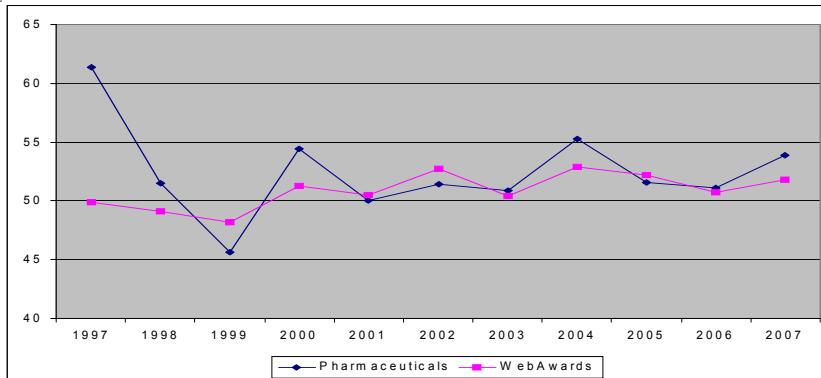
Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.9	7.8	7.3	7.3	7.8
Innovation	5.5	6.9	6.6	6.7	7.4
Content	7.2	8.2	7.5	7.8	8.2
Technology	5.6	7.0	6.4	7.0	7.5
Interactivity	5.9	7.3	6.7	7.1	7.2
Copywriting	7.6	8.2	7.5	7.7	7.9
Ease of use	7.3	8.2	7.2	7.5	8.0

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

Analysis

Pharmaceutical Web sites have closely mirrored the ISAR index for the past eleven years.
These sites have outpaced the 5-year criteria benchmark averages for copywriting and ease of use. They have narrowly missed the benchmark in design and content. Pharmaceutical Web sites score higher in content and copywriting and lower in innovation and technology.

With the dramatic changes in marketing strategy and outreach directly to the public by many drug companies, it appears that the pharmaceutical industry's Web efforts have kept up with overall Web development, but surprisingly not exceeded it.
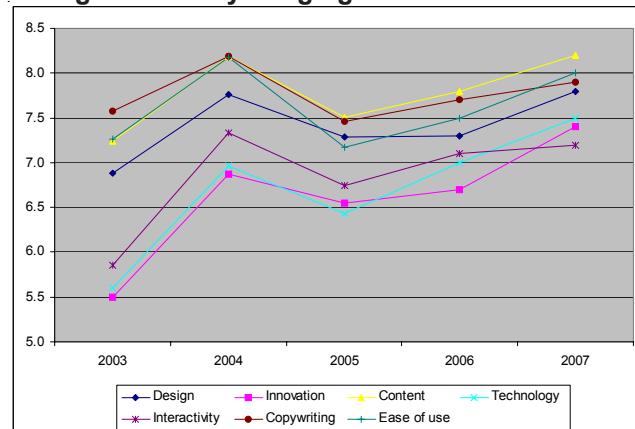
Industry vs ISAR 5-Year Average By Criteria
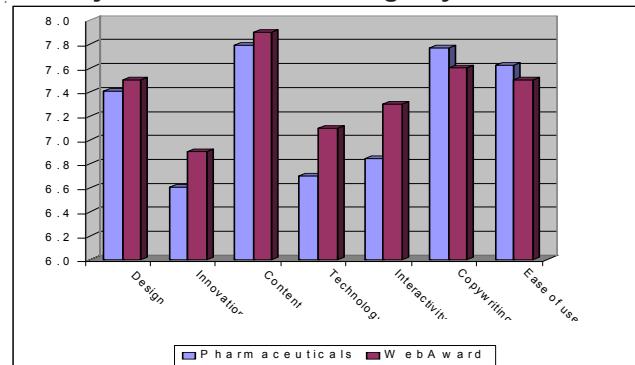
Best of Industry Winners

Year	Winner	Web site
2007	Biggs|Gilmore	Perrigo
2006	Studiocom	CVS Medicare Expert
2005	SimStar	BotoxCosmetic.com
2004	MagiClick Digital	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

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