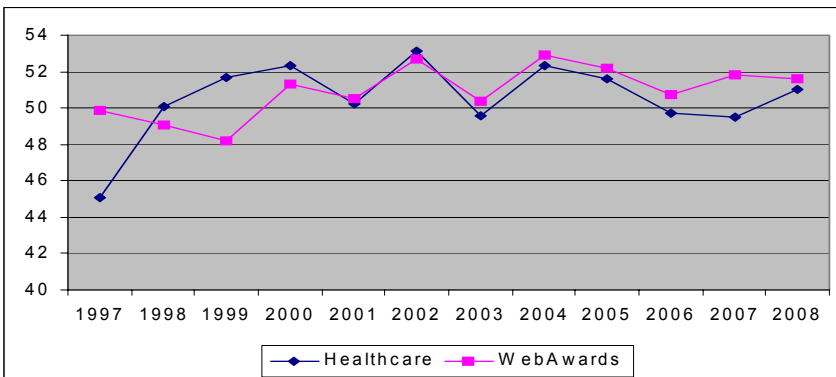# WebAward Internet Standards Assessment Report

2009 Healthcare Industry Benchmark Results

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

Year	Health	WebAwards
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
2008	51.0	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.0	6.9	7.2	7.2	7.2
Innovation	6.2	6.0	6.4	6.3	6.7
Content	7.7	7.4	7.7	7.8	7.8
Technology	6.4	6.2	6.6	6.5	6.9
Interactivity	7.1	6.9	6.9	6.8	7.3
Copywriting	7.6	7.4	7.6	7.4	7.6
Ease of use	7.4	7.2	7.4	7.4	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
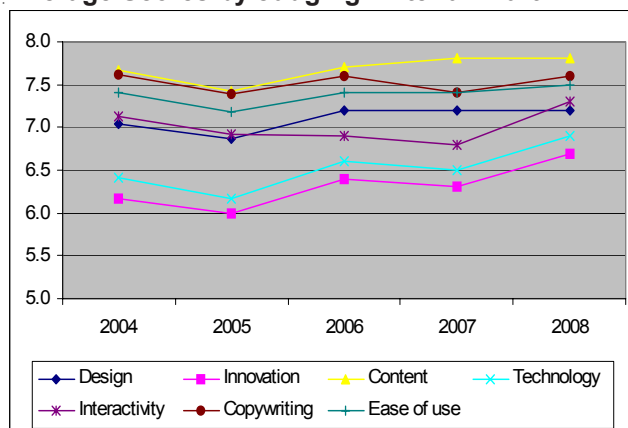
Analysis

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 use of 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
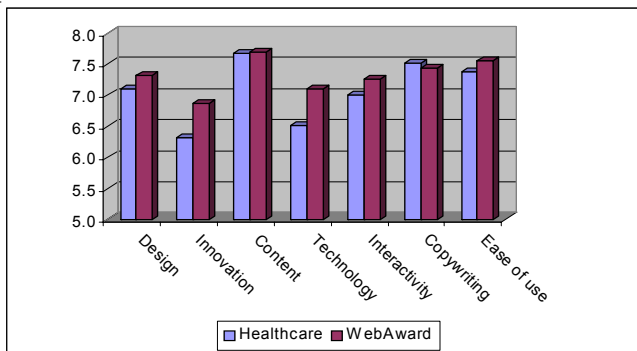
Best of Industry Winners

Year		
2008	Global Beach	Terrence Higgins Trust (THT)
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

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