



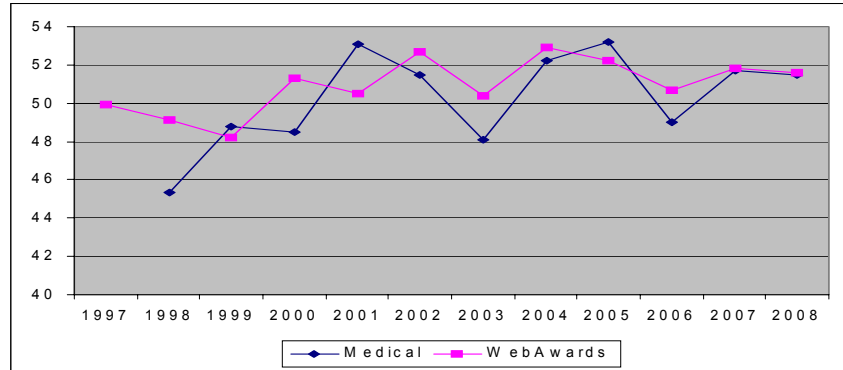
WebAward Internet Standards Assessment Report

2009 Medical Industry Benchmark Results

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

Year	Medical	WebAwards
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
2008	51.5	51.6

Score out of a possible 70 points

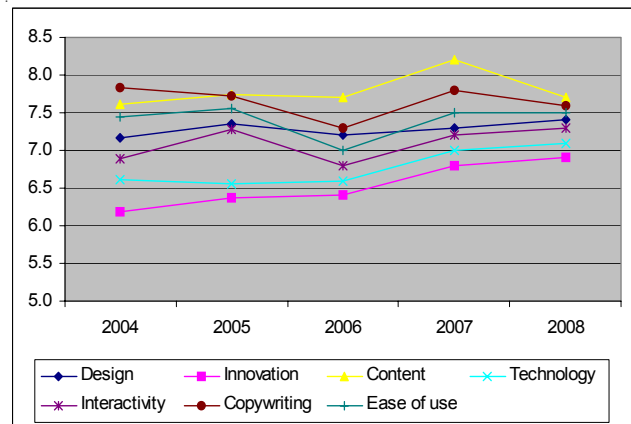


Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	7.2	7.4	7.2	7.3	7.4
Innovation	6.2	6.4	6.4	6.8	6.9
Content	7.6	7.7	7.7	8.2	7.7
Technology	6.6	6.6	6.6	7.0	7.1
Interactivity	6.9	7.3	6.8	7.2	7.3
Copywriting	7.8	7.7	7.3	7.8	7.4
Ease of use	7.4	7.6	7.0	7.5	7.6

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

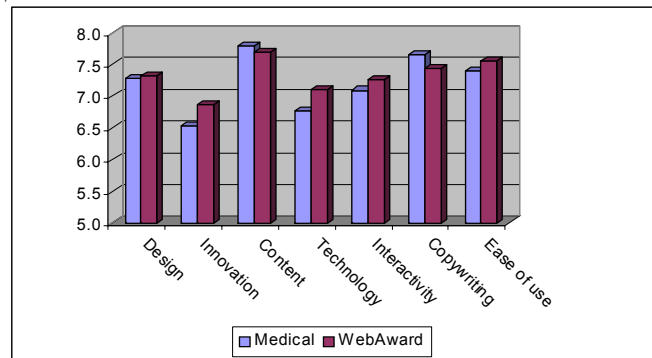


Analysis

Medical Web sites have been inconsistent in terms of Web development. They have underperformed the ISAR index eight out of eleven years competing although the 2007 and 2008 underperformance was marginal. Medical Web sites outperform the 5-year criteria benchmark average for copywriting and content, 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 Websites are using video and audio delivered through Flash and other developing technologies to educate and engage the visitor. 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
2008	Digitas Health	MerckMedicus
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

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