

Connective DX wins Communicator Award of Excellence for the 2018 Hospital Digital Experience Index

Awards program honors creative excellence for marketing and communications professionals

Portland, OR/Boston, MA, USA — June 20, 2019 — Connective DX, a Portland, Oregon and Boston, Massachusetts-based digital experience agency, is pleased to announce that its annual report, the [2018 Hospital Digital Experience Index \(HDX\)](#), [won a Communicator Award of Excellence](#) in the Collateral category at the 25th Annual Communicator Awards.

Each year, Connective DX publishes the HDX, an in-depth benchmarking study comparing and ranking the digital experience of the top fifteen hospitals in the US News & World Report rankings. The HDX study is a method for baselining the digital customer experience delivered via hospital websites. It combines publicly observable use data and expert testing to spotlight emerging best practices. The HDX provides healthcare leaders with an objective and informed view they can use to improve the ways they engage their most valuable audiences online. Connective DX shares this research and methodology with healthcare leaders who are advancing digital change, and those working to make healthcare more digitally accessible.

Over seventy pages long, this year's report reveals changes in the top-ranked digital experiences: iterative improvements on longstanding challenges, and new patterns of engagement improving patient access. Armed with multiple years of experience conducting a quantitative and qualitative expert analysis of the top-ranked hospitals, Connective DX also provides insight into the pace and examples of change at individual institutions. To learn more about the best hospital digital experience practices, [download the HDX Index](#).

The Communicator Awards is a leading international awards program recognizing big ideas in marketing and communications. Founded over two decades ago, it receives over 6,000 entries from companies and agencies of all sizes, making it one of the most significant awards of its kind in the world. The Communicator Awards is sanctioned and judged by the [Academy of Interactive & Visual Arts](#), an invitation-only group consisting of top-tier professionals from acclaimed media, communications, advertising, creative and marketing firms.

The Award of Excellence, the Communicator's highest honor, is given to entrants whose ability to communicate positions them as the best in the field. As an Award of Excellence winner, the HDX was also showcased in the [Interactive Winners Gallery](#).

View the full list of [2019 Marketing/Promotion Communicator awards](#).

About Connective DX

Connective DX is a digital experience agency focused on helping organizations embrace the

power of digital, align around the customer, and take control of their digital future. The agency serves clients globally with services that span digital experience strategy, experience design, technology and digital enablement. Founded in 1997, Connective DX has offices in Portland, Ore., and Boston, Mass. Clients include Portland General Electric, Everence Financial, Geisinger Health Systems, NW Natural, and more. www.connectivedx.com

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