Blog of the Year – Health IT

1. Modivcare

Brief Summary
Modivcare connects people with care, wherever they are. With our expert authors, we publish articles to tell the supportive care story not as a Modivcare advertising vehicle but as a forum to share insights, develop conversations, build relationships and support the medically underserved.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)
With a team of two and no external budget, Modivcare successfully published thought leadership monthly. Content includes articles by company experts and infographics. Content focuses on offering information and opinion about supportive care services. The content has produced excellent results.

Entry Details (max 3500 characters)
"At Modivcare, we believe social and economic factors such as where you live, work or learn should never be a barrier to care. We help the underserved by facilitating non-emergency medical transportation, nutritional meals, remote patient monitoring and personal, in-home care.

Our blog supports the company mission by presenting expert commentary on supportive care topics authored by Modivcare experts. We meet with each subject matter expert to create a custom plan, focusing on the author's area of expertise, potential topics and goals. Topics include predictive analytics, artificial intelligence, Medicare Advantage, Medicaid, supportive care, non-emergency medical transportation, personal care, nutrition and remote patient monitoring.

Each article is supported and used in several ways to help ensure the most effective all-around engagement:
- Posted to the Modivcare blog
- Promoted on LinkedIn and Twitter
- Sent to employees for engagement
- Repurposed into infographics, stand-alone quotes and other content
- Pitched to media outlets

BLOG

Every month we publish an original thought leadership article to the Modivcare blog, demonstrating our Modivcare leaders' industry knowledge and unique insight. We then post a brief overview to our LinkedIn and Twitter platforms with a link to the article, designed to push readers to the full piece located on the blog.

LINKEDIN

We've chosen LinkedIn as our social media promotional platform due to the audience Modivcare has on the site. With more than 20,000 followers in a variety of professions, our LinkedIn page has not only successfully pushed readers to our blog, it also has been an excellent source of engagement on its own. One of our recent article posts, "States make SDoH strides with new Medicaid benefits, programs" received 66 reactions after one week of being posted and an overall engagement rate of 6.48%.

MEDIA PLACEMENTS

Each article is considered for an earned media pitch and selected based on the timeliness of the topics and the potential interest of the media outlet. To date, we've secured 100% placement of the articles pitched to media outlets. (Two examples are in the Supporting Links section.)

BLOG RESULTS

Since the blog's inception on November 1, 2021 through January 31, 2022, the site has garnered more than 1,300 page views with nearly 1,200 coming from unique visitors. Readers spend an average of 3:15 minutes on the blog reading articles. Specific article reading times range from nearly 2 minutes to more than 7 minutes. (See attached report for details.)

Supporting Links
https://www.modivcare.com/insights/blog
https://www.linkedin.com/posts/modivcare_nutrition-food-modv-activity-6900199845366255616-uQrr
https://www.linkedin.com/posts/modivcare_states-make-sdoh-strides-with-new-medicaid-activity-6897238039936999424-U4_D
https://www.linkedin.com/posts/modivcare_part-2-remote-patient-monitoring-benefits-activity-6895456139048210432-OV0P
https://www.managedhealthcareexecutive.com/view/out-of-service-how-a-missed-ride-can-impact-health-outcomes
https://www.managedhealthcareexecutive.com/view/long-term-medicaid-support-services-move-to-the-home-and-community

Additional Documents
https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Blog-Results_Nov-2021_Jan-2022.pdf
https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Blog-Landing-Page.png

2. Bravado Health

Brief Summary

The Bravado Health blog offers educational information that helps surgeons and care teams improve outcomes by focusing on patient optimization before and after surgical and non-surgical procedures. The content is a key component of their marketing strategy for Ayva, a patient engagement platform.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Bravado's blog is updated 3-4x per month with high-quality content, including infographics and executive briefs that address topics of interest to practices and ASCs. To date, the most popular post has generated 183 top-of-funnel engaged prospects from its promotion on LinkedIn Ads and via email.

Entry Details (max 3500 characters)

The Bravado Health blog is a go-to resource of high-equity content for surgeons, case managers, and other stakeholders on the care team who guide patients through the entire spectrum of surgeries, procedures, and disease management.

It offers tips and best practices to optimize patient behavior before and after surgical and non-surgical procedures, including disease management, with the end goal of improving health outcomes.

The content is at the center of Bravado's marketing strategy for Ayva, a dynamic patient engagement platform:

1. Positions Bravado Health President & CMO Dr. John Bernot as a thought leader
2. Generates top-of-funnel leads and engaged prospects from LinkedIn Ads and other channels
3. Nurtures middle-of-the-funnel leads with 2x monthly email outreach
4. Drives traffic from social media engagements

Here are some stats:
183: number of engaged prospects generated from the most popular blog post via LinkedIn Ads
55%: increase in blog post views after committing to a high-quality content marketing strategy

Supporting Links
https://www.bravadohealth.com/news-press/
https://www.bravadohealth.com/2021/12/08/7-trends-in-orthopaedics-to-plan-for-in-2022/
https://www.bravadohealth.com/2021/11/03/the-rise-of-the-supergroup-5-ways-to-mitigate-the-challenges-of-practice-consolidation/
https://www.bravadohealth.com/2021/11/10/5-ways-your-ehrs-patient-engagement-module-is-failing-you-and-your-patients/
https://www.bravadohealth.com/2021/05/05/5-star-surgeons-deserve-5-star-patients-coaching-your-way-to-fewer-no-shows-and-improved-outcomes/

3. Bright.md

Brief Summary

Bright.md is the leading asynchronous telehealth solution increasing access and convenience for patients, while improving efficiency and consistency for providers. The Bright.md Blog educates and engages readers with posts on asynchronous telehealth, customer stories, and company and industry news.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

40% of Bright.md Blog readers are return visitors each month. Readers come back to the blog for its variety of content around virtual care and asynchronous telehealth that make it useful for not only healthcare executives, but also consumers looking to stay on top of digital health industry trends.

Entry Details (max 3500 characters)

"For too long, telehealth has been synonymous with video visits. Bright.md wants to change that. It's leading the charge to raise awareness and educate people about the value of asynchronous telehealth as a must-have to power hybrid care delivery in the future. But what is asynchronous care? The Bright.md Blog focuses on answering this question in creative and engaging ways, so asynchronous care is top-of-mind for healthcare executives.

It features high-quality informational content, a consistent and frequent posting schedule, and a clean, user-friendly presentation. With a focus on trends in the industry and tips for health systems to implement asynchronous care, two most-read recent examples (supporting links below) include "5 ways asynchronous telehealth addresses today's capacity crisis" and "The future of care delivery: Tips for putting your telehealth investments to work in 2022". With an average of one post a week, the content is always up-to-date, making it easy for readers to stay in the loop with asynchronous care.

The blog's Bright Spots series pulls out interesting data points from Bright.md's solution analytics to draw out insights that are relevant for healthcare executives, and to continue to educate readers on how people are using asynchronous care. From the series, "The Top 5 conditions patients seek care for with asynchronous telehealth" and "Reduce expensive ED and urgent care visits by 33% with asynchronous care" have both seen solid traffic and conversions from readers.

For those in the healthcare industry, the Bright.md blog is a great source of information around industry news and events. For example, after Bright.md attended HLTH in October, they recapped the event with the post "Putting trust at the heart of healthcare: Overheard at HLTH 2021". A top-performing post last year, it shares key themes the team heard at HLTH and how they can be used to frame the discussion around the future of care delivery.

The blog also demonstrates Bright.md's strong relationships with healthcare leaders, and features Q&As with customers and success stories about the Bright.md solution. A recent example is Customer spotlight: Rural system Winona Health talks patient engagement and increased care quality with *Bright.md: A Q&A* with Jessica Remington from Winona Health, the post features her insights on how the Minnesota-based health system has used Bright.md to help reduce barriers to care for patients, ease

administrative burdens for providers, and compete with other larger health systems that use virtual care.

The blog is also the go-to place for all Bright.md news, including product launches, customer announcements, awards, and new partnerships with other companies. Each quarter, a post shares solution updates, demonstrating how Bright.md is constantly developing and improving their offerings. The latest is *Bright.md Winter* release: 5 key updates for patient experience, provider workflow, highlighting product updates to increase patient access, reduce barriers to care, and improve patient routing.

Above all, the Bright.md Blog allows those involved in healthcare to stay knowledgeable about the industry in general while also learning about the value of asynchronous care. Whether you're a patient looking to learn about different care options or a health system executive looking for business insights and strategy tips, the Bright.md Blog is a reliable and consistent source.

Supporting Links
https://bright.md/blog/, https://bright.md/blog/5-ways-asynchronous-telehealth-addresses-todays-capacity-crisis/
https://bright.md/blog/the-future-of-care-delivery-tips-for-putting-your-telehealth-investments-to-work-in-2022/
https://bright.md/blog/bright-spots-the-top-5-conditions-patients-seek-care-for-with-asynchronous-telehealth/
https://bright.md/blog/bright-spots-reduce-expensive-er-and-urgent-care-visits-by-33-with-asynchronous-care/
https://bright.md/blog/putting-trust-at-the-heart-of-healthcare-overheard-at-hlth-2021/
https://bright.md/blog/customer-spotlight-rural-system-winona-health-talks-patient-engagement-and-increased-care-quality-with-bright-md/
https://bright.md/blog/bright-md-winter-22-product-release-5-key-updates-for-patient-experience-provider-workflow/

3. GetWell Networks

Brief Summary
With the 2021 launch of a new brand and website, Get Well's small content team greatly increased the cadence and quality of corporate blogging, while optimizing posts for search engines and targeting key audiences. These efforts significantly increased blog views and, thus, site traffic.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)
Many in the healthcare industry offer a corporate blog, but they are often sales-heavy, product-driven, and short on actionable information. It's rare to find one with robust thought leadership that not only drives traffic but informs and educates the community on a consistent basis like Get Well's.

Entry Details (max 3500 characters)
A crucial part of healthcare lies in informing and educating the community on best practices, laying the groundwork, and finding opportunities for improvement. Taking these kinds of cues from the incredible healthcare organizations with which we partner, Get Well sought to make our blog one of robust thought leadership, a centralized location where people from many different audiences could find expert information on both the industry and the types of digital health technology in which we specialize.

RESEARCH/TOPICS

Blog post topics are identified based on information that is critically important in the healthcare industry at a particular time, as well as where we feel our Get Well leadership could offer the most expert advice to our readership. Extensive research is conducted for each blog post, which goes through a series of multiple reviewers internally. The goal is always to ensure an accurate, informative read for every visitor to the Get Well blog.

CADENCE

The small content creation team at Get Well increased blog post production by 15% year over year (2021 vs. 2020). As our most productive year ever, this lead to an increase in the variety of topics we could write about, as well as a boost in internal linking between blog posts, webpages, and more carefully crafted Get Well content, encouraging readers to stay on the website and truly dig deep into their category or topic of interest.

SEO

Get Well's posts in 2021 were carefully optimized for search engine placement success, with key phrases identified up front and woven throughout the post elements in a natural, understandable way. This served a dual purpose of attracting targeted organic traffic as well as clarifying the intent and topic of a

post for readers. Deliberate internal and external linking strategies also helped increase SERP and guided readers to their next best point of action.

OUTCOMES/SUMMARY

The increased cadence of blog publication, carefully selected topics, and deliberate search engine optimization had a direct impact on views to the Get Well blog, which themselves increased by 50% year over year (2021 vs. 2020). In the same timeframe, the bounce rate across all Get Well blog pages also saw improvement, dropping by more than 4%. These efforts worked together to create a corporate blog that is beneficial not just for Get Well, but for readership and the industry as a whole.

Supporting Links
https://www.getwellnetwork.com/blog/
https://www.getwellnetwork.com/blog/what-is-health-equity-and-why-does-it-matter/
https://www.getwellnetwork.com/blog/using-technology-to-drive-health-equity/
https://www.getwellnetwork.com/blog/digital-health-technology-nursing-efficiency/

4. Stericycle Communication Solutions

Brief Summary

The Stericycle Communication Solutions Blog delivers weekly thought leadership content to healthcare systems on relevant, industry topics, featuring tips, resources, and best practices in patient engagement through the lens of access, action, and adherence.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

In 2021, content focused around significant challenges in healthcare marketing and operations including vaccine appointments and operational administration tactics, clinician burnout, and getting patients back into care post-pandemic as early detection had dropped during 2020 and continues today.

Entry Details (max 3500 characters)

Stericycle Communication Solutions' *Patient Engagement Strategies*; blog publishes new content weekly, with the exception of major US holiday weeks. In 2021, our blog viewership doubled from the year before and the top read content included COVID-19 vaccine programs, improving the patient experience in the ED, medical call center services you never thought to outsources, and creating a digital front door with patient self-scheduling. Due to the consistent nature of posting, reviewing content for interest and adjusting, as well as optimizing every single blog for SEO, this blog has driven web views to be our highest attained to date in January of 2022. We launched the new website in January of 2021, so this is very exciting. For a team of 6 to author and publish such engaging content weekly is no small feat.

The blog has contributed to all of our marketing campaign success by being an anchor for multiple channels as prospects and client look for more information and resources such as social, email, and paid. The team was able to bypass our stiff revenue goal in 2021 with the blog being the anchor of our content marketing strategy. None of our direct competitors post as frequently, or have the depth and breadth of content the team has produced. I dare you to find one.

Supporting Links

https://access.stericyclecommunications.com/blog
https://access.stericyclecommunications.com/blog/10-marketing-strategies-promote-patient-scheduling-system/
https://access.stericyclecommunications.com/blog/patient-activation-for-distributing-covid-19-vaccines
https://access.stericyclecommunications.com/blog/vaccine-operations-covid-19
https://access.stericyclecommunications.com/blog/2021-in-review-how-our-clients-thrived-in-a-year-of-vaccines-covid-19-spikes-hybrid-care-and-clinician-burnout
https://access.stericyclecommunications.com/blog/blog/-staff-shortage-healthcare-strategies-mitigate-stress-organization/

5. Definitive Healthcare

Brief Summary
Definitive Healthcare's blog serves as one of the main channels to showcase the company's thought leadership by leveraging healthcare commercial intelligence to provide an interesting perspective and commentary on trending healthcare topics.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)
As part of Definitive Healthcare's rebrand in 2021, the company's blog got a facelift. The content strategy pivoted to leverage healthcare commercial intelligence to showcase trends playing out in the healthcare market and explain them in an easy-to-understand and engaging way.

Entry Details (max 3500 characters)
Definitive Healthcare refreshed its blog content strategy to provide intriguing thought leadership and informative content in an engaging way to anyone who works, sells or is interested in the healthcare market. We're achieving that by using our healthcare commercial intelligence to contribute to existing conversations, put a spotlight on emerging trends and add nuance that cannot be found anywhere else.

Here are a few standout blogs:

ARE WOMEN ACTUALLY POSTPONING HAVING KIDS?
Following a New York Times article exploring why women are delaying motherhood, we dug into our data to add more nuance to the conversation. Our blog post provided readers with an expanded look at the trends in birth rates across several age groups to show how birth rates are declining and how the average age of patients is increasing.

LET ME HAVE THE REMOTE PATIENT MONITORING
Our sales team saw an increase in remote patient monitoring (RPM) companies coming to market during COVID, so our writers worked closely with them to develop a blog to highlight how RPM usage skyrocketed during COVID and show how RPM vendors can capitalize on the emerging market trend.

ORACLE'S ACQUISITION OF CERNER MAY HAVE BIG IMPLICATIONS FOR HEALTHCARE TECH
Big tech companies are moving into the healthcare ecosystem. After Oracle announced it agreed to acquire Cerner in late 2021, we knew this decision could have a major ripple effect. In this blog post, we provided insight on Cerner's market share, the types of solutions Oracle is already offering to healthcare facilities and what it might all mean for the healthcare market moving forward.

THE PROGNOSIS ON ELECTIVE SURGERIES
COVID-19 forced the mass cancellation of elective surgeries across the country. Not only does this negatively impact a hospital's bottom line, but there are also significant implications for patient care. To add to the broader conversation on elective surgery cancellations, we leveraged our healthcare

commercial intelligence to calculate how long it will take for healthcare organizations to make up the backlog of missed procedures.

SHIFTING CARE FROM HOSPITALS TO AMBULATORY SURGERY CENTERS - A TEMPORARY FAD OR HERE TO STAY?
Ambulatory surgery centers (ASCs) became a particularly attractive choice for patients during the pandemic as they sought to avoid hospitals. However, is the popularity of ASCs a COVID fad or something that is here to stay? We compared trends in ASC volume against hospital volume for outpatient surgeries to show this is more than a passing fad.

Support Links
https://www.definitivehc.com/blog/are-women-actually-postponing-having-kids
https://www.definitivehc.com/blog/let-me-have-the-remote-patient-monitoring-that-is
https://www.definitivehc.com/blog/oracles-acquisition-cerner-may-have-big-implications-healthcare-tech
https://www.definitivehc.com/blog/shifting-care-hospitals-ambulatory-surgery-centers-temporary-fad-or-here-stay
https://www.definitivehc.com/blog/prognosis-elective-surgeries

6. Sentry Data Systems

Brief Summary

340Buzz is a monthly blog series chronicling the twists and turns of the federal 340B drug program that cuts through the complicated details to tell covered entities what they need to know. It offers perspective and advice, when appropriate, at a time when the program is under tremendous scrutiny.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

While many healthcare media outlets cover the major stories in 340B, it's not easy to follow the important, often complicated day-to-day developments that affect covered entities and the safety net health services they provide. The 340Buzz is an insightful and lively monthly guide to what to know.

Entry Details (max 3500 characters)

The federal 340B program, which was passed as part of the Veterans Health Care Act of 1992, for years enjoyed a relatively low profile as a discount drug program designed to help safety net hospitals and clinics stretch scarce federal resources, with drug manufacturers agreeing to offer the discounts as a condition of participating in Medicare and Medicaid.

In recent years, coinciding with huge growth in the program, 340B has grown contentious. Pharmacy benefit managers and insurance companies have found ways to reduce reimbursement, charge fees or otherwise discriminate against 340B covered entities. Changes in patient admission mix during the COVID-19 pandemic caused many disproportionate share hospitals to lose their program eligibility - and with it, the program savings. And starting in 2020, a growing list of drug makers are unilaterally enacting restrictions on providing 340B pricing at contract pharmacies, citing concerns over Medicare and Medicaid duplicate discounts. Those contract pharmacy exclusions are the subject of a number of federal lawsuits, several of which are being appealed.

In this environment, 340B covered entities need a trusted source to keep them informed, interpret the developments and provide both guidance and a morale boost.

Lisa Scholz, PharmD, MBA, is head of industry relations for Sentry Data Systems, a 340B software vendor, and the author of the 340Buzz. Each month, she brings her wit, expertise and passion to the Buzz as a fierce advocate for 340B and the healthcare safety net.

In addition to overseeing external partnerships, liaising with government stakeholders, and bridging strategy with product development at Sentry, Scholz lends authority to the Buzz. A frequent speaker at national conferences and before government bodies, Scholz was previously Chief Operating Officer at 340B Health, responsible for overall operations and strategic planning for the non-profit advocacy organization. She also worked at the American Pharmacists Association's HRSA Pharmacy Services Support Center, including providing 340B assistance to DSH hospitals. She joined Sentry in 2015 as

Senior Vice President, Marketing Strategy and served briefly as Senior Vice President and Chief Customer Engagement Officer.

The blog has enjoyed great success:
- Year to date, the average time on page is phenomenal at 00:03:08 (based on 20 billion user sessions, B2B websites have the highest average time on page at around 82 seconds)
- 21% of visitors came from organic Google searches, indicating good SEO and relevant content

Supporting Links
https://www.sentryds.com/february-340buzz-be-the-change/
https://www.sentryds.com/november-340buzz-little-clarity-on-contract-pharmacy-issue/
https://www.sentryds.com/summer-340buzz-a-dogs-breakfast-or-a-beehive-of-activity/

7. Wolters Kluwer

Brief Summary

It should come as no surprise that a $5.1 billion global information services company has an outstanding blog. Wolters Kluwer's blog, *Expert Insights Health,* showcases deep domain expertise and provides information that accelerates decision making for leaders in healthcare.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Perhaps the most impressive thing about Experts Insights Health (to healthcare marketers) is how effectively it is used as part of an integrated marketing campaign, tied to different product lines. Relevant, timely topics are chosen with care and woven throughout email, social media, etc.

Entry Details (max 3500 characters)

Expert Insights Health categorizes their blog into 4 overarching categories: COVID-19 Resources; Digital Transformation; Diversity Matters; Innovation in Healthcare. Each blog topic is planned, researched, and written expertly to provide real value to their audience.

Supporting Links

https://www.wolterskluwer.com/en/expert-insights/health
https://www.wolterskluwer.com/en/expert-insights/eliminate-silos-that-inhibit-evidence-based-practice-improvements

8. Kno2

Brief Summary

Kno2's blog is a rising star - they bring fresh approaches to interoperability topics that make you want more, and then they deliver. Their easy-to-read blog packs a punch, always including actionable tips and takeaways. They've become a must follow for hot takes and breaking down complex issues.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Kno2 shifted from posting as necessary to posting once a week, and it's paid off. Their team is full of interop rockstars, and their blog quickly showcased their thought-leadership and incredibly perspective. They've become a truly valuable blog resource in the industry quickly.

Entry Details (max 3500 characters)

Kno2 is in a league of very few in the interoperability industry. They are implementers of Carequality, members of CommonWell, and members of DirectTrust. Additionally, they've focused on the areas of healthcare that Meaningful Use ignored - EMS and Long-Term/Post-Acute Care. Their interoperability knowledge is extensive, and know they are showcasing it in their blog, and it's paying off.

Their fresh approaches to complex topics has gained recognition from several media outlets. For instance, a variation of Matt Becker's blog on patient matching was picked up for three different media outlets. Other outlets are asking Kno2 for content, such as the recent "Silver Tsunami" published recently for McKnight's.

Additionally, their content is resonating as exemplified by their LinkedIn engagement tripling, and their web traffic from social media doubling.

Kno2's transition from an ad hoc to a reliable blog with great content is worthy of recognition.

Supporting Links

https://kno2.com/blog/
https://kno2.com/5-key-steps-can-jump-start-patient-matching-accuracy/
https://www.mcknights.com/blogs/guest-columns/the-silver-tsunami-factor-creating-a-disaster-recovery-plan-for-the-impending-healthcare-devastation/