

Press release: 14 November 2011

## Double celebrations for HealthEd

HealthEd is celebrating after winning two prestigious patient education awards.

At the recent Web Health Awards, HealthEd was awarded gold in the Patient Education Portal Website category. The awards, now in their 13th year, recognise and honour high-quality digital health resources for patients and healthcare professionals. This year a panel of 39 experts in digital health media had to select their winners from over 500 entries from the UK and USA.



The winning website, [www.phassociation.uk.com](http://www.phassociation.uk.com), was commissioned by the Pulmonary Hypertension Association to provide an invaluable resource for those affected by the rare condition. The resulting patient-friendly website not only provided clear and easy to comprehend information on a complex subject but also adhered to best practice guidelines and principles for web design and usability and included social networking elements to provide a 'community feel'. Metrics and feedback show that the website is regularly accessed by patients, family members and other pulmonary hypertension (PH) support organisations across Europe and the USA. Since its launch in 2010 the site has received 47,092 visits (19,658 unique users), has 174 registered forum members and over 200 members on the official PHA UK Facebook page.\*

A few weeks earlier HealthEd also received recognition at the 2011 BMA Patient Information Awards, securing a Highly Commended award for another project commissioned by the Pulmonary Hypertension Association. The patient handbook, entitled Understanding Pulmonary Hypertension – Information for Patients, is an essential resource that presents all of the core information about PH in a single place. It is used to educate both patients and non-PH specialist healthcare professionals about the condition.



A BMA Award Reviewer commented 'It's very readable, explains everything well and includes summaries of relevant clinical trials. It has a glossary, information about the organisation and plenty of pointers to other information. There is a good contents page, the layout is clear.'

Although developed for a UK audience, the resource is frequently requested by PH associations from around the world who also use it as an educational resource for both patients and healthcare professionals.

The secret to HealthEd's success lies in its collaboration with patients and healthcare

professionals. For both projects, HealthEd liaised closely with end-users throughout development to produce patient education materials that were engaging, informative and useful.

HealthEd's managing director, Clare Bennett said 'These awards show how committed HealthEd is to providing patient-centred education solutions, whatever the media. The team worked really hard on the design and content of both of the resources to ensure that they would support and educate those affected by the condition.'

Iain Armstrong, Chairman and co-founder of the Pulmonary Hypertension Association said 'The development of both the Understanding Pulmonary Hypertension handbook and the new website has had fantastic feedback in the world of pulmonary hypertension, both nationally and internationally. Importantly the patient population has and continues to feedback to us just how helpful, informative and attractive both the handbook and website are. This is high quality information presented in a manner that is accessible and engaging. It has been a pleasure working in partnership with HealthEd and seeing these excellent resources come to fruition.'

\*Data from 1 October 2010 to 11 November 2011

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