

POZ.com Tops WebMD For Best Healthcare Online Media Brand

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POZ.com—America’s leading website for people living with and those affected by HIV/AIDS—has received the MM&M Award for Best Healthcare Online Media Brand. The MM&M (Medical Marketing & Media) Awards recognize exceptional creativity and marketing effectiveness in health care across 24 categories, as determined by an independent panel of judges representing all sectors of the industry.

In just four years, the MM&M Awards have become the premier awards program in the industry. This year, MM&M received a record number of 830 entries. The winners were announced October 30 at Tavern on the Green in New York City.

POZ magazine and POZ.com are part of the Smart + Strong family. Smart + Strong also operates several other health-oriented publications and websites, including Real Health (a print and online guide to African-American wellness), Tu Salud (a print and online guide to Latino wellness) and AIDSmeds (a website devoted to the treatment of HIV).

In the past three years, every brand—and every product—produced by Smart + Strong has won awards. Since 2005, Smart + Strong’s products have collectively won 23 awards. They include: the UTNE Reader’s Independent Press Award for Health and Wellness Coverage (for POZ magazine), the Freddie Award for best infectious disease site (for POZ.com), gold and silver eHealthcare Leadership Awards (for POZ.com) and National Health Information Awards (for POZ, POZ Focus, Real Health and Tu Salud). Smart + Strong also won the National Association of People with AIDS’s Positive Leadership Award for POZ’s exceptional service to the HIV/AIDS community. For a complete list of all awards, visit poz.com/awards.

From the quality of its print and online content, to the usability and interactivity of its website, and from its unparalleled circulation and distribution among even the hardest-to-reach sectors of its audience, to its commitment to that often underserved audience, Smart + Strong stands alone in its ability to deliver the highest-caliber, most empowering information to the entire domestic HIV community.
