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**LGRC Website Wins Silver at  
2010 eHealthcare Leadership Awards**



Boston, MA, November 17, 2010 — The LGRC’s public outreach website, [www.lung-genomics.org](http://www.lung-genomics.org), recently earned a Silver Award for Best Site Design at the 11th annual eHealthcare Leadership Awards.

Run by Strategic Health Care Communications, a marketing, communications, and business development information provider to healthcare organizations, this awards program recognizes outstanding websites of healthcare organizations. The LGRC worked with design firm Acsys Interactive to create the website, which was launched in August.

Nearly 1,300 entries were evaluated this year by a panel of 123 experts in healthcare and the Internet. Ratings were based on Internet excellence and how each site fared against others in its group classification. Winners receive platinum, gold, silver, or distinction designations.

The LGRC’s website was nominated in the “Other Healthcare Sites” group, one of 17 classifications under the Best Site Design category. Among the criteria considered by the panel were whether an entry’s design was “unusual, attractive, and engaging” and how well it “facilitated access to key site information, providing strong branding and excellent usability.”

The 2010 winners were recognized on November 17, 2010, at a special ceremony in Las Vegas, in conjunction with the 14th Annual Healthcare Internet Conference.

For more information on this topic, please contact Joan Coraccio at 617-582-9083 or at [coraccio@jimmy.harvard.edu](mailto:coraccio@jimmy.harvard.edu).

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