

## Siren Interactive Wins Numerous World Wide Web Health Awards in 2007

August 15, 2007

**Siren Interactive has earned numerous World Wide Web Health Awards for its groundbreaking work on the web.**

**The World Wide Web Health Awards** is a program that recognizes the best web-based health-related content for consumers and professionals. The program is held twice a year with the goal of providing a "seal of quality" for electronic health information.

**Siren Earned the Silver Award for the WinRho<sup>®</sup> SDF website ([www.winrho.com](http://www.winrho.com)), produced for Baxter Healthcare Corporation.** The project includes animation, video, audio, and text that educates patients and healthcare providers about treatment options for Immune Thrombocytopenic Purpura (ITP). Key members of the Siren creative team were Su Jang, Kyle Crumrine, and Pamela Todd.

**Siren was given an Award of Merit for the "AAT Deficiency eLearning" program on [www.alpha1health.com](http://www.alpha1health.com), produced for Baxter Healthcare Corporation.** The project includes animation, video, audio and text that educates healthcare providers about the dangerously under diagnosed disease Alpha-1 Antitrypsin Deficiency. Key members of the Siren creative team were Carol Cohn, Linda Martens, Rob C. Laucius, and Megan Coleman.

**An Award of Merit was designated to Siren for the "DiversityConnection.org Home Page" produced for the Institute for Diversity in Health Management, an affiliate of the American Hospital Association.** The project included a drastic redesign of the website to better facilitate the organization's mission to achieve diversity in hospitals and healthcare systems. Key members of the Siren creative team were Kasia Wandowska, Pamela Todd, and Rob C. Laucius.