

Interactive Timeline of Health Care Reform Wins Gold “Azbee” Award

The when’s and why’s of 52 Health Care Act provisions illustrated through online widget

New York, Nov. 29, 2010 /PR Newswire – (<http://myprgenie.com>) – A panel of experienced judges awarded the editors of *Employee Benefit News* and *Employee Benefit Adviser* a Gold “Azbee” for an interactive timeline chronicling recent and proposed changes to the United States health care system. The Health Care Reform Interactive Timeline was evaluated on factors such as design, usability, value to readers and effective use of online technology.

The American Society of Business Publication Editors recognizes outstanding work by magazines, newsletters and digital media on an annual basis. This group also recognizes journalists of business publications with the Journalism That Matters award.

Editorial Director of SourceMedia’s Employee Benefit News Group, David Albertson, credited Kathleen Koster, Kelley Butler and John Ortman for developing this useful online tool. “Despite its relatively recent adoption, the timeline page has remained one of the top 10 viewed pages since its inception,” says Albertson. “We believe the timeline will continue to be a comprehensive resource for benefits professionals wrestling with the PPACA legislation and what it means for their employees and their benefits management and strategy.”

The widget was intended to serve both as a quick point of reference as well as provide a wealth of detailed information, analysis, and advice for employers and HR professionals. Albertson also explained that The Patient Protection and Affordable Care Act timeline is a crucial element of the health care reform channel developed for EBN and EBA readers. “It provides concise, encompassing information on the 3,000 page Act, one of the most sweeping pieces of industry legislation in the past 30 years.”

The editorial team created easy reference points in pop-up windows of what each provision entails while linking to more detailed pages specific to each provision that include related editorial content from the site. The timeline serves two needs of readers: immediate access to the basics and a wealth of detailed information delving into the law’s complex provisions and implications.

The tool can be accessed through EBN.benefitnews.com and EBA.benefitnews.com, selecting Healthcare Reform on the left navigation then PPACA Timeline. *Employee Benefit News* and *Employee Benefit Adviser* together reach over 120,000 senior-level benefits decision makers, brokers, consultants, agents and advisors.

[ASBPE](http://www.asbpe.org), the American Society of Business Publication Editors, was founded in 1964 as the professional association for full-time and freelance editors and writers employed in the business, trade, and specialty press. ASBPE is widely known for its annual [Awards of Excellence](#) competition, which recognizes the best in editorial, design, and online achievement.

[SourceMedia](http://www.sourcemedia.com), an Investcorp company, is a leading provider of timely and essential news, analysis, data, research, and insights for members of the financial services community, and the related fields of professional services and technology. SourceMedia offers its clients and subscribers professional publications and online information services, industry-standard data applications, and in-depth seminars and conferences.

SOURCE SourceMedia

[Back to top](#)

RELATED LINKS

<http://www.sourcemedia.com>, <http://www.asbpe.org>