

## Care2Learn's Award-Winning Online Education Takes the Silver in 2010 eHealthcare Leadership Awards

*Award-winning online education provider Care2Learn earns a Silver Award for its industry-leading educational content and innovative learning platform.*

Tampa, FL ([prHWY.com](http://prHWY.com)) December 16, 2010 - Care2Learn, Inc., an award-winning online continuing education and training provider for post-acute healthcare providers, earned a Silver Award in the 11th Annual eHealthcare Leadership Awards in the Best Health/Healthcare Content (Physician/Clinician-focused site) category.

Sites receiving the 2010 eHealthcare Leadership Awards (which is sponsored by Strategic Health Care Communications) were selected from nearly 1,300 entries. A total of 123 individuals familiar with healthcare and the Internet judged the entries.

"The extensive debate on healthcare reform, combined with the need for increased efficiency in a challenging economy, has spurred digital media innovation," says Mark Gothberg, eHealthcare Leadership Awards chairman. "A substantial number of organizations have made major improvements in their Web sites to better serve current and future customers. Organizations are also embracing social networking, including blogs, Facebook, and Twitter, to reach consumers in new ways and generate concrete business."

Gothberg notes that improvements in websites were largely focused on enhancing visual interest, improving navigation, and strongly highlighting key service lines. Use of rich media, such as video, audio, and medical animations, is now widespread.

"We're particularly honored to have won this year's Silver Award for Best Healthcare Content because, as Mark Gothberg noted, the bar is raised every year as once-new technologies become standard," said Ryan Sparks, Care2Learn's VP of Content and General Manager. "Care2Learn's challenge is not just to be good enough - it's to be outstanding to best serve our clients."

With the win Care2Learn joins a select list of prestigious past winners in the Best Health/Healthcare Content category, including the Cleveland Clinic Foundation, Methodist University Hospital Neuroscience Institute, and an NYU Medical Center.

### About Care2Learn

Founded in 2000, Care2Learn provides online education solutions to the post-acute healthcare market, which includes nursing homes, assisted living facilities, rehabilitation centers, and home healthcare and hospice facilities. The Care2Learn course library includes approximately 2,600 accredited course hours delivered to more than 161,000 healthcare professionals in all 50 states.

Acquired by RedVector, an online continuing education company for the design, engineering, and construction industries, Care2Learn continues to grow by offering customized online eLearning universities to companies who want to offer training and education solutions to their entire staff in a cost-effective, easy-to-use, and readily accessible manner. For further information, call 1-866-703-9418 or visit <http://www.Care2Learn.com>.

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