Ads can be powerful vehicles to reach consumers where they are, both mentally and physically. And great ads don’t just raise awareness about products—they drive action.

We know that information alone doesn’t drive behavior change. Simply knowing the facts about a medication is not enough to get patients to talk to their doctor or for their doctor to prescribe a medication. To drive action, we need to tap into human motivation and personal beliefs.

**Fits Into Your Life. And Transforms It.**

Company: Happify

Project: Happify.com

**Who Says Being Driven is a Bad Thing?**

Company: Edward-Elmhurst Hospital & Health Services

**Her Mission.**

Company: Salix Pharmaceuticals

Product: Apriso

Fits into Your Life. And Transforms It.

Company: Happify

Project: Happify.com

**Get Back to What You Love.**

Company: Celgene

Product: Otezla

**Us in Lupus.**

Company: GlaxoSmithKline

Product: Us in Lupus

**Another Day. Another Breakthrough.**

Company: Mount Sinai Hospital

Project: Mount Sinai Hospital

**Another Day. Another Breakthrough.**

Company: Mount Sinai Hospital

**Who Says Being Driven is a Bad Thing?**

Company: Edward-Elmhurst Hospital & Health Services

**Project: Healthydriven.com**

**Another Day. Another Breakthrough.**

Company: Mount Sinai Hospital

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**Who Says Being Driven is a Bad Thing?**

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Project: Healthydriven.com

**Source:** dtw Research, Inc.; www.dtwresearch.com.

PRIVATE VIEW: Each month, a creative director from the industry reviews a number of medical advertisements. Please note that the views expressed are those of the author and not the views of MM&M magazine. For more information, or to be considered as a guest reviewer, please e-mail Kevin McCaffrey at Kevin.McCaffrey@haymarketmedia.com.