

FINALISTS

- AbelsonTaylor and Smith & Nephew for Faster Healing with Regranex Website
- CDM Princeton and MedImmune for Synagis Coordinator Corner
- The CementBloc and BioDelivery Sciences for Bunavail Website
- GSW and ASCO for Strength in Our Numbers
- Neon and United Therapeutics for Orenitram professional website

Healthcare Marketing

BEST BRANDED WEBSITE FOR HEALTHCARE PROFESSIONALS

Websites promoting specific branded medical products and services (brand.com) to HCPs. Excludes media properties, such as WebMD and NEJM.com, and CME websites.

GOLD

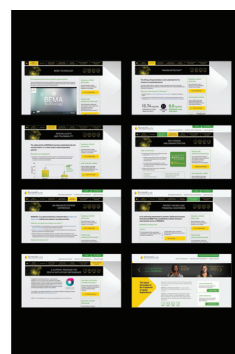
Bunavail Website

Agency: The CementBloc

Client: BioDelivery Sciences

BioDelivery Sciences' Bunavail launched in late 2014 as a third-to-market maintenance treatment of opioid dependency. A representative from The CementBloc noted that carving out a uniquely ownable niche would be critical to the launch.

The product uses Bio-Erodible MucoAdhesive (BEMA) technology—it's a thin dissolvable film that adheres to the inside



of a patient's cheek and delivers a combination of buprenorphine and naloxone directly into the bloodstream. The delivery technology addresses some of the barriers to treatment compliance,

which is the biggest challenge with opioid addiction treatment. After extensive research, The CementBloc team felt focus on the BEMA technology could provide a good inroad to reaching prescribers.

The overall launch campaign positioned Bunavail as a next-generation treatment. Materials have a high-tech look and feel and icons quickly communicate how the product is used. The website includes videos covering BEMA technology and administration.

"The site is clean, fresh, strong graphically and includes good use of instructional videos," a judge said.

"Great use of core visuals and content and easy to navigate," a second noted.

Bunavail showed a 25% month-over-month growth in Rx sales and product awareness went from 11% to 46%.

SILVER

Faster Healing With Regranex Website

Agency: AbelsonTaylor

Client: Smith & Nephew

Regranex Gel treats lower extremity diabetic neuropathic ulcers.

The image of a zipper around a foot wound and the tagline "Faster Healing with Regranex Gel" quickly communicates the product's power and is used across platforms.

Regranex.com is robust, including product information, case studies, a dosing calculator and more.

