

The MM&M Awards have continued to grow every year but the way in which the entries are judged hasn't changed. Back in July, an esteemed panel of 41 expert healthcare executives, spanning the fields of marketing, communications and media, came together to review and score several hundred submissions to the MM&M Awards 2010, ensuring that the most worthy work wins

2010 Judges



Raj Amin
CEO,
HealthiNation

Raj Amin is the CEO and co-founder of HealthiNation, the leading producer of trusted, accessible and engaging health video programming. HealthiNation inspires consumers to make healthier choices. Developed and produced in-house by staff doctors, health experts and leading television producers, our programming is distributed via video-on-demand in over 32 million cable television homes, and through web partners reaching over 40 million unique visitors monthly.



Jack Barrette
CEO,
WEGO Health

Jack Barrette is the CEO and founder of WEGO Health, the first online community to empower health activists—social media consumer opinion leaders—to help others through the health social web. WEGO Health's Activist Social Network is the trusted community liaison to pharmaceutical and health marketers. Previously, Barrette served as category development officer for lifestyle, health and medicine at Yahoo! Barrette is a frequent public speaker and author and tweets as @healthyjack.



Wendy Blackburn
Executive vice president,
Intouch Solutions

Wendy Blackburn has over 16 years of experience in pharmaceutical and healthcare marketing, including digital, public relations, and advertising. As executive vice president at Intouch Solutions, Wendy is responsible for strategy, client service, and business development across the agency, interfacing with Intouch's top-20 pharma clientele. Her blog, ePharma Rx, is a must-read authoritative voice in the industry.



Doug Burcin
Worldwide managing partner,
Euro RSCG Life Worldwide

Doug Burcin has been taking clients to the "Future First" since 1998, when he joined the Euro RSCG Life family, and has launched more than two dozen brands and services. He is proud to lead an agency which won *Adweek's* first ever Healthcare Agency of the Year and *MM&M's* All-Star Network of the Year in 2010. As a worldwide managing partner, he is the driving force behind the network's seamless interoffice collaborations, which includes 60 offices and 2,000 employees.



Stephen Calabrese

Associate director, eMarketing digital innovations, Novartis

Stephen Calabrese, associate director in digital innovations at Novartis Oncology, is responsible for strategic development of marketing and education programs for patients and healthcare professional for key oncology brands. He began his career in telecom, holding positions of increasing responsibility in new product development, operations, and sales & marketing before joining Novartis Pharmaceuticals. He holds a BSEE and MS in Information Systems from NYU-Poly.



Jay Carter

Senior VP, director of client services, AbelsonTaylor

Jay Carter is an owner—as well as senior vice president, director of client services—for AbelsonTaylor, the advertising agency he joined in 1988. During his tenure, AbelsonTaylor has grown from 32 employees and one pharma brand to a staff of over 400 with 53 pharmaceutical brands. Carter has a bachelor of science degree in pharmacy from the University of Michigan and a MBA from the University of Notre Dame.



Becky Chidester

President, Wunderman

As leader of Wunderman World Health, Becky Chidester is responsible for managing the agency's global cross-channel health care offering, doubling sector business in Asia, Europe and Latin America and diversifying Wunderman's already strong US credentials. Prior, Chidester was with Wunderman New York, most recently as president, and before that as COO. She also served as CEO of Wunderman's partner company RTCRM, based in Washington, DC.



Jamie Cobb

Executive creative director, MicroMass Communications

Jamie has spent 25 years advertising for a diverse group of international brands. In 1994, he began working in pharma for clients like Glaxo, Solvay, Roche and Genentech. Before moving back to North Carolina in 2007 to join Micromass Communications as executive creative director, Cobb spent 10 years with GSW Worldwide where he held a variety of positions. For the past three years, he has taught copywriting as adjunct professor of journalism at the University of North Carolina at Chapel Hill.



Nicholas Colucci

President and CEO, Publicis Healthcare Communications Group

Nicholas Colucci is the president and CEO of Publicis Healthcare Communications Group (PHCG), the largest and most innovative health-oriented agency network in the world. A division of Publicis Groupe S.A., PHCG manages top-tier agencies specializing in advertising, medical education, sales and marketing. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes.



Amy Cowan

Head of industry, health, Google

Amy Cowan leads Google's advertising business focusing on major marketers and media agency partners in the healthcare industry. Cowan brings 10 years of online marketing experience to her clients in pharmaceutical and consumer health marketing. She is a frequent guest speaker at industry events and conferences including the FDA Public Hearing, DTC National and ePharma Summit. She previously held leadership positions at online start-ups Business.com, Winfire and AdForce.



Christine Coyne

Product director, Endo Pharmaceuticals

Christine Coyne began her marketing career as an associate product manager with Wyeth-Ayerst Global Pharmaceuticals in the infant nutritionals division. In 1999, she expanded her marketing background by joining The Hal Lewis Group. In 2000, she re-joined Wyeth. After 17 years of contributing to many different Wyeth business units, Coyne undertook a new challenge at Endo Pharmaceuticals. She is responsible for the strategic direction, tactical implementation and P&L of Voltaren Gel.



Deborah Dick-Rath

SVP, healthcare practice leader, FactorTG

Prior to taking the healthcare lead at FactorTG, Deborah Dick-Rath was an executive director at Novartis for seven years. She has over 20 years of experience in healthcare marketing. She started her career in media planning/account management in the New York agency world. In addition, she was a group product manager at Wyeth for five years. She was on the ground floor when DTC took-off in the late 90s. She also worked in TV and radio programming before initiation of her career in advertising.



Lisa Flaiz

VP, strategic growth & innovation,
imc² health & wellness

Lisa Flaiz serves as a strategic advisor and consults as a subject matter expert for a roster of pharma and healthcare clients, helping to set standards and define best practices in the specialized health and wellness space. Flaiz has 17 years of experience in the industry, has been published in several trades and is a sought-after speaker at many events. She is a board member of the Greater Philadelphia chapter of the Healthcare Business Women's Association and has an MBA from St. Joseph's University.



Fabio Gratton

Chief innovation officer,
Ignite Health

Fabio Gratton is the chief innovation officer and a founding partner of Ignite Health. In addition to being a founding member of The Word of Mouth Marketing Organization (WOMMA), Gratton is on the editorial board for *MM&M* and is also a regular contributor to some of the top e-health marketing blogs. Gratton, a graduate of UCLA's acclaimed film program, worked as a screenwriter prior to channeling his passion for storytelling and technology to the medical marketing industry.



Kerry Hilton

CEO,
HC&B Healthcare Communications

Kerry Hilton's creative philosophy is arrestingly simple—images speak volumes and helping people is the emotional connection that drives our healthcare clients' most vital brands. Kerry believes that creative for the healthcare market doesn't have to be dry or dull; it can be beautiful, inspirational and sometimes humorous.



Louisa Holland

Co-CEO, the Americas,
Sudler & Hennessey

Louisa Holland is co-CEO, the Americas, at Sudler & Hennessey, with responsibility for 400+ employees. She has been working in healthcare marketing and communications for over 25 years, most within the S&H network. Holland also serves on the Worldwide Operating Committee for S&H. She is frequently cited as an industry leader, and in 2005 was named one of the 100 most inspiring people in the industry and was inducted into the YWCA of New York's Academy of Women Leaders.



Peter Justason

Director, eMarketing,
Purdue Pharma

Peter Justason recently joined the marketing department at Purdue Pharma. He came to Purdue with over 25 years of healthcare marketing experience in various positions within the industry. For the previous nine years, Justason developed digital marketing strategies for a variety of Johnson & Johnson brands and companies. Prior to J&J, he spent 15 years with Searle Canada in positions such as government affairs manager, brand marketing director, district sales manager and sales rep.



Rich Levy

EVP, chief creative officer,
Draftfcb Healthcare

Rich Levy is responsible for engineering and maintaining creative excellence for all Draftfcb brands. Rich brings over 25 years of experience in advertising, branding, integrated communications, and event marketing. He has worked on many products in numerous therapeutic categories for Roche, Pfizer, Takeda, Merck, Johnson & Johnson, Novartis, Lilly & Medtronic.



Rob Likoff

CEO and founding partner,
Group DCA

Rob Likoff serves as the co-CEO at Group DCA. With over 30 years of experience at leading pharma companies, Likoff possesses deep knowledge of the pharmaceutical industry. Prior to co-founding Group DCA, he most recently served as VP, business unit head for the Cardiovascular business unit at Novartis. In addition to his responsibilities as co-CEO, Likoff assists with internal operations, sales & marketing, and manages the company's external partnerships.



James Lolis

Partner, executive creative director,
The CementBloc

James Lolis has 19 years of professional marketing experience spanning specialty and primary care markets, US and global branding initiatives, and prelaunch through late life-cycle products. His experience encompasses a range of therapeutic areas including hyperlipidemia, hemophilia, anti-infectives, pediatrics, vaccines, neuroscience and women's health. He received his degree from Parsons School of Design and held leadership roles at Grey Healthcare Group (ghg) and GSW Worldwide.



Steven Michaelson
 Founder/CEO,
 Wishbone-ITP

Steven Michaelson is the founder and CEO of Wishbone LLC. He is an advertising veteran with over 25 years experience. As proud as Steven is about Wishbone, he is even more proud to hold the title of father to his three children—Sophia, Robert and Daniel.



Joan Mikardos
 Senior media director,
 Sanofi-Aventis US

Joan Mikardos has over 20 years media experience across a variety of industries. She joined Sanofi-Aventis US in 2007. She is a senior media director and is now part of the business innovation team. She previously had oversight of the company's media investments. Previously, Mikardos spent many years on the agency side. She was SVP, managing director at Universal McCann/J3 where she led media planning for J&J's McNeil Consumer Healthcare division. She also spent 12 years at BBDO/OMD.



Graham Mills
 Executive creative director,
 Digitas Health

Originally from London, Graham Mills has worked in the advertising business for 25 years. During that time he has worked in general advertising, radio, improvisational comedy, direct marketing, digital and, most recently, healthcare. He has been responsible for award-winning campaigns for a wide range of both national and international clients. Mills is currently the executive creative director at Digitas Health.



Marc Monseau
 Director, corporate media relations,
 Johnson & Johnson

Marc Monseau is director of corporate communication and social media for J&J, and as such is responsible for a wide range of activities related to the social web, including the company's official blog, www.jnjbtw.com and Twitter account. Monseau joined J&J more than a decade ago, first working at Ortho-McNeil Pharmaceuticals and later joining the corporate communication department. Prior to that, he worked as a reporter for Bloomberg Business News, both in the US and in the UK.



Sarah Morgan
 Director of client services,
 MCS Healthcare Public Relations

As director of client services at MCS Healthcare Public Relations, Sarah Morgan oversees strategic and creative direction of PR activities for her clients at Merck. She serves as the agency's social media expert, and has a decade of communications experience in and with the top pharmaceutical companies in the world.



Cynthia North
 Consumer marketing director,
 Bayer HealthCare Pharmaceuticals

Cynthia North has 20 years of healthcare and pharma marketing experience. She has been with Bayer for 10 of those years, where she is currently the consumer marketing director for the hematology franchise. Before joining Bayer, she held several key senior account management positions at CommonHealth, working with clients like Schering-Plough and Merck. She chairs, leads workshops and speaks at a variety of industry conferences, such as ExL Pharma, Eye for Pharma and CBI.



Paul O'Neill
 General manager,
 ICC

Paul O'Neill's responsibilities as general manager include strengthening and expanding ICC's core business, leading explorations into new business opportunities and managing all aspects of the Parsippany agency. After a successful run of "carrying the bag" in sales, O'Neill moved into the agency side, where he has found a home for nearly 20 years, gaining broad experience across the full spectrum of therapeutic categories. He earned a bachelor's in biology from Cornell University.



Jim Pantaleo
 VP, publisher,
 MPR

Jim Pantaleo has over 25 years of sales, publishing and pharmaceutical marketing communications experience. Pantaleo started his career at BMS and Purdue before moving to Pharmacia. Afterward, Jim joined *Medical Economics* and managed sales at PDR and was group publisher for numerous journals including *Drug Topics*, *Contemporary OB/GYN* and *Contemporary Pediatrics*. Currently, Pantaleo is the publisher of *MPR*, *AJHO* and *ONN*.



Marci Piasecki
CEO,
Torre Lazur Healthcare Group

Marci Piasecki's direct, insightful approach to her interaction with clients and colleagues is the perfect combination of honesty and respect. Overseeing four healthcare communications companies supporting the world's most prominent pharmaceutical marketers, she is a no-nonsense, intelligent woman with a history of building brands and leading agencies, all while remaining focused on the bottom line.



Mary Pietrowski
Director of consumer & eMarketing,
Hologic

Mary Pietrowski is the director of consumer and eMarketing for Hologic. In her corporate role at Hologic, Pietrowski is responsible for all social media and eMarketing initiatives including the development and launch of the award-winning Voices of MammoSite patient community and the NovaSure "Say No More" campaigns. Pietrowski, who holds an MBA from Babson College, was named a 2008 Top 25 DTC Marketer of the Year by *DTC Perspectives*.



Frank X. Powers
President,
Dudnyk

As president of Dudnyk, Frank Powers is responsible for shaping the vision of the agency while building on the established Dudnyk reputation for bold creative, incisive strategy, and medical insight. Working closely with his management team, he has taken an already successful agency to the next level, and set the bar high. Powers joined Dudnyk in 2000, after a career as a brand strategist for a number of Fortune 500 companies, such as DuPont, Coca-Cola, Bristol-Myers Squibb and Merck.



Maureen Regan
Managing partner,
RCW Group

Maureen Regan is an entrepreneur, strategist, marketer and mentor. One of the founding partners of Regan Campbell Ward • McCann, she is one of the most prominent women in health-care advertising. She has built a roster of clients that includes Amgen, Boehringer Ingelheim, Novartis, Novartis Oncology, Allergan, GlaxoSmithKline, and Merck. In the same year that she helped launch RCW, Regan was named "Woman of the Year" by the Healthcare Businesswomen's Association.



Jennifer Rinaldo
Product director,
Forest Laboratories

Jennifer Rinaldo is a product director in marketing at Forest Laboratories. She has 15 years of experience including strategic planning, professional promotions, public relations, publication management, advocacy development and marketing research. Rinaldo joined Forest in 2006 to lead Namenda's professional promotion and public relations initiatives. She is currently director of the Savella launch team. Prior to Forest, she played a key role on the Abilify launch team at Bristol-Myers Squibb.



Joe Shields
Product director, Enbrel,
Pfizer

Joe Shields has over 20 years of global marketing experience, most recently leading Enbrel consumer marketing at Pfizer (formerly Wyeth). In 2009, Shields was selected as an Emerging Pharma Leader by *Pharmaceutical Executive Magazine*; in 2006 he was named one of the Top 25 Pharmaceutical DTC Marketers by *DTC Perspectives Magazine*; and he currently sits on the editorial advisory board for *MM&M* magazine and the Google Health Sales advisory council.



Anita St. Clair
Managing director,
HealthEd Encore

Anita St. Clair brings an extensive patient marketing background to HealthEd, having worked in multiple account management and strategic planning capacities supporting clients in the pharmaceutical and consumer marketing industry. St. Clair launched HealthEd Encore as the SVP, managing director, previous to her current role as chief client development officer. Previously she was SVP, management supervisor at CommonHealth and Lowe Lintas, working with clients such as Pfizer and GlaxoSmithKline.



Katy Thorbahn
Senior vice president, general manager,
Razorfish Health

With Razorfish since 1999, Katy Thorbahn led the creation of Razorfish Health, a dedicated health and wellness agency. She is responsible for leading the agency in its goal of providing digital experiences that build our clients' business, in the US and globally. Having launched in March 2010, it was already named one of the top 75 healthcare agencies by *MM&M*.



Alan Topin
President,
Topin & Associates

As the president of Topin & Associates, Alan Topin leads the agency, setting the vision, strategic direction and culture of the company. He also is a key strategist for the agency's clients, involved in overall planning, development, and strategic efforts. Prior to founding Topin & Associates in 1982, he served as VP of marketing at Helene Curtis. Previously, Topin worked as an account executive at J. Walter Thompson where he focused on the Alberto Culver and Gillette accounts.



Thomas Treusdell
Director product marketing,
Siemens Healthcare

Thomas Treusdell is the director of radiographic and fluoroscopic systems for Siemens Healthcare. Since assuming this role in April 2008, he has successfully overseen the US introduction of the Ysio digital radiographic system, increasing market share and sales orders. He has been with Siemens for over 20 years, holding various positions in applications, sales and marketing. Prior to joining Siemens, Treusdell worked as a radiographic technologist in multiple hospitals in New York.



Marc Weiner
Managing partner,
Ogilvy CommonHealth Worldwide

Marc Weiner's healthcare marketing career spans nearly 25 years, with extensive experience in virtually every agency discipline. In his most recent position, as managing partner of Ogilvy CommonHealth Worldwide, Weiner has overseen the revitalization of the company's direct-to-consumer and media groups, the expansion of its digital marketing capabilities, and the reorganization of its professional marketing structure.



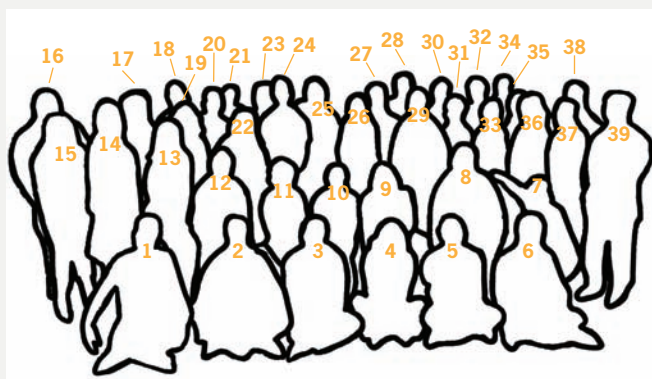
Arthur Wilschek
Executive director, global sales,
The New England Journal of Medicine

Arthur Wilschek joined the *New England Journal of Medicine* in 1982 and currently holds the position of executive director of global sales. Prior to joining *NEJM*, his 30 years of experience included various positions in the healthcare industry within publishing and pharma companies, always committed to medical advertising. An active member of the Association of Medical Media since 1993, he served as president in 1995 and 2006; and as the chairman of the promotion committee since 1998.



Jessica Wong
Senior group manager, eMarketing,
Genentech

Jessica Wong is a senior group manager of eMarketing at Genentech. She joined Genentech in 2007, and has supported oncology, virology and cardiometabolism products and pipeline activities. Prior to Genentech, Wong spent 12 years in professional consulting (Accenture) and interactive agency environment (Organic and closerlook). She provided strategic consulting and services for companies like Abbott, TAP, Eli Lilly, AstraZeneca, United Health, Chevron and Allstate Insurance.



MM&M AWARDS JUDGES 2010

- 1. **Stephen Calabrese**, Associate Director, eMarketing Digital Innovations, Novartis Pharmaceuticals Corporation
- 2. **Steven Michaelson**, Founder/CEO, Wishbone-ITP
- 3. **Rob Likoff**, CEO and Founding Partner, Group DCA
- 4. **Lisa Flaiz**, VP, Strategic Growth & Innovation, imc² health & wellness
- 5. **Fabio Gratton**, Chief Innovation Officer, Ignite Health
- 6. **Rich Levy**, EVP, Chief Creative Officer, Draftfcb Healthcare
- 7. **Raj Amin**, CEO, HealthiNation
- 8. **Peter Justason**, Director, eMarketing, Purdue Pharma
- 9. **Mary Pietrowski**, Director of Consumer & eMarketing, Hologic
- 10. **Jennifer Rinaldo**, Product Director, Forest Laboratories
- 11. **Christine Coyne**, Product Director, Endo Pharmaceuticals
- 12. **James Lolis**, Partner, Executive Creative Director, The CementBloc
- 13. **Amy Cowen**, Head of Industry, Health, Google
- 14. **Anita St. Clair**, Managing Director, HealthEd Encore
- 15. **Cynthia North**, Customer Marketing Director, Bayer HealthCare Pharmaceuticals
- 16. **Marc Weiner**, Managing Partner, Ogilvy CommonHealth Worldwide
- 17. **Becky Chidester**, President, Wunderman
- 18. **Jim Pantaleo**, VP, Publisher, MPR

- 19. **Wendy Blackburn**, Executive Vice President, Intouch Solutions
- 20. **Nicholas Colucci**, President and CEO, Publicis Healthcare Communications Group
- 21. **Alan Topin**, President, Topin & Associates
- 22. **Louisa Holland**, Co-CEO, the Americas, Sudler & Hennessey
- 23. **Frank X. Powers**, President, Dudnyk
- 24. **Kerry Hilton**, CEO, HC&B Healthcare Communications
- 25. **Thomas Treusdell**, Director Product Marketing, Siemens Healthcare
- 26. **Maureen Regan**, Managing Partner, RCW Group
- 27. **Jay Carter**, Senior VP, Director of Client Services, AbelsonTaylor
- 28. **Jack Barrette**, CEO, WEGO Health
- 29. **Jamie Cobb**, Executive Creative Director, MicroMass Communications
- 30. **Marc Monseau**, Director, Corporate Media Relations, Johnson & Johnson
- 31. **Marci Piasecki**, CEO, Torre Lazur Healthcare Group
- 32. **James Chase**, Editor in Chief, MM&M magazine (not a judge)
- 33. **Jessica Wong**, Senior Group Manager, eMarketing, Genentech, A Member of the Roche Group
- 34. **Joe Shields**, Product Director, Enbrel, Pfizer
- 35. **Katy Thorbahn**, Senior Vice President, General Manager, Razorfish Health
- 36. **Sarah Morgan**, Director of Client Services, MCS Healthcare Public Relations
- 37. **Paul O'Neill**, General Manager, ICC
- 38. **Graham Mills**, Executive Creative Director, Digitas Health
- 39. **Doug Burcin**, Worldwide Managing Partner, Euro RSCG Life Worldwide

Not Pictured:
 Deborah Dick-Rath, Senior Vice President, Healthcare Practice Leader, FactorTG
 Joan Mikardos, Senior Media Director, Sanofi-Aventis US
 Arthur Wilschek, Executive Director, Global Sales, The New England Journal of Medicine