

# Put Your Best Work Forward

The MM&M Awards 2011 program is open for business. This is your chance to put your best work forward, showcase your talents and get the recognition you deserve. You can submit your entries from February 7 to May 13.

There is no greater accolade in healthcare marketing than winning an MM&M Award. That's because every submission is judged, not by us, but by an independent panel of seasoned industry experts.

It's not enough for entries to just look good, either. Campaigns must also prove their effectiveness. That's why, as well as recruiting a strong team of creative experts, we also bring together numerous marketing executives from the client side — people like Novartis' Stephen Calabrese, Pfizer's Joe Shields, Bayer HealthCare's Cynthia North, Genentech's Jessica Wong, Siemens Healthcare's Thomas Treusdell, Johnson & Johnson's Marc Monseau, Endo Pharmaceuticals' Christine Coyne and Forest Laboratories' Jennifer Rinaldo

## MM&M Awards 2011

(some of our 2010 judges). That way, we know we will ultimately stand the best possible chance of identify and honoring the most deserving work.

There is also no greater excitement in healthcare marketing than receiving an MM&M Award. As is customary with this program, the identities of all the winners will withheld until the spectacular gala dinner, which will be held at New York's decadent Cipriani 42nd Street on October 11, 2011. Not even the judges will know who the winners are before the presentations, and the suspense and elation of claiming gold in front of several hundred peers is second to none. Not to mention the celebration that follows. But you do have to enter first. For more information, see the panel to the right.



RCW Group's Maureen Regan jots down a few notes while independently scoring one of the entry submissions for the 2010 Awards



Siemens Healthcare's Thomas Treusdell gets in the driver's seat to load a total integration campaign submission in last year's program

**Where will HAE attack next?**

Introducing KALBITOR for the treatment of acute attacks of hereditary angioedema (HAE) in patients 16 years of age and older.

- First subcutaneous treatment approved for HAE, regardless of attack location.
- Approval based on results from two placebo-controlled phase 3 clinical studies that included HAE attack patients (24 patients with abdominal attacks, 55 with peripheral attacks, and 24 with laryngeal attacks).

**NOTE:** The depiction is not intended to illustrate an actual HAE attack. Please see insert for more information on HAE attack signs and symptoms.

**KALBITOR**  
ecallantide

Call 1-888-844-8207 (1-888-423-5245) or visit [www.KALBITOR.com](http://www.KALBITOR.com) to learn more.

**IMPORTANT SAFETY INFORMATION**

**WARNING - ANAPHYLAXIS**  
Increased risk has been reported after administration of KALBITOR. Patients should be monitored for signs and symptoms of anaphylaxis. If anaphylaxis occurs, patients should be treated with epinephrine and other appropriate medical interventions. Patients should be aware of the severity of symptoms between hypersensitivity reactions and anaphylaxis and should seek immediate medical attention if they experience symptoms of anaphylaxis.

**CONTRAINDICATIONS**  
• Do not administer KALBITOR to a patient who has known clinical hypersensitivity to KALBITOR.

**WARNINGS AND PRECAUTIONS**  
• In 2010 HAE patients treated with intravenous or subcutaneous KALBITOR (n=200) had 13 patients (6.5%) experienced angioedema. For the majority of 10 patients treated with KALBITOR, 2 patients (2%) experienced angioedema. These reactions occurred within the first four hours post-treatment. Symptoms associated with these reactions were localized to the face, neck, and throat.

• Other allergic reactions including, but not limited to, allergic rhinitis, conjunctivitis, nasal congestion, throat irritation, wheezing, and dyspnea.

Other allergic reactions indicative of hypersensitivity reactions included:

- angioedema (2%), rash (1%), and urticaria (2%).

Patients should be observed for an appropriate period of time after administration of KALBITOR. Safety data should be the basis of clinical decisions.

**ADVERSE EVENTS**  
The most common adverse events (≥ 2%) and grade three adverse events (≥ 1%) were: headache, nausea, diarrhea, dyspnea, injection site reactions, and back pain.

There is a potential for interactions with oral contraceptives. Patients are advised to use a higher risk of an estrogen-containing oral contraceptive. The response effect of oral contraceptives are unknown.

**USE**  
• KALBITOR should only be administered by a healthcare professional with appropriate medical support to manage anaphylaxis and HAE.

**Storage and effectiveness of KALBITOR in patients below 16 years of age have not been established.**

Please see the full summary of the full prescribing information on the following page.

Healthcare professionals should report to Novartis, adverse events associated with the use of KALBITOR. Please contact Novartis at 1-888-844-8207. Novartis, the Novartis logo, and KALBITOR are trademarks of Novartis. © 2011 Novartis. All rights reserved.

# Deadline: May 13, 2011



MM&M's editor-in-chief James Chase opens up the 2010 MM&M Awards, welcoming the best and brightest of the pharma industry



McCann HumanCare and GlaxoSmithKline took home the award for Best Overall Consumer Print Campaign for its Cervarix vaccine



Above: Blue Diesel and J&J claimed top awards for an interactive initiative for Ethicon Biosurgery Tablet PC; Left: GSW Worldwide and Dyax took home the gold for a professional ad for Kalbitor

## MM&M AWARDS CATEGORIES

### Healthcare Media

Best Healthcare Consumer Media Brand  
Best Healthcare Professional Media Brand

### Direct Marketing Awards

Best Use of Direct Marketing to Consumers  
Best Use of Direct Marketing to Healthcare Professionals

### Public Relations Awards

Best Use of Public Relations

### Digital Marketing Awards

Best Branded Website  
Best Disease/Education Website  
Best Online Patient Relationship/Support Program  
Best Use of Social Media  
Best Interactive Initiative for Consumers  
Best Interactive Initiative for Healthcare Professionals

### Creative Awards

Best Individual Consumer Print Advertisement  
Best Overall Consumer Print Campaign  
Best Individual Professional Print Advertisement  
Best Overall Professional Print Campaign  
Best Professional Print Campaign for Product Launches  
Best Professional Sales Aid  
Best Corporate Marketing Campaign  
Best Agency Self-Promotion  
Best TV Advertisement/Campaign  
Best OTC Product Advertisement/Campaign

### Marketing Effectiveness Awards

Best Total Integration Program for Small Companies  
Best Total Integration Program for Large Companies

## MM&M AWARDS INFORMATION

### Categories and submissions

The program will once again offer a wide choice of categories spanning advertising, direct marketing, digital marketing, PR, media and marketing effectiveness. For specific categories, criteria and entry information, please download the MM&M Awards 2011 Entry Kit at [www.mmm-online.com/awards](http://www.mmm-online.com/awards).

### The presentation dinner

Winners will be revealed for the first time at a gala presentation dinner in New York, October 11, 2011.

### Deadline for entries

Friday, May 13, 2011

### Entry kits

[www.mmm-online.com/awards](http://www.mmm-online.com/awards)

### Entry and event information:

Natasha Mulla, 646-638-6157

### Sponsorship opportunities:

Greg Zalka, 646-638-6027  
Cole Razzano, 646-638-6141

### Judging

We will assemble an independent panel of judges to review and score all your entries.