

CREAM OF THE CROP

An esteemed panel of 40 healthcare executives scored hundreds of Awards entries. The result is the shortlist of finalists from which the winners will be announced in New York on October 11

On June 27, New York's Hotel Warwick was transformed into a hive of activity when 40 of the industry's smartest leaders, thinkers, innovators and doers assembled to review and score almost 700 entries to the MM&M Awards 2011. Their challenge? To complete the fairest, most independent and authoritative judging process in the industry. This is a serious business, not to mention a serious day's work.



When we assemble our panel each year, we try to achieve a mix of experienced judges with fresh perspective from our newbies. We want new blood, but at the same time we need a certain degree of continuity and familiarity among judges to ensure that the high standards we set for the scoring procedures are maintained.

This year, as in previous years, we were delighted to land some highly qualified first-time judges: new recruits from the client side included Kevin McDermott, vice president, managed markets, Daiichi Sankyo; Janie Rodriguez, associate director, metabolics marketing, Boehringer Ingelheim; and Thomas Thill, senior director of marketing, KCI. Other notable newbies included Mike Luby,

founder and CEO, BioPharma Alliance; Sean Moloney, CEO/cofounder, Dramatic Health, Dave Ormesher, CEO, closerlook; Paul Ivans, president, Evolution Road; Monique Levy, VP research, Manhattan Research; and Ed Nathan, chief ideation officer, Saatchi & Saatchi Health NY.

Together with seasoned reviewers like Shire's Mike Boken, Pfizer's Ray Kerins, Bayer's Cynthia North, Forest's Jennifer Rinaldo, Siemens' Tom Treusdell, Endo's Christine Coyne and Purdue's Peter Justason, they applied their skills and experience, diligently and tirelessly throughout the day, giving us the best chance of picking the most deserving winners.

Each judging group reviewed and discussed every single submission, one by one, before scoring them in confidence. Remember, MM&M employees are not involved in the scoring, beyond adding together the numbers. And, of course, nobody—not even the judges themselves—will know who the winners are until they are revealed for the first time at our Awards presentation and dinner at Cipriani 42nd Street in New York on October 11, 2011 (see details below).

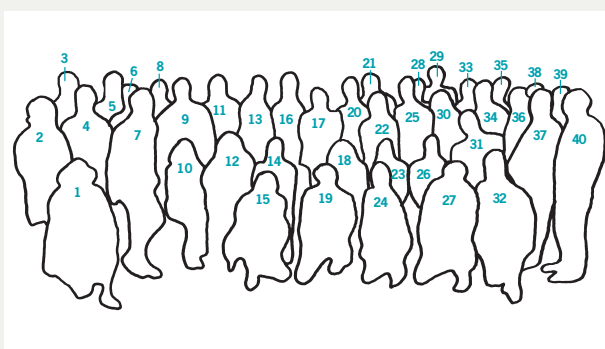
The painstaking judging process and the breathtaking Awards ceremony are what make the MM&M Awards the most prestigious program in the industry. We hope to see you at the show.

Step out in style at the MM&M Awards 2011



The MM&M Awards dinner and presentation will return to the decadent and beautiful Cipriani 42nd Street in New York, on Tuesday, October 11, 2011. Guests will be treated to cocktails, four lavish courses of dinner, live entertainment and, of course, the Awards ceremony itself, where the outright winners will be revealed for the first time. The excitement at the event is unsurpassed so you won't want to miss it. And for those still with energy to burn, we will move on to the "afterglow" party. This is our town.

Reservations and information: www.mmm-online.com/awards Sponsorship opportunities: Greg Zalka 646-638-6027



MM&M AWARDS JUDGES 2011

1. **Deborah Dick-Rath**, Senior Vice President, Healthcare, Symphony Advanced Media
2. **Monique Levy**, VP Research, Manhattan Research
3. **Marc Monseau**, Director, MDM Communications
4. **Rich Levy**, EVP, Chief Creative Officer, Draftfcb Healthcare
5. **Thomas Thill**, Senior Director of Marketing, KCI
6. **Kevin McDermott**, VP, Managed Markets, Daiichi Sankyo
7. **Edward Nathan**, Chief Ideation Officer, Saatchi & Saatchi Heath NY
8. **Dale Taylor**, President and CEO, AbelsonTaylor
9. **Bill Drummy**, Founder and CEO, Heartbeat Ideas
10. **Anita St. Clair**, Chief Client Development Officer, Health Ed Group
11. **Sean Moloney**, CEO/Co-Founder, Dramatic Health
12. **Lisanne Budwick**, SVP, Ogilvy CommonHealth Specialty Marketing
13. **Thomas Treusdell**, Director Product Marketing, Siemens Medical Solutions
14. **Jennifer Rinaldo**, Director, Forest Laboratories
15. **Ray Kerins**, Vice President, External Affairs & Worldwide Communications, Pfizer

16. **Mark Nolan**, SVP, Group Creative Director, Digitas Health
17. **Larry Mickelberg**, Chief Digital Officer, Havas Worldwide Health
18. **Deborah Lotterman**, EVP, Director Account Services & Planning, LehmanMillet
19. **David Zaritsky**, Managing Director/ Problem Eliminator, HRM Healthcare Regional Marketing
20. **Jim Pantaleo**, VP, Publisher, MPR
21. **Steve Hamburg**, Chief Creative Partner, RosettaWishbone
22. **Christine Coyne**, Senior Director, Adult Endocrinology, Endo Pharmaceuticals
23. **Janie Rodriguez**, Associate Director, Metabolics Marketing, Boehringer-Ingelheim Pharmaceuticals
24. **Paul O'Neill**, Managing Director, ICC
25. **Dave Ormesher**, CEO, closerlook
26. **Marjorie Martin**, VP, General Manager, AOL
27. **Jack Barrette**, CEO, WEGO Health
28. **Bill McEllen**, President, echo Torre Lazur
29. **Mike Myers**, President, Palio
30. **Cynthia North**, Customer Marketing Director, Bayer HealthCare Pharmaceuticals
31. **Mike Boken**, Senior Director, Operational Excellence, Shire Pharmaceuticals
32. **Shwen Gwee**, VP, Digital Health, Edelman
33. **Bruce Rooke**, Chief Creative Officer, GSW Worldwide
34. **Mike Luby**, Founder and CEO, BioPharma Alliance
35. **Peter Labadie**, Managing Director, Williams Labadie
36. **Paul Ivans**, President, Evolution Road
37. **Peter Justason**, Director, eMarketing, Purdue Pharma
38. **Al Topin**, President, Topin & Associates
39. **Mark Goldstone**, President, DDB Worldwide
40. **Fabio Gratton**, Chief Innovation Officer, Ignite Health

FINALISTS



Far left, top: Forest's Jennifer Rinaldo and MPR's Jim Pantaleo check out sales aids; far left, bottom: Pfizer's Ray Kerins listens to someone's thoughts on a submission; middle: AbelsonTaylor's Dale Taylor leans in to inspect the fair balance; and above: Bayer's Cynthia North, Symphony Advanced Media's Deborah Dick-Rath, Dramatic Health's Sean Moloney and DDB Worldwide's Mark Goldstone watch a TV advertisement

Best Healthcare Consumer Media Brand

- Cornerstones4Care
- dLife
- HealthiNation
- Migraine.com
- myRegence.com

Best Healthcare Professional Media Brand

- American Heart Association Scientific Sessions
- The ASCO Post
- Dental Product Shopper
- Daisy
- NYU Physician

Best Use of Direct Marketing to Consumers

- Everyday Health and Abbott Laboratories for Humira—Crohn's Diet and Lifestyle Guide
- Proximo Gen, BMStudio and Bristol-Myers Squibb for Orencia—One Patient at a Time
- RCW Group and Novartis Oncology for Afinitor—Your Treatment Journey DTP Program
- Saatchi & Saatchi Wellness and Amylin/Lilly for Byetta—Byetta By Your Side CRM Campaign
- Targetbase and UCB for Cimzia—Cimzia Get A Better Grip Campaign

Best Use of Direct Marketing to Healthcare Professionals

- Chandler Chicco Agency and Amylin Pharmaceuticals—Market Development, Diabetes Close to the Heart
- Everyday Health and Sanofi Pasteur for Adacel—Adacel G.I.F.T Program
- Sentrix Health Communications and Wellspring Pharmaceutical for Dyrenium—3-Wave Mailer
- Siemens Healthcare Diagnostics—Siemens Allergy Education Kit featuring Mickey and the Giant Kachoo!
- Triax Pharmaceuticals for Locoid Lipocream and Tretin-X—Sample Coupon Convenience Kits

Best Use of Public Relations

- Biosector 2 and Boehringer Ingelheim Pharmaceuticals—Drive4COPD
- Burson-Marsteller and Sanofi Pasteur/March of Dimes—Sounds of Pertussis
- Chandler Chicco Agency and Sanofi—AF Stat: A Call to Action for Atrial Fibrillation - AFib Consumer Awareness Day
- Cohn & Wolfe New York and Wal-Mart—Humana Wal-Mart-Preferred Rx Plan (PDP)
- Weber Shandwick Minneapolis and American College of Surgeons and Florida Hospital Association for Florida Surgical Care Initiative—Setting a National Example for Quality Healthcare: The Florida Surgical Care Initiative

Best Branded Website

- Blue Diesel and Merck for Merck Vaccines—MerckVaccines.com
- Digitas Health and Novo Nordisk for Victoza—VictozaPro.com Healthcare Professional Website
- RevHealth and Watson for Generess—Generess Consumer Website
- RevHealth and Watson for Ella—Ella Consumer Website
- Saatchi & Saatchi Wellness and Merial Limited for Frontline Plus—Completekiller.com

Best Disease/Education Website

- 2e Creative and Eye Surgery Education Council—EyeSurgeryEducation.com
- Giant Creative/Strategy and Gilead Sciences—SpeakFromTheHeart.com
- Ignite Health and Vertex Pharmaceuticals—BetterToKnowC
- Jobson Healthcare Information HopefulCircle—www.HopefulCircle.org
- Saatchi & Saatchi Wellness and Abbott Laboratories for Humira—PsoriasisSpeaks



Far left, top: Daiichi Sankyo's Kevin McDermott flips through a few entries; far left, bottom: Heartbeat Ideas's Bill Drummy focuses on a submission; middle: HRM Healthcare Regional Marketing's David Zaritsky points out some direct marketing information; and above: Boehringer Ingelheim's Janie Rodriguez inspects an entry for the Best Total Integration Program for Large Companies

Best Online Patient Relationship/Support Program

- Daniella Koren and Takeda Pharmaceuticals North America for Uloric—GoutSmart
- Euro RSCG Worldwide and Genentech for Pulmozyme—CF Living ePRM Program
- Patient Marketing Group and Merck for MerckEngage—MerckEngage Health Partnership Program
- RevHealth and Watson for Generess—I am Generess Program Website
- Siren Interactive and Baxter for Hemophilia—ThereForYou.com

Best Use of Social Media

- Biosector 2 and Boehringer Ingelheim Pharmaceuticals—Drive4COPD
- Chamberlain Healthcare Public Relations and Boehringer Ingelheim—HealthSeeker: Simple Steps, Healthier Together
- imc2 health & wellness and Bayer HealthCare Pharmaceuticals—50th Anniversary of the Pill Celebration
- Waggener Edstrom Worldwide Cambridge and Shire HGT for VPRIV—Shire's Gaucher Awareness Month: Rejuvenating a Forgotten Rare Disease
- WCG and Genomic Health for Oncotype DX Breast Cancer Test—Pass It On...Until Every Woman Knows

Best Interactive Initiative for Consumers

- The CementBloc and Celgene for Abraxane—Share The Little Things
- Heartbeat Ideas and Auxilium Pharmaceuticals for Auxilium Pharmaceuticals' Low Testosterone Therapy—Low T Facts
- Intouch Solutions and Sanofi for Lantus—The GoMeals Suite of Mobile Apps: Bringing Valuable Lifestyle Tools to People Living with Diabetes
- LBi and Bristol-Myers Squibb for Reyataz—2011 Reyataz "Fight HIV Your Way" Photo Contest
- Patient Marketing Group and Merck for MerckEngage—MerckEngage Health Partnership Program

Best Interactive Initiative for Healthcare Professionals

- AbelsonTaylor and Allergan for Restasis—Restasis Interactive Learning Program
- Eveo, Inc. and Genentech for Lucentis—Lucentis iPad Pilot & Case Studies Program
- Ignite Health and Eli Lilly—Virtual Lung Cancer Staging Gallery
- RosettaWishbone and Otsuka America Pharmaceutical Samsca—Samsca 2011 iPad Sales Aid App
- Saatchi & Saatchi Health Communications and AstraZeneca for Seroquel XR—Seroquel XR 2010 APA Convention

Best Individual Consumer Print Advertisement

- Advance MarketWoRx and UCB for Cimzia—Better Grip on Life
- CJ&P Advertising and MCGHealth for Primary Stroke Center—Stroke Seconds Count Newspaper
- CJ&P Advertising and MCGHealth for Primary Stroke Center—Stroke Seconds Count Magazine
- Digitas Health and MedImmune for FluMist—I Pick My Nose
- RevHealth and Watson for Generess

Best Overall Consumer Print Campaign

- Advance MarketWoRx and UCB for Cimzia—I Trust My Gut
- CDM New York and Musicians On Call for MusiciansOnCall.Org—The Healing Power of Music
- The CementBloc and Novartis Vaccines for Menveo—Fresh Rhymes
- Drafftcb Healthcare and Cephalon for Nuvigil—Nuvigil "Proud Sponsor" Consumer Campaign
- HCB Health and Sound Surgical Technologies for Vaser Lipo and Vaser Shape—Vaser It Campaign

FINALISTS



Far left, top: Bayer's Cynthia North, Symphony Advanced Media's Deborah Dick-Rath, DDB Worldwide's Mark Goldstone and Dramatic Health's Sean Moloney gather around an OTC ad; far left, bottom: Edelman's Shwen Gwee, Pfizer's Ray Kerins and WEGO Health's Jack Barrette check out a social media entry; middle MM&M's James Chase displays an exhibit hall poster; and above: Drafftcb Healthcare's Rich Levy scores an entry, anonymously of course

Best Individual Professional Print Advertisement

- AbelsonTaylor and Takeda Canada for Dexilant—Disease Education - Stomach Switches
- AbelsonTaylor and Takeda Canada for Dexilant—Tortoise and Hare
- Drafftcb Healthcare and Centocor Ortho Biotech for Remicade—2nd Thoughts
- Drafftcb Healthcare and Cephalon for Nuvigil—Proud Sponsor
- LehmanMillet and Dune Medical Devices for MarginProbe—Simplify the Story

Best Overall Professional Print Campaign

- Drafftcb Healthcare and Centocor Ortho Biotech for Remicade—2nd Thoughts
- Drafftcb Healthcare and Cephalon for Nuvigil—Proud Sponsor
- Dudnyk and Dentsply Professional for Cavitron—Scaling New Heights
- GSW Worldwide and Dyax for Kalbitor—When the Body Attacks
- RosettaWishbone and Otsuka America Pharmaceutical for Hyponatremia Disease State—Hyponatremia Disruption Advertorial Series

Best Professional Print Campaign for Product Launches

- AbelsonTaylor and Takeda Canada for Dexilant—Tortoise and Hare
- Flashpoint Medica and Angiotech for Quill—Transforming the Nature of Tissue Closure
- Pacific Communications and Allergan for Botox—Botox Chronic Migraine: It's Here
- Reality Rx Communication and Cangene for WinRho—WinRho Product Re-Launch
- Sudler & Hennessey and Alexion Pharmaceuticals—Disease Education Campaign: aHUS

Best Professional Sales Aid

- Drafftcb Healthcare and Cephalon for Nuvigil—Nuvigil Proud Sponsor
- Giant Creative/Strategy and Neutrogena—Sun Portfolio
- Health 4 Brands and Savient Pharmaceuticals for Krystexxa
- ICC and Sunovion for Brovana—The Right Fit
- ICC and Sunovion for Xopenex—Critical Moment

Best Corporate Marketing Campaign

- Cramer and Siemens for Siemens Mammomat Inspiration—Who Inspires You? Contest
- FingerPaint Marketing and Alimera Sciences—Alimera Corporate Campaign
- ICC and Johnson's Baby Brands—Johnson's Equity Campaign
- LehmanMillet and Abbott Medical Optics—Global Surgical Sales Force Video
- LehmanMillet and Zimmer Dental—IM Zimmer Global Integrated Marketing Campaign

Best Agency Self-Promotion

- Blue Diesel—Douglas Fur
- CDM Princeton—2010 Manny Award Videos
- The CementBloc—The CementBloc Website
- Concentric Pharma Advertising—Concentric Safari and Specialist Campaign
- FingerPaint Marketing—FingerPaint Marketing Self Promotion

FINALISTS



Far left, top: Endo's Christine Coyne supervises while Siemens Medical Solutions's Tom Treusdell controls the laptop; far left, bottom: AOL's Marjorie Martin, Havas Worldwide Health's Larry Mickelberg and Purdue Pharma's Peter Justason discuss a website; middle: Ignite Health's Fabio Gratton absorbs the discussion about an interactive initiative; and above: Shire's Mike Boken gets serious about the corporate ads

Best TV Advertisement/Campaign

- Advance MarketWoRx and UCB—Unbranded Direct Response: I'm Different
- RAPP and Humana Medicare—Relationships
- Saatchi & Saatchi Wellness and Abbott Laboratories for Humira—Things That You Love: Bicycle and Piano
- Saatchi & Saatchi Wellness and AstraZeneca for Nexium—Extreme Measures
- Saatchi & Saatchi Wellness and Merial Limited for Frontline Plus—Little Green Men

Best Over-The-Counter Product Advertisement/Campaign

- AbelsonTaylor and Abbott Nutrition for Ensure—Use it or Lose It
- AbelsonTaylor and Abbott Nutrition for Glucerna—Balance
- AbelsonTaylor and Abbott Nutrition for Pedia Sure Sidekicks—You Are What You Eat
- Anderson DDB Health & Lifestyle and Schering-Plough Canada for RestoraLAX
- ICC and GlaxoSmithKline for Breathe Right Advanced Nasal Strips—Open All Night

Best Total Integration Program for Small Companies

- Advance MarketWoRx and UCB—Unbranded Direct Response TV Advertisement: I'm Different
- CDM Princeton and Hologic for NovaSure—Welcome Back
- Digitas Health and MedImmune for FluMist—I Pick My Nose
- LEVEL Brand and Medica for Medica Individual Business Unit—Plans That Fit Your Life
- Medthink Communications and Salix Pharmaceuticals for MoviPrep and OsmoPrep—Colonoscopy For Dummies

Best Total Integration Program for Large Companies

- CDMiConnect and Eisai/PriCara for AcipHex
- Cell Division and Amgen for Nplate
- Draftfcb and Teva Women's Health for Plan B One-Step—Before the Clock Strikes
- Saatchi & Saatchi Wellness and Abbott Laboratories for Humira—In My Skin
- Saatchi & Saatchi Wellness and Abbott Laboratories for Humira—Things That You Love

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