

Message From the Editor



Welcome to this special showcase of the winning work from the MM&M Awards 2011.

The objective of the MM&M Awards program is to recognize and champion both creativity and effectiveness in healthcare marketing and communications. And what really sets these awards apart is the level of independence and authority with which every submission is judged. As in previous years, we assembled a panel of talented and experienced professionals from across the industry, who descended on New York

for an entire day in June to review and score your submissions.

The MM&M Awards are not just a beauty contest, however. Entries must also demonstrate marketing effectiveness, and our panel reflected these criteria, drawing on a wide variety of skill sets and backgrounds in addition to creative direction. Our 12 senior executives from the client side asked some tough questions of your submissions. They wanted to know about budgets and ROI, about target audiences and media placement, and they wanted to know how the results were measured. Each of them was trying to figure out the following: "If I'd paid for this campaign out of my marketing budget, would I have been happy with the results?" In short, while the MM&M Awards value creativity highly, you can't win one on aesthetics alone. The wisdom and insights of the judges are key to the success of this program, and I would like to thank the entire panel for its commitment, dedication and hard work. You can meet them on pages 39-45.

I would also like to thank our sponsors of this event. By recognizing the importance of the MM&M Awards through their generous support, they have enabled us to continue to make this program bigger and better every year. Details of each 2011 sponsor can be found on the specific pages pertaining to the categories they support.

Finally, I'd like to congratulate all of our finalists and winners. We have taken every possible measure to ensure that the best work wins. And even if you were not successful, I hope you enjoyed the biggest and best party in the industry.

Thank you all for being a part of the MM&M Awards 2011. We hope to see you again next year.

*James Chase,
Editor in Chief, MM&M*

Editorial

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