

Glimpse at Gold

A panel of 100 esteemed industry leaders and thinkers spent several hours discussing, reviewing and scoring around 700 entries to the MM&M Awards. Here are the results of their efforts—the 2013 finalists

Following two exhaustive rounds of scoring by 100 or so independent industry judges, the results are in for the MM&M Awards 2013. The finalists for each category are revealed on the following pages—but you'll have to wait for the spectacular dinner and ceremony on October 2, 2013 to find out who will take home the gold and silver awards.

The MM&M Awards are judged with the utmost independence

MM&M
Awards
2013

and authority, using an esteemed panel of leaders and thinkers representing a wide variety of disciplines and backgrounds within the healthcare marketing community.

This year, we again incorporated a preliminary round of online reviews into the judging process. We also expanded the size of the panel to increase the number of judges reviewing each submission, to allow greater flexibility in matching judges' expertise with particular category disciplines, and to enable an extended review of the leading contenders in the final round.

Make no mistake. Judging the MM&M Awards is a serious business. If you need further proof, take a look at some of the photographs from the judging day (pages 62-66), each conveying the dedication and hard work that goes into the review process.

It's not enough for a submission simply to look good, either—it must also be effective. That's why, as well as assembling a band of seasoned creatives, we recruited more than 30 marketing and branding execs from the pharma industry to further extend the authority and credibility of the judging process. (See opposite for a complete list of 2013 judges.)

We would like to take this opportunity to thank all of our judges for their efforts.

As usual, the identities of all gold and silver winners will be withheld until the spectacular gala dinner at Cipriani 42nd Street on October 2, 2013. Not even the judges will know who the winners are until they are called to the stage; the suspense and elation of claiming gold in front of several hundred peers is second to none. Not to mention the celebration that follows. We hope to see you there.

For further information about the MM&M Awards, including dinner tickets, sponsorship opportunities, key dates and past winners, please **visit our dedicated Awards website at awards.mmm-online.com.**

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THE MM&M AWARDS 2013 JUDGES



2013 judges assemble in New York for the final round

Bill Abernethy, Vice President, Global Market Development, Prosensa Therapeutic

Jay Appel, Director, Multi-Channel Marketing, Amgen

Christine Armstrong, Managing Director, IOMEDIA

Emily Baier, Associate Director, Public Relations, Boehringer Ingelheim

Mark Bard, Founder, Digital Health Coalition

Jack Barrette, CEO, WEGO Health

Natalie Bartner, Head, Commercial Strategy, N. America Pharmaceuticals, Sanofi

Pilar Belhumeur, Partner, Executive Creative Director, Greater Than One

Lynn Benzing, CEO/Professor, Wellness Advocates/NYU

Stephanie Berman, Partner, Creative, The CementBloc

David Blair, Head of Industry, Health, Google

Jessica Boden, President, StoneArch

Marvin Bowe, SVP, Executive Creative Director, The Navicor Group

Renee Brauen, Global Channel Lead for Mobile, Multi-Channel Marketing, Pfizer

Jaime Butler-Binley, Partner/Creative Lead, Fingerpaint

Stephen Calabrese, Director, Digital Strategy and Services, Novartis Oncology

Angela Walker Campbell, VP, Executive Creative Director, Prime Access

Jay Carter, Senior Vice President, AbelsonTaylor

Amy Chafin, Global Oncology Marketing Director, Eli Lilly & Company

Stephen Cheren, Director, Marketing Excellence, Novartis Pharmaceuticals

Becky Chidester, President, Wunderman World Health

Pete Clancy, Director of Strategy, closerlook

Christine Coyne, Senior Director, Auxilium

Diane Cummins, Worldwide Director, Colgate-Palmolive

Jim DeLash, Director, Consumer Multi-Channel Strategy, GlaxoSmithKline

Deborah Dick-Rath, President, Epic Proportions

Bill Drummy, CEO, Heartbeat Ideas

Deborah Dunsire, CEO and President, EnVivo Pharmaceuticals

Helene Ellison, Chair, Global Healthcare Practice, Burson-Marsteller

Joyce Ercolino, Director, eStrategy, CSL Behring

Tina Fascetti, Chief Creative Officer, Roska Healthcare Advertising

Alex Fishgoyt, SVP Director of Creative Development, Harrison and Star

Lisa Flaiz, Group Director, Digital Marketing, Janssen

Olga Fleming, EVP/Managing Director, Cohn & Wolfe

Chris Freeman, Marketing Director, Gilead Sciences

Marcia Goddard, Chief Creative Officer, McCann Torre Lazur Group

Traci Gonzales, Strategic Digital Marketing Manager, Galderma Labs

Jennifer Gottlieb, Leader, W2O Group

Mike Hartman, Chief Creative Officer, W2O Group

Brian Heath, Marketing Director, Amgen

Olav Hellebo, CEO, Clavis Pharma

Nancy Hicks, SVP, Associate Director, North America Healthcare, Ketchum

Dominique Hurley, Senior Director Commercial Systems, Ironwood Pharmaceuticals

Paul Ivans, President & CEO, Evolution Road

Peter Justason, Director, eMarketing, Purdue Pharma

Fred Kinch, Managing Partner, Creative Director, AgencyRx

Richard Kindberg, President/CEO, Vistek Medical

Stu Klein, Healthcare Practice Lead, Interpublic

Kathy Kovalic, Director of Marketing, Drug Delivery, B Braun Medical

David Krawitz, Executive Director, Global Communications and Philanthropy, Amgen

Brian Lange, Marketing Director, GlaxoSmithKline

Larry Lannino, General Manager, Beacon Healthcare

Brian Layden, VP, Sales & Business Development, Haymarket Media

Matthew Leung, Director of Advertising—Healthcare, Reckitt Benckiser

Harry Levy, MD, MPH, President, interMDnet

Monique Levy, Vice President, Research, Manhattan Research

Rich Levy, EVP/CCO, Drafftcb Healthcare

R.J. Lewis, President & CEO, eHealthcare Solutions

Mike Luby, CEO, BioPharma Alliance

Maria Maccicchini, President & CEO, QR Pharma

Lynn Macrone, Partner, Chief Creative Officer, JUICE Pharma Worldwide

Patricia Malone, SVP, Creative Director, Dudnyk

Maria Marcelli, Head, Marcom US Radiology, Bayer HealthCare

Dave Marek, Executive Vice President, Consumer Services, WebMD

Jerry Maynor, Dir. of Marketing and Business Development, Cegedim Strategic Data

Larry Mickelberg, Partner, Chief Digital Officer, Havas Health; Pres., Havas Lynx US

Tony Miller, Executive Creative Director, AndersonDDB

Graham Mills, Executive Creative Director, Digitas Health

Marc Monseau, Founder, Mint Collective

Chet Moss, Chief Creative Officer, ICC Lowe

Mike Myers, President, Palio+Ignite

Anne O'Brien, VP Strategic Solutions, Remedy Health Media

Christopher Ovdienko, VP, Creative Director, GSW Worldwide

David Paragamian, Group Company President, Huntsworth Health

Dina Peck, ECD, Managing Partner, CDMiConnect

Aris Persidis, President, Biovista

Mary Pietrowski, Sr. Director, Digital Strategy & Marketing, Hologic

Barbara Pritchard, Principal, WentzMiller Global Services

Charlene Prounis, CEO, Flashpoint Medica

Will Reese, Chief Innovation Officer, Cadient Group

Dan Renick, President, Hobart Group Holdings

Jennifer Rinaldo, Senior Product Director, Forest Laboratories

Anthony Rotolo, Chief Creative Officer, True Health + Wellness

Debra Sangiuliano, Director, Pfizer

Leerom Segal, President & CEO, Klick Health

Manos Sifakis, President & CEO, customedialabs

Rick Soni, President & COO, Rexahn Pharmaceuticals

Allen Stegall, Principal, Executive Director of Strategy, Scout Marketing

David Stern, Global Head, Fertility Franchise, EMD Serono

Katherine Stultz, Executive Director Oncology Marketing, Celgene

Felipe Tilca, Senior Business Analyst, Abbott

Wanda Turini, President/CEO, Bull's Eye Innovations

Kristin Vitanza, Brand Director, Endo Health Solutions

Scott Weintraub, Chief Marketing Officer, Healthcare Regional Marketing

Sam Welch, Global Group President, Publicis Healthcare Communications Group

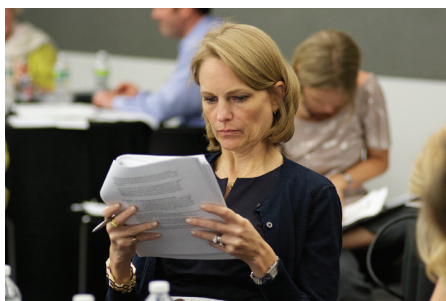
Amy West, Associate Director Patient Relationship Marketing, Novo Nordisk

Reaves West, Medical Account Executive, Merck & Co.

Arthur Wilschek, Executive Director Global Sales, New England Journal of Medicine

awards.mmm-online.com

FINALISTS



Top far left: Klick Health President & CEO Leerom Segal looks over a digital presentation. Bottom far left: Amy West of Novo Nordisk goes through the details. Left: IOMEDIA's Christine Armstrong and Monique Levy, VP, Research at Manhattan Research make their evaluations. Above: Mint Collective founder Marc Monseau presents his point of view,

Best Healthcare Consumer Media Brand

- HealthiNation
- Remedy Health Media for TheBody.com
- Remedy Health Media for Berkeley Wellness
- Remedy Health Media for RemedyMD Healthy Living Guide
- Remedy Health Media for Diabetes Focus

Best Healthcare Professional Media Brand

- Everyday Health for MedPage Today
- Intellisphere LLC for Pharmacy Times
- Lippincott Williams & Wilkins for PRS
- MDLinx
- SLACK Incorporated for Healio

Best Use of Direct Marketing to Consumers

- Arnold NYC and Sanofi for "Lantus Branded e/CRM Program"
- CDMiConnect and Genentech for "Avastin Cares"
- Publicis Healthcare Communications Group and Sanofi for "Auvi-Q Magazine Covers Take Ones"

- Publicis Healthcare Communications Group and Sanofi for "The Auvi-Q Pocket Guide Patient Brochure"
- GA Communication Group and Upsher Smith for "Morning Sickness In-Office Campaign"

Best Use of Direct Marketing to Healthcare Professionals

- CDMiConnect and Brooklyn Free Clinic for "We Need U"
- GSW and Endo Pharmaceuticals for "Fortesta Gel"
- Herspiegel Consulting and Novo Nordisk for "Quality Diabetes Measures Kit"
- Optum for "Optum Ecosphere Campaign"
- SCORR Marketing and Theorem Clinical Research for "Theorem 2012 DIA Trade Show"

Best Use of Public Relations

- Ketchum Washington DC and Office of the National Coordinator for Health Information Technology, U.S. Department of Health and Human Services for "Putting the I in Health IT"
- Marina Maher Communications LLC (MMC) and Novo Nordisk (with The Rose Group) for

"Novo Nordisk and Paula Deen Help People See Diabetes in a New Light"

- Ogilvy Public Relations and Bristol-Myers Squibb for "Men and Melanoma: The Unexposed Target"
- rudr finn and Roche Diagnostics Corporation for "Steve's Mountain"
- Waggener Edstrom Worldwide and Emergent Biosolutions and development partners Aeras, OETC (a joint venture between Oxford Univ. and Emergent BioSolutions), Oxford Univ., South African Tuberculosis Vaccine Initiative, and the Wellcome Trust for Hope, for "the First Tuberculosis Infant Booster Vaccine"

Best Branded Website for Consumers

- Intouch Solutions and Bayer HealthCare Pharmaceuticals for FactorMatters.com (brand: Kogenate FS)
- Klick Health and Acorda Therapeutics for Ampyra.com
- RTC Relationship Marketing and Biogen Idec for MSInspiration.com (brand: Tysabri)
- Saatchi & Saatchi Wellness and Chattem for Allegra.com
- The CementBloc and Salix Pharmaceuticals for Giazo.com



Top far left: WEGO Health CEO Jack Barrette focuses in on a submission. Bottom far left: Boehringer Ingelheim associate director, PR, Emily Baier mulls over a judging decision. Left: Dave Marek, EVP, Consumer Services at WebMD, gives his opinion. Above: GlaxoSmithKline's Jim DeLash and BioPharma Alliance CEO Mike Luby confer about the award nominees.

Best Branded Website for Healthcare Professionals

- Publicis Healthcare Communications Group and Sanofi for auvi-q.com/hcp
- ICC Lowe Trio and Johnson & Johnson Healthcare Products for jidentalprofessional.com (brand: Listerine)
- Klick Health and Acorda Therapeutics for ampyra-hcp.com
- Medtronic Neuromodulation for professional.medtronic.com
- Sudler & Hennessey and Ferring Pharmaceuticals for ferringfertility.com/hcp

Best Disease/Education Website

- Chandler Chicco Agency and Mylan Specialty for anaphylaxis101.com
- gcg CONNECT and Novo Nordisk for cornerstones4care.com
- Klick Health and Reckitt Benckiser for turntohelp.com
- Palio+Ignite and Endo for pubertytooeearly.com
- Toolhouse and Phonak for hearinglikeme.com

Best Use of Social Media

- Digitas Health and UCB for "Epilepsy Advocate on Facebook"
- Intouch Solutions and Sanofi US Diabetes for "Get Blood Sugar Control: Interactive Q&A via YouTube"
- Intouch Solutions and Galderma Laboratories for "Giving Thanks for Cetaphil Super Fans: A Community Advocacy and Social Engagement Campaign"
- Medtronic MiniMed and Medtronic Diabetes for "The Medtronic Diabetes Community: Engaged, Inspired and the #1 Diabetes Brand on Facebook"
- Siren Interactive and Lundbeck for "Moving Together for HD Facebook Page"

Best Medical Digital Initiative for Consumers

- CDM Princeton and Novo Nordisk for "HemaGo"
- Digitas Health and Shire for "Own It"
- Intouch Solutions and Sanofi US Diabetes for "Beyond Counting Calories: The Transformation of GoMeals"
- Nucleus Medical Media for "iHeart Touch iPad App: Point of Care—Everywhere"
- Vogel Farina and Novartis Oncology for "My NET Manager patient app"

Best Health & Wellness Digital Initiative for Consumers

- Brightworks Interactive Marketing and Bayer for "The Eczema App"
- DiD and McNeil Consumer Healthcare for "Kids' Wellness Tracker"
- Marina Maher Communications LLC (MMC) and Merck for "Merck Helps College Women Plan It Forward and Consider Long-Acting Contraceptives"
- Palio+Ignite and Lilly for "Glucagon Mobile Application"
- WebMD for "WebMD Magazine Tablet App"

Best Digital Initiative for Healthcare Professionals

- Digitas Health and Amgen for "Manufacturing Matters with Biological Medicines Website"
- HealthEd and HealthEd Academy for "Growing an online learning community, SurroundHealth, for healthcare extenders"
- ICC Lowe and MSD Animal Health for "Activyl 'Ditch The Itch'"
- Klick Health and Millennium: The Takeda Oncology Company for "Velcade iPatient App"
- McCann Torre Lazur and UCB for "Vimpat interactive Ad"

FINALISTS



Top far left: Sanofi's Natalie Bartner considers a campaign. Bottom far left: Interpublic's Stu Klein, Heartbeat Ideas CEO Bill Drummy and Purdue Pharma's Peter Justason in full decision-making mode. Left: Auxilium senior director Christine Coyne giving the materials a close read. Above: Digitas Health's Graham Mills and Epic Proportions president Deborah Dick-Rath look over a contender

Best App for Healthcare Professionals

- GSW and Eli Lilly for "Clinical Trials Resource App"
- ICC Lowe and Allergan for "Botox Phase 1 Launch"
- Infuse Medical and Hologic for "The Hologic Trident ROI App"
- Interact Medical and Acumed for "iPad Sales App"
- Epocrates for "Epocrates Rx for iPad: Enabling Physicians to Make Better Prescribing Decisions"

Best Consumer Print Campaign

- CDMiConnect and Genentech for "Romance" (Rituxan)
- Digitas Health and UCB for "Go Beyond Okay" (Vimpat)
- Draftfcb - NY and Thermo Fisher Scientific for "Know Where They Stand" (uKnow peanut test)
- GSW and Stryker for "Stryker GetAround-Knee Print Campaign"
- Healthwork Powered by BBDO & CDMi and Genentech for "Bigger Than" (Tamiflu)

Best Single Professional Print Advertisement

- Draftfcb - NY and Boehringer Ingelheim/Pfizer for "Why Wait?" (Spiriva)
- GSW and Takeda for "Edarbyclor Professional Journal Ad"
- ICC Lowe and Boehringer Ingelheim for "Buscopan 'Take Control'"
- Rosetta and Otsuka America Pharmaceutical for "BreathTek UBT Journal Ad"
- The CementBloc and Salix Pharmaceuticals for "Mr Butt Print Ad: Biker" (Giazio)

Best Professional Print Campaign

- Strategic Edge Communications and Wockhardt USA for "Bromfed DM Professional Ad"
- Cline Davis & Mann (CDM) and Pfizer for "Scream Campaign" (Zyvox)
- Dudnyk and ViroPharma for "'Moments Missed' Unbranded Campaign"
- ICC Lowe and MSD Animal Health for Activyl "'Switch The Itch'"
- The CementBloc and Salix Pharmaceuticals for "Mr Butt Print Ad: Biker" (Giazio)

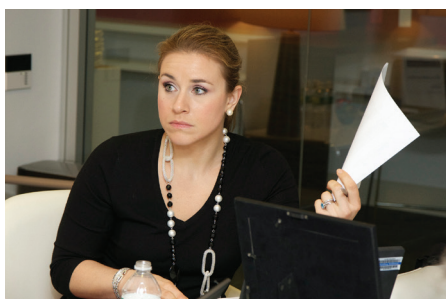
Best Professional Print Campaign for New Launches

- Cline Davis and Mann (CDM) and Salix Pharmaceuticals for "Positively in Control" (Fulyzaq)
- Area 23 and Fresenius for "MeDS Pump - Approximately Isn't Good Enough"
- Dudnyk and Dentsply for "Nu World" (Nupro)
- Mck Healthcare and UCB for "Neupro RLS Ads"
- The CementBloc and Salix Pharmaceuticals for "Mr Butt Print Ad: Biker" (Giazio)

Best Professional Sales Aid

- AbelsonTaylor and Healthpoint Biotherapeutics for "Santyl Street Sweeper Sales Aid"
- CAHG and Alcon Laboratories for "Inflammation Happens" (Durezol)
- Giant Creative/Strategy, LLC and Valeant Pharmaceuticals North America for "Xerese 'Stop It' Detail Aid"
- ICC Lowe and Shire for "Adult Maintenance Campaign" (Vyvanse)
- Pacific Communications and Allergan for "Take a Second Look at Possible Chronic Migraine Patients in Your Practice" (Botox)

FINALISTS



Top far left: WEGO's Jack Barrette, Mint Collective's Marc Monseau and Evolution Road president & CEO Paul Ivans compare notes. Bottom far left: Pfizer's Renee Brauen taking in the discussion. Left: CSL Behring's Joyce Ercolino gives an entry her full concentration. Above, from left: Sam Welch of Publicis, Google's David Blair, MM&M's James Chase, Amgen's Brian Heath and Pfizer's Renee Brauen

Best Corporate Marketing Campaign

- Glyph Interface and GRHealth for "Spine Center Campaign"
- McCann Regan Campbell Ward and Daiichi Sankyo for "Daiichi Sankyo Corporate Campaign"
- Saatchi & Saatchi Wellness and American Heart Association for "Go Red for Women"
- StoneArch and 3M Health Care for "3M Infection Prevention Sustainability Leadership Video"
- The CementBloc and The Coore Foundation for "Girls Right Of Way: Print"

Best Agency Self-Promotion

- Draftfcb—NY for "We Doubled" - Agency Self-Promotion Video"
- Harrison & Star for "What Turns Specialist On?"
- ICC Lowe for "Fun/Kitchen"
- ICC Lowe for "Tangrams Campaign"
- McCann Torre Lazur and McCann echo Torre Lazur for "New Blood/Best Brains Campaign Recruitment Ads"

Best TV Advertising Campaign

- Digitas Health and Shire for "Own It" (unbranded)
- Doner Advertising and OhioHealth for "OhioHealth 2013 TV Campaign - Connectivity"
- Healthwork Powered by BBDO & CDMi and Genentech for "Bigger Than" (Tamiflu)
- Merck & Co (with DDB) for "Shingles, The Inside Story" (Zostavax)
- Saatchi & Saatchi Wellness and AstraZeneca for "'Doctor Doing Your Job' (DDYJ) TV Campaign" (Nexium)

Best Multichannel Campaign for Small-to-Medium Client Organizations

- Cline Davis and Mann (CDM) and Salix Pharmaceuticals for "HE*s Back: the consequences of hepatic encephalopathy (HE) recurrences" (unbranded)
- Deutsch and Sunovion Pharmaceuticals for "Project Luna for a restful night's sleep" (Lunesta)
- GSW and Stryker for "Stryker GetAround-Knee Campaign"
- Hill Holliday and Harvard Pilgrim Health Care for "Count Us In"

- StoneArch and Minnesota Ovarian Cancer Alliance for "Tie it Teal"

Best Multichannel Campaign for Large Client Organizations

- Arnold NYC and Sanofi for "Lantus multichannel Campaign"
- Publicis Healthcare Communications Group and Sanofi for "Auvi-Q Campaign - Launch and Beyond"
- Draftfcb - Chicago and Janssen Biotech (A Pharmaceutical Company of Johnson & Johnson) for "Stelara Psoriasis Warrior Integrated DTC Campaign"
- CDMiConnect and Genentech for "Bigger Than" (Tamiflu)
- Wunderman World Health and Novartis Consumer Health for "Prevacid24HR Perks"