



Pfizer's Joe Shields and Eli Lilly's Stacy Miller jot down some notes while checking out campaign stats on a piece of print creative for Flomax



Merck's Sumana Rajagopal displays a "Dear Doctor" promotional piece—geared toward healthcare professionals—for her group to inspect

Judgment Day

The deadline to enter the MM&M Awards is less than a month away but rest assured that once again your entries will be in the most capable hands. **James Chase** reveals, for the first time, the panel of judges who will have the difficult task of ensuring only the worthiest work wins

The MM&M Awards judging panel for 2010 is in place and poised to descend on the Hotel Warwick in New York City on July 12 for a hard day's work, reviewing and scoring your submissions.

Assembling such an esteemed and relevant blend of industry knowledge, talent, leadership, experience and expertise in the same place at the same time is no mean feat. On the face of it, you might think that every single one of them probably has something "more important" to do — especially now, especially in this climate of doing more with less, of stretching budgets to the limit, of meeting head on the challenges facing the pharmaceutical industry and its marketing allies.

But MM&M Awards judges are made of stern stuff. They know

there is nothing more important on July 12 than helping to champion the best work in the industry, in recognizing the crucial role that healthcare communications plays in achieving favorable health outcomes by helping patients to live longer and to lead better lives.

And for healthcare marketers, there is no greater accolade than winning an MM&M Award. Every submission is judged, not by us, but by this independent panel of seasoned industry experts. It's not enough for entries to just look good, either. They must also be

effective. That's why, as well as a strong team of creatives and agency leaders, we have also recruited numerous marketing executives from the client side. This way we can be sure we will recognize the most deserving work.

MM&M
Awards
2010

Deadline for entries: May 28, 2010



Roche's Becky Butler, Hologic's Mary Pietrowski and Boehringer Ingelheim's Whit Rawlinson point out something important on screen

Who are they to judge?

This year we have our usual blend of seasoned judges and new recruits. On the client side, we welcome for the first time Thomas Treusdell, director of product marketing at Siemens; Jessica Wong, group manager, e-marketing at Genentech; Christine Coyne, product director at Endo Pharmaceuticals; and Marc Monseau, director, corporate media relations at Johnson & Johnson. And we greet a number of returning sophomore judges such as Merck's Sumana Rajagopal, Boehringer Ingelheim's Whit Rawlinson and Purdue's Peter Justason, alongside perennial panelists like Pfizer's Joe Shields and Forest's Jennifer Rinaldo.

Numerous agency leaders and creative directors are again represented, while we also made a point to draw on some of the contemporary trailblazers in the digital and media fields, such as HealthiNation CEO Raj Amin and distinguished members of the twitterati, like Ignite Health's Fabio Gratton, InTouch Solutions' Wendy Blackburn and MCS Healthcare PR's Sarah Morgan.

This year we have introduced more digital categories, with break-outs for branded and unbranded websites, patient CRM programs and social media. We are also accepting websites as integral parts of the "Corporate Marketing" and "Agency Self-Promotion" categories.

As usual, the identities of all the winners will be withheld until the spectacular gala dinner in the fall. Not even the judges will know who won until the ceremony. The suspense and elation of claiming gold in front of several hundred peers is second to none. Not to mention the celebration that follows. All you have to do is enter.

Entry kits: www.mmm-online.com/awards

Deadline for entries: May 28, 2010

Program and event information: Natasha Mulla, 646-638-6108

Sponsorship opportunities: David Furr, 646-638-6027 and Cole Razzano, 646-638-6141

The MM&M 2010 Judges
The following executives were confirmed as of April 15, 2010.

- Raj Amin, CEO, HealthiNation
- Jack Barrette, CEO, WEGO Health
- Ken Begasse, Jr., CEO, Concentric Pharma Advertising
- Wendy Blackburn, Executive Vice President, Intouch Solutions
- Doug Burcin, Worldwide Managing Partner, Euro RSCG Life Worldwide
- Stephen Calabrese, Associate Director, eMarketing Digital Innovations, Novartis Pharmaceuticals Corporation
- Jay Carter, Sr. VP, Director of Client Services, AbelsonTaylor, Inc.
- Becky Chidester, President, Wunderman
- Nicholas Colucci, President and CEO, Publicis Healthcare Communications Group
- Jamie Cobb, Executive Creative Director, MicroMass Communications, Inc.
- Christine Coyne, Product Director, Endo Pharmaceuticals
- Deborah Dick-Rath, Senior Vice President, Healthcare Practice Leader, FactorTG
- Lisa Flaiz, VP Strategic Growth & Innovation, imc² health & wellness
- Mark Goldstone, President, DDB Health Worldwide
- Fabio Gratton, Chief Innovation Officer, Ignite Health
- Kerry Hilton, CEO, HC&B Healthcare Communications
- Louisa Holland, Co-CEO, the Americas, Sudler & Hennessey
- Peter Justason, Director, eMarketing, Purdue Pharma
- Ray Kerins, Vice President, External Affairs & Worldwide Communications, Pfizer
- Steven Michaelson, Founder/CEO, Wishbone
- Joan Mikardos, Senior Media Director, Sanofi-Aventis US
- Graham Mills, Executive Creative Director, Digitas Health
- Marc Monseau, Director, Corporate Media Relations, Johnson & Johnson
- Sarah Morgan, Director of Client Services, MCS Healthcare Public Relations
- Michael Myers, President, Palio
- Cynthia North, Customer Marketing Director, Bayer HealthCare Pharmaceuticals
- Jim Pantaleo, VP, Publisher, MPR
- Mary Pietrowski, Director of Consumer & eMarketing, Hologic
- Frank Powers, President, Dudnyk
- Sumana Rajagopal, Global Media and Advertising Manager, Merck
- Whit Rawlinson, Associate Marketing Director, Boehringer Ingelheim Pharmaceuticals
- Jennifer Rinaldo, Product Director, Forest Laboratories
- Bruce Rooke, Chief Creative Officer, GSW Worldwide
- Joe Shields, Product Director, Enbrel, Pfizer
- Anita St. Clair, Managing Director, HealthEd Encore
- Katy Thorbahn, Senior Vice President, General Manager, Razorfish Health
- Al Topin, President, Topin & Associates
- Thomas Treusdell, Director Product Marketing, Siemens Healthcare
- Arthur Wilschek, Executive Director, Ad Sales, *The New England Journal of Medicine*
- Marc Weiner, Managing Partner, CommonHealth
- Jessica Wong, Senior Group Manager, eMarketing, Genentech, A Member of the Roche Group