

The Short List

More than 100 handpicked healthcare marketing professionals spent hours analyzing and debating your MM&M Awards entries. Here are the ones that made the finalist cut

It wasn't easy.

That was the predominant opinion expressed by the 100-plus independent judges charged with winnowing down thousands of MM&M Awards entries into the short list you see here. After two rounds of scoring—including an all-day no-holds-barred klatch in late June during which categories, some with a 20-deep field, were narrowed to as few as three finalists—the judges arrived at a hard consensus. It speaks volumes about the quality of entries that judges and MM&M moderators were still debating some of the choices days after the judging ended.

Indeed, decisions were not made lightly. The preliminary round of online reviews helped clear the decks, so to speak, for more in-depth debate during the all-day session. Too, the increased size of the judging panel—which included leaders and strategists across a wide range of healthcare marketing disciplines, from companies big and small, with in-house and agency execs represented—ensured that no single “type” of entry received more or less consideration than any other. Indeed, the judges’ breadth of experience gave the process a greater degree of credibility than ever before. We thank them for their time, expertise and, of course, patience.

You're gonna have to wait to find out the winners, though. We'll hand out the trophies during the annual MM&M Awards dinner and ceremony on October 1, relocated to the lavish Cipriani Wall Street due to popular demand. We can't wait to see you there.

For tickets, sponsorship opportunities and further information about finalists in all of the categories—as well as results from years past and related trivia—visit our dedicated Awards website at awards.mmm-online.com.

BEST HEALTHCARE CONSUMER MEDIA BRAND

Healthgrades for Healthgrades
Lifescript for Lifescript
Healthline for “Healthline: The Fastest Growing Health Information Site”
Remedy Health Media for HealthCentral
Smart & Strong for POZ

BEST HEALTHCARE PROFESSIONAL MEDIA BRAND

Healthcasts for Healthcasts: Best Healthcare Professional Media Brand
US HealthConnect for ReachMD: “ReachMD: Be part of the knowledge”
Medscape for enabling healthcare professionals to stay up-to-date on the latest medical news and expert perspectives

BEST USE OF DIRECT MARKETING

Area 23 and **Mollie's Fund** for “Killer Tan”
MicroMass Communications and Gilead Sciences for Sovaldi CRM Experience
Neon and Novartis Pharmaceuticals for “PsO Much More/The Patient Listening Project”
Targetbase and GlaxoSmithKline for “The Us in Lupus” CRM program
W2O Group and Apollo Endosurgery for “The LAP-BAND System: It Fits” integrated campaign

BEST USE OF PUBLIC RELATIONS

AbbVie for Synthroid: “Follow the Script: Putting a 60+-Year-Old Brand in the Spotlight”
Area 23 and Mollie's Fund for “Killer Tan”
Biosector 2 and Sanofi Pasteur for “Voices of Meningitis”
MSLGroup Boston and Exact Sciences for “Launching Cologuard: A Game Changer in the Fight Against Colon Cancer”
PadillaCRT and Be the Match for “It's on You: Inspiring the African-American Community to Step Up and Save Lives”

BEST BRANDED WEBSITE FOR CONSUMERS

Intouch Solutions and Galderma for restylanesilk.com
Klick and Astellas for Myrbetriq website rebuild
Saatchi & Saatchi Wellness and Merial; NexGard for Dogs for “Dogs in Your Face”

W2O Group and Apollo Endosurgery for The LAP-BAND System: “It Fits” integrated campaign

Wunderman Health and GSK Consumer Healthcare North America for “A Greater Kind of Branded Website”

BEST BRANDED WEBSITE FOR HEALTHCARE PROFESSIONALS

AbelsonTaylor and Smith & Nephew for “Faster Healing with Regranex” website
CDM Princeton and MedImmune for Synagis Coordinator Corner
GSW and ASCO for “Strength in Our Numbers”
Neon and United Therapeutics for Orenitram professional website
The CementBloc and BioDelivery Sciences for Bunavail

BEST DISEASE/EDUCATION CAMPAIGN

Area 23 and Mollie's Fund for “Free Killer Tan”
Area 23 and The diaTribe Foundation for “The State of Diabetes”
Digitas Health LifeBrands and Gilead Sciences for “Help Stop the Virus”
MRM/McCann and AstraZeneca for “Fit2Me”
Weber Shandwick and Novartis for “Living Like You”

BEST USE OF SOCIAL MEDIA

Area 23 and Mollie's Fund for “Free Killer Tan”
Digitas Health and EMD Serono/Pfizer for “Strength in Numbers”
DigitasLBI and AstraZeneca for “Take It From a Fish”
IMRE and AstraZeneca for “Connecting to Patients Through a Branded Social Community”
McCann Torre Lazur for “#worthliving”

BEST MEDICAL DIGITAL INITIATIVE FOR CONSUMERS

AgencyRX and AstraZeneca for #BeBRCAware
Area 23 and Mollie's Fund for “Free Killer Tan”
Grey Healthcare Group and Pfizer for “Meet Meningitis—Amy Purdy Video”
Intouch Solutions and AbbVie for “Inside Inflammation Interactive Tour on CrohnsAndColitis.com”



From top: Scoring multichannel entries. 2015 Chair of Judges Anne Whitaker addressing jurors. AbelsonTaylor's Jay Carter takes five. Artcraft's Marc Sirockman and DMD's Joseph Mastracchio tune in to their work.



Klick and Baxter Healthcare for “Beat Bleeds” app update

BEST HEALTH AND WELLNESS DIGITAL INITIATIVE FOR CONSUMERS

Digitas Health and Sanofi for “Auvi-Q Clickable Video—Explore Auvi-Q”
Intouch Solutions and AbbVie for “The iCAN Program: A Conduit for Better EPI Treatment Adherence”
INVIVO Communications and Novartis for Volari COPD patient app
MRM/McCann and AstraZeneca for “Fit2Me”
Pfizer for “Get Old by Pfizer—Fear Less. Live Longer”

BEST DIGITAL INITIATIVE FOR HEALTHCARE PROFESSIONALS

ICON Firecrest and Global Pharmaceutical Sponsors for ICON Investigator Portal
McCann Echo and Galderma for Soolantra “Tough Topical” digital animation video
McCann Echo and Galderma for Epiduo Gel Sphere iPad Experience
Neon and Janssen for Invokana/Invokamet Touchscreen Convention Experience
Thread and Ormco for “Ormco Custom Product Launch—The Great Debate”

BEST APP FOR HEALTHCARE PROFESSIONALS

AgencyRx and Celgene for Myeloma Ally
Harrison and Star and Stephen C. Krieger MD for “The Topographical Model of MS: A New Visualization of Disease Course—A Pro Bono Collaboration of Art|Science|Math|Technology”
Infuse Medical and Olympus Medical Group for Olympus O-Bronch app
McCann Echo and EMD Serono/Pfizer for Rebig Nurse Dashboard
Tippling Point Media for Virtual Surgery

BEST CONSUMER PRINT CAMPAIGN

BBDO and Genentech for Tamiflu “Search”
CDMiConnect and Astellas/Medivation for Xtandi “Take It On”
Digitas Health LifeBrands and Insulet for Omnipod consumer campaign

Publicis LifeBrands Evolvr and Mylan for “Life Happens. Be Prepared” campaign for EpiPen Auto-Injector

Saatchi & Saatchi Wellness and Abbott Diabetes Care for “You Can Do It”

BEST SINGLE PROFESSIONAL PRINT ADVERTISEMENT

Anderson DDB and GSK for “Tattoo”
Area 23 and Insmed for “NTM Isn't Waiting”
CDM New York and Salix Pharmaceuticals for Xifaxan 550 mg: “Lost Forever”
McCann Echo and Galderma for Soolantra: “Introducing a Tough Topical”
The CementBloc and Novartis for Bexsero: “Something's Missing”

BEST PROFESSIONAL PRINT CAMPAIGN

Area 23 and The diaTribe Foundation for “The State of Diabetes”
CAHG and Galderma for Restylane Silk
CDM Los Angeles and Acadia Pharmaceuticals for “Holding Back”
LLNS and DePuy Synthes for TruMatch
McCann Echo and Galderma for Soolantra: “Introducing a Tough Topical”

BEST PROFESSIONAL SALES AID

AbelsonTaylor and Smith&Nephew for “Faster Healing with Regranex”
Concentric Health Experience and Sunovion for “Brovana Second Wind”
FCB Health Toronto and Janssen Canada for Invokana Veeva sales aid
McCann Echo and Galderma for Soolantra: “Introducing a Tough Topical”
Radius Digital Science, Bayer Healthcare and Onyx Pharmaceuticals for Nexavar interactive case profile app

BEST CORPORATE MARKETING CAMPAIGN

2e Creative and Sigma-Aldrich for “Sigma-Aldrich FUEL”
2e Creative and Amerinet for “What's Your Amerinet?”
ICC and Merck Animal Health for “Merck Animal Health Perpetual Innovation”

MM&M AWARDS 2015: THE SHORT LIST

PulseCX and Emergent Biosolutions for "A different kind of experience"

The Mx Group and Catamaran for "PBM 20/20: The Future of Healthcare"

BEST PHILANTHROPIC CAMPAIGN

Area 23 and Mollie's Fund for "Free Killer Tan"

CDM New York and Matthew Zachary Stupid Cancer for "Get Cancer"

CDM New York and The American Heart Association for "Rhythm Rescue"

HCB Health and HCB Health for Father's Day Colon Cancer awareness campaign

Saatchi & Saatchi Wellness and Coalition to Stop Gun Violence for "It's in Our Hands"

BEST MULTICULTURAL CAMPAIGN

Chamberlain Healthcare Public Relations, Sisters Network and Eisai for "Teens 4 Pink"

GCI Health and Pfizer for "Step On Up"

McCann HumanCare and UN Every Woman Every Child UNICEF Clinton Health Access Initiative for "Zinc + ORS"

Prime Access and Novartis for Hypertension US Hispanic campaign

Prime Access and Novartis/Gilenya for "Speaking Up Speaking Out" hosted by Dr. Lisa Masterson"

BEST AGENCY SELF-PROMOTION

Area 23 for "What If"

CDMiConnect for "Patients First Report"

GSW for "The Speak People Experiment"

Guidemark Health for "Infinitely In"

The CementBloc for TheCementBloc.com

BEST TV ADVERTISING CAMPAIGN

FCB Health and Media Agency: Pathway/ Client: Astellas for "Bowling Night"

Havas Worldwide Tonic and GlaxoSmithKline for BREO COPD

Olson and Baylor College of Medicine for "That's What It Takes to Give Life to Possible"

Pfizer for "One"

W2O Group and Apollo Endosurgery for The LAP-BAND System: "It Fits" integrated campaign

BEST MULTICHANNEL CAMPAIGN (SMALL BUDGET)

Area 23 and Mollie's Fund for "Free Killer Tan"

Area 23 and Insmed for "NTM Isn't Waiting"

Digitas Health LifeBrands and Shire for "keep momming"

Epsilon and GlaxoSmithKline Nicorette & NicoDerm CQ for "What's Your Why?"

Neon and Novartis Pharmaceuticals for "PsO Much More/The Patient Listening Project"

BEST MULTICHANNEL CAMPAIGN (MIDSIZE BUDGET)

FCB Health and AbbVie for "Closer"/Hepatitis-C awareness

JUICE Pharma Worldwide and Acorda Therapeutics for Ampyra: "The Moment of Truth"

Maricich Healthcare Communication and Edward-Elmhurst Healthcare for "Healthy Driven"

PALIO and Celgene for "The Billboard Campaign"

WebMD and Eli Lilly for Forteo/multichannel campaign

BEST MULTICHANNEL CAMPAIGN (LARGE BUDGET)

BBDO and Viagra for "The Woman Campaign"

FCB Health and Actavis/Ironwood for "Line Drawings"

Hill Holliday and Janssen/Johnson & Johnson for Invokana: "Love Your Numbers" DTC

Saatchi & Saatchi Wellness and Merial; NexGard for Dogs for "Dogs in Your Face"

Wunderman Health and GSK Consumer Healthcare for "A Greater Digital Ecosystem"

BEST PRODUCT LAUNCH

CAHG and Gilead for Sovaldi: "HCV Treatment Transformed"

Hill Holliday and Janssen/Johnson & Johnson for Invokana: "Love Your Numbers" DTC launch

McCann Echo and Galderma for Soolantra: "Introducing a Tough Topical Product Launch"

Saatchi & Saatchi Wellness and Merial; NexGard for Dogs for "Dogs in Your Face"

Wunderman Health and GSK Consumer Healthcare North America for "The Making of a Legendary Launch"



Individual judges (from top) Steve Bateman, of Flashpoint Medica; Deborah Lotterman, of LehmanMillet; and Lance Paul, of Evoke Health. Bottom: Benchworks' Mike Boken and Eli Lilly's Amy Chafin vetting Agency of the Year finalists.



INDUSTRY MARKETER OF THE YEAR

Jonathan Kuhn, Acorda Therapeutics

Dustin Haines, ViiV Healthcare

Molly Painter, Baxalta

Suzanne Wilmot, Novartis

AGENCY MARKETER OF THE YEAR

Wendy Blackburn, Intouch Solutions

Matt Giegerich, Ogilvy CommonHealth Worldwide

Matt McNally, Publicis Health Media

Frank X. Powers, Dudnyk

Leerom Segal, Klick

INNOVATIVE MARKETER OF THE YEAR

David Esterly, Boston Scientific

Michael Navin, Ogilvy CommonHealth Worldwide

Jevan Woolley, Alliance Health

YOUNG MARKETER OF THE YEAR

Danielle Cascerceri, Publicis Health Media

Andrew Grojean, Intouch Solutions

Ellen Homyack, Benchworks

Megan Mancini, Alliance Health

Allison Watson, Publicis LifeBrands Evolv

SMALL HEALTHCARE AGENCY OF THE YEAR

2e Creative

Benchworks

Natrel Communications

Sentrix Health Communications

The Navicor Group

MIDSIZE HEALTHCARE AGENCY OF THE YEAR

Area 23

Cambridge Biomarketing

Concentric Health Experience

Publicis Health Media

The CementBloc

LARGE HEALTHCARE AGENCY OF THE YEAR

FCB Health

GSW

Intouch Solutions

Klick

Ogilvy CommonHealth Worldwide