

The Final CUT

Back in July, an esteemed panel of 41 expert healthcare executives, spanning the fields of marketing, communications and media, came together to review and score several hundred submissions to the MM&M Awards 2010. The result of their efforts is the shortlist of finalists from which the overall winners will be announced and recognized in New York on October 12

If you've ever been curious to see what truly fair, independent and authoritative judging looks like, then you could have done worse than to have been a fly on the wall at the Hotel Warwick in New York on July 12, where 41 of the industry's smartest leaders, thinkers and doers assembled to review and score approximately 650 entries to the MM&M Awards 2010.

When we assemble our panel each year, we try to achieve a mix of experience of previous judges with fresh perspective from our newbies—the split between regulars and rookies is usually about 50:50. 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 MM&M Awards scoring procedures are maintained.

This year, we were delighted to land some highly talented first-time judges: new recruits from the client side included J&J director of corporate communications, Marc Monseau; Genentech senior group manager, e-marketing, Jessica Wong; Siemens director of product marketing, Tom Treusdell; and Endo product director, Christine Coyne. Fresh blood elsewhere included Amy Cowan, head of industry, health, at Google; Nick Colucci, president and CEO of Publicis Healthcare Communications Group; and Marc Weiner, managing partner of Ogilvy CommonHealth Worldwide.

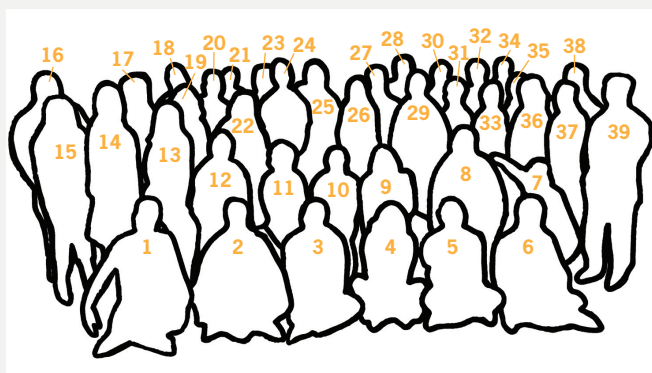
Each judge applied their skills and experience diligently and tirelessly throughout the day, giving us the best chance of picking the most deserving winners. Each group reviewed and discussed every single submission, one by one, before scoring them in confidence. Remember, MM&M is not involved in the judging beyond adding and checking the numbers—not even the judges know who the winners are until they are revealed for the first time at our Awards presentation and dinner in New York on October 12 (see below). This process is what makes the MM&M Awards the most coveted and prestigious program in the industry.

Step out in style at the MM&M Awards 2010

The industry's biggest and best party is about to get bigger and better – this year's MM&M Awards event will be held for the first time at the breathtakingly beautiful Cipriani 42nd Street in New York on October 12. As in previous years, guests will be treated to cocktails, dinner, live entertainment and of course the awards show itself, where the outright winners will be revealed for the first time. You won't want to miss the excitement. And for those with more energy to burn, we will be hosting our traditional "afterglow" party.

Reservations and information: mmm-online.com/awards
Sponsorship opportunities:
Scott Dattoli 646-638-6015

MM&M
Awards
2010



MM&M AWARDS JUDGES 2010

1. **Stephen Calabrese**, Associate Director, eMarketing Digital Innovations, Novartis Pharmaceuticals Corporation
2. **Steven Michaelson**, Founder/CEO, Wishbone
3. **Rob Likoff**, CEO and Founding Partner, Group DCA
4. **Lisa Flaiz**, VP Strategic Growth & Innovation, imc² health & wellness
5. **Fabio Gratton**, Chief Innovation Officer, Ignite Health
6. **Rich Levy**, EVP, Chief Creative Director, Draftfcb Healthcare
7. **Raj Amin**, CEO, HealthiNation
8. **Peter Justason**, Director, eMarketing, Purdue Pharma
9. **Mary Pietrowski**, Director of Consumer & eMarketing, Hologic
10. **Jennifer Rinaldo**, Product Director, Forest Laboratories
11. **Christine Coyne**, Product Director, Endo Pharmaceuticals
12. **James Lolis**, Partner, Executive Creative Director, The CementBloc
13. **Amy Cowan**, Head of Industry, Health, Google
14. **Anita St. Clair**, Managing Director, HealthEd Encore
15. **Cynthia North**, Customer Marketing Director, Bayer HealthCare Pharmaceuticals
16. **Marc Weiner**, Managing Partner, CommonHealth
17. **Becky Chidester**, President, Wunderman
18. **Jim Pantaleo**, VP, Publisher, MPR

19. **Wendy Blackburn**, Executive Vice President, Intouch Solutions
20. **Nicholas Colucci**, President and CEO, Publicis Healthcare Communications Group
21. **Al Topin**, President, Topin & Associates
22. **Louisa Holland**, Co-CEO, the Americas, Sudler & Hennessey
23. **Frank X. Powers**, President, Dudnyk
24. **Kerry Hilton**, CEO, HC&B Healthcare Communications
25. **Thomas Treusdell**, Director Product Marketing, Siemens Healthcare
26. **Maureen Regan**, Managing Partner, RCW Group
27. **Jay Carter**, Senior VP, Director of Client Services, AbelsonTaylor
28. **Jack Barrette**, CEO, WEGO Health
29. **Jamie Cobb**, Executive Creative Director, MicroMass Communications
30. **Marc Monseau**, Director, Corporate Media Relations, Johnson & Johnson
31. **Marci Piasecki**, CEO, Torre Lazur Healthcare Group
32. **James Chase**, Editor in Chief, MM&M magazine (not a judge)
33. **Jessica Wong**, Senior Group Manager, eMarketing, Genentech, A Member of the Roche Group
34. **Joe Shields**, Product Director, Enbrel, Pfizer
35. **Katy Thorbahn**, Senior Vice President, General Manager, Razorfish Health
36. **Sarah Morgan**, Director of Client Services, MCS Healthcare Public Relations
37. **Paul O'Neill**, General Manager, ICC
38. **Graham Mills**, Executive Creative Director, Digitas Health
39. **Doug Burcin**, Worldwide Managing Partner, Euro RSCG Life Worldwide

Not Pictured:

- Deborah Dick-Rath*, Senior Vice President, Healthcare Practice Leader, FactorTG
Joan Mikardos, Senior Media Director, Sanofi-Aventis US
Arthur Wilschek, Executive Director, Ad Sales, The New England Journal of Medicine



From the top: Google's Amy Cowan and Novartis' Stephen Calabrese intently look at website entries; imc²'s Lisa Flaiz sharing a funny moment while poring over the writeup for an MM&M Awards entry; and Draftfcb Healthcare's Rich Levy taking copious notes while looking over professional advertising campaigns on display

Best Healthcare Consumer Media Brand

- dLife
- Health.com Integrated Solutions
- Patient Resource Cancer Guide
- POZ
- myRegence.com

Best Healthcare Professional Media Brand

- Healthcare Journal of Baton Rouge
- Oncology Net Guide
- Oncology & Biotech News
- Prenate
- ReachMD

Best Use of Direct Marketing to Consumers

- Beacon Healthcare Communications and Allergan—My Tears, My Rewards
- CDMiConnect and Eisai—Read My Lips
- Health4Brands Chelsea and Bristol-Myers Squibb—Reyataz Photo Contest
- Medical Minds Healthcare Communications and Novasys Medical—Stand Up to Urine Leaks!
- The Agency Inside Harte-Hanks and Allergan—Latisse LashPerks Consumer Conversion and Retention Program

Best Use of Direct Marketing to Healthcare Professionals

- Ferguson, part of CommonHealth, and Johnson & Johnson Consumer Healthcare—Flossology
- Pacific Communications and Allergan—Spring Direct Mail Campaign
- Pacific Communications and Allergan—Are You Getting What You Asked For?
- Saatchi & Saatchi Healthcare Innovations and Sanofi Pasteur—Pentacel Vaccine Celebrate Scrapbook
- The Agency Inside Harte-Hanks and Abbott Laboratories—Simply Synthroid

Best Use of Public Relations

- Abbott Laboratories and Abbott—Abbott's First-in-Class MitraClip Therapy Makes Headlines
- Chandler Chicco Agency and Allergan—"Botox Cosmetic: Express Success" Charitable Education Campaign with Vanessa Williams and Dress for Success
- Communications Strategies and Teva Women's Health—Plan B One-Step Spring Break Guerrilla Marketing Campaign
- Lippe Taylor Brand Communications and Lumenis—Miracle Treatment of Lifelong Scars
- Novo Nordisk and Ambre Morley—Charlie Kimball Race with Insulin

Best Branded Website

- DevicePharm and Abbott Medical Optics—My Cataract Solution
- Euro RSCG Worldwide and Sanofi-Aventis—WhyInsulin.com
- evoke interaction and Stephanie Lamenta—Doc&Diva
- Greater Than One and Sepracor—Omnaris
- HC&B Healthcare Communications and US Oncology—US Oncology Corporate Website

Best Disease/Education Website

- Compass Healthcare Marketers and BioMarin Pharmaceutical—PKU.com
- GyroHSR and LifeCell Corporation—Breast ReconstructionMatters.com
- Hill Holliday and Novartis—1in3people
- Integrative Logic LLC and Galderma Laboratories—RosaceaFacts.com
- Medimmune—Good To Share



From the top: Forest's Jennifer Rinaldo examines a direct marketing campaign entry; Veteran judges Cynthia North, Joe Shields and Deborah Dick-Rath are inspired by a print campaign while HealthiNation's Raj Amin reads through the results; RCW Group's Maureen Regan jots down a few notes; and MM&M Awards judges critique entries in the digital categories

Best Online Patient Relationship/Support Program

- CDM Princeton and Novo Nordisk—Changing Possibilities-US.com
- Hamilton Communications and Immune Deficiency Foundation (IDF) with an educational grant from Baxter Healthcare—IDF Common Ground Website
- Klick Communications and Allergan—My Lap-Band Journey Patient Support Program
- The Agency Inside Harte-Hanks and Merck & Co.—Januvia Relationship Marketing Program
- Torre Lazar McCann and Axcan Pharma—CareFirst for Life Patient Support Program

Best Use of Social Media

- Chamberlain Healthcare Public Relations and Boehringer Ingelheim—Making Sense of Diabetes through User-Generated Content
- Ignite Health and Ignite Health—FDASM.com
- LehmanMillet and Abbott Nutrition—Night Nurse Nation
- Siren Interactive and National Organization for Rare Disorders—NORD
- WCG and ZENO—Zeno Hot Spot

Best Interactive Initiative for Consumers

- dLife
- Everyday Health—Everyday Health's Symptom Checker
- ghg and National Healthy Mothers, Healthy Babies Coalition—text4baby Mobile Health Initiative
- Ignite Health and Eli Lilly—Diabetes Virtual Kitchen
- Morsekode and UnitedHealthcare—Health Care Lane

Best Interactive Initiative for Healthcare Professionals

- Blue Diesel and Johnson & Johnson—Ethicon Biosurgery Tablet PC and Mobile Initiative
- Concentric Pharma Advertising and Johnson & Johnson—Acuvue Oasys Pod Ride
- Group DCA and Alcon Laboratories—The Flight School for Systane Ultra
- Group DCA and AstraZeneca—Nexium Golf Challenge
- Williams Labadie and Astellas Pharma US—ASNC 2009 Interactive Experience

Best Individual Consumer Print Advertisement

- Anderson DDB Health & Lifestyle and DePuy Orthopaedics—Cane Club
- HC&B Healthcare Communications and The Menninger Clinic—Adolescent Therapy Program
- Hill Holliday and Emblem Health—Cubicle
- Saatchi & Saatchi Wellness and AstraZeneca—Seroquel XR Fade
- Saatchi & Saatchi Wellness and AstraZeneca—Nighttime Heartburn

Best Overall Consumer Print Campaign

- CDMiConnect and Genentech—No Way RA
- EvoLogue, part of CommonHealth, and Abbott Diabetes Care, FreeStyle Promise Patient Support Program—FreeStyle Promise Painter
- Hill Holliday and Emblem Health—The Plan That Works
- McCann Erickson HumanCare and Glaxo-SmithKline—Attention: Shoes & Perfume
- NYU Langone Medical Center and NYU Langone Medical Center—Any Given Moment



From the top: Genentech's Jessica Wong finds humor in an entry for Best Interactive Initiative for Healthcare Professionals; Siemens Healthcare's Thomas Treusdell gets in the driver's seat to load a total integration campaign submission; Endo Pharmaceuticals' Christine Coyne closely inspecting a series of sales aids

Best Individual Professional Print Advertisement

- AbelsonTaylor and Takeda—Kapidex
- CDM Princeton and Shire—Intuniv Ad
- GSW Worldwide and Dyax—When the Body Attacks Itself Launch
- LehmanMillet and Abbott Nutrition—Absorbing Science
- Wishbone-ITP and CardioNet—Tree

Best Overall Professional Print Campaign

- Anderson DDB Health & Lifestyle and Philips Healthcare—People Powered Health Care
- CDM Princeton and Shire —Intuniv
- Drafftcb Healthcare NY and Centocor Ortho Biotech—Stelara “361”
- StoneArch Creative and Virtual Radiologic—Body of Work
- Stonefly Communications Group and Abbott Nutrition—Illumination

Best Professional Print Campaign for Product Launches

- AbelsonTaylor and Eisai—Banzel Launch
- AbelsonTaylor and Takeda—Kapidex
- Flashpoint Medica and Ipsen Pharmaceuticals—Extend Relief
- ICC and Ortho-McNeil-Janssen Pharmaceuticals—Nucynta
- Pacific Communications and Allergan—Dex Appeal

Best Professional Sales Aid

- CDM Princeton and Schering-Plough/Merck—The NuvaRing Patient Hesitation Tool
- Dudnyk and Inspire Pharmaceuticals—AzaSite “Metal Man”
- GSW Worldwide and Covidien—Cap the Cough
- Palio and URL Pharma—Tough Guys
- Saatchi & Saatchi Healthcare Innovations and Sanofi-Aventis —SculptraAesthetic

Best Corporate Marketing Campaign

- Cline Davis & Mann Princeton and Gilead Sciences—The Wave of Hope
- Drafftcb Healthcare NY and Cephalon Oncology—Cephalon Oncology “Every Cancer Counts”
- Drafftcb Healthcare NY and Talecris—Prolastin-C “New Formula” Relaunch
- Torre Lazur McCann and Novartis—TLM Novartis Congratulations
- Wishbone-ITP and Medical Advertising Hall of Fame—Lacrimation

Best Agency Self-Promotion

- Cline Davis and Mann—CDM World Agency Website
- Drafftcb Healthcare NY—Drafftcb Healthcare “Brand Superheroes” Interactive Ad
- Drafftcb Healthcare NY—Drafftcb Healthcare Self-Promotion Video Shorts
- Eveo—Eveo
- The CementBloc—Blocism

Best TV Advertisement/Campaign

- Euro RSCG Tonic and GlaxoSmithKline—Advair Asthma Branded Television “I Never Knew”
- McCann Erickson HumanCare and GlaxoSmithKline—Attention TV “Perfume”
- Saatchi & Saatchi Wellness and AstraZeneca—Seroquel XR “Fade”
- Saatchi & Saatchi Wellness and AstraZeneca—Nighttime Heartburn
- Sanofi-Aventis US and Ed Banfe—P.A.D Campaign “Someone Who Cares”

Best Over-The-Counter Product Advertisement/Campaign

- AbelsonTaylor and Abbott Nutrition—Ensure “Nutrition in Charge”
- AbelsonTaylor and Abbott Nutrition—Similac 2009 Shielded Campaign
- AbelsonTaylor and Abbott Nutrition—PediaSure “Food Pyramid”
- Adair-Greene and Stiefel Laboratories—Get Your Game On
- Medicus Life Brands and Procter & Gamble Oral Health—Virtually Plaque Free

Best Total Integration Program for Small Companies

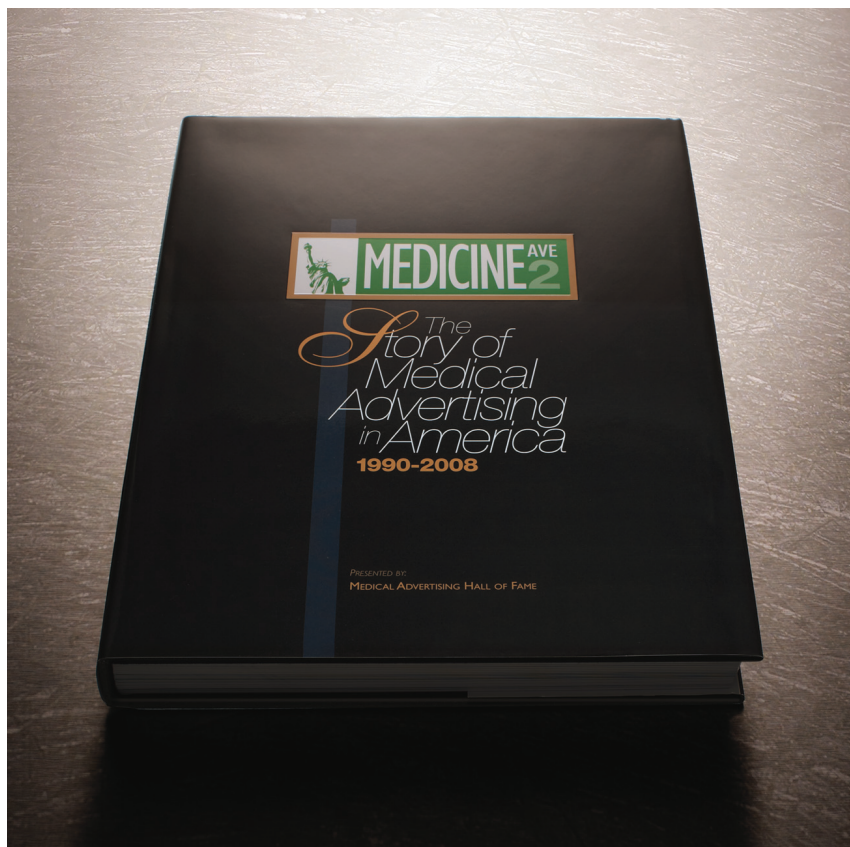
- GCI Health and Biogen Idec—Leveraging a Culturally Relevant Platform to Bring Treatment Benefits to Life
- Hill Holliday and Emblem Health—The Plan That Works
- LEVEL Brand and Medica—COBRA
- MedImmune—Good To Share
- Stratagem Healthcare Communications and John Muir Health—JMH Primary Care

Best Total Integration Program for Large Companies

- Draftfcb Healthcare NY and Centocor Ortho Biotech—Stelara “361”
- Gallo and Medtronic Diabetes—Connect The Dots
- GSW Worldwide and Covidien—Cap The Cough
- Medtronic MiniMed—Lenny the Lion: Medtronic Diabetes
- Publicis Healthcare Communications Group and AstraZeneca—Seroquel XR “Fade”



From the top: Judges for the Best Total Integration Program entries have fun with one of the submissions; Marc Monseau enjoying the feedback from his fellow judges



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