

## FINALISTS

- Agency Rx and Celgene for Myeloma Ally
- Harrison and Star pro bono with Stephen C. Krieger, MD, for Topographical Model of MS
- Infuse Medical and Olympus Medical Group for Olympus O-Bronch App
- McCann Echo and EMD Serono/Pfizer for Rebif Nurse Dashboard
- Tipping Point Media and LifeCell for Virtual Surgery

## Healthcare Marketing

# BEST APP FOR HEALTHCARE PROFESSIONALS

*Any smartphone apps or tablet apps targeting healthcare professionals, including: medical reference, diagnostics aids, prescribing aids, branded communications, patient records, CME apps, search tools, etc. //Sponsored by TBWA\WorldHealth*

## GOLD

### Topographical Model of MS

**Agency:** Harrison and Star

**Client:** Harrison and Star pro bono with Stephen C. Krieger, MD

Harrison and Star partnered with neurologist clinician/researcher Stephen C. Krieger, MD, on this pro bono initiative to develop a new unified MS clinical source model.

"The current disease course categories in MS do not adequately reflect the clinical and biological complexity and heterogeneity of [the disease]," an agency representative explained. "There is a

need for a conceptually lucid, biologically informed model to build on these categories to encompass the true admixture of factors underlying MS disease course. An innovative approach to visualizing such a model will help ad-

vance thinking in the field by challenging underlying assumptions in order to transform how MS is understood and potentially studied and treated."

The agency developed a customizable app to display the model. The central ner-

vous system is depicted as a pool; topographical peaks represent inflammatory lesions; and dropping water level shows progression.

"To create the 3-D models of the lesion characters and water effects, we used geographic references ... which we then imported and manipulated leveraging a real-time simulation, or gaming, engine," an agency rep noted.

"Fantastic—very comprehensive and creative," one judge said.

"Exciting, innovative and a fabulous concept," said a second judge.



## SILVER

### Olympus O-Bronch App

**Agency:** Infuse Medical

**Client:** Olympus Medical Group

This comprehensive dynamic app helps educate physicians about Olympus's pulmonary portfolio. It's organized into five key areas and includes 3-D animations and clinical study references.

Judges unanimously praised execution and results, which included 26% YOY growth for Olympus.

"An excellent teaching tool," one judge said. "Great graphics, well produced and user friendly."



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