

FINALISTS

- Digitas Health LifeBrands and Sanofi for Auvi-Q Clickable Video—Explore Auvi-Q
- Huge, Inc. and Pfizer for Get Old by Pfizer—Fear Less. Live Longer
- Intouch Solutions and AbbVie for The iCAN Program: A Conduit for Better EPI Treatment Adherence
- INVIVO Communications and Novartis for Volari COPD Patient Application
- MRM/McCann East, The Masterson/SWOT Team, Proximo Gen and Cadient and AstraZeneca for Fit2Me

Healthcare Marketing

BEST HEALTH & WELLNESS DIGITAL INITIATIVE FOR CONSUMERS

Any digital initiatives or apps offering consumers information, tools, education or promotion in the nonmedical health-and-wellness space. Includes mobile apps, tablet apps, measurement and tracking tools, CRM programs, online video, mobile-texting, video games, contests, etc. //Sponsored by Healthline

GOLD

The iCAN Program: A Conduit for Better EPI Treatment Adherence

Agency: Intouch Solutions
Client: AbbVie



AbbVie's Creon (pancrelipase) is the most-prescribed pancreatic enzyme-replacement therapy for the treatment of exocrine pancreatic insufficiency due to cystic fibrosis and other associated conditions, but adherence is very low.

After close consultation with a cross-functional team of CF and adherence experts, Intouch Solutions designed and built the

brilliant iCAN behavioral modification program. It provides a conduit for two-way communication between patients and caregivers and helps them proactively address challenges in GI health, enzyme adherence and nutrition.

iCAN, which stands for "I Commit to Adherence &

Nutrition," includes a comprehensive set of tools and resources, such as iCANportal.com, a GI Symptom Tracker and a Nutrition Knowledge Assessment. Patients can track and send results from the portal to directly to their HCPs.

The entire program is

highly customized. For example, patient survey results determine which educational videos and resources dynamically display on their personal dashboard.

At awards submission time, patients at 87 participating CF centers in 27 states were using iCAN. Testimonials from patients and caregivers are overwhelmingly positive.

"iCan moved the stubborn adherence needle," said one judge.

"This is a very thoughtful and well-grounded program," a second judge noted. "Adoption by 87 CF Centers in 27 states is [most] impressive."



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SILVER

Get Old by Pfizer—Fear Less. Live Longer

Agency: Huge, Inc.
Client: Pfizer



This multichannel campaign, designed to combat misconceptions about aging and educate people 35 to 50 years old on aging well, reached 138 million and increased positive perception of Pfizer between 45% and 55%.

"Interesting, real and

inspirational," one judge said. "It taps into the deeper feeling of society without pushing a pill specifically."