

Cipriani 42nd Street, NYC
October 12, 2010

M&M Awards 2010



AWARDS PHOTOS: DAN DERRICO

Success is

1. Hundreds of healthcare marketing and communications execs, and pharma manufacturers gather at Cipriani 42nd Street for the seventh annual MM&M Awards

2. Awards judges Tom Treusdell of Siemens Healthcare and Sarah Morgan of MCS Healthcare Public Relations

3. The HealthiNation crew enjoys the pre-Awards mixer

4. Novartis' Melissa Clark with FactorTG's Deborah Dick-Rath

5. Endo's Christine Coyne and Euro RSCG Life's Mike Peto

6. MM&M's editor-in-chief James Chase opens up the show with a few remarks

7. Hill, Holliday's Adrienne Mithias and Joan Golden

8., 9. & 10. Guests enjoy the show

11. Funnyman Ron Pearson elicits plenty of big laughs as the MC

12. Representatives from Gallo proudly display their award for Best Total Integration Program for Large Companies

13. & 14. Guests arrive for the awards gala

15. Everyday Health toast to their silver award for Best Interactive Initiative for Consumers

16. Ron Pearson wows the crowd with his juggling expertise

17. The night's MC poses with Klick Pharma's Shirelle Segal and Shire's Mike Boken

18. Anderson DDB's Kevin Brady (middle) presents the award for Best Overall Consumer Print Campaign to McCahn HumanCare and GlaxoSmithKline

19. e-Healthcare Solutions' Michele Trichter and Lars Jorgensen

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20. PMD's Suzanne Besse presents the award for Best Professional Sales Aid to GSW Worldwide

21. MM&M Awards judges Jennifer Ronaldo of Forest Laboratories and Wishbone's Steven Michaelson

22. Google's Amy Cowan and Haymarket Media's John Crewe

23. The night's host keeps guests entertained

24. MM&M judge Marc Weiner of Ogilvy CommonHealth Worldwide explains the judging process

25. HealthiNation's Courtney Kline, MM&M's James Chase and Ignite Health's Fabio Gratton enjoy a spirited conversation

26. Draftfcb's Tom Domanico and Pacific Communications' Peter Siegel

27. Publicis Healthcare Communications Group's Tina Fascetti and Saatchi & Saatchi's Sheri Barnes

28. Novartis' Melissa Clark (left) presents the award for Best Consumer Media Brand to LifeMed Media for dLife

29. Representatives from ReachMD accept the award for Best Healthcare Professional Media Brand

30. Everyday Health's Rebecca Traish and Alexis Gentle

31. Concentric represents its agency with a table at the event

32. Draftfcb Healthcare's Rich Levy and Sheri Rosenblatt

