

GOING FOR GOLD

Over 100 top industry leaders and thinkers spent hours discussing reviewing and scoring almost 800 entries to the MM&M Awards. Here are the finalists

Following two exhaustive rounds of scoring by more than 100 independent industry judges, the results are in for the MM&M Awards 2012. The finalists for each of the 24 categories are revealed on the following pages—but you'll have to wait for the spectacular dinner and ceremony on October 9, 2012 to find out who will take home the gold and silver awards.



The MM&M Awards are judged with the utmost independence and authority, using an esteemed panel of leaders and thinkers representing a wide variety of disciplines and back-

grounds within the healthcare marketing community.

This year, we took the decision to more than double the size of the judging panel and introduced a preliminary stage of judging. The objective was threefold: to increase the number of judges reviewing each submission; to allow greater flexibility in matching judges' expertise with particular category disciplines; and to enable an additional, extended review of the leading contenders in the final round.

Make no mistake. Judging the MM&M Awards is a serious business. If you need further proof, take a look at the 16 action shots from the live judging day (pages 48-51), each illustrating the dedication and hard work that goes into the review process.

It's not enough for a submission simply to look good, either—it must also be effective. That's why, as well as assembling a band of seasoned creatives, we recruited almost 50 marketing and branding execs from the pharma side to further extend the authority and credibility of the judging process. (See opposite for a complete list of 2012 judges.)

As usual, the identities of all gold and silver winners will be withheld until the spectacular gala dinner at Cipriani 42nd Street on October 9, 2012. Not even the judges will know the identity of the winners until they are called to the stage; the suspense and elation of claiming gold in front of several hundred peers is second to none. Not to mention the celebration that follows. We hope to see you there.

For further information about the MM&M Awards, including dinner tickets, sponsorship opportunities, key dates and past winners, please visit our dedicated Awards website at awards.mmm-online.com.

With thanks to



THE MM&M AWARDS 2012 JUDGES



2012 judges assemble in New York for the final round

Bill Abernethy, Vice President, Global Market Development, Prosenza Therapeutics

Elizabeth Apelles, CEO, Greater Than One

Irene Aquino, Associate Director, Marketing, Shire HGT

Lisa Bair, CEO, Hobart Group Holdings

Jack Barrette, CEO, WEGO Health

Matt Beebe, President, PROPEL Medical Marketing

Nancy Beesley, Chief Marketing Officer, HCB Health

Ken Begasse, CEO, Agency Operations, Concentric Partners

Stephanie Berman, Partner, The CementBloc

Sundeep Bhan, Chief Executive, Medivo

Mike Boken, Senior Director, Shire

Renee Brauen, Manager Multi-channel Marketing, Pfizer

Hugo Brown, Assoc. Director, Digital Marketing & Media Strategy, Vertex Pharmaceuticals

Stephen Calabrese, Director, Digital Strategy and Services, Novartis Oncology

Michael Castagna, Executive Director, Orenica, Bristol-Myers Squibb

Karen Cavanaugh, Director, Breast Marketing, Genomic Health

Amy Chafin, Global Oncology Marketing Director, Eli Lilly & Company

Christine Coyne, Senior Director, Marketing, Auxilium Pharmaceuticals

Victoria Davis, Senior Manager, Corporate Communications, Pfizer

Deborah Dick-Rath, President, Epic Proportions

Bill Drummy, CEO, Heartbeat Ideas

Deborah Dunsire, CEO and President, Millennium: The Takeda Oncology Company

Stephanie Feldt, Dir., Market Insight, ZymoGenetics, A Wholly Owned Subsidiary of BMS

Derek Fetzer, Director, Johnson & Johnson

David Fink, President, Compass Associates

Lisa Flaiz, Group Product Director, Digital Marketing, Janssen (J&J)

Adam Fletcher, Senior Brand Manager, Teva Women's Health

Chris Freeman, Director, Cardiopulmonary Marketing, Gilead Sciences

Matt Giegerich, Chairman & CEO, Ogilvy CommonHealth Worldwide

Mark Goldstone, President, DDB Health Worldwide

Marita Gomez, Managing Director, Paul Werth Associates

Traci Gonzales, Strategic Interactive Marketing Manager, Galderma Laboratories

Adrian Goodall, Global Marketing Manager, Sanofi

Fabio Gratton, Chief Experience Officer, Ignite Health

David Grillo, SVP Creative Director, Blue Diesel

Jeffrey Gruenglas, Director of Client Services & Creative Director, H4B Chelsea

Shwen Gwee, VP, Digital Health, Edelman

Steve Hamburg, Chief Creative Officer, LLNS

Brian Heath, Marketing Director, Amgen

Keith Hopps, Marketing Director, Medtronic

Aleen Hosdaghian, Marketing Director, Triax Pharmaceuticals

John Hosier, Group Marketing Director, Primary Care & Speciality, Eisai

Alan Imhoff, President, IMNG Medical Media

Paul Ivans, President & CEO, Evolution Road

Peter Justason, Director, eMarketing, Purdue Pharma

Jeff Kaminski, Multi-Channel Marketing Strategy, Sanofi

Lori Kaplan, Director of Marketing, Bristol-Myers Squibb

Debbie Kenworthy, Dir., Business Analytics—Virology, Janssen (J&J)

Gautam Kollu, VP, Commercial, Exelixis

Carly Kuper, VP, Strategic Marketing & Corporate Communications, CMI/Compas

Rich Levy, Chief Creative Officer, DrafftCB Healthcare

Mike Luby, CEO, BioPharma Alliance

Roger May, Senior Director of Marketing, Siemens Health Services

Kevin McDermott, VP Managed Markets, Aptalis Pharma

Carol Meerschaert, Dir., Mktng. and Comm., Healthcare Businesswomen's Assoc. (HBA)

Lars Merk, Director, Digital Platforms, McNeil Consumer Healthcare

Mary Michael, Senior Director, Otsuka

Larry Mickelberg, Chief Digital Officer, Havas Worldwide Health

Graham Mills, Executive Creative Director, Digitas Health

Ed Mitzen, Owner, FingerPaint Marketing

Sean Moloney, CEO/Co-Founder, Dramatic Health

Chet Moss, EVP, Chief Creative Officer, ICC Lowe

Kurt Mueller, Chief Digital Officer, Roska Healthcare

Michael Myers, President, Palio

Stephen Neale, Senior VP, Executive Creative Director, AbelsonTaylor

Cynthia North, Customer Marketing Director, Bayer HealthCare

David Paragamian, Group Company President, Huntsworth Health

Dina Peck, Managing Partner, ECD, CDMiConnect

Julie Petroski, VP Group Creative Director, Targetbase

Mary Pietrowski, Senior Director, Digital Strategy & Marketing, Hologic

Frank Powers, President, Dudnyk

Randy Pritchard, VP, Marketing, Roche Diagnostics

Pearl Pugh, Head, Oncology Alliance Management, GlaxoSmithKline

Mark Reichman, SVP, Director, Medicus

Meredith Ressi, President, Manhattan Research

Jennifer Rinaldo, Senior Product Director, Forest Laboratories

Bruce Rooke, Chief Creative Officer, GSW Worldwide

Brent Rose, Senior Manager, Digital Marketing, Daiichi Sankyo

Debra Sangiuliano, Director, Media, Pfizer

Jon Sawyer, Principal, closerlook

Ron Scalici, Chief Innovations Officer, Group DCA

Peter Shaw, MD, President, MD Mindset

Joe Shields, Global Strategic Marketing, LifeScan (J&J)

Gurdish Singh, Marketing Director, AstraZeneca

Anita St.Clair, Client Partner, HealthEd

Jos Stella, Head of Social and Digital, Biosector 2

Thomas Thill, Sr. Director Marketing, KCI

Sheila Thorne, President/CEO, Multicultural Healthcare Marketing Group

Al Topin, President, Topin & Associates

Sam Trujillo, Executive VP Marketing, Conceptus

Susan Watkins, PR Director, Sanofi Pasteur

Allan Weber, CEO, Essential Pharmaceuticals

Reaves West, Global MarComm Director, Merck & Co.

Arthur Wilschek, Executive Director Global Sales, New England Journal of Medicine

awards.mmm-online.com

FINALISTS



Top far left: *MM&M* Editor in Chief James Chase holds a breakfast briefing to run through the rules. **Bottom far left:** Triax Pharmaceuticals Marketing Director Aleen Hosdaghian reads through the small print. **Left:** Sanofi Global Marketing Manager Adrian Goodall chews over his verdict. **Above:** GSW Worldwide Chief Creative Officer Bruce Rooke offers a few pointers.

Best Healthcare Consumer Media Brand

- dLife—It's YOUR Diabetes Life!
- POZ
- Spirit of Women
- Walgreens Diabetes & You
- WebMD The Magazine

Best Healthcare Professional Media Brand

- Internal Medicine News Digital Network
- MedPage Today
- Pharmacy Times
- RSNA
- The Smartest Doc

Best Use of Direct Marketing to Consumers

- The Agency Inside Harte-Hanks and Alcon/CIBA Vision—EyeFile
- Extrovertic and Vertex Pharmaceuticals—Treatment Support RM Program
- McKesson Patient Relationship Solutions, Ogilvy Healthworld and Allergan—LAP-BAND Behavioral Call Campaign

- QualityHealth and Novo Nordisk—FlexPen QualityConversations™ Program
- Wingnut Advertising and Optum—Lifeprint Refer a Friend

Best Use of Direct Marketing to Healthcare Professionals

- Hamilton Communications and Baxter—Rule Out Alpha-1. Test Today.
- ICC Lowe and Janssen Therapeutics—(In)sider Program
- Ogilvy CommonHealth Worldwide and Daiichi Sankyo—Welchol for Oral Suspension (OS) Mixing Guides
- Ozone Online and Medtronic—Insulin Forward
- Saatchi & Saatchi Healthcare Innovations and Sanofi Pasteur—Adacel Impact Piece

Best Use of Public Relations

- Coyne Public Relations and Pfizer Consumer Healthcare—Children's Advil Offers a Dose of Fever Relief for Parents
- MCS Public Relations and Head & Neck Cancer Alliance—Oral, Head and Neck Cancer Awareness Week (OHANCAW) 2011
- Novo Nordisk—Drive the Switch: Novo Nordisk Challenges Diabetes Patients to Re-Think How They Take Insulin
- Feinstein Kean Healthcare and Pfizer—Viagra: Anti-Counterfeit
- Spectrum Science Communications and RESOLVE: The National Infertility Association—Destination: Family

Best Branded Website

- Euro RSCG Tonic and Astellas—Pipe People Campaign
- Euro RSCG Worldwide and Sanofi US—APIDRA.com
- Giant Creative Strategy and Neutrogena—NeutrogenaMD Healthcare Professional Website
- Intouch Solutions and Alkermes—VIVITROL.com: Consumer & HCP Website
- Klick Health and Acorda Therapeutics—Ampyra.com Consumer Site



Top far left: Roger May, Snr. Dir. of Marketing at Siemens, assesses materials. Bottom far left: Rich Levy, CCO at Draftfcb Healthcare with teammates Reaves West, Global MarComm Dir. at Merck, and Amy Chafin, Global Onc. Marketing Dir. at Lilly. Left: Merck's West proves that judging can be fun. Above: John Hosier, Group Marketing Dir. at Eisai thinks outside the box.

Best Disease/Education Website

- Brightworks Interactive Marketing and The Arthritis Foundation—Tackle Gout!
- H4B Chelsea and Genzyme, a Sanofi Company—MS Atrium, The Gateway to MS Knowledge (www.msatrium.com)
- Ignite Health and Vertex—FindHepC.com
- Saatchi & Saatchi Wellness and Abbott Laboratories—PsoriasisSPEAKS.com
- Siren Interactive and Baxter Healthcare Corporation—ThereForYou.com User Experience Enhancements

Best Online Patient Relationship/Adherence Program

- Anderson DDB Health & Lifestyle and DePuy—Real Life Tested
- Digitas Health and Novartis—Get on Track Program
- gcgCONNECT and Novo Nordisk—Cornerstones 4Care Patient Relationship/Adherence Program
- H4B Catapult and Novartis—CML Navigator
- McCann Torre Lazur and Aptalis—Live2Thrive

Best Use of Social Media

- Digitas Health and UCB—Epilepsy Advocate
- GA Communication Group and Upsher-Smith Laboratories—Straight Talk
- Ignite Health and Ignite Labs—Diabetes Nest
- Intouch Solutions and Sanofi—Engaging With The Diabetes Community Through Social Media
- LBi Health and Johnson & Johnson—BAND-AID Brand by Cynthia Rowley Presents: Fashion Emergency Story Contest

Best Mobile App for Consumers

- Brightworks Interactive Marketing and Bayer HealthCare—The Rosacea App
- Everyday Health—Pregnancy Tracker from WhatToExpect.com
- Everyday Health—Calorie Counter - FREE iPhone App
- Intouch Solutions and Bayer HealthCare Pharmaceuticals—FactorTrack
- WebMD—WebMD Baby App

Best Interactive Initiative for Consumers

- Cambridge BioMarketing Group and Alexion—Hypophosphatasia/Rare Disease Day
- Digitas Health and Shire—Own It
- Flashpoint Medica and Genentech—informationaboutcancer.com
- RAPP and Pfizer—Viagra: Anti-Counterfeit
- Saatchi & Saatchi Wellness and Abbott Laboratories—The Virtual Doctor Visit

Best Interactive Initiative for Healthcare Professionals

- Blue Diesel and Astellas Pharmaceuticals—iPad Presentation
- Blue Diesel and Zimmer Surgical—Augmented Reality
- Draftfcb Healthcare NY and Janssen Biotech—Stelara iDetail
- Intouch Solutions and Alkermes—VIVITROL Opioid iPad e-Detail
- Rosetta and Otsuka America Pharmaceutical—Augmented Reality Virtual Hyponatremia Patient iPad app

FINALISTS



Top far left: MD Mindset's Peter Shaw reads a sales aid. Bottom far left: The exhibit area becomes a haven for creative directors. Left: NEJM's Art Wilschek and Purdue's Peter Justason in the act of synchronized thinking. Above: Palio's Mike Myers is flanked by tablemates, Vertex's Hugo Brown and Aptalis Pharma's Kevin McDermott.

Best Consumer Print Campaign

- Digitas Health and Bristol-Myers Squibb/Otsuka America Pharmaceutical—"Me and My Depression" Print Campaign
- Digitas Health and MedImmune—"I Pick My Nose"
- Drafftcb NY and Pfizer/Boehringer Ingelheim—Spiriva "Elephant" Print Campaign
- Saatchi & Saatchi Wellness and AstraZeneca Pharmaceuticals—"Doctor Doing Your Job" (DDYJ) Print Ad
- STRIKEFORCE Communications and Teva Women's Health—ParaGard: Print Campaign – "Fits Her Life" (Cafe & Scooter)

Best Single Professional Print Advertisement

- AbelsonTaylor and Eli Lilly & Co.—Forteo Ortho Journal Ad
- Blue Diesel and Endo Pharmaceuticals—Print Ad
- Flashpoint Medica and Ethicon Endo-Surgery—Because so much is on the line

- H4B Chelsea and Alcon—AIR OPTIX AQUA Trade Ad: "It's time for an upgrade"
- The CementBloc and Depomed—Pain Doll Print Ad

Best Professional Print Campaign

- Cline Davis & Mann and Salix Pharmaceuticals—Out of The Woods
- Flashpoint Medica and Acorda Therapeutics—Think MS. Think Walking. Think Ampyra.
- Harris D. McKinney and Expression Analysis—Genomic Know-How
- Harrison & Star and Genentech—Advanced BCC Awareness
- McCann Torre Lazur and Shionogi—Ulesfia - Leave Lice Breathless Campaign

Best Professional Print Campaign for New Launches

- Area 23 and Archimedes Pharma—Lazanda "Thank you, but..." Campaign
- The CementBloc and Depomed—Pain Doll Launch Ad
- Dudnyk and ViroPharma Europe—Prevent the Swell Campaign Launch
- RevHealth and Essilor—Print Ads
- Symmetri Marketing Group and Dentsply—Chemfil Ads

Best Professional Sales Aid

- AbelsonTaylor and Sunovion—Latuda Sales Aid
- Cline Davis & Mann Princeton and Merck—Implanon NXT Sales Aid
- Giant Creative Strategy and Roche—Roche Cobas HPV Test Sales Aid
- Ogilvy CommonHealth Worldwide and McNeil Consumer Healthcare—Allergy Face Vis Aid
- Palio and Abbott—Shattering Perceptions



Top far left: Shire's Mike Boken weighs up sales materials. Bottom far left: Abelson-Taylor's Stephen Neale, Eisai's John Hosier, Pfizer's Debra Sangiuliano and McNeil Consumer Healthcare's Lars Merk discuss multichannel campaigns. Left: Blue Diesel's David Grillo, LLNS's Steve Hamburg and GSW's Bruce Rooke study the boards. Above: Novartis Oncology's Stephen Calabrese and Sanofi's Goodall on digital duty.

Best Corporate Marketing Campaign

- CAHG and Merck—Merck Infectious Disease Video
- The CementBloc and The Coore Foundation—Grow Sole Campaign
- GSW Worldwide and Eli Lilly & Co.—“The Moment” Short Film
- ICC Lowe and Roberto's Kids—Stitches
- Star Group Communications and Saint Clare's Health System—A Mission Brought to Life: Saint Clare's 24/7

Best Agency Self-Promotion

- AbelsonTaylor—AT Self Promotion
- Cline Davis & Mann Princeton and AIDS Service Center NYC—AIDS Service Center NYC: Condom Ad
- Compass Healthcare Marketers—Empower Patients
- Flashpoint Medica—Meet Flash
- Scout Marketing—Be Brave

Best TV Advertisement/Campaign

- AbelsonTaylor and Abbott—Ensure “Good Eggs” :30 TV
- Cult Health and Novo Nordisk—Insulin Delivery, My Way
- Digitas Health and Shire—Own It
- Draftfcb NY and Pfizer/Boehringer Ingelheim—Spiriva “Elephant” TV Campaign
- MacLaren McCann and Dukoral—This Is Not a Good Time

Best Over-The-Counter Product Campaign

- AbelsonTaylor and Abbott—Ensure “Good Eggs”:30 TV
- Anderson DDB Health & Lifestyle and Pfizer Consumer—Home Farming
- Anderson DDB Health & Lifestyle and Schering-Plough—Lab

Best Multichannel Campaign for Small-to-Medium Client Organizations

- AbelsonTaylor and Vertex—Incivek Knight Cycle Campaign
- Digitas Health and Shire—Own It
- Euro RSCG Tonic and Astellas—Pipe People Campaign
- Greater Than One and Sunovion Pharmaceuticals—OMNARIS Nasal Spray
- McCann echo Torre Lazar and Eisai/Janssen Pharmaceuticals—AcipHex “Troublesome Trio” Campaign

Best Multichannel Campaign for Large Client Organizations

- CAHG and Merck—Multiple Serotypes in One Campaign
- Edelman and Humana—Humana AEP Campaign
- HealthEd and Genentech—Xeloda Multichannel Patient Adherence Campaign
- JUICE Pharma Worldwide and Merck—SAPHRIS Integrated Marketing
- STRIKEFORCE Communications in collaboration with Draft Media and Story Worldwide, and Teva Women's Health—ParaGard - “Fits Her Life”