

# Best Medical Digital Initiative for Consumers

## The Finalists

- CDMiConnect and Genentech for Genentech Rheumatoid Arthritis Franchise Website—RheumatoidArthritis.com
- FCB Health and Gilenya for HEY MS, Take This!
- Heartbeat Ideas & Heartbeat West and Corcept Therapeutics for Cushing's Connection
- Intouch Solutions and Sanofi for KidneyAPPetite™ - Providing Value Beyond the Pill
- Langland for Aiir



Ogilvy CommonHealth Worldwide is a global healthcare communications network serving clients in our 65 offices across 36 countries.

We provide a full continuum of “For the Life of the Brand™” services to the healthcare industry including advertising and promotion, brand identity and development, global integration, direct-to-consumer, direct-to-patient, relationship marketing, digital/interactive services, managed care marketing, medical education, media planning and buying, clinical trial recruitment, market research and analytics, strategic consulting, and public affairs and relations.

## The Award

*Recognizes digital initiatives or apps aimed at consumers, offering information, tools, education or promotion relating to diagnosis, treatment or management of medical conditions and ailments. Includes tracking tools, CRM programs, etc.*

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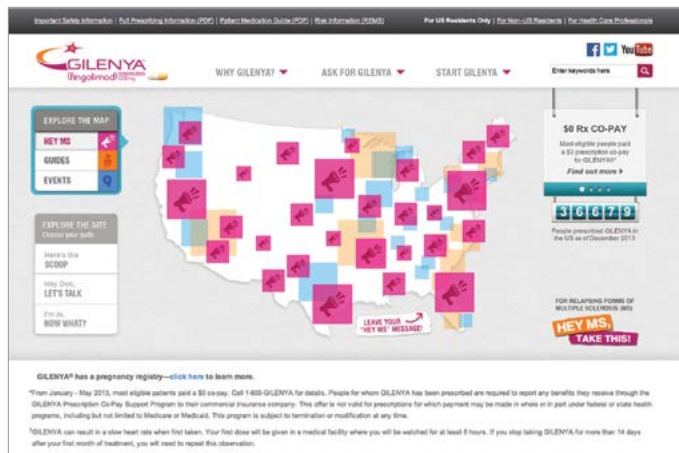
## Gold Award

### FCB Health and Gilenya HEY MS, Take This!

Launched in 2010, Gilenya was the first prescription oral multiple sclerosis (MS) therapy indicated for relapsing forms of MS. Additional oral therapies hit the market early last year, and Novartis and FCB Health launched the “HEY MS, Take This!” campaign that boldly reflects patients’ independent and courageous attitude.

The team created a very robust digital program to reach the target audience – the vast majority of whom turns to online channels for health information and support from other patients.

Judges were impressed by the excellent integration across Gilenya.com, which serves as the campaign hub, and Facebook, Twitter, and YouTube.



“Total integration expanded the brand relationship beyond the website,” noted one judge.

Content includes patient-submitted “HEY MS, Take This” statements, videos of real patients, as well as information on events, MS, and Gilenya.

“A very solid campaign that serves up what the consumer needs,” a second judge said.

An agency representative

noted that the “HEY MS, Take This!” attitude quickly became synonymous with the brand, empowered the MS community in a way that truly challenged the status quo, and successfully ushered in a level of confidence and brand demand never seen before in the category. The agency team also reported significant lift across all KPIs.

## Silver Award

### Heartbeat Ideas, Heartbeat West and Corcept Therapeutics Cushing's Connection



Judges praised execution, integration, results and the value this campaign provides to Cushing's syndrome patients.

Patient support is provided across multiple channels, including an unbranded website and Facebook and Twitter pages. A cross-platform digital health-tracking tool allows patients to track symptoms, test results and medications.