

THE FINAL CUT

More than 100 esteemed industry leaders and thinkers spent several hours discussing, reviewing and scoring around 700 entries to the MM&M Awards. Here are the results of their efforts—the 2014 finalists

Following two exhaustive rounds of scoring by 100 or so independent industry judges, the results are in for the MM&M Awards 2014. The finalists for each category are revealed on the following pages—but you'll have to wait for the spectacular dinner and ceremony at Cipriani 42nd Street on October 2 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 backgrounds within the healthcare marketing community. This year, we again incorporated a preliminary round of online reviews into the judging process. We also expanded the size of the panel to increase the number of judges reviewing each submission, allow more flexibility in matching judges' expertise with category disciplines, and enable an extended review of the leading contenders in the final round.

Make no mistake. Judging the MM&M Awards is a serious busi-

ness. It's not enough for a submission simply to look good—it must also be effective. That's why, in addition to seasoned creatives, we recruited more than 30 marketing and branding execs from the pharma industry to extend the authority and credibility of the judging

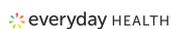
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process. We would like to thank all of our judges for their efforts. Not even the judges will know who the winners are until they are called to the stage; the elation of claiming gold in front of hundreds of peers is second to none. Not to mention the following celebration. 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.**

ALL PHOTOS: DAN D'ERRICO

With thanks to...



Finalists



Top far left: PulseCX's Jay Bolling, Artcraft's Marc Sirockman and EMD Serono's Andrea Ashford pore over a sales aid. Bottom far left: Judges consider a digital entry. Left: Remedy Health Media's Jim Curtis assesses multimedia material. Above: Founder, Cretegic, Jessica Seilheimer studies a submission

Best Healthcare Consumer Media Brand

- Digitas Health LifeBrands and EMD Serono, Inc. and Pfizer Inc for MS Lifeline Magazine
- HealthiNation
- Maricich Healthcare Communication and L.A. Care Health Plan for L.A. Care Covered
- Remedy Health Media for Berkeley Wellness
- Smart & Strong for POZ

Best Healthcare Professional Media Brand

- Everyday Health for MedPage Today
- HMP Communications for Consultant - Primary Care Journal
- M3 USA CORPORATION for The Smartest Doc from MDLinx
- WebMD and Medscape for Medscape, enabling healthcare professionals to stay up-to-date on the latest medical news and expert perspectives

Best Use of Direct Marketing

- Digitas Health LifeBrands and Rebif® (interferon beta-1a) by EMD Serono, Inc. and Pfizer Inc for Rebif Information Kit
- Dudnyk and Nicox for Drying Sunflowers (Sjogrens Disease State)
- Heartbeat West and Sientra for Feel So Good

- Maricich Healthcare Communication and L.A. Care Health Plan for L.A. Care Covered
- The Response Shop, Inc. and Humana for Humana Medicare SEP DRTV

Best Use of Public Relations

- FleishmanHillard and AbbVie for Uncover Your Confidence: AbbVie & Stacy London Empower People Living With Psoriasis
- Hill+Knowlton and Aflac for Educating Americans about Consumer-Driven Healthcare
- Makovsky and Duchesnay USA for Introducing Diclegis: Overcoming an Unfortunate Legacy to Begin a New Dawn for Morning Sickness
- PadillaCRT and Children's Hospital of Richmond at VCU (CHoR) for 12 Days of Cheer for Children Sparks Locally, Spreads Nationally
- Ruder Finn, Inc. and Novartis Vaccines for Protecting Our Tomorrows: Portraits of Meningococcal Disease

Best Branded Website for Consumers

- FCB Health and Novartis Pharmaceuticals for HEY MS, Take This!
- GSW and Biogen Idec. for Tecfidera Website
- Havas Lynx and Actavis for Rapaflo.com
- Intouch Solutions and Given Imaging, Ltd. for PillCamCrohns.com
- LDR Spine and LDR for Cervicaldisc.com

Best Branded Website for Healthcare Professionals

- Boston Scientific for Redesign of bostonscientific.com
- Intouch Solutions and Alkermes for VIVITROL.com/hcp
- The Navicor Group, LLC and NanoString Technologies for Prosigna.com Website
- Publicis Life Brands Medicus and Chattem—a Sanofi company for Nasacort Allergy 24HR
- Sentrix Health Communications and Boehringer Ingelheim for COMBIVENT RespiMAT HCP Website

Best Disease/Education Website

- Borshoff and Pauline Coderre Lilly USA, LLC for Lilly For Better Health
- Digitas Health LifeBrands and Gilead Sciences for HIV Answers Program and Awareness Campaign
- Digitas Health LifeBrands and Pfizer Oncology for Lung Cancer Profiles "United We Test"
- CDMiConnect and Genentech for Genentech Rheumatoid Arthritis Franchise Website – RheumatoidArthritis.com
- CDMiConnect and Genentech for "Act FAST" Unbranded Stroke Awareness Campaign from Genentech

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Top far left: Publishing mavens Alan Imhoff and Barbara Pritchard peruse some print pieces. Bottom far left: Jay Bolling and Marc Sirockman. Left: Jennifer Rinaldo of Forest Labs focuses on a campaign. Above: JUICE Pharma's Alec Pollak and Novartis's Stephen Calabrese score digital work

Best Use of Social Media

- FCB Health and Novartis Pharmaceuticals/GILE-NYA for HEY MS, Take This!
- Heartbeat Ideas and Concept Therapeutics for Cushing's Connection
- PadillaCRT and Children's Hospital of Richmond at VCU (CHoR) for CHoR's "Roar" Heard Nationwide
- W2O Group and Genomic Health, Inc. for Ask for Answers
- Wunderman and Novartis for "Who Deserves Excedrin The Most?"

Best Medical Digital Initiative for Consumers

- CDMiConnect and Genentech for Genentech Rheumatoid Arthritis Franchise Website – RheumatoidArthritis.com
- FCB Health and Novartis Pharmaceuticals/GILE-NYA for HEY MS, Take This!
- Heartbeat Ideas and Concept Therapeutics for Cushing's Connection
- Intouch Solutions and Sanofi for KidneyAPPetite™ - Providing Value Beyond the Pill
- Langland for Aiir

Best Health & Wellness Digital Initiative for Consumers

- CDM New York and Novartis for Podhaler Pro
- Chandler Chicco Agency and Novartis Pharmaceuticals Corporation for CFurther: Planning for College and Beyond Webcast

- FCB Health and Novartis Pharmaceuticals/GILE-NYA for HEY MS, Take This!
- Kaiser Permanente and Thomas Rigler, Rigler Creative for Every Body Walk!
- Razorfish Healthcare and Videum Health Inc. for Videum.com | Health in Any Language

Best Digital Initiative for Healthcare Professionals

- Area 23 and BI/Lilly for Glucose Perspectives
- CDM New York and Quest Diagnostics for Quest AssureD
- Havas Lynx and Eisai for Belviqhcp.com - Making Weight Loss Matter
- ICC Lowe and Orexo for Zubsolv-iDetail Aid
- JUICE Pharma Worldwide and Merck & Co. for Merck Adult Vaccination Program

Best App for Healthcare Professionals

- AbelsonTaylor and AbbVie for Kaletra Patient Journey App
- Epocrates, an athenahealth service, for Epocrates Bugs + Drugs
- Harrison and Star and Genentech for Genentech Oncology Pipeline App for iPad
- Infuse Media Group and Medtronic for Medtronic CATALYST Procedural Simulation Library
- Liberate Ideas, Inc. for Liberate Health

Best Consumer Print Campaign

- AbelsonTaylor and Allergan for Aczone "Mirror Images" Campaign
- CDMiConnect and Quest Diagnostics for Quest Diagnostics "Faces of Celiac" Newspaper Ad
- CDMiConnect and Genentech for "Act FAST" Unbranded Stroke Awareness Campaign from Genentech
- H4B Chelsea and Alcon for Bedtime Stories
- Ogilvy CommonHealth Worldwide and Bayer HealthCare for Betaseron "I Don't MS Around"

Best Single Professional Print Advertisement

- Area 23 and AbbVie for Master of Elusion
- Area 23 and BI/Lilly for Going Nowhere
- Dudnyk and Nicox for Drying Sunflowers (Sjogrens Disease State)
- ICC Lowe and Celldex Therapeutics for Celldex-Hidden Danger
- The Navicor Group, LLC and OncoGenex Pharmaceuticals, Inc. for OncoGenex Have You Met Resistance? ASCO Ad

Best Professional Print Campaign

- Area 23 and BD for Real Difference
- Calcium and Lundbeck for Xenazine® (tetrabenzazine)
- GSW and Amgen for The Eye of the Storm in Psoriasis
- GSW and Salix for Relistor Print Campaign
- H4B Chelsea and Pfizer for Too Big to Handle

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Top far left: ICC Lowe Creative Director Chet Moss scrutinizes a campaign. Bottom far left: A TV ad gets a critique from the judges. Left: RTC Wunderman's Jeff Ross is all smiles. Above: Medtronic's Susan Baranowski records her comments

Best Professional Sales Aid

- Area 23 and AbbVie for Master of Elusion Disease State Awareness iDetail
- Artcraft Health for Diabetes Print on Demand Patient Education Program
- The CementBloc and Ranbaxy for Kenalog Print Sales Aid
- Centron and Shionogi for Osphepa Sales Aid
- Lawrence & Company and Smith & Nephew Biotherapeutics for REGRANEX® Gel 'Energize the Healing' Sales Aid

Best Corporate Marketing Campaign

- The CementBloc and Celgene: Marketing—Michael Amoroso, Michael Parry for "Consider Yourself Warned" Pancreatic Cancer Awareness Campaign
- ConMed for 50 Year Anniversary Campaign
- GSW for JDRF: Type None Campaign
- Languard and Idis for Idis MAPs
- República for Boehringer Ingelheim & Sabado Gigante Collaboration

Best Philanthropic Campaign

- Anderson DDB Health & Lifestyle and FASWORLD for Baby Bump
- CDM New York and American Heart Association for AHA Heart Ball
- CDMiConnect and Brooklyn Free Clinic for The Brooklyn Free Clinic (BFC) "Women's Night" Campaign
- GSW for Type None: Campaign for a World without Type One Diabetes
- Saatchi & Saatchi Wellness and Crossroads Community for Crossroads Community Street Fare

Best Multicultural Campaign

- 2e Creative and Siemens Healthcare for Siemens Breast Cancer Density/Destiny Campaign
- Biosector 2 and Novo Nordisk for Ask.Screen. Know. Multicultural Diabetes Awareness Campaign
- Boehringer Ingelheim Pharmaceuticals, Inc. and Lisa Valtierra, Assoc. Dir. Cross Cultural Marketing for Boehringer Ingelheim & Sabado Gigante Collaboration
- GCI Health and Merck for Cuida Tu Diabetes, Cuida Tu Corazón
- XL Alliance and Valeant Pharmaceuticals International, Inc. for Besito: How a Little Kiss Rekindled the Love for Caladryl Among Latina Moms in the US

Best Agency Self-Promotion

- Fingerprint for Fingerprint Self-Promotion
- GSW for Speak People Campaign
- Klick Health for Catalyst
- McCann Managed Markets and Bob Woodruff Foundation for Helping Heroes on the Homefront: Bob Woodruff Foundation
- Vogel Farina for Vogel Farina Self-Promotion

Best TV Advertising Campaign

- AbelsonTaylor and Allergan for Aczone 'Mirror Images' Campaign
- CDMiConnect and Quest Diagnostics for Quest Diagnostics "Faces of Celiac" :30 TV
- H4B Chelsea and Alcon for Bedtime Stories
- PulseCX and Astellas for Astellas Myrbetriq TV
- Saatchi & Saatchi Wellness and AbbVie (Humira) for Inside The Circle

Best Multichannel Campaign (Small Clients)

- FCB Health and Daiichi Sankyo, Inc. for Question AFib
- Grey Healthcare Group and Think About Your Eyes for Think About Your Eyes Campaign
- Klick Health and Lundbeck for LGS Together Integrated Multichannel Campaign
- Languard and Idis for Idis MAPs
- Paragraphs and SAGENT Pharmaceuticals for SAGENT's PreventIV Measures Packaging and Labeling

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Top far left: John Hosier, executive director, commercial operations, Eisai, looks over a direct-marketing piece. **Bottom far left:** AstraZeneca's John Fish, Mint Collective's Marc Monseau and J&J's Craig Rothenberg like what they see. **Left:** Teri Young of Bristol-Myers Squibb makes her point. **Above:** Remedy's Curtis and Novartis's Henry Anderson note scores

Best Multichannel Campaign (Mid-Size Organizations)

- CDM Princeton and MedImmune for Synagis "Cradle With Care" Program
- CDMiConnect and Quest Diagnostics for Quest Diagnostics "Faces of Celiac" Campaign
- Havas Lynx and Eisai for Belvii® Bundle Campaign
- Mylan Specialty and Mylan Inc. for EpiPen: "Life Happens. Be Prepared."
- Zeno Group and Merck Vaccines for Lifetime of Vaccines

Best Multichannel Campaign (Large Organizations)

- Area 23 and AbbVie for Master of Elusion
- CDMiConnect and Genentech for "Act FAST" Unbranded Stroke Awareness Campaign from Genentech
- FCB Health and Novartis Pharmaceuticals/GILE-NYA for HEY MS, Take This!
- Havas Worldwide and GSK for Asthma.com
- Publicis Kaplan Thaler and AbbVie for "The culprit behind your back pain may not be what you think" Integrated Campaign

Industry Marketer of the Year

- Aaron Deves, Senior Director of Neuroscience Marketing, Otsuka America Pharmaceutical, Inc.
- Nancy Gillen, Vice President, Marketing, Toshiba America Medical Systems, Inc.

- Robert Greif, Vice President, Commercial Operations, rEVO Biologics, Inc.
- Jon Huber, Vice President, Global Marketing, Given Imaging
- Adelle Walker, Sr. Director, Medical Dermatology Marketing, Allergan Pharmaceuticals

Agency Marketer of the Year

- Wendy Blackburn, Executive Vice President, Intouch Solutions
- Didi Discar, Principal, Carling Communications, Inc
- Matt McNally, President, Publicis Health Media
- Leerom Segal, CEO, Klick Health
- Susan Stein, MPH, President & CEO, Connexion Healthcare

Innovative Marketer of the Year

- Jay Appel, Director, HCP Multi-Channel Marketing, Commercial Centers of Excellence, Amgen
- Faruk Capan, CEO, Intouch Solutions
- Greg Foster, Co-founder, CEO and Chairman of the Board of Directors, BrightWhistle
- Jeanne Martel, General Manager, ClinicalMind
- Michael Zuna, CMO, Aflac

Young Marketer of the Year

- Ronnie Abel, Account Executive, Evoke Health
- David BenBassett, Experience Strategist, RTC
- Allyson Mariani, Media Planner, Publicis Health Media
- Hattie Stearns, Art Director, Intouch Solutions

Small Healthcare Agency of the Year

- ClinicalMind
- Dudnyk
- Havas Lynx
- ICC Lowe Trio
- Solstice HealthCommunication

Mid-Size Healthcare Agency of the Year

- Area 23
- CAHG
- The CementBloc
- Flashpoint Medica
- McCann Echo Torre Lazur

Large Healthcare Agency of the Year

- FCB Health
- GSW
- ICC Lowe
- Intouch Solutions
- Ogilvy CommonHealth Worldwide