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 backgrounds 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.

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Paul Werth Associates

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.
THE MM&M AWARDS 2012 JUDGES

2012 judges assemble in New York for the final round

Bill Abernethy, Vice President, Global Market Development, Prosensa 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 Multichannel 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, Auslim Pharmaceuticals
Victoria Davis, Senior Manager, Corporate Communications, Pfizer
Deborah Dick-Rath, President, Epic Proportions
Bill Drummy, CEO, Heartbeat Ideas
Deborah Dunstine, 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 Fialz, 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
Marina Gomez, Managing Director, Paul Werth Associates
Traci Gonzales, Strategic Interactive Marketing Manager, Gilderleman 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
Shawn Gwee, VP, Digital Health, Edelman
Steve Hamburg, Chief Creative Officer, LLNS
Brian Heath, Marketing Director, Amgen
Keith Hopps, Marketing Director, Medtronic

Aleen Hosdagian, Marketing Director, Triax Pharmaceuticals
John Hosier, Group Marketing Director, Primary Care & Specialty, Eisai
Alan Imhoff, President, IMMG Medical Media
Paul Ivanis, 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, Exelis
Carly Kuper, VP, Strategic Marketing & Corporate Communications, CM/Compass
Rich Levy, Chief Creative Officer, DraftFCB Healthcare
Mike Luby, CEO, BioPharma Alliance
Roger May, Senior Director of Marketing, Siemens Health Services
Kevin McDermott, VP Managed Markets, Aplatis Pharma
Carol Meerschaert, Dir., Mktg. 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, Digital Health
Ed Mitzen, Owner, FingerPaint Marketing
Sean Moloney, CEO/Cofounder, Dramatic Health
Chet Moss, EVP, Chief Creative Officer, ICC Lowe
Kurt Mueller, Chief Digital Officer, Roska Healthcare
Michael Myers, President, Palo
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, COMMDConnect
Julie Petroski, VP Group Creative Director, Targetbase
Mary Pietrowski, Senior Director, Digital Strategy & Marketing, Hologic
Frank Powers, President, Dudyk
Randy Pritchard, VP, Marketing, Roche Diagnostics
Pearl Pugh, Head, Oncology Alliance Management, GlaxoSmithKline
Mark Reichman, SVP, Director, Medicos
Meredith Reski, 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 Sanguiliano, Director, Media, Pfizer
Jon Sawyer, Principal, closefisk
Ron Scalici, Chief Innovations Officer, Group DCA
Peter Shaw, MD, President, MD Mindset
Joe Shields, Global Strategic Marketing, LifeScan (J&J)
Gurshid Singh, Marketing Director, Astrazeneca
Anita St.Clair, Client Partner, HealthEd
Jos Stello, Head of Social and Digital, Biosector 2
Thomas Thilli, 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**

**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**
- MSL Group—DopaMIM for Neurogene
- 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 Daichi 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: 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 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 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**

**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”
- Draftfcb 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

**Best Professional Print Advertisement**
- 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
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 TV Advertisement/Campaign
- AbelsonTaylor and Abbott—Ensure “Good Eggs”:30 TV
- Cull 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 Lazur 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”