



Press Release

For Immediate Release

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PM360 MAGAZINE ANNOUNCES WINNERS OF 2017 TRAILBLAZER AWARDS

Best of the Best in Healthcare Marketing Honored at Gala Event

NEW YORK, NY, September 15, 2017: *PM360*, a leading health marketing industry trade magazine, recognized the best innovators in the pharmaceutical, medical device, diagnostics, and biotech industries with their 9th annual Trailblazer Awards Gala on Thursday, September 14, 2017. The honors, bestowed at a gala banquet at Gotham Hall in Manhattan, are given to outstanding companies, marketers, brand managers, and cutting-edge initiatives.

The sold-out Gotham Hall rocked with laughter thanks to the night's emcee, Emmy-award winning actress, comedian, and writer Judy Gold. Overall, 68 awards were presented over the course of the night. The night's attendees also had a chance to cut loose on the dance floor and show off their moves.

"It is important to us to not only recognize the incredible achievements by our industry during the past year, but to also deliver a true celebration of those achievements with a night of well-deserved fun" says Anna Stashower, CEO and Publisher of *PM360*. "The work done by this year's winners shows their dedication to improving healthcare and the industry as a whole, we not only gave them the spotlight, but also a night they won't soon forget!"

As always, the awards honor the pharma, biotech, medical device, and diagnostics marketers and companies whose work over the past year best exemplified the forward thinking our industry needs. This year's Pharmaceutical or Biotech Company of the Year Gold Winner went to Novartis, while Lexicon Pharmaceuticals took home Silver. The Medical Device/Diagnostics Company of the Year Gold Winner was DIABNEXT and Roche Diagnostics Corporation was named the Silver Winner. Additionally, Strongbridge Biopharma was named the Specialty Pharma Company of the Year with Promius Pharma being named the Silver Winner in the category.

Some of the night's other big winners included Arpan Shah, PharmD, MBA, Marketing Director, Lexicon Pharmaceuticals, Inc., who was named the Marketer of the Year. Meanwhile, the *Zicam*[®] Marketing Team received the Marketing Team of the Year Gold Winner, and *Defitelio* Marketing Team was named the Silver Winner.

This year's *PM360* Lifetime Achievement Award went to Margaret G. McGlynn, former President, Merck Vaccines, and currently Board Director at Vertex Pharmaceuticals, Amicus Therapeutics, Orphan Technologies and Air Products, as well as President, HCU Network America. During her time as the President of Merck Vaccines, McGlynn launched four new vaccines in one year, including *Gardasil*, the first HPV vaccine, and *RotaTeq*, to help prevent rotavirus gastroenteritis in infants and children. Under her leadership, Merck also established several innovative access programs and non-profit pricing policies in the developing world.

“Margie McGlynn helped patients around the world by developing new vaccines as well as innovative programs that gave patients in need access to these vaccines,” explains Stashower. “She also helped establish Merck as the recognized global leader in vaccines in terms of both revenue and impact on public health.”

Entries are judged and winners selected by the *PM360* Editorial Advisory Board, a cross section of experts from across the industry. Winning entries were judged based on different criteria for each major category including Company of Year (innovation, talent development, and social responsibility), Brand Champions (innovation, leadership, communication, analytical, and organizational skills) and Initiatives (content, format, success in reaching targeted audience, and overall quality).

Each distinguished themselves in their ability to stand out in the complex healthcare environment. Additionally, the Marketer of the Year award singles out the individual who best exemplifies the most insightful, forward-thinking, and transformative marketing ideas and actions in the industry, while the Marketing Team award recognizes the group who best met those qualifications. *PM360* will publish profiles of this year's Trailblazer winners in its October issue.

This year's *PM360* Trailblazer winners include:

LIFETIME ACHIEVEMENT AWARD RECIPIENT

Margaret G. McGlynn, former President, Merck Vaccines, and currently Board Director at Vertex Pharmaceuticals, Amicus Therapeutics, Orphan Technologies and Air Products; and President, HCU Network America

MARKETER OF THE YEAR

Arpan Shah, PharmD, MBA, Marketing Director, Lexicon Pharmaceuticals, Inc.

MARKETING TEAM OF THE YEAR: Silver Winner

Defitelio Marketing Team (Jazz Pharmaceuticals, Dudynk)

MARKETING TEAM OF THE YEAR: Gold Winner

Zicam[®] Marketing Team (Matrixx Initiatives, Protagonist, Simulmedia, Mediahead, Kwittken, TradeX Partners, Crowdtap)

PHARMACEUTICAL/BIOTECH COMPANY OF THE YEAR: Silver Winner

Lexicon Pharmaceuticals, Inc.

PHARMACEUTICAL/BIOTECH COMPANY OF THE YEAR: Gold Winner

Novartis

Medical Device/Diagnostics COMPANY OF THE YEAR: Silver Winner

Roche Diagnostics Corporation

Medical Device/Diagnostics OF THE YEAR: Gold Winner

DIABNEXT LLC

SPECIALTY PHARMA COMPANY OF THE YEAR Silver Winner

Promius Pharma

SPECIALTY PHARMA COMPANY OF THE YEAR: Gold Winner

Strongbridge Biopharma plc

ADVERTISING AGENCY OF THE YEAR: Silver Winner

Calcium

ADVERTISING AGENCY OF THE YEAR: Gold Winner

Klick Health

SUPPLIER/VENDOR OF THE YEAR: Silver Winner

Qstream, Inc.

SUPPLIER/VENDOR OF THE YEAR: Gold Winner

Outcome Health

BRAND CHAMPION AWARD WINNERS

Autoimmune: Kayte Lock, Director, U.S. Oncology Portfolio Marketing & Customer Engagement, Pfizer

Cardiology: Robert Burke, Product Director, XARELTO, Janssen Pharmaceuticals

Central Nervous System: Samantha Hack, Director, Neurology Marketing, Sunovion Pharmaceuticals, Inc.

Dermatology: Rhonda Peebles, Executive Director, Head of Marketing, Dermatology and Tiffany Crawford, Director, Professional Marketing, Dermatology, Novartis Pharmaceuticals Corporation

Diabetes/Metabolic Disorders: David Lewis, Vice President of Marketing, Valeritas, Inc.

Gastrointestinal: Julie Holcombe, Senior Director, Marketing, Synergy Pharmaceuticals

Hematology/Oncology: Jillian Hodge, Product Manager, ZEJULA, TESARO

Infectious Disease: Nik Gandhi, Director of Marketing, Specialty Products, Grifols USA, LLC

Innovation: Elizabeth Turcotte, Lead, Patient Hub, Bristol-Myers Squibb Company

Managed Markets: Andrea Cook-Julian, Director, Long Term Care, Sunovion Pharmaceuticals Inc.

Medical Device/Diagnostics: Dan Duhart, Global VP Sales and Marketing, ElectroCore

Men's Health: Brooke McCloy, Marketing Director, DTC Lead, Pfizer Inc.

Ophthalmology/Optometry: Sanjay Malieckal, PharmD, Sr. Director Ophthalmic Marketing, Sun Ophthalmics

Pain/Inflammation: Harshal Deshpande, Director of Marketing, Promius Pharma

Rare Diseases: Al Masucci, Vice President, IPF/ILD, Boehringer Ingelheim

Respiratory: Jason Marshall, Sr. Associate Director, Marketing, Boehringer Ingelheim

Women's Health: Ajaya Das, Senior Director, Head of Marketing, Women's Health, TEVA Pharmaceuticals

INITIATIVE WINNERS

APP/DIGITAL SOLUTION OR SUITE: Silver Winner

Fresenius Kabi Augmented Reality (Fresenius Kabi, AbelsonTaylor)

APP/DIGITAL SOLUTION OR SUITE: Gold Winner

spencer® (HAP Innovations, LLC, The Bloc)

CONSUMER WEBSITE/ONLINE INITIATIVE: Silver Winner

CREON.com (AbbVie, Intouch Solutions)

CONSUMER WEBSITE/ONLINE INITIATIVE: Gold Winner

APOQUEL (Zoetis, Ogilvy CommonHealth Worldwide)

DIRECT-TO-CONSUMER CAMPAIGN: Silver Winner

"Doors" (Takeda Pharmaceuticals USA, Pathway, BBDO NY)

DIRECT-TO-CONSUMER CAMPAIGN: Gold Winner

Cologuard (Exact Sciences Corporation, precisioneffect)

DIRECT-TO-PATIENT CAMPAIGN: Silver Winner

Bydureon: "BYDUREON IT!" (AstraZeneca, Heartbeat)

DIRECT-TO-PATIENT CAMPAIGN: Gold Winner

Firazyr "Mantra" (Shire, Dudnyk)

EMR/EHR PROGRAM: Silver Winner

ScriptGuide @Hospital (ConnectiveRx)

EMR/EHR PROGRAM: Gold Winner

Supporting Pharmaceutical Manufacturers in the New Age of Digital Care (Think Patients, Pharmacy Healthcare Solutions Inc.)

HCP EDUCATION: Silver Winner

Opioid IQ (Collegium Pharmaceutical, Concentric Health Experience)

HCP EDUCATION: Gold Winner

VYVANSE Binge Eating Disorder Patient Ambassador Program (Shire, Snow Companies)

INTERACTIVE MARKETING PROGRAM: Silver Winner

Biopharmaceutical Mixed Media VR Manufacturing Tour (Boehringer Ingelheim, Confideo Labs)

INTERACTIVE MARKETING PROGRAM: Gold Winner

In My Eyes AR/VR App (Regeneron, Intouch Solutions)

PATIENT/CONSUMER EDUCATION: Silver Winner

Polycythemia Vera Disease Education (Incyte Corporation, The Navicor Group)

PATIENT/CONSUMER EDUCATION: Gold Winner

IBD Unmasked (Takeda Pharmaceuticals, Ketchum)

PERSISTENCE/ADHERENCE PROGRAM: Silver Winner

Galderma CareConnect Patient Savings Program (Galderma Laboratories, L.P., Schaefer Advertising Company)

PERSISTENCE/ADHERENCE PROGRAM: Gold Winner

Empower Program (Takeda, Ashfield, Atlantis Healthcare)

POINT OF CARE: Silver Winner

Digital Wallboard (Outcome Health)

POINT OF CARE: Gold Winner

Solutions at the Shelf program ACZONE (Allergan, Pacific Communications, Rx EDGE Pharmacy Networks)

PRODUCT/Service LAUNCH: Silver Winner

Onzetra (Avanir Pharmaceuticals, precisioneffect)

PRODUCT/Service LAUNCH: Gold Winner

Lucentis Prefilled Syringe (Genentech, FCB Health)

PROFESSIONAL CAMPAIGN: Silver Winner

“The Stork” (Ferring Reproductive Health, Concentric Health Experience)

PROFESSIONAL CAMPAIGN: Gold Winner

LATUDA Adolescent Schizophrenia “Fragments” Campaign (Sunovion, AbelsonTaylor)

PROFESSIONAL WEBSITE/ONLINE INITIATIVE: Silver Winner

YONDELIS (Janssen, Team Chemistry)

PROFESSIONAL WEBSITE/ONLINE INITIATIVE: Gold Winner

Tresiba[®] HCP Digital Launch Acceleration & Evolution (Novo Nordisk Inc., closerlook, inc., Underscore Marketing LLC)

SALES AID: Silver Winner

Ferring Pharmaceuticals Reproductive Health Franchise VR Sales Aids (Ferring Pharmaceuticals, Confideo Labs)

SALES AID: Gold Winner

Illumina Content Engine (Illumina, Seismic)

SELF-PROMOTION: Silver Winner

DDD and Me (Brightworks Interactive Marketing)

SELF-PROMOTION: Gold Winner

Intouch Solutions Goes #ALLin (Intouch Solutions)

SOCIAL MEDIA CAMPAIGN: Silver Winner

Can't Silence a Cure for AIDS (Research Foundation to Cure AIDS, Havas Life New York)

SOCIAL MEDIA CAMPAIGN: Gold Winner

Pfizer: Pioneering Industry Firsts with Facebook (Pfizer, Create NYC)

UNBRANDED CAMPAIGN: Silver Winner

Hearing Voices of Support (SAARDA, The Bloc)

UNBRANDED CAMPAIGN: Gold Winner

The Daiichi Sankyo *Pain Trends Report* (Daiichi Sankyo, inVentiv Health Managed Markets)

VIDEO/TV CAMPAIGN: Silver Winner

LATUDA “Maya’s Story” (Sunovion, Team Life)

VIDEO/TV CAMPAIGN: Gold Winner

TECFIDERA Reimagine MySelf (Biogen Idec, Patients & Purpose)

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About *PM360*

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.