



**Press Release**

**For Immediate Release**

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**PM360 ANNOUNCES WINNERS OF 2016 PHARMA CHOICE AWARDS**  
**The Only Healthcare Creative Awards Voted on by the Industry**

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**NEW YORK, NY, January, 20, 2017:** *PM360*, a leading health-marketing industry trade magazine, has announced the winners of their annual Pharma Choice Awards, which recognize the best healthcare creative campaigns and initiatives in 14 categories: Animal Health, App, Consumer Website, DTC/DTP, Multichannel, Other, Philanthropic, Professional Print Campaign, Professional Website, Sales Aid, Self-promotion, Social Media, Unbranded, and Video. The 42 winners are featured in the January 2017 issue of *PM360*. And can be viewed online at <https://www.pm360online.com/2016-pm360-pharma-choice-award-winners>.

Since 2009, the *PM360* Pharma Choice awards have recognized outstanding achievement and creativity in healthcare marketing. *PM360* readers act as judges for the entries submitted by their peers. All submissions are placed online where readers vote for their favorites based on content, format, imagination, influence on the industry, and overall quality. This year more than 7,000 votes were cast to decide the winners.

“Our Pharma Choice Awards continue to be very popular not just because they allow everyone in the industry to have some fun and vote on their favorite campaigns from the past year,” says Anna Stashower, CEO and Publisher of *PM360*, “but because people take great pride in winning an award based on the approval of their peers. Plus, seeing the winners provides a lot of inspiration for people as they get back to work in the New Year ready to hit the ground running.”

A Gold, Silver, and Bronze award is given to the top three vote-getters in each of the 14 distinct categories. Additionally, the overall top three vote-getters receive special recognition by appearing on the cover of the January 2017 issue. This year the top honors went to MediMedia Pharma Solutions’ “Simplifying Access and Reimbursement” Professional Campaign done with Amgen, Intouch Solutions’ “Restylane USA Redesign: Showcasing Results First” Consumer Website done with Galderma, and Publicis Health Media + Digitas Health LifeBrands’ “eyelove®” Multichannel Campaign done with Shire.

This year’s *PM360* Pharma Choice winners include:

**ANIMAL HEALTH**

GOLD: "Camouflage" for HEARTGARD® Plus. Agency: Saatchi & Saatchi Wellness

**ANIMAL HEALTH**

SILVER: "No Bite Is Right Website" for Bayer Canada, Animal Health. Agency: Brightworks Interactive Marketing

**ANIMAL HEALTH**

BRONZE: "WITNESS Heartworm Diagnostic Test Kit Journal Ad" for Zoetis. Agency: Excitant Healthcare Advertising

**APP**

GOLD: "DALIRESP IVA" for AstraZeneca. Agency: AbelsonTaylor

**APP**

SILVER: "Mobile Gaming Scientific AppU" for Abbott Healthcare. Agency: Indegene Private Limited

**APP**

BRONZE: "BeLive" for Pfizer. Agency: Sudler Worldwide

**CONSUMER WEBSITE**

GOLD: "Restylane USA Redesign: Showcasing Results First" for Galderma. Agency: Intouch Solutions

**CONSUMER WEBSITE**

SILVER: EMVERM "Don't Toy With Pinworm" Consumer Website for IMPAX Laboratories. Agency: RevHealth, LLC

**CONSUMER WEBSITE**

BRONZE: "Brovana.com Website" for Sunovion Pharmaceuticals, Inc. Agency: Heartbeat Ideas

**DTC/DTP**

GOLD: "The Morquio A Quest" for BioMarin. Agency: JUICE Pharma Worldwide

**DTC/DTP**

SILVER: "LC-1536: A Sure Thing" for Roche Diagnostics. Agency: HYC Health

**DTC/DTP**

BRONZE: "TECFIDERA Perspectives" for Biogen. Agency: CDMiConnect

**MULTICHANNEL**

GOLD: "eyelove®" for Shire. Agencies: Publicis Health Media + Digitas Health LifeBrands

**MULTICHANNEL**

SILVER: "Adaptable" for United Therapeutics. Agency: Calcium

**MULTICHANNEL**

BRONZE: "Pap+HPV Together™" for Hologic. Agency: ghg Grey Health Group

**OTHER (CORPORATE CAMPAIGN)**

GOLD: "Future Vision" for Omnicom Health Group (OHG) & MedTech Expo at Cannes Lions Health. Agency: TBWAWorldHealth

**OTHER (PHARMACY CAMPAIGN)**

SILVER: *Xulane* "Solutions at the Shelf" Program for Mylan. Agency: Rx EDGE Pharmacy Networks

**OTHER (INTERACTIVE)**

BRONZE: "Innovation Hub and MR Theatre" for GE Healthcare. Agency: Inhance Digital

**PHILANTHROPIC**

GOLD: "The Erase Hunger Project" for Crossroads Community. Agency: Saatchi & Saatchi Wellness

**PHILANTHROPIC**

SILVER: "#attemptlife" Agency: McCann Torre Lazur

**PHILANTHROPIC**

BRONZE: "The Right Side" for National Brain Tumor Society. Agency: Sentrrix Health Communications

**PROFESSIONAL PRINT CAMPAIGN**

GOLD: "Simplifying Access and Reimbursement" for Amgen Inc. Agency: MediMedia Pharma Solutions, an ICON plc company

**PROFESSIONAL PRINT CAMPAIGN**

SILVER: "The Stork" for Ferring Pharmaceuticals Inc. Agency: Concentric Health Experience

**PROFESSIONAL PRINT CAMPAIGN**

BRONZE: EVZIO "Seconds Count" for kaléo. Agency: Elevate Healthcare Marketing

**PROFESSIONAL WEBSITE**

GOLD: "EGFR\_TKI Resistance" for AstraZeneca. Agency: AbelsonTaylor

**PROFESSIONAL WEBSITE**

SILVER: "Prevent HIV Website" for Gilead Sciences. Agency: Harrison and Star

**PROFESSIONAL WEBSITE**

BRONZE: "Medscape" Company: Medscape

**SALES AID**

GOLD: "*Praxbind* Virtual Reality MOA" for Boehringer Ingelheim. Agency: Confideo Labs

**SALES AID**

SILVER: The "Add a Layer" Sales Aid for BioDelivery Sciences International. Agency: The Bloc

**SALES AID**

BRONZE: "You + Real" for Alcon. Agency: 2e Creative

**SELF-PROMOTION**

GOLD: "*The Decoded Company* Video Book Box" for Sensei Labs. Agencies: Klick with Vpak

**SELF-PROMOTION**

SILVER: “*We Are Specialists*” Agency: MicroMass Communications, Inc.

**SELF-PROMOTION**

BRONZE: “Cult Crate” Agency: CultHealth

**SOCIAL MEDIA**

GOLD: “What’s Her Secret? The Event Series That Got Bloggers Buzzing” for Galderma.  
Agency: Intouch Solutions

**SOCIAL MEDIA**

SILVER: “*UltraShape* Social Media Campaign” for Syneron Candela. Agency: AbelsonTaylor

**SOCIAL MEDIA**

BRONZE: “Speaking Up” Agency: Purohit Navigation

**UNBRANDED**

GOLD: “OpioidIQ” for Collegium Pharmaceutical Inc. Agency: Concentric Health Experience

**UNBRANDED**

SILVER: “ASM Microbe Digital Campaign” for Wockhardt USA. Agency: ARK Media

**UNBRANDED**

BRONZE: “Legs” Unbranded Video for Acorda. Agency: JUICE Pharma Worldwide

**VIDEO**

GOLD: “Training on the Edge: Gilead Managed Markets Landscape Training Teaser Video” for Gilead. Agency: The Access Group

**VIDEO**

SILVER: “Herb the Bear” for Kamedis. Agency: Calcium

**VIDEO**

BRONZE: “HARMONY Study – Pediatric Constipation” for Sucampo Pharma Americas, Inc.  
Agency: BBK Worldwide

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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.