

PM360 Announces 2016 Trailblazer Award Finalists

Top Companies, Marketers and Initiatives to be Honored on September 23rd

New York, NY ([PRWEB](#)) August 30, 2016 -- The finalists are in for the eighth-annual PM360 Trailblazer Awards. PM360, a leading health-marketing industry trade magazine, will honor the pharmaceutical and medical device industries' most influential innovators. Established in 2009, the Trailblazer Awards are given to outstanding companies, marketers, and brand managers representing the best the industry has to offer. This year will also be the first in which the awards recognize a Marketing Team of the Year.

“The team effort is a crucial component of success in this industry and we wanted to recognize the best teams operating today with this new award,” says Anna Stashower, CEO and Publisher of PM360. “But our awards didn’t just grow by the number of categories. We received more than entries than ever before, and once again our judges did an outstanding job to evaluate each one and determine the best of the best.”

The award finalists are selected by the PM360 Editorial Advisory Board, which is comprised of some of the most forward-thinking leaders in their respective fields.

To reach the finalist phase, companies must show achievement in various areas including innovation, talent development, and social responsibility. Meanwhile, Brand Champions and Marketers of the Year are judged on their leadership, skill, dedication, impact and effectiveness of their work. The Marketing Teams are assessed by the quality of their work together and the result they were able to deliver. And the Initiative entries are evaluated on their ability to overcome challenges; the skill, innovation and quality of planning and execution; and the effectiveness of the work.

Finalists are acknowledged and winners will be honored during a special reception at Gotham Hall at 1356 Broadway in New York City on September 23rd, 2016. Each year, the Trailblazer Awards Gala has more attendees from the pharmaceutical industry than any other industry event. Profiles of all of the night’s winners will appear in PM360’s October issue.

Emmy Award-winning actress and comedian Judy Gold will serve as the emcee for the event. Judy Gold has written and starred in two critically acclaimed, long-running Off-Broadway hit shows: The Judy Show – My Life As A Sitcom, (New York Times critic’s pick) and 25 Questions for a Jewish Mother, which won the 2007 GLAAD award for Outstanding New York Theater. Judy has also appeared as a guest star on several popular TV shows including “Louie,” “The Jim Gaffigan Show,” “30 Rock,” “2 Broke Girls,” “The Big C” and “Sex & The City.”

Additionally, PM360 is honored to announce that Douglas G. Watson, Chairman of OraSure Technologies Inc. and former President & CEO of Novartis Corporation, the U.S. subsidiary of Novartis AG, will be the recipient of the prestigious Trailblazer Lifetime Achievement Award.

Tickets for the Trailblazer Awards Gala can be purchased by visiting <http://www.pm360online.com/traiblazerawards2016/tickets>. For more information about tickets, contact Andrew Matthius at 646-300-8113 or andrew.matthius@pm360online.com.

You can also follow the awards real-time on Twitter at <http://www.twitter.com/pm360online>.



The Finalists Are:

MARKETER OF THE YEAR

Davidek Herron, Associate Director, Digital Marketing, Teva Pharmaceuticals
Azita McDermott, Associate Director Marketing, EMD Serono
Lori Norian, Vice President of Marketing, Matrixx Initiatives, Inc., makers of Zicam® Cold Remedy
Leerom Segal, Co-founder & CEO, Klick Health
Jennifer Thomas, Product Director, Oncology Marketing, Janssen Biotech, Inc.

MARKETING TEAM OF THE YEAR

APTIOM Marketing Team (Sunovion Pharmaceuticals, Inc., Agency Partners: AbelsonTaylor, CMI/Compas)
Entyvio Brand Team (Takeda Pharmaceuticals U.S.A., Inc.)
IXINITY Team (Aptevo Therapeutics, PulseCX)
Northera Marketing Team (Lundbeck)
OPDIVO Marketing Team (Bristol-Myers Squibb Company)

COMPANY OF THE YEAR: PHARMACEUTICAL/BIOTECH

Amgen
AstraZeneca Pharmaceuticals LP
HUYA Bioscience International
UCB

COMPANY OF THE YEAR: MEDICAL DEVICE

Baxter International Inc.
B. Braun Medical Inc.
Celsee Diagnostics
Medtronic

COMPANY OF THE YEAR: SPECIALTY PHARMA/BIOTECH

Galderma Laboratories, L.P.
Horizon Pharma plc
Shire
Silvergate Pharmaceuticals, Inc.

COMPANY OF THE YEAR: ADVERTISING AGENCY

AbelsonTaylor
Concentric Health Experience
Dudnyk
Intouch Solutions
The Bloc

COMPANY OF THE YEAR: SUPPLIER/VENDOR

Brand Institute, Inc. and Drug Safety Institute
Healthcasts
InCrowd
Lifescrypt

Qstream

PM360's LIFETIME ACHIEVEMENT AWARD RECIPIENT

Douglas G. Watson, Chairman of OraSure Technologies Inc. and former President & CEO of Novartis Corporation, the U.S. subsidiary of Novartis AG

PM360's 2016 TRAILBLAZER BRAND CHAMPION AWARD WINNERS

Autoimmune: James R. Berger, Associate Director, Entyvio, Takeda Pharmaceuticals U.S.A., Inc.

Cardiology: Donna Fromhold, Group Product Director, XARELTO, Janssen Pharmaceuticals

Central Nervous System: Chris Saunders, Sr. Director, U.S. Marketing Lead, Neuroscience Franchise, Shire

Dermatology: Jon Meneese, Director, Rosacea Franchise and Lee Hatton, Associate Director, Acne, Galderma Laboratories, L.P.

Diabetes/Metabolic Disorders: Kevin Bell, Diabetes Marketing Director, AstraZeneca

Gastrointestinal: Catharine Sanders, Patient Engagement Lead, IBD Marketing, UCB

Hematology/Oncology: Dr. Norm Nagl, Executive Director, International Medical Lead, Merck & Co.

Infectious Disease: Andrea Porzio, Director, HCV Marketing, Gilead Sciences, Inc.

Innovation: Lisa Flaiz, Group Product Director, Digital Marketing, Janssen Pharmaceutical Companies of Johnson & Johnson

Managed Markets: Beth Davis, Entyvio Brand Lead, Takeda Pharmaceuticals U.S.A Inc.

Medical Device/Diagnostics: Angela Donohue, Global Platform Leader, Oral Healthcare, Dentsply Sirona

Men's Health: Erica Krakower, Senior Marketing Manager, Pfizer

Ophthalmology/Optometry: Michelle Poole, MBA, Sr. Director Marketing – Ophthalmology, Mallinckrodt Pharmaceuticals

Pain/Inflammation: Matthew D. Tucker, Senior Director, Specialty Marketing, Mylan N.V.

Rare Diseases: Manny Gaspar, Director, Hereditary Angioedema Marketing, Genetic Diseases Franchise, Shire

Respiratory: Henry McMillan, Senior Director, Respiratory Marketing, Sunovion Pharmaceuticals Inc.

Women's Health: Therese Heimbald, RN, BSN, Marketing Director, Galen US

INITIATIVE FINALISTS

APP/DIGITAL SOLUTION OR SUITE

Endosee Campaign (CooperSurgical, AbelsonTaylor)

Heart Partner (Novartis, FCB Health)

inIPF Educational Portal (Boehringer Ingelheim GmbH, infill healthcare communication GmbH)

mobilePDR (PDR)

Myrbetriq / RunPee Movie App Sponsorship (Astellas, Pathway, Katalyst)

CONSUMER WEBSITE/ONLINE INITIATIVE

Caregivers Speak Up (The Bloc)

LATUDA.com (Sunovion, MRM//McCann)

Life Unscripted™ (Lifescrypt)

LVNG With (AstraZeneca, DigitasLBi)

UltraShape Website (Syneron Candela, AbelsonTaylor)

DIRECT-TO-CONSUMER CAMPAIGN

Big Bad Cough (GlaxoSmithKline, Ogilvy CommonHealth Worldwide)

ELIQUIS (Bristol-Myers Squibb, Pfizer, Publicis North America)

Kerydin “Toe Tucker” (PharmaDerm, FCB Health)
Male/Shared Interest (Pfizer, BBDO, RAPP)
NovoLog “Now I Know” DTC Campaign (Novo Nordisk, CultHealth)

DIRECT-TO-PATIENT CAMPAIGN

Big Bad Cough (GlaxoSmithKline, Ogilvy CommonHealth Worldwide)
BROVANA Patient Campaign (Sunovion Pharmaceuticals, Concentric Health Experience)
CINRYZE Campaign (Shire, Dudnyk)
Gifted Day (AstraZeneca, DigitasLBI)
TECFIDERA “Changes” & “Perspectives” (Biogen, CDMiConnect)

EMR/EHR PROGRAM

Clinical Pharmacology powered by ClinicalKey® (Elsevier)
EHR and ePrescribing Strategy and Support (Teva Pharmaceuticals, ThinkPatients LLC)
EMR Coupons & Co-Pay Access (PSKW/PDR)

HCP EDUCATION

Astellas Learn & Earn Driving Challenge (Astellas, Katalyst)
Brain Atrophy Panels (Sanofi Genzyme, Invivo Communications)
Immunologik (Alligent, part of the Envision Pharma Group)
IPF Digital Initiative (Boehringer Ingelheim GmbH, infill healthcare communication GmbH)
STEPS Forward (AMA, Klick Health)

INTERACTIVE MARKETING PROGRAM

AboveMS (Biogen, CDMiConnect)
Caregivers Speak Up (The Bloc)
Claudia: 2 Sides Of Living With COPD (Boehringer Ingelheim, FCB Health)
Insights, Research and Messaging Achieve Increased Understanding of Diagnosis and Treatment of Binge Eating Disorder with Vyvanse® (Shire, Healthcasts)
Obagi Premier PointsSM Consumer Loyalty Program (Obagi, MedAccess)

PATIENT/CONSUMER EDUCATION

Blood Equality (Gay Men’s Health Crisis, FCB Health)
Join the Quest Virtual Forum, Patient Self-Assessment Tools, and Allergy Allegories (Quest Diagnostics, AXON Communications)
Sports Sponsorship Tool Kit (Novo Nordisk, CultHealth)
The THRIVE App (Society for Adolescent Health and Medicine, Pfizer, Artcraft Health)
You Don’t Know Jack About MS (Teva Pharmaceuticals, Intouch Solutions, Rx Mosaic)

PERSISTENCE/ADHERENCE PROGRAM

Allergan “At Your Service,” Glaucoma Patient Support Program (Allergan, McKesson Patient Relationship Solutions)
COPAXONE iTracker® (Teva Pharmaceuticals, Next IT Healthcare)
KEY+YOU: The Patient Support Program for KEYTRUDA (Merck and Co., Inc.)
LONSURF—Pursue More Moments (TAIHO ONCOLOGY, Neon, an FCB Health Network Company)
SaxendaCare® (Novo Nordisk, MicroMass Communications, Inc.)

POINT OF CARE

Patient Mobile Connect and Digital Infusion Room Tablet (ContextMedia:Health)
PatientPoint Interact (PatientPoint)
OPEN (Optimize Patient ENgagement) Campaign (ViiV, MicroMass Communications, Inc.)

PRODUCT LAUNCH

Atypical Antipsychotic Product Launch (Otsuka, Lundbeck, Concentric Health Experience)
Captivate by NUPRO Launch (Dentsply, Dudnyk)
Invega Trinza HCP Launch “Destination Independence” (Janssen Pharmaceuticals, Neon, an FCB Health Network Company)
UltraShape Campaign (Syneron Candela, AbelsonTaylor)
VIAGRA Single Packs (Pfizer, BBDO, RAPP, CDM)

PROFESSIONAL CAMPAIGN

Iressa Global Campaign (AstraZeneca, AbelsonTaylor)
Ferring Fertility “Stork” Campaign (Ferring Pharmaceuticals, Concentric Health Experience)
Multiple Sclerosis: New Perspectives on the Patient Journey (Biogen, Bioeclipse, a company of The Access Group)
Northera Campaign (Lundbeck, Dudnyk)
Propel (Janssen Oncology, Team Chemistry)

PROFESSIONAL WEBSITE/ONLINE INITIATIVE

AskNow Service Platform Launch for Entresto (Novartis, Havas Lynx)
BioBlast Pharma Corporate Website (Bioblast Pharma, Dudnyk)
Challenge Sarcoma (Janssen Biotech, Team Chemistry)
Make it Medical Attention Campaign (Novo Nordisk Inc., Giant Creative Strategy)
Sunovion ProFile Website (Sunovion, Heartbeat Ideas)

SALES AID

Biogen Value Proposition Tool on Relapsing Multiple Sclerosis (RMS) (Biogen, Bioeclipse, a company of The Access Group)
BROVANA Second Wind Sales Aid (Sunovion Pharmaceuticals, Concentric Health Experience)
Bunavail “Add a Layer” (BioDelivery Sciences International, The Bloc)
Ferring Fertility Franchise Sales Aid (Ferring Pharmaceuticals, Concentric Health Experience)
Praxbind Virtual Reality MOA (by Confideo Labs for Boehringer Ingelheim)

SELF-PROMOTION

“Call for Good Creative” (Sentrix Health Communications)
MicroMass | We Are Specialists Campaign (MicroMass Communications, Inc.)
Mosaic Group booth experience at the AMCP 24th Managed Care & Specialty Pharmacy Annual Meeting (Mosaic Group, an FCB Health Network Company)
Pill-Bulb (Neon, an FCB Health Network Company)
“Unnecessary Censorship Holiday Video” (Sentient Interactive)

SOCIAL MEDIA CAMPAIGN

A Mom Can Dream – “Mommy Wants” (Pfizer, Ogilvy CommonHealth Worldwide)
#attemptlife (McCann Torre Lazur)



Caregivers Speak Up (The Bloc)

For Crying Gout Loud (AstraZeneca, CDMiConnect)

Straight Talk Acromegaly (Novartis Pharmaceuticals Corporation, Ruder Finn)

UNBRANDED CAMPAIGN

ALK Progression (ARIAD Pharmaceuticals, Ogilvy CommonHealth Worldwide)

Caregivers Speak Up (The Bloc)

EGFR_TKI Resistance (AstraZeneca, AbelsonTaylor)

Standing in the Gaap for African Americans Living with Multiple Myeloma (Celgene Corporation, Maven)

“What’s Her Secret?” Blogger Events (Galderma, Intouch Solutions)

VIDEO/TV CAMPAIGN

Aczone “Amy’s Bakery” Commercial (Allergan, AbelsonTaylor)

“Eyerise” (Sun Ophthalmics, Dudnyk)

Linzess – “Tell Me Something I Don’t Know” (Allergan, Inc., Ironwood Pharmaceuticals, Inc., FCB Health)

Myrbetriq / General Hospital & ABC Integration-Sweepstakes (Astellas, Pathway, FCB, Katalyst)

RBC News (Zimmer Biomet, JB Ashtin)

About PM360

PM360 is the premier source for information that product managers and pharma and medical device marketing professionals need to succeed in the complex, ever-changing healthcare environment. PM360 offers invaluable perspective on important industry issues through a full-circle combination of how-to information and thoughtful career insights. The PM360 Trailblazer Awards span six categories, including Company of the Year, Lifetime Achievement, Marketer of the Year, Marketing Team, Brand Champion Awards, and Initiative Awards.



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