Only one marketing audit gives you the complete picture

Include a STEM™ Audit in your 2009 budget.

Visit www.stemmarketing.com or contact Rob Wood or David McNaughton on +44 (0)20 8899 6150 to find out what a STEM™ audit can do for you.
Contents

2 INTRODUCTION AND JUDGES

5 PRODUCT LAUNCH OF THE YEAR
   Sponsored by Medicom

7 MARKETING CAMPAIGN OF THE YEAR
   Sponsored by Astellas

9 OTC MARKETING CAMPAIGN OF THE YEAR
   Sponsored by Seven Stones

11 MEDICAL DEVICES MARKETING AWARD
   Sponsored by Virgo Health

13 EUROPEAN MARKETING CAMPAIGN
    OF THE YEAR
   Sponsored by FD Santé

15 BRAND REVITALISATION AWARD
   Sponsored by Pailing Walters

17 CUSTOMER FOCUS AWARD
   Sponsored by Aegate

19 LOCAL MARKETING EXCELLENCE AWARD
   Sponsored by Halesway

21 PATIENT FOCUS AWARD
   Sponsored by IDS

23 MANAGING HEALTHCARE PARTNERSHIPS
   Sponsored by AstraZeneca

25 INNOVATION AWARD
   Sponsored by Hill & Knowlton

27 MARKETING TEAM OF THE YEAR
   Sponsored by Saatchi & Saatchi Healthcare

29 PMEA COMPANY OF THE YEAR (£100 MILLION+)
   Sponsored by sanofi-aventis

31 PMEA COMPANY OF THE YEAR
   Sponsored by IMS Health

In most categories, while sustained achievements were important, emphasis was placed on the team’s achievements within the period covered by these awards: January – December 2007.
Introduction

Dr Roger Watson is an independent consultant with commercial and public sector clients in the broad field of healthcare innovation. He has spent over 25 years in the pharmaceutical industry and has worked for MSD, Wellcome, Janssen-Cilag UK and GSK. At these companies, Roger was involved in innovations such as the first POM to P switch, the first contract sales force and was responsible for marketing the first pharmaceutical product to break the £100m annual sales barrier. In recent years, he has helped marketing teams entering new market sectors, and worked with managers and professionals in the NHS to develop their customer focus.

This is the eighth year of the Pharmaceutical Marketing Effectiveness Awards and each year has seen records broken. This year we have more entries than ever before and participation was broader, with contributions from several companies new to the competition. In fact, several of the strongest competitors were companies newly formed in the UK and Europe. This is reflected in the number of companies with entries that have been put forward as finalists – 17 – a record for these Awards.

For the judges, new entrants with new technologies and approaches are very welcome. But we also saw that many of the companies we are more familiar with have radically changed their business models. This combination made this year’s competition hotter than ever.

The entries we were looking at related to 2007. We thought that was a challenging year – and it was. The environment has got even tougher and next year will see new challenges for all of us. PMEA 2008 gave the judges confidence that our industry will continue to rise to the challenges and in doing so maintain our record for delivering customer value, patient wellbeing and company success.

On behalf of the judges, thank you for keeping us informed and entertained. Congratulations on your success at reaching the finals and good luck for the Awards.

Dr Roger Watson (Chair of Judges, PMEA 2008)

The Judges

Lisbet Coulton is managing director of Tanwood Consulting. She has spent over 20 years in the pharmaceutical and healthcare industries, working for companies such as GSK, IMS and Aventis before turning to consulting. Lisbet specialises in strategic marketing and positioning, with particular emphasis on pricing and market entry/market access strategies for pharmaceuticals and medical devices. Tanwood Consulting is a member of Pharma Price International (PPI), a network of pricing and reimbursement experts covering 21 markets globally.

Karen Fraser is vice-president of product marketing at NovaQuest, the strategic partnering group of Quintiles Transnational. Her focus is commercial due diligence which exposes her to tactical and strategic product plans within many different companies both in the UK and globally. She has over 25 years’ commercial experience in the industry and, prior to joining Quintiles, Karen held senior sales and marketing positions in several companies, including Amersham International, Glaxo Laboratories and Lorex Synthélabo. Karen also set up a successful marketing consultancy specialising in the provision of commercial planning and implementation to companies wishing to enter the UK market.

Tom Kass is senior vice president and head of healthcare and Biotech Investment Services at EFG Bank. Previously, he was a partner at KPMG and PwC, having also worked at IBM, STA and McKinsey.

Leonard Lerer is managing editor of the Journal of Medical Marketing and general partner at Santeum Partners in Switzerland, where his specialities include pharmaceutical marketing and life sciences investment. He has advised governments, the World Bank, the WHO, NGOs and pharmaceutical companies.

Alasdair Mackintosh is a partner at Eden McCallum and focuses on providing solutions to strategic, operational and organisational issues for clients in the pharmaceutical and healthcare sectors. Originally a marketing specialist from the oil industry, Alasdair was previously a vice president at Gemini Consulting and has led international Life Sciences practice for both Capgemini and Archstone Consulting.

Daniel Mathews is a lead partner of Accenture’s European Healthcare and Life Sciences Practice. He has been with Accenture for seven years, and working in the pharmaceutical industry for 15 years, with experience in Asia Pacific, the UK and

Deborah Mechanick and Tom Kass
across Europe. Throughout his career, Daniel has focused on working with a broad range of clients in the marketing and sales areas of pharmaceutical companies to deliver business performance through consulting and outsourcing solutions.

**Deborah Mechanick** is general manager of Cutera, a US-based laser company specialising in aesthetic medical procedures. She spent over 20 years in the pharmaceutical industry with companies such as GSK, RMS and Q-Med, where she held senior UK and European management positions in business planning, marketing and sales support, corporate strategy and public affairs, before establishing her own consultancy, Aesthetics Matters, and more recently taking on her current role at Cutera.

**Claus Møldrup** is associate professor at Copenhagen University, faculty of pharmaceutical sciences. He is also former visiting professor at INSEAD. His research is centred on the term ‘Modern Medicines’ which includes studies on lifestyle medicine, medical enhancement and medical marketing. He has published numerous scientific papers on medical marketing and is known as the re-inventor of the ‘No cure, no pay’ strategy in medical pricing and marketing. Claus is also chief inspiration officer (CIO) of the Denmark-based medical consulting company MedicoMonitor.

**Eamon O’Brien** is the managing director of the CRBC Organisation. CRBC specialises in developing brands and developing brand champions. Eamon is a sought-after facilitator and coach. He has a passion for working with people and teams to develop ways to improve their own performance and that of their brand.

**Lan O’Connor** is an independent consultant. Originally a civil engineer, Lan made the career change to IT consultancy, working for companies such as Andersen Consulting, Rowland Berger Strategy Consultants and CGERB, where she was head of strategy and business development for life sciences and chemicals, specialising in sales and marketing. Most recently she was global head of life sciences at SAIC.

**Sue O’Donnell** is an independent consultant with a special interest in healthcare and its relationship with the pharma industry. She has been a non-executive director of the Royal Brompton and Harefield Hospitals. She is currently engaged in a long-term NHS role looking at the changing needs of Primary Care via a federated polyclinic model, and is management lead of a practice-based commissioning cluster in south west London, representing the needs of 180,000 patients. Sue has previously worked at Glaxo Wellcome, KPMG, PwC and pharma.com, the e-business of Alliance Unichem.

**Roland Powell** is currently director of Roland Powell, also head of marketing at Arpida. He was previously with Lilly for 28 years, most recently as director of marketing and sales capabilities Europe, operating across all brands. His experience encompasses brand planning, brand council process, e-marketing/marketing innovation, market research, brand deep dives, and running the Lilly internal European marketing awards.

**Dean Summerfield** is managing principal for ZS Associates’ Paris office. Dean’s expertise focuses on assisting organisations improve their commercial performance through developing fact-based strategies and enhancing selling effectiveness by improving the design and execution of promotional campaigns. Over the past 13 years Dean has worked with life sciences corporations worldwide to address the challenges of the changing healthcare environment, and also advised companies in the financial services, postal services and telecommunications sectors.

**Michael Thomas** is a principal in the healthcare and pharmaceutical practice of A.T. Kearney. He has over 16 years consultancy experience helping blue chip clients formulate strategic responses to changes in the healthcare environment. Michael has worked for SmithKline Beecham in strategy and planning and ran a PR agency specialising in lifestyle products.
dressed for PMEA Success?

Medicom Group tailors your campaigns to create the perfect fit for your audience

Contact: Martin Ellis | Medicom Group | T: +44 (0)20 8481 8100 | mellis@medicomgroup.com
Winner

CHAMPIX
BY PFIZER

Possibly one of the UK’s most successful ever pharmaceutical product launches and the Pfizer team demonstrated outstanding marketing acumen. By capitalising on the ‘Quit Season’ timeframe and 2007 Smoke-free legislation, entering into a top-down dialogue with NHS Specialist Stop Smoking Services, and tapping into consumer needs, Pfizer established a credible, endorsed platform in tandem with a sustainable consumer profile for this brand.

“A responsible campaign with an impressive salesforce effort that was collaborative and thoughtful. They took advantage by launching early enough to create a market to coincide with the smoking ban.”

Highly Commended

SYMBICORT SMART LAUNCH
BY ASTRAZENECA IN ASSOCIATION WITH SAATCHI & SAATCHI HEALTHCARE

“This matched all the category criteria. Not only did they have to shift perceptions about asthma treatment and prescribing, they were launching into a largely static and satisfied market, dominated by a strong competitor product.”
Changing tomorrow

By believing in a brighter future for patients, we’re already Changing tomorrow.

For a patient undergoing treatment, tomorrow can sometimes seem far away. Today, in certain areas of therapy, key medical needs still go unmet, leaving patients dissatisfied. It is those areas that Astellas has made its priority.

As Astellas takes the lead in its chosen fields, the focus remains on the ever-present needs of patients and the people around them. We assure the highest standards in research and development, innovating with both energy and care as we create a different—and better—tomorrow.

www.astellas-europe.co.uk

© August 2008 Astellas Pharma Europe Ltd. CSC0002

ASTELLAS, LEADING LIGHT FOR LIFE, CHANGING TOMORROW and the Star logo are trademarks of Astellas Pharma, Inc. and its related entities.
Winner

SEROQUEL LIVE 2007
BY ASTRAZENECA IN ASSOCIATION WITH LANGLAND

Making the decision to invest in research to gain a grassroots understanding of the market enabled this team to create a winning strategy. The 2007 marketing plan rolled out a formidable and highly successful campaign. A classic example of establishing customer focus and insight as the precursor to sophisticated market development.

“A good example of integration across the whole campaign that was both strong and innovative. It displayed excellent market understanding, along with materials that would really motivate the salesforce.”

Highly Commended

MABHERA (ONCOLOGY) MARKETING CAMPAIGN
BY ROCHE PRODUCTS
IN ASSOCIATION WITH GSW – JUNCTION 11

“Clear communication and an insightful message gave this campaign a strong emotional link.”
We would like to offer our heartfelt congratulations to all those reaching the PMEA finals. Like you, we recognise the imagination, persistence and vision it takes to turn epic marketing challenges into success stories.

book club

sevenstones

If you’d like the chance to receive the latest marketing books for free, please go to www.sevenstones.co.uk and click on ‘our club’ to find out more.

If you’d like some help telling the world about your product’s story, please call Dominic Owens on 020 7851 7500 and he’ll tell you a little about ours.
Winner

FULL MARKS SOLUTION
BY SSL INTERNATIONAL

An attention-grabbing, integrated programme which responded to consumer demand for bigger, value-for-money packs of this head lice treatment. The new TV creative, trade press activity, health professional education, Pharmasite posters in independent pharmacies and additional consumer activities meant the product outperformed the market, in spite of it being highly competitive.

“Responded to a real customer need – they listened to what customers wanted and made changes delivering a comprehensive educational programme. The marketing mix was integrated and including HCPs augmented this market.”
Where the exceptional is the rule...
Communications Without Compromise

Communiqué 2008
Launch of the Year
Best OTC Product Campaign
Best Opinion Leader/Advocacy Development

PR Week 2008
Healthcare: Ethical & OTC

*Now with added VANTAGE

www.virgohealth.com

*Virgo’s newly launched strategic consultancy practice, designed to help companies create reputational congruence.
Winner

EASYPOD LAUNCH
BY MERCK SERONO IN ASSOCIATION WITH OGLIVY HEALTHWORLD ADVERTISING

Even though a product itself is innovative, as this certainly is, it takes a meticulous campaign to really drive recommendation and purchase. This did it. In a market where patients tend to remain device-loyal, this strategy included captivating headlines and visuals, a strong three-phase, pre-launch ad campaign that ‘told a story’, and clever salesforce and HCP materials to make the product stand out. A campaign that really maximised brand recognition and impact.

“Good simple marketing that really worked. It was an inspired decision to create the device in the shape of a pod – I was sold by the second page!”

Finalists

BIOCHIPS CAN SAVE LIVES
BY RANDOX LABORATORIES

ALLEVYN THANK YOU CAMPAIGN
BY SMITH & NEPHEW IN ASSOCIATION WITH MEDI BRAND

FOR FULL COVERAGE VISIT WWW.PMLIVE.COM/AWARDS

Please note: In featuring award-winning work, certain confidential information, made available to the judges, is not available for publication.

The Pharmaceutical Marketing Effectiveness Awards 2008
FD Santé continues its reputation for outstanding performance. As part of FD International - PR Week’s “International Consultancy of the Year” - our global capability has been greatly enhanced and our reach in the world’s major healthcare markets has been broadened.

FD Santé continues to offer outstanding medical education, PR and marketing campaigns complemented by FD’s financial, corporate and public affairs expertise.

If you would like to know how FD Santé can exceed your expectations contact Liz Shanahan, Managing Director on: 020 3077 0477 or info@fdsante.com.
Winner

REPLACING MORE THAN AN ENZYME
BY SHIRE HGT IN ASSOCIATION WITH SEVEN STONES

This campaign steered a way through complex, core marketing issues – not least the need to gain approval and funding across 16 EU countries, with differing regulatory requirements and treatment procedures. It also had to convince decision-makers that this relatively expensive form of treatment should gain approval. Despite a small team and limited promotional budget, Elaprase, the first-ever enzyme replacement therapy for Hunter syndrome, is now prescribed to over 70 per cent of diagnosed patients in the main EU countries. No small feat – and what a positive impact for patients and their families.

"Beautiful materials made this entry stand out. We loved the way they adopted a different strategy for each market even though they were using the same materials.”
COLOUR YOUR HEAD
Winner

ZYVOX:
FROM CRISIS MANAGEMENT TO SERIOUS RESULTS
BY PFEIZER

In 2007 Zyvox transformed into a brand with major growth potential – all credit to the multi-functional team who took this very difficult path and halted declining sales. The team successfully implemented a campaign to minimise the impact of licence change and negative publicity to get the brand back on track.

“An excellent campaign that was memorable to us all. Their change of positioning from crisis to serious was excellent. One of the best entries in the competition this year.”

Highly Commended

XELODA
BY ROCHE PRODUCTS
IN ASSOCIATION WITH PALING WALTERS

“Using great marketing, Roche found brand positioning with strong visual and advert concepts. They went to enormous lengths to develop a compelling shift in the mindset of prescribers. An excellent submission and most certainly an outstanding campaign.”
THERE’S NO DRUG TO ENHANCE CUSTOMER FOCUS

BUT WE’VE GOT SOMETHING BETTER

As professionals in the pharmaceutical industry, we’re all customer-oriented. And the nominees of this customer focus award prove that we’re actually pretty good at it. So no doubt you’ll be interested in a new channel to help you to reach your customer. Aegate gives you the opportunity of communicating with your patients, at the very moment the pharmacist dispenses their medication. We offer the ideal channel for accelerating brand awareness and education, for example, in response to a new product launch, improved formulas, patient compliance issues, correct usage or dose titration. So if you really are committed to customer focus, don’t reach for a pill, reach for Aegate.

Want to find out more about the proven results of Aegate Reach™? Visit aegate.com
Winner

ENSURING EVIDENCE-BASED PRESCRIBING IN PROSTATE CANCER
BY ASTRAZENECA

By working with multidisciplinary healthcare professionals to develop a series of recommendations outlining best practice, and employing a comprehensive and effective rollout programme to disseminate these recommendations, the team made great progress in ironing out treatment inconsistencies from secondary to primary care. An opportunity was identified and they then very effectively channelled the message.

“...they took the initiative to change perceptions about the brand and ensured it wasn’t just about creating a warm, fuzzy relationship”
Thousands of target influencers and prescribers. **One agency.**

*One agency* has been successfully engaging with nurses for years.

*One agency* consistently reaches nurses in innovative and measurable ways, through both advertising and medical education.

*One agency* has a finger on the pulse of what makes nurses tick, now and into the future.

*One hour* – that’s all we need to show you what we can do.

Call Liz Rawlingson or Barry Cartwright on 01264 339955 or email liz.rawlingson@halesway.co.uk barry.cartwright@halesway.co.uk

www.halesway.co.uk
Winner

PFIZER ‘OUT OF HOME’ INITIATIVE

BY PFIZER

It’s no small feat to succeed in accessing ‘hard-to-reach’ patient groups, but this campaign, which set out to create new local marketing channels for patient education, really went the extra mile. The SMART use of innovative communication opportunities, such as bus stop panels, poster hoardings, tram interiors and pub and club washroom advertising, ensured that the proposition was brilliantly aligned with the target audience.

“Such a strong entry. The campaign has not only facilitated market growth, aligned to the needs of PCT/SHA customers, but paved the way for future collaborations and partnerships.”
FOUR WAYS TO REACH MILLIONS OF PEOPLE

WAITING ROOM INFORMATION SERVICES (W.I.S.)
Your posters and leaflets on view to millions of patients...

We can distribute and display your leaflets and posters in over 6,000 GP surgeries across Britain. That’s over half of all UK surgeries which means you’ll be able to reach 38 million registered patients. What’s more this puts your message in front of a 186 million annual patient footfall.

Even better, you’ll receive valuable feedback to establish your return on investment.

HELP2HEALTH (H2H)
Getting your message across in the trusted environment of pharmacies...

Take advantage of an eye-catching display in pharmacies to display your leaflets in front of millions of customers.

1,000 pharmacies will be taking our display in 2008, rising to 2,000 pharmacies in 2009. With an annual footfall of 50,000 patients through each site, visiting 12 times a year, this means you could be reaching over 9 million patients every 12 months.

LEAFLETS2U (L2U)
A unique, simple and fast way for healthcare professionals to find your leaflets...

Leaflets2u is a website where doctors, nurses and pharmacists can find and order the information you want to promote. As a one stop shop it makes it easy for them to find what they need quickly and conveniently.

Simply send us the leaflets you want to include and we make sure they can be viewed online as well as organising fulfilment.

HAND2HEALTH PACKS
Getting your information into the hands of the right people...

Each quarter we visit over 6,000 GP surgeries nationwide, giving you a unique opportunity to get your information presented directly to the individuals who can benefit from it. This is ideal if you have no, or limited, sales force.

As our field team personally present the packs, they are less likely to be discarded, proving more effective than direct mailings. You can tailor the contents to whatever suits you.

Contact us on:  t: 01489 860000  e: info@i-d-s-uk.com
Winner

POSITIVE STEPS
BY WYETH IN ASSOCIATION WITH 90TEN HEALTHCARE

Patient compliance in the treatment of depression is especially low, well below the national average for other conditions. The impact on patient outcomes and the additional burden on the NHS is significant. This patient support programme combined a nurse-led call centre with highly-visual, printed educational literature, to increase both short-term and long-term compliance. The excellent execution of this particular campaign tackled a challenging topic with sensitivity... and it really delivered.

“An outstanding entry with excellent patient involvement. It got great patient feedback and significantly improved compliance. Good nurse involvement drove its success.”

Highly Commended

WORRIED ABOUT YOUR MEMORY? ALZHEIMER’S DISEASE AWARENESS ROADSHOW
BY EISAI AND PFIZER IN ASSOCIATION WITH 90TEN HEALTHCARE

“Successfully revitalised a message at regional level that nationally was ‘yesterday’s news’. The planning and sheer hard work involved in a campaign such as this should not be underestimated.”
At AstraZeneca we discover and develop innovative medicines designed to **make your life better**. From cancer to heart disease, respiratory disorders to gastrointestinal disorders, and neurological disorders to infections – we approach every challenge with the same question: **How do we enhance your health, your family's health and the health of your community?**

Everyday we pursue the answer to that important question, which is why AstraZeneca is dedicated to working in partnership with the NHS and healthcare professionals. We're helping to create a stronger healthcare service and a well-informed public by fostering a health-positive culture.

It's an honest and open approach that puts the **patients' goals** at the centre; that turns our global knowledge and advances to local advantage, wherever we can. A way that delivers medicines, education, research, support and training that **meets the needs of healthcare professionals and helps patients to effectively manage their diseases**.

On a wider scale we’re working to advance the public health agenda; forging pharmaceutical advances in many disease areas – our investment in research and development (R&D) in 2005 represented **£1 in every £20 of all UK business R&D**. Beyond R&D we are sponsoring patient forums and networks; supporting the work of Trusts; and working nationally and locally to help UK healthcare professionals achieve their priorities.

**We don't have all the answers, but we keep asking the questions.**
Winner

PACE (PAIN: COLLABORATION AND EXCHANGE)

BY PFIZER IN ASSOCIATION WITH CHANDLER CHICCO AGENCY

Chronic pain places a huge burden on the NHS and has a devastating impact on the quality of life of individuals and their families. Pfizer identified the need for improved support for HCPs. In line with the government’s new healthcare vision: to be clinically driven, patient-centred, and responsive to local needs, this campaign takes into account basic elements, facilitates multidisciplinary sharing of knowledge and best practice, and directly impacts the patient.

“Helped healthcare professionals put together a convincing case and in doing so linked treatment of the disease across primary and secondary care. Clearly showed how pharma investment in relationships can have benefit in a clinical setting.”
WHEN RESULTS MATTER.
Winner

DUREXHIBIT
BY SSL INTERNATIONAL IN ASSOCIATION WITH HALESWAY

A campaign that truly stands out. Many a marketer has got it wrong trying to target the 16-24 age group, and having contraception at the heart of your campaign was always going to make this a potential minefield. The Durexhibit website really got it right, inviting live interaction on the topic among young people, and providing an online pack for tutors in schools and colleges.

“A fabulous idea – great innovation – and brilliant delivery. Tapping into social networking and getting participation from the appropriate age groups was phenomenal.”

Highly Commended

1 SMART REP - THE SYMBOCORT GOSMART CAMPAIGN
BY ASTRAZENECA IN ASSOCIATION WITH MEDICOM GROUP

“A very creative campaign that demonstrated excellent salesforce engagement.”
There were times when you didn’t know whether to laugh or cry. But you kept your composure. Learning to step back when you weren’t needed, and diving in when you were. Now, months on, everyone is cooing and ooing, patting you on the back. The consummate professional. You make it all look so easy. They wish they were a natural at it, just like you.

SAATCHI & SAATCHI
HEALTHCARE

Partners for brand parents
Call Tim Warren 020 7462 7874
Winner

LIPITOR CROSS-FUNCTIONAL TEAM
PFIZER

Showed professionalism and tenacity in light of a negative environment. At the time, government initiatives were encouraging Primary Care Organisations to reduce spending by switching patients from branded medicines such as Lipitor to cheaper generic alternatives. Pfizer’s response involved mobilising and aligning colleagues and functions within its own large organisation and addressing the complex list of key stakeholders, to drive increased adoption of the product for patients with established coronary heart disease and diabetes.

“They achieved a great outcome when they were having a tough time. There is real cross-functionality within this team, in particular at government level.”

Finalist

TEAM REMICADE: DELIVERING EXCELLENCE, TRANSFORMING LIVES SCHERING-PLOUGH

HIGHLY COMMENDED

BREAST CANCER: AN ACCOUNT MANAGEMENT APPROACH ASTRazeneca

“A success story entirely due to great marketing amidst intense competition.”
sanofi aventis would like to congratulate the winners of

PMEA COMPANY OF THE YEAR (<£100 MILLION)
Winner

DAIICHI-SANKYO

A constantly changing NHS, price pressures, interpretation of the ABPI Code of Practice, market access... all are issues Daiichi-Sankyo faced in 2007. The story could be likened to David and Goliath. Seen as equals in the partnerships it has with large pharma, Daiichi-Sankyo acknowledges that it is a small company among giants.

Promoting a UK strategy and bottom-up approach the company is not afraid to walk away from some Primary Care Organisations and believes that you don’t have to be big to challenge NICE.

The inspiration to treat a product acquisition like a new launch ensured that the company achieved good positioning in the NICE guidelines.

The company’s five corporate values are clear and resonate. Daiichi-Sankyo is obsessed by achievement and dares to be different, putting integrity and teamwork at the heart of everything it does.

It attracts and recruits people who want to have true responsibility and a broader scope of role, while remaining part of a team. The only pharmaceutical company to be listed in the Financial Times ‘Best Place to Work’, it was ranked 36th in 2007 moving up to 26th in 2008.

“Daiichi-Sankyo showed a great commitment to their people internally and most importantly to the customer. Inspirational management has ensured an integrated and impressive performance in 2007, delivering good results and a great culture. The company showed how it had not just outperformed its peer group (incremental revenue per resource), but also how it had significantly dented the performance of the £100m+ peer group.”
What IMS does for its clients is a revelation.

If you think the IMS name just stands for data, think again. Lately we’ve also been making quite a name for ourselves in Evidence-based Consulting™ for the global healthcare market.

Now you can leverage the expertise of our specialised consultants – over 1400 worldwide – who apply leading-edge analytics to shape information assets into valued business solutions.

Our unique combination of capabilities can support your decisions on commercial effectiveness, product and portfolio strategy, and market access.

So the next time you’re thinking, find out what we’re thinking.

Contact our consulting team at netinfo@uk.imshealth.com or visit imshealth.com/insights.

INTELLIGENCE.
APPLIED.
Winner

PFIZER

In 2006, Pfizer started to change, moving from a company dominated by just one product, to recognising and actively promoting a portfolio of 26 products. Its goal was to see growth from every single one and they have achieved it.

By changing the way the company is structured and really focusing on their customer’s needs, Pfizer redefined the value proposition to each customer type. Segmentation of its customers into 32 customer groups has delivered strong interaction and ensured excellent relationships at all levels.

Not afraid to look to other industries for ideas to improve operational process, it is proud to say it has taken risks and they’ve paid off – customers now approach them and the conversations have changed.

The company made brave changes to its distribution model and put a process in place that shortened the journey from factory to patient. It believed it was doing the right thing and stuck with it. In addition, disinvesting in the field force and putting more resources into account management was a brave move and one that took time to roll out, but it has worked well and proved to be the right decision.

Internal management is key and the company has a strong record of retention and talent development with frequent coaching sessions ensuring customer relationship is always at the forefront of everyone’s minds.

The Pfizer Foundation was established in 2005 to help address health inequalities across the UK arising from social, economic, cultural and demographic factors. Since its launch, the Foundation has donated £3.5m to agencies providing health services throughout the UK. As a company Pfizer are very proud of it and delighted with its success to date.

“Successful, leading-edge and changing – this is a company that genuinely wants to lead the industry. Not only has it invested in the pipeline, through effective management it has also mined the tail – very impressive. Portfolio management is ground-breaking different.”
The organisers would like to thank

**Event production:**
Lonestar Group & GenesisAdoration

**Charity:**
Great Ormond Street Hospital Charity

**Sponsors:**

**Judges:**
Lisbet Coulton, Karen Fraser, Tom Kass, Leonard Lerer, Alasdair Mackintosh, Daniel Mathews, Deborah Mecheaneck, Claus Møldrup, Eamon O’Brien, Lan O’Connor, Sue O’Donnell, Roland Powell, Dean Summerfield, Michael Thomas and Roger Watson (Chair)
1,028,000
The number of referrals to MIMS every month*.

One in a million reasons to advertise in MIMS


Contact Rob Nuzzaci for further information about advertising in MIMS or for information about specific section referrals.
020 8267 4884 robert.nuzzaci@haymarket.com