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It seems that the law of unintended consequences may have struck in some of our in–house compliance functions. Let me take you to a parallel universe. Picture yourself at a sponsors’ reception. Picture yourself at a sponsors’ reception. It goes something like this:

Claudia: Alicia, how are you? That dress looks even better than it did last year. And what amazing bling! How clever of you with business so shaky to actually wear the agency’s assets. I’d love to see the creditors try to prise those off you.

Alicia: Thanks Claudia, you look great too. Shame you’ve got that PMCPA complaint hanging over you. Is everyone at Pfenecaklitis very downcast? So brave of you all to come out tonight.

Claudia: We’re bearing up well, thanks. Of course, there’s a bit of a witch–hunt going on as to who takes the bullet if it goes badly. And the MD is furious. He’d just given a major speech on Gaining Trust Through Innovative Communication to the Big Bosses on their latest fly–by. Now he’s saying that the only places he wants to see innovation are in the research labs and the staff restaurant.

Alicia: How grim.

Claudia: I know. He’s asked our lawyers to audit every piece of communications material ever produced. Yesterday they banned compliments slips on the grounds that they might be interpreted as inappropriately flattering to external stakeholders.

Alicia: So what will you all do? No more Awards’ entries?

Claudia: On the contrary. Entre nous, we’re working on a campaign that will sweep the boards next year. It’s called Gaining Trust Through the Medium of Mime. It’s got a few glitches, but at least there’s less to sign off. Until then, you don’t happen to know of any consultancies looking for a senior in–house pro? A friend of mine is thinking of crossing over...

Alicia: Let me have a think. Meanwhile, the campaign sounds fabulous. We’ve done some amazing work in mime in the past. Should I pop in for a chat?

And...we’re back in the room. Of course, here at Communiqué, such a conversation could never take place. I’m delighted to report that the judges have had the honour of assessing almost three hundred entries once again this year, the vast majority of which were of a higher calibre than ever.

And yet we’ve heard from some of our entrants on both the client and the consultancy side that it’s becoming more challenging to celebrate the work of which they are so proud.

The laudable goal of having the highest ethical standards has, in some cases, translated into corporate nervousness about submitting campaigns and initiatives that have had an impact, lest their very effectiveness somehow be seen as inappropriate. This is particularly ironic given the unprecedented activities on openness; new behaviours and new ways of communicating that are currently being spearheaded by the ABPI.

It goes without saying that every element of our work should conform to the spirit and the letter of our industry Code and should transparently advance us towards the shared goal of improving patient health. Having approved activities and campaigns on that basis, we should surely then have the confidence to champion them through Communiqué and every other channel that demonstrates the excellence of which we are capable.

As momentum builds within our industry for a new relationship with our stakeholders, and the economic storm clouds remain dark, it is more important than ever that we continue to recognise and demonstrate publicly the value that effective communication delivers.

Let’s also support each other in finding ways to give reassurance to our compliance colleagues. Because celebrating the sort of successes that we see here tonight can only help our industry to assume its rightful place as a trusted partner in healthcare delivery.

Congratulations to all the finalists and winners, and indeed to all this year’s entrants for showing such commitment to best practice. I never cease to be amazed by the calibre of the entries and the innovation, dedication and sheer resilience that all the communicators in our industry, whatever side of the fence they’re on. show in terms of doing quality work, which ultimately benefits patients.

Colette Goldrick
Head of International Public Affairs and Policy, Europe
The Communique Awards’ judging panel is selected to give a professional and wide-ranging level of expertise. We invite only experienced and senior personnel from industry marketing and PR departments, PR consultancies, medical education and communications agencies and industry freelancers onto the panel. Judges are then carefully allocated to individual categories based on their areas of specialist knowledge, expertise and experience.

The judges are tireless in dedicating their time and expertise to these Awards. Confidentiality and impartiality are paramount and to ensure total impartiality, judges step out of the room if the debate involves any conflict of interest. None of the judges (whether from the industry, an associated organisation, eg, a charity, or agency) is allowed to comment or vote on any of their own teams’ or agencies’ work.

An entirely separate panel of independent judges are selected to review the premier categories, comprising highly respected senior personnel with in-depth experience of PR and medical communications and business performance.

“The judging process for the Communique Awards is extremely robust. It’s a great honour to be selected as a judge for these Awards and everybody on the judging panel takes their responsibilities very seriously indeed. Professional ethics are paramount for everybody involved. There is a very robust confidentiality agreement in place that we all have to sign, and we live and die by it.”

Karen Fraser, NovaQuest

“This was my first year as a judge and I was very impressed at the rigorous process that’s actually used by the judging panel and runs through the whole judging procedure. It shed a whole heap of new light on the extent and depth of the evaluation and the requirements that are there to win an Award. It isn’t just about reading each entry; it’s very, very rigorous, which is probably right as this is the premier awards process within our industry.”

Scot Buchan, Strategen

“One of the most beneficial things to me now in the judging process is the ability in the premier categories to actually meet the shortlisted entrants. It’s a fabulous opportunity to see some amazing talent in the industry and to put that talent under a public spotlight, where it gets a very rigorous, transparent and objective review. So the winners you see here really are at the top of their category and thoroughly deserve the accolades that they received at the Grosvenor House.”

Stuart Rose, Merz Pharma

For details of this year’s judging panel, please see p56.
Best Professional Education Project
sponsored by Hill & Knowlton

Award winner
Agency: Brand(x) and DJM
Client: AstraZeneca
Campaign: The SMART Roadshow

“We are delighted to have won this Award. As with any project of this magnitude that has taken so much time, energy and dedication to deliver, it is immensely rewarding to receive such recognition and we feel enormously proud”

Maria Parnham, head of med ed & PR, Brand(x)

Finalists:
- Novartis Vaccines and Diagnostics with In Pharmacy Flu Vaccination Programme
- Resolute Communications for Shire with Educating Physicians, Targeting Change: The 2008 Toolkits
- Say Communications for Janssen-Cilag with Marketing Insights for NHS Decision Makers
- Virgo HEALTH for Roche Products with Beacon Centre Showcase – Challenging Perceptions in Renal Anaemia

Judges comment:
“Very clear, very innovative, and something we would all like to do”

Award sponsor

“The way healthcare professionals want to receive information is rapidly evolving and novel approaches that deliver solid, measurable results for clients should be encouraged and recognised by everyone in our industry”

Jamie Brown, director, healthcare & wellbeing, Hill & Knowlton

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
**Best Use of Surveys or Data**

**sponsored by TNS Healthcare (UK)**

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**Award winner**

Agency & n-house: **Red Health**

Campaign: **Cracking Counterfeit**

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“Research was the bedrock for the medicines anti-counterfeiting campaign. It highlighted a huge issue of people bypassing the health system and created a call to action. The creative PR flowed from here!”

*Pat Pearson, head ethical healthcare, Red Health*

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**Judges comment:**

“This was so brave – for a pharma company to do something this bold was remarkable”

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**Highly Commended:**

- Huntsworth Health for Schering-Plough with *Unblock Your Potential*

**Finalists:**

- Health Mandate for Rarer Cancers Forum with *Taking Exception*
- Medicom Group for European Alliance for Access to Safe Medicines with *The Counterfeiting Superhighway Report*
- Weber Shandwick for Roche with *kN0wledge in Hepatitis C*

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**Award sponsor**

“For TNS Healthcare, part of Kantar Health, sponsoring a Communiqué Award is a unique opportunity to support our PR and medical education colleagues. Our research and expertise allied with theirs is a winning formula for clients”

*Mark Duckham, managing director, TNS Healthcare*

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Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Use of Meetings and Congresses

Award winner

Agency: Virgo HEALTH
Client: Roche Products
Campaign: Beacon Centre DVD: Showcasing Real World Experience

“We are absolutely thrilled with this Award. It acknowledges the fantastic team work from Virgo and Roche in developing a highly innovative meetings programme that delivered significant and measurable benefits for the Mircera brand”

Ondine Whittington, account director, Virgo HEALTH

Finalists:
- Brand(x) and DJM for AstraZeneca with The SMART Roadshow
- FD Santé for Pfizer with Controversies in Psychiatry ‘08
- FD Santé for sanofi-aventis/Bristol-Myers Squibb (UK) Pharmaceutical with Managing a Persistent QOF
- Red Door Communications for Solvay Healthcare with Cooking Up Secondary Prevention for Post-MI Patients

Judges comment:
“A great programme that helped to optimise patient care and improve compliance”

Award sponsor

“The Communiqué Awards recognise and award excellence within medical education and PR. Sponsoring this Award, and being associated with industry excellence is complementary to the Strategen ethos of achieving and delivering excellence for our clients”

Scot Buchan, managing director, Strategen

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Medical Education Programme
sponsored by OnMedica Group

Award winner

Agency: Cohn & Wolfe
Client: Mundipharma International
Campaign: Cancer Tales: Improving HCP Communication in Cancer Care

“Engaging with and informing health professionals is at the heart of all healthcare communications programmes, and we’re delighted this campaign has been so highly regarded”

Rebecca Galbraith, director, Cohn & Wolfe

L-R: Matt Coleman (OnMedica), Lara Dow (Mundipharma International), Rebecca Galbraith (Cohn & Wolfe), Georg Toufar (Mundipharma International)

Judges comment:
“A really worthwhile programme – the results were superb”

Finalists:
- Litmus MME for Abbott with Elements: Enhancing Education in HIV
- Litmus MME for Pfizer with Eyecampus: Collaborative Learning In Ophthalmology

Award sponsor

“Pharmaceutical marketing is evolving and adapting to the rapidly changing NHS environment. Medical education is becoming a crucial aspect of the marketing mix and OnMedica are proud to support the Communiqué Awards as a showcase for both online and offline excellence”

Matt Coleman, director of medical communications, OnMedica

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Opinion Leader/Advocacy Development
sponsored by ROCK Communications

Award winner

Agency: Health Mandate
Client: UK Lung Cancer Coalition and National Lung Cancer Forum for Nurses
Campaign: Bringing the Hidden Contribution of Lung Cancer Specialist Nurses Out of the Shadows

“Winning a Communiqué Award is simply overwhelming. It will spur the UK Lung Cancer Coalition and National Lung Cancer Forum for Nurses on in drawing attention to the amazing work of specialist nurses”
Sarah Lee, director, Health Mandate

Finalists:
• Lucid for Abbott with UK Gastroenterologist Intimacy & Partnership Programme
• Scarlett Oh! & The Excel Academy for Takeda UK with EnAct - Endorsement in Action: ‘The Full Monty of Advocacy Programmes’
• Schering-Plough with Anti-TNF Sequential Use Advocacy Development Programme

Judges comment:
“An example of a really impressive programme which empowered trained nurses to be successful advocates”

Award sponsor

“As part of our launch at the Communiqué Awards, ROCK Medical Communications decided to sponsor this Award as we believe that insightful advocacy programmes are one of the essential building blocks in the foundations of a brand’s success”
Joanne Satchell, head of medical education, ROCK Medical Communications

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
"Effective policy communication depends on the quality and clarity of writing. To be recognised by one's peers in this respect, by winning this Award, is a great honour"

Mike Birtwistle, managing director, Health Mandate

Highly Commended:
- Euro RSCG Life for Coloplast with Ostomy Patient Brochures
- Halesway for Baxter Healthcare with Fit As… Protecting Joints in Haemophilia

Finalists:
- Cohn & Wolfe for Bayer Schering Pharma with Take a Closer Look: Pharmacist Training Module Oral Contraceptives
- Nexus Healthcare Communications for Dendron with Adios Magazine
- Reynolds-MacKenzie for Roche Products with Time to Consult the ORAcle

"We’re thrilled to be supporting this important Writing Excellence Award. In a sector where accuracy counts, the ability to communicate clearly and concisely is an essential skill"

Pat Pearson, head ethical healthcare, Red Health
“Our intention was to provide a constructive answer to an identified, unmet need, carefully tailoring the response to the audience – while making sure it was genuinely engaging”

Rebecca Galbraith, director, Cohn & Wolfe

“Rebecca, we were trying to address the issue of communication in cancer care. It’s a complex topic, with many different stakeholders involved. Can we please have your thoughts on this project?”

Rebecca Galbraith, director, Cohn & Wolfe

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

“Finalists:

• Abbott and Royal College of Nursing with Nutrition Now Campaign
• Huntsworth Health for Schering-Plough with Unblock Your Potential
• Litmus MME for Pfizer with Eyecampus: Collaborative Learning in Ophthalmology

Judges comment:

“This campaign shines through for being both stimulating and effective”

L-R: Lucie Harper (Weber Shandwick), Lara Dow (Mundipharma International), Rebecca Galbraith (Cohn & Wolfe), Georg Toufar, Rachel Barnard (Mundipharma International)

“RECOGNISING BEST PRACTICE IN HEALTHCARE COMMUNICATIONS”

Best Professional Campaign

sponsored by Weber Shandwick

Agency: Cohn & Wolfe
Client: Mundipharma International
Campaign: Cancer Tales: Improving HCP Communication in Cancer Care

Award sponsor

“The Communiqué Awards is a premier event in the healthcare communications calendar and so we believe it is important to sponsor an Award. The event itself also provides a great opportunity to network”

Lucie Harper, UK managing director, Weber Shandwick

WEBER SHANDWICK
Advocacy starts here.
**Best Patient or Public Campaign**

**sponsored by Purple Hat Communications**

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**Award winner**

**Agency & in-house**  Red Health and Pfizer  
**Campaign**  Get Real, Get a Prescription

“This campaign responded to a clear public safety issue. Creative, targeted PR engaged stakeholders and ensured impactful delivery to audiences”

*Pat Pearson, head ethical healthcare, Red Health*

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**Judges comment:**

“This was so ahead of its time – a groundbreaking campaign”

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**Highly Commended:**

- Pegasus for Thornton & Ross with *Hedrin – ONCE A WEEK, TAKE A PEEK: Getting Ahead of Head Lice*

**Finalists:**

- Halesway and Myriad Public Relations for SSL International with *Durexhibitions – National Condom Week 2008*
- Just:: Health PR for Pfizer UK with *SERIOUSQUITTERS ‘Your Moment to Quit’ Roadshow*
- Ketchum for Bayer Schering Pharma with *World Contraception Day 2008*

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**Award sponsor**

“The Communique Awards is a prestigious event showcasing the best talent in our industry. For Purple Hat, as a new medical communications agency, sponsorship of this Award has enabled us to raise our profile among the most influential people in the business”

*Alister Sansum, client services leader, Purple Hat Communications*

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Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Healthcare Policy Campaign
sponsored by Euro RSCG Life Medicom

Award winner
In-house & Agency Abbott in association with Weber Shandwick
Campaign Fit for Work

“When the team has worked hard on delivering an innovative, integrated communications programme that ultimately benefits patients, it is pleasing to be given broad recognition for that work in the form of a Communiqué Award”
Barbara Taylor, Senior Communications Manager, Abbott

L-R: Gaynor Hayburn (Euro RSCG Life Medicom), John Lotspeich (Weber Shandwick), Stephen Bevan (The Work Foundation), Jackie Harris, Barbara Taylor, Len Goobiar (Abbott), Tamora Langley (Weber Shandwick)

Judges comment:
“A fine example of thinking outside the box – good media work and good outreach”

Finalists:
• Health Mandate for The Infant and Dietetic Foods Association with Creating a Hunger to Tackle Malnutrition
• Health Mandate for Rarer Cancers Forum with Taking Exception
• Macmillan Cancer Support with Prescription Charges Campaign

Award sponsor

“At Medicom, we believe in the importance of peer and client recognition. Acknowledgement of great work always brings a smile to any team and that’s important in today’s hectic workplace”
Gaynor Hayburn, managing director, Euro RSCG Life Medicom

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Product Life Cycle Campaign

sponsored by Ketchum

Award winner

In-house Campaign
Pfizer
Lipitor: A Return to Growth

“For me, this Award is a genuine example of how a strategic communications plan, implemented in the right way and at the right time, can add to the wider promotional campaign”

Andrew Thomas, associate director, communications, UK and Europe, Pfizer

L-R: Sebastien Desprez (Ketchum), Andrew Thomas, Matt Hook, Toby Cousens, Berkeley Phillips (Pfizer)

Judges comment:
“This stood out as a strategy that was really well thought out and put together. It had many communications elements”

Award sponsor

“This is a really important Award, recognising the challenge of delivering great communications campaigns for older products, which often don’t have the easy platforms of new licenses, data, guidelines and so on. To do it well takes smart thinking, creativity and guts – attributes we strive for at Ketchum. We are proud to celebrate examples of excellence with this Award”

Susannah Knox, MD healthcare, Ketchum

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
**Best OTC Product Campaign**

**sponsored by Chandler Chicco Companies**

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**Award winner**

**Agency**

Pegasus PR

**Client**

Crosscare

**Campaign**

'A Problem Shared' – A Campaign for Colief

“The campaign demonstrated the power of a memorable photograph – reaching our target audience and creating a prompt for colic to be discussed across the consumer media. We are delighted with this Award”

*Sallyanne Jones, account director, Pegasus PR*

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**Finalists:**

- Halesway and Myriad Public Relations for SSL International with *Durexhibit and Durexhibitions*
- Pegasus for Covonia with *Covonia – Winning the Cold War!*
- Pegasus for Thornton & Ross with *Hedrin – ONCE A WEEK, TAKE A PEEK: Getting Ahead of Head Lice*

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**Judges comment:**

“The male image was a genuinely clever idea – it appealed to both sexes and created healthy debate”

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**Award sponsor**

“We are proud to sponsor the Best OTC Product Campaign category because we recognise the importance of diversification and excellence in all aspects of healthcare communications”

*Fiona Hall, managing director, EU operations, Chandler Chicco Companies*

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Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Use of New Media
sponsored by Porter Novelli

Award winner
In-house Age Concern and Help the Aged, with funding from corporate sponsor Abbott Nutrition
Campaign Viral Videos Spread the Message on Good Nutrition

“We were truly honoured to receive this Award. That a charity won with an in-house project over such well-respected PR agencies makes this win even more exciting for us”
Christine Hunt, senior campaigns project officer (social marketing), Age Concern and Help the Aged

Highly Commended:
- Red Health and Pfizer with Get Real, Get a Prescription

Finalists:
- Brand(x) and DJM for AstraZeneca with The SMART Roadshow
- Halesway for Schering-Plough with Eczpert

Judges comment:
“This incredibly engaging campaign was beautifully uncomplicated and full of impact”

Award sponsor

“The media landscape is shifting, with people changing how they access and generate health information. That’s why we’re proud to support the Best Use of New Media Award – helping clients navigate, understand and innovate in this space”
Rebecca Hunt, director, Porter Novelli

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best Corporate PR Campaign
sponsored by iS Health Group

Award winner

Agency & in-house: Red Health and Pfizer
Campaign: Get Real, Get a Prescription

“We're delighted that this groundbreaking campaign has received recognition from our industry peers for leading the fight against the fakes and positively changing public perceptions”

Vicki Trinder, associate director of communications, UK and Europe, Pfizer

L-R: Isaac Batley (iS Health Group), Andrew Topen (Pfizer), Pat Pearson (Red Health)

Judges comment:
“They had some pretty challenging objectives and delivered on them all”

Highly Commended:
• Roche Products with Celebrating 100 Years of Roche in the UK

Finalists:
• Novartis Pharmaceuticals UK with Eye-Catching Corporate Communications: A NICE Approach
• Red Door Communications for College of Emergency Medicine with Way Ahead for the College of Emergency Medicine

Award sponsor

“The iS Health Group is passionate about healthcare and committed to excellence. Sponsoring this Award gives us the opportunity to support our industry and highlight areas of excellence that otherwise may not be shared and through this we congratulate Pfizer on their achievement”

Isaac Batley, company director, iS Health Group

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
**Best UK Media Relations Campaign**

**Award winner**

Agency: Chandler Chicco Agency  
Client: Pfizer UK  

“We're thrilled for Pfizer and the CCA team. There is no better validation of success than being voted a winner by a panel of healthcare experts… thank you Communiqué judges”

*Jeff Smith, director, Chandler Chicco Agency*

Highly Commended:
- Health Mandate for Rarer Cancers Forum with *Taking Exception*

Finalists:
- Nexus Healthcare Communications for UK Tea Council with *UK Tea Council*
- Reynolds-MacKenzie for Eisai and Pfizer with *The Aricept Appeal*

**Award sponsor**

“It’s not always easy, given the constraints we work under, to succeed in placing our stories in the media. Communications teams often don’t receive the credit they deserve and I believe passionately that we should reward excellence in this difficult area”

*Liz Shanahan, managing director, FD Santé*

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Best International Media Relations Campaign

**Award winner**

**Agency** Ogilvy Health PR  
**Client** Boehringer Ingelheim  
**Campaign** The ONTARGET Trial Programme

“Sometimes you need to step back, strip away the 'bells and whistles', plan like mad, and work like Trojans. With many agencies now focusing on international campaigns, winning this Award is hugely gratifying”

*Caroline Howe, business unit head, Ogilvy Health PR*

L-R: Alison Wright (Cohn & Wolfe), Namina Turay, Luke Willats, Louise Clark (Ogilvy Health PR)

**Judges comment:**

“A truly global and clever campaign, and about a difficult subject area – the outcomes say it all”

**Highly Commended:**

- Reynolds-MacKenzie for World Health Organisation/Commission on Social Determinants for Health with *Global Health Differences: Closing the Gap in a Generation*

**Finalists:**

- Chandler Chicco Agency for Allergan with *Creating a Positive Media Environment for the European Launch of Juvéderm ULTRA*
- Cohn & Wolfe for Roche with *ACTEMRA – 'The Mission is Remission'*
- Tonic Life Communications for Procter & Gamble with *Pampers UNICEF 1 Pack = 1 Vaccine*

**Award sponsor**

“As last year’s winners of this Award, we recognise the importance of achieving both the quality and the depth of coverage required. In these challenging times, this is integral to delivering excellence in communications across markets”

*Alison Wright, director, Cohn & Wolfe*

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

sponsored by Huntsworth Health

Award winner

Agency  Ketchum
Client  Bayer Schering Pharma
Campaign  World Contraception Day 2008

“This win builds on our Communiqué Awards success in 2007 and 2008, and cements our reputation as one of the best in the business for delivering exceptional international PR campaigns”

Susannah Knox, healthcare managing director, Ketchum

Finalists:
- Aurora for UCB Global with Don’t Turn Your Nose Up at Allergic Diseases, They’re More Than Just Summer Sneezes
- Fleishman-Hillard for World Hepatitis Alliance with ‘Am I Number 12?’: World Hepatitis Day 2008
- Galliard Healthcare Communications for Roche Pharmaceuticals with Lung Cancer Awareness Month 2008 – Affiliate Support Programme

Judges comment:
“Superbly organised and highly impactful”

Award sponsor

“We are delighted to support the Communiqué Awards because they truly are the highlight of the healthcare communications calendar, celebrating the most creative, innovative and effective work and achievements of both agencies and individuals”

Sandy Royden, CEO Europe, Huntsworth Health

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Campaign of the Year
sponsored by RCN Publishing

Award winner

Agency &
In-house
Campaign
Red Health
and Pfizer
Get Real, Get a Prescription

“It's amazing to have won Campaign of the Year. We knew we had broken new ground with a potent blend of ethical health, consumer, digital and broadcast PR that really hit home”

Pat Pearson, head ethical healthcare, Red Health

L-R: Laura Downes (RCN Publishing), Pat Pearson (Red Health), Andrew Topen, Louise Clark, Andrew Widger (Pfizer)

Judges comment:
“If only the rest of the industry were this brave and stood up to be counted”

Award sponsor

“Working at the forefront of medical and nursing education, we are delighted to sponsor the Campaign of the Year category. RCN Publishing understands the importance and benefits of a good and trusted campaign aimed at improving patients' wellbeing and health outcomes. This was a worthy winner”

Laura Downes, Special Projects Manager, RCN Publishing

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Patient or Professional Association of the Year

sponsored by Red Door Communications

Award winner

Rarer Cancers Forum
Submitted by Health Mandate

“The Rarer Cancers Forum is a very small charity so to win this accolade is fantastic. We hope to use this success as a springboard to raise the profile of rarer cancers and ensure that every patient gets access to the very best standard of treatment, care and support”

Andrew Wilson-Webb, chief executive, Rarer Cancers Forum

Judges comment:
“Did an exceptionally good job in a difficult area and in a year that saw the passing of their chief executive”

Finalists:
• Roche Products for The Hepatitis C Trust
• The National Rheumatoid Arthritis Society

Award sponsor

“We believe that this category recognises the vital role that patient groups play in providing education, information, advice and support to patients across all areas of medicine; often with limited funds and resources”

Catherine Oliver, director, Red Door Communications

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

Kelly Teasdale, Chandler Chicco Companies

“The Communique Awards is one of the premier healthcare communications events of the year – to receive this kind of recognition from such important senior industry players is just… amazing!”

Kelly Teasdale, global client & affiliate engagement, Chandler Chicco Companies

L-R: Sarah Hart (Munro & Forster), Kelly Teasdale (Chandler Chicco Companies)

Judges comment:
“Undoubtedly one of the industry’s high fliers – has enormous understanding and experience of healthcare issues for her age”

Highly Commended:
• Aaron Pond, Aurora

Finalists:
• Monica Gounaropoulos, Tonic Life Communications
• Arabella Moore, Ketchum
• Hannah O’Neill, Virgo HEALTH

Award sponsor

“M&F are proud to sponsor the Young Achiever of the Year category. We are delighted to support and honour the fantastic achievements of the rising stars in healthcare communications”

Sarah Hart, director, Munro & Forster
In-house Team of the Year
sponsored by Resolute Communications

Award winner
The Pfizer UK Communications Team

“Winning In-house Team of the Year for the second time in three years is a huge honour. It will serve as the best possible incentive for our future communications activities”
Andrew Topen, director of communications, UK and Europe, Pfizer

Finalists:
- Novartis UK Communications Team
- Roche Products: Continuing to Unlock Potential

Judges comment:
“A great year for them and a well-deserved win. They showed a real shared vision”

Award sponsor

“In-house teams are sometimes the unsung heroes of successful pharma communications – balancing company, brand and patient needs to make a real difference. Resolute is delighted to celebrate their work”
Paul Blackburn, joint chief executive, founding partner, Resolute

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Award winner
Andrew Topen, Pfizer

“I’m genuinely honoured to win this prestigious Award. Joining the impressive roll-call of previous recipients is a humbling experience, and I owe a great deal to my outstanding team and inspirational colleagues”
Andrew Topen, director of communications, UK and Europe, Pfizer

L-R: Louise Sharp (Zaicom MMC), Andrew Topen (Pfizer, middle), Pfizer communications team

Judges comment:
“One of the best this industry has yet seen – quite simply an excellent communicator”

Finalists:
• Amie Baker, AstraZeneca
• Fiona Hall, Chandler Chicco Companies

Award sponsor

“Key to effective communication is the impact of our communication with our audience. Zaicom MMC recognises the talents of individuals who are experts in communication and for this reason we chose to sponsor Communiquétor of the Year 2009”
Louise Sharp, director, Zaicom International

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

Martin Ellis, Euro RSCG Life Medicom

“To be presented with the Lifetime Achievement Award is amazing. In 2004 I won the Communique\textsuperscript{or} of the Year title and I thought that was the pinnacle of my career. Five years on and to be recognised again is awesome – quite incredible. Thank you”

*Martin Ellis, chairman, Euro RSCG Life Medicom*

L-R: Caroline Gosling (Virgo HEALTH), Martin Ellis (Euro RSCG Life Medicom), Paul Archer (Virgo HEALTH)

Judges comment:
“A staggering level of experience and an inspirational man – he’s awesome!”

Award sponsor

“Our mission at Virgo is to raise the bar in healthcare communications. Sponsoring the Lifetime Achievement Award to recognise those who make an impact and move things on in the industry is one way we can start to make that mission happen”

*Paul Archer, business unit director, Virgo HEALTH Education*

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

“This is Reynolds-MacKenzie's fifth year of business and our third year of entering the Communiqué Awards, so we're absolutely delighted to win this title. We really do believe that this is going to catapult us on to the next stage of business”

Alison MacKenzie, director, Reynolds-MacKenzie

Judges comment:
“They have a brilliant track record for media relations and worked on some of the most dominant news stories of the year”

Highly Commended:
• Hive

Finalists:
• Aurora
• Lucid

Award sponsor

“The Communiqué Awards celebrate excellence in healthcare communications, something that we want to be known for. As a new agency it gives Liberation the chance to be seen and associated with best practice”

Cherry Wood, managing director, Liberation Communications

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

“We are absolutely thrilled to have won and excited about the opportunities that this Award will bring. This type of recognition provides reassurance for our clients that they are working with the best people in the business”

Dr Nicola Duckworth, director, new business, Watermeadow Medical

Judges comment:
“The level of their engagement and responsiveness is outstanding”

Finalists:
• Health Interactions
• i5 Health Group

Award sponsor

“Pfizer believe it is important to recognise the very best in medical education and PR. Being judged a success by one’s peers is testimony to the exceptional achievements required to win this prestigious Award”

Andrew Topen, director of communications, UK and Europe, Pfizer

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Communiqué PR Consultancy of the Year
sponsored by sanofi-aventis

Award winner

Virgo HEALTH

“We are over the moon to receive this recognition, especially as it comes from an all-industry judging panel. We're facing a tough environment, but the team really pulled together in 2008 to surpass all expectations, and to make the year one of our best so far”

Caroline Gosling, managing director, Virgo HEALTH PR

Judges comment:
“A company that stays nimble, flexible, never fails on quality and never says die!”

Highly Commended:
- Red Door Communications

Finalists:
- Reynolds-MacKenzie

Award sponsor

“The working partnership with agencies is essential to being able to achieve our goals. We all strive for excellence and sanofi-aventis is proud to sponsor the Communiqué PR Consultancy of the Year category”

Cressida Ward, communications director, sanofi-aventis

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