COMMUNIQUE
Awards 2010
Industry reputation – communication is key

Winners
Commendations • Finalists
When everyone’s speaking code...

...Packer Forbes simplifies the equation

\[ Pct \Rightarrow (SH) \frac{Axio-QIPP}{QoF} \]

\[ D^*H \Rightarrow (AB) \times (Pl)^2 + M^HR^A \Rightarrow \text{PMCPA} \]

\[ -(2ACd + 2fad) \frac{N'CE}{= PF} \]
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Dear Guest,

I would like to thank PM Group for choosing Facing Africa as its charity for the Communicad Awards 2010. This is a great privilege, as it is only with the help of such organisations that we are able to carry out the work we have devoted ourselves to over the past years. I would also like to thank all the surgeons, anaesthetists and nurses who give their time and amazing skills so selflessly in joining our teams to go to Ethiopia. Their awe-inspiring abilities enable hundreds of noma victims who suffer facial disfigurement, pain, discomfort and social outcast to return to their villages and lead normal lives among their communities. Your help, both financial and by donating your own products where possible, will also play an important part in giving many sufferers a chance in life.

Mistekima is a beautiful ten-year-old Ethiopian girl from a small village. When she was two years old, she was attacked by an aggressive oral infection called 'noma'. Within three weeks, a large part of her face was eaten away and left her with a terrible facial disfigurement, difficulty in eating, drinking and speaking and as a social outcast. She cannot go to school and has no friends. At the age of eight, she was abandoned by her parents but was lucky enough to be found by a kindly family in Addis Ababa who have cared for her.

In April 2010 she was assessed by our team of plastic, maxillo-facial and cranio-facial surgeons who, after considerable deliberation, decided to go ahead with a complex eight-hour facial reconstruction. Mistekima was one of 50 noma sufferers who underwent difficult and demanding micro-surgery. She is now back with her foster parents and will undergo further surgery in 2011. Now able to eat, drink, speak and even smile, she was featured in a 60-minute BBC2 documentary - Make Me A New Face - about the work of Facing Africa, presented by Ben Fogle in June 2010.

Facing Africa funds and organises two teams each year to travel to Ethiopia, comprising highly experienced volunteer surgeons, anaesthetists and nurses. Additionally, we fund four teams to visit Nigeria.

The World Health Organisation estimates that 140,000 new cases of noma occur every year and that 90% die within weeks. Those that survive are those we help.

Thankyou.

Chris Lawrence
Chairman & Trustee

Facing Africa
Seend Park, Seend, Wiltshire SN12 6NZ    Tel: 01380 827038    Web site: www.facingafrica.org
e-mail: chris@facingafrica.org    UK Registered Charity No:1072505
No, I am not about to embark on some deep philosophical exploration of the meaning of life but as we take our seats in readiness for the proceedings to begin for this, the 13th Communiqué Awards event, which undoubtedly will be lucky for some, what exactly are we doing here?

As communicators, our instant reaction to this question would of course be to get the data - conduct a survey, find out the answers and then capitalise on the findings! We could already predict some of the answers, which in no particular order would include:

- win awards
- catch-up with colleagues and friends from across the industry
- don our finery and have a great evening

I am sure you can think of many others but on a more serious note, this is exactly the question that has been asked in preparation for this year’s Communiqué Awards. Prompted by the significant changes that have occurred in a relatively short period in the healthcare communications industry, the Healthcare Communications Association conducted a review in the second half of 2009, examining the specific challenges and opportunities in great depth and together with PMGroup, translated these into implications for the Communiqué Awards.

Never has the saying ‘perception is reality’ been more true than it is today. We have all heard it before but firstly, everyone is a potential stakeholder and influencer. The spotlight on all industries is bigger and brighter than ever before and there is an increasing societal expectation for both transparency and a meaningful dialogue across the board. Arguably this is even more acute in areas deemed to be emotive such as the development and marketing of medicines. Secondly, perceptions are now created and cascaded instantly – at the touch of a button through digital channels. There are too many recent perception-impacting reputation examples to mention, but I would wager you can instantly think of at least a couple in the time it takes you to read this paragraph! What’s the point? The point is that we are all in the business of shaping perceptions and positively impacting reputations and the Communiqué Awards, in its own right, is a perception-forming and reputation-impacting event!

So back to the question: why are we here? We are here to recognise and commend excellence and best practice in healthcare communications that ultimately deliver real improvements in healthcare, build trust with stakeholders and enhance the reputation of our industry. Through a process of consultation with industry and consultancy experts, a complete overhaul of the Communiqué Awards categories and the judging process has been undertaken to ensure every detail is consistent with this restated raison d’être. And what does that mean? Has it made any difference? Well the answer is ‘yes’ as the judges have had the honour of assessing nearly three hundred entries – a 20% increase on the number received last year and with submissions from companies previously unable to enter.

Are we here to celebrate? We most certainly are! It’s clear that healthcare communications is playing a key role in building positive perceptions of the industry and there are countless examples of the vital contribution communications has made to patients, families and carers of patients, healthcare professionals and the public at large, not just in the UK but across the world. Whether it is helping to overcome issues of postcode prescribing, tackling health inequalities or simply encouraging people to protect themselves from preventable diseases, the 2010 Communiqué Awards give us the opportunity to celebrate the difference that we have made to people’s lives and be proud of what we have achieved.

Huge congratulations to all the finalists and winners tonight and have a great evening.

Sarah Matthew, Joint CEO, Virgo HEALTH
Chair of Judges, Communiqué Awards 2010
Breathing life into great communications

With over 20 years of experience, and offices in the US and Europe, the Caudex team is ready to support your global communication needs throughout your product's life cycle.

Our services include:

• Strategic communications & publications planning
• Medical writing & editing
• Key expert engagement
• Educational programmes
• International conference & meetings management
• Creative design & multimedia solutions
The Communique Awards judges are selected for their professionalism, experience and expertise relating to specific categories. We invite only senior personnel from industry marketing and PR departments, PR consultancies, medical education and communications agencies, industry freelancers and stakeholders onto the panel. Judges are then carefully allocated to individual categories based on their areas of specialist knowledge, expertise and experience.

After pre-scoring entries in the Healthcare Communications awards categories, the judging panel meet for a day to decide the finalists and ultimately the winners. They work in groups of six, led by an experienced group head, and each group is allocated a maximum of four award categories. This ensures that no one judge is involved in seeing the anonymised entries in more than four categories, and that there is plenty of fresh thinking across the entire process.

The judges are tireless in dedicating their time and expertise to these Awards. Confidentiality and impartiality are paramount and the judges are mindful that they must have had no involvement in any of the work they are voting on. To ensure total impartiality, judges are asked to step out of the room if the debate involves any conflict of interest and none of the judges (whether from the industry, an associated organisation, eg. a charity, or agency) are allowed to vote on any of their own teams’ or agencies’ work.

An entirely separate panel of independent judges with experience in healthcare communications and business performance review the entries in the remaining three sections: individual, team and organisation awards; industry reputation awards; consultancy awards.

Chair of judges:
Sarah Matthew

Judges for Premier awards:
Rupert Ashe, Amie Baker, John Clare, Nick Francis, Karen Fraser, Steven Glass, Alan Kane, Sarah Mathieson, Dawn Stallwood, Lee Tomkins, Andrew Topen, Diane Wass, Gwennan White, David Youds

Judges for Healthcare Communication awards:
Paul Archer, Diana Barkley, Lorna Baxter, Mark Cater, Julia Cook, David Daley, June Dawson, Emily Day, Claire Eldred, Kate Evans, Kaush Gandhi, Anna Gibbons, Matt de Gruchy, Pamela Harrison, Gaynor Hayburn, Janet Kettels, Anna Korving, John Lehal, Anna Maxwell, Nick May, Sean McGrath, Catherine Oliver, Eugene Osei-Bonsu, Greg Page, Annabelle Sandeman, Shipra Singh, Amanda Smith, Jo Spink, Kelly Teasdale, Brian Tjugum, Cherry Wood, Matt Worrall, Alison Wright

Judges for Writing Excellence category:
Clare Bates, Steve Dawber, Paul Hilditch, Celia Hall, Simon Warne

Judges for Digital Media category:
Chris Finch, Neil Flash, Kai Gait, Jules Pancholi, Gavin Tuffey
Think again
Guest delegates at the European Society of Cardiology Congress were subpoenaed to be the jury at ‘The Formulary Court of Justice’, where the case for Olmetec to be on the formulary was tried. The scientific evidence, for and against, was presented to the jury by ‘lawyers’ (fellow delegates). The jury provided a unanimous verdict that clinicians should be able to prescribe Olmetec, with recommendations for its position. As a result of the ‘court hearing’, five delegates have made formulary applications with three successful, two pending.

“We liked this – a lot! It had a nice twist that brought data to life. In an area with many similar products they communicated their message differently”

"Very balanced, very transparent and outcomes show evidence of change in clinical practice"

Finalists

Agency: Brand(x) Communications & DJM
Client: MSD
Campaign: SONIC BOOM

Agency: Cohn & Wolfe
Client: F. Hoffmann-La Roche
Campaign: B Focused in RA Management

In-house: Roche Products
Campaign: ASCO ‘The Meat in the Sandwich’
Award winning campaigns

Congratulations to the winner of the ‘Best Communication of Survey, Market Research or Audit Data’ Award.

Like them, we know how to create award winning campaigns. Our PR, Medical Education and Patient Engagement teams use their deep understanding of how to reach and mobilise patients, clinicians and wider stakeholders to deliver real results – for them and you. To find out more, contact Paul Tanner or Carole North on +44 (0)20 7627 0990.

90TEN healthcare
Award winner

Agency: Red Health
Client: Pfizer
Campaign: Driving Get Real, Get a Prescription to the Next Level

Robust and comprehensive research lay at the heart of the success of this development phase of the 2008 award-winning campaign ‘Get Real, Get a Prescription’ and was vital to its success. Compelling evidence was uncovered and insights shared with key stakeholders, continuing to raise the awareness of the dangers of counterfeit medicines and delivering excellent results.

“Such a strong example of how insightful use of a survey enables ownership of a communications’ space. Phase two of this work presented new research resulting in impressive results overall with benefits for everyone”

“Skilful development of a great campaign that made consumers and stakeholders sit up and take notice”

Highly commended

Agency: Cohn & Wolfe
Client: Bayer Schering Pharma
Campaign: Home spun or hard fact? Tackling contraception myths

“They were brave in their objectives and strategy. Everything hung on the survey and they used it cleverly, with some very streetwise media handling”

Finalists

Agency: Cohn & Wolfe
Client: GlaxoSmithKline
Campaign: ‘Making Every Appointment Count’ - Giving Patients with Parkinson’s a Voice

Agency: Health Mandate
Campaign: National priorities, local action?

Agency: Virgo HEALTH
Client: Bristol-Myers Squibb and AstraZeneca Alliance in Diabetes
Campaign: The ‘Hidden Incidence of Hypoglycaemia’ Survey

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

Winners of 10 PMEA and Communique awards

Find out how Strategen deliver excellence in:

- Medical Education
- Meetings
- KOL Development
- Audit
- Epidemiology and Pharmacoeconomics
- Decision Research
- Disease Scoring

For further information, please contact Scot Buchan at Strategen Ltd
Tel: 01256 385100
Email: scot.buchan@strategen.co.uk
Award winner

Agency: Resolute Communications
Client: Shire
Campaign: Through the Looking Glass: A Child’s Perspective on ADHD

‘Through the Looking Glass’ was developed to help Shire’s entry into the ADHD market and differentiate them from the competition. Hand-painted artwork, a keynote speaker who inspired with her account of the child’s perspective, and a programme that dealt with real issues affecting ADHD clinicians and patients, helped to deliver success at this important, inaugural event.

“A refreshingly creative approach to a meeting. Good qualitative and quantitative objectives and well executed. A strong profile-building campaign in a cluttered market”

Highly commended

Agency: Ash Healthcare
Client: Daiichi Sankyo UK
Campaign: Olmetec on Trial

“This was impressive and achieved key stakeholder involvement. Good use of satellite symposium”

Finalists

In-house: Abbott with the support of ApotheCom
Campaign: ‘Arena for Immunology’ Annual Meeting

In-house: Pfizer
Campaign: ‘The Elephant in the Room’ Symposium

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
"We hate social media" is old school thinking. The world has changed, social media is mainstream and Aurora is working with clients to integrate digital and social media into their communications. We understand the culture and structure of pharma companies and can provide you with the sound guidance and practical support you need.

Find out more at www.wehatesocialmedia.com
Peritoneal dialysis (PD) is an underutilised therapy in the UK, despite very real economical, clinical and lifestyle benefits. A robust training programme for nephrologists was developed to enable them to perform insertion of PD catheters under local anaesthesia, rather than relying on surgeons, using general anaesthetic.

“A very practical approach to answer an unmet need. A strategy that changed clinical practice by identifying a value-added service with very real benefit in terms of patient care”

Despite NHS investment to improve postoperative pain management, problems persist with the availability of numerous, often complex, guidelines. A multidisciplinary expert panel developed a framework to consolidate and simplify these guidelines to help pain specialists educate the wider healthcare team.

“A sound strategy, good branding and strong delivery. Effective use of the consensus statement and, importantly, showed evidence of good stakeholder verdicts”

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
Cohn & Wolfe congratulate the finalist and winner of the Communiqué Award for Best Professional Education Programme.

Note to self for next year:

Don’t get caught eavesdropping
Repeat “I am NOT a semi-professional dancer”
Check under the toilet door before gossiping
Avoid old bosses
Don’t dance near anyone holding a glass of red wine
Brush up on small talk
Plan graceful exit strategy
Drink less champagne before ‘working the room’
Practice fake smile
Take Friday off.....

Cohn & Wolfe congratulate the finalist and winner of the Communiqué Award for Best Professional Education Programme.
Award winner

In-house Abbott Nutrition and the Royal College of Nursing Programme Nutrition Now

Scandalously, malnutrition continues to be a widely under-recognised and under-treated issue affecting over three million people in the UK, at an annual cost of £13 billion. Abbott Nutrition partnered the Royal College of Nursing (RCN) on this powerful campaign to empower nurses in the front line of delivering patient care, to play a driving role in improving standards of nutrition. The campaign influenced nutritional policy, providing nurses with the practical tools, support and evidence they need to make nutrition a priority in their workplace. Now in its third year, the campaign continues to gather momentum, impacting substantially on nursing best practice.

“A truly holistic campaign that identified a specific educational need and made a significant impact”

"Great partnership work, well rounded and implemented on an impressive scale”

Finalists

Agency: Euro RSCG Life Medicom
Client: Bristol-Myers Squibb Pharmaceuticals
Programme: RADAR (Responsibility, Anticipation, Discussion, Assessment and Response) Approach

Agency: Just:: Health PR and In-house: Pfizer
Programme: ENHANCE: Marketing Your Service

Agency: Litmus MME
Client: Pfizer
Programme: EYECAMPU$: Collaborative Learning in Ophthalmology

Agency: Tonic Life Communications
Client: Roche Products
Programme: Rheumatology-Congress.co.uk Educational Conference Highlights Package
Frank found out that his marketing team had failed to target clinical pharmacists...

Don’t allow your media plan to get stuck in the 1970s.

The British Journal of Clinical Pharmacy

Visit www.clinicalpharmacy.org.uk for more details or call 0121 633 4691
Residents of Doncaster’s disadvantaged areas experience 15 per cent more heart disease and stroke-related deaths than the rest of the UK. ‘Test Your Heart’ was launched to reduce this inequality, bringing healthy heart checks and education to Doncaster’s over 40s. Clinics were brought into the community, with venues ranging from local fêtes to factories. The concept of ‘Your heart affects others’, highlighted the personal impact of heart disease as a motivator to get checked. Over 4,000 at-risk residents had the heart check, potentially saving lives.

“Such a good programme for pharma to be undertaking. It was so well thought through, tackling health inequalities by getting close to the community and building key relationships”

“Test Your Heart”
Agency: Euro RSCG Life Medicom
Client: Innovex and NHS Doncaster
Campaign: Test Your Heart

Highly commended
Agency: 90TEN Healthcare
Client: NHS Waltham Forest
Campaign: ‘Frisky not Risky’ Chlamydia Screening

“They exceeded all expectations and the turnaround was dramatic. It’s not easy, engaging with a young audience”

Highly commended
Agency: Munro & Forster
Client: NHS Blood & Transplant
Campaign: NHS Blood & Transplant Organ Donation

“A very creative approach ensured they adopted a positive and compelling slant. Issuing a direct challenge to the audience was bold. This got people thinking, and you can see why”

Finalist
Agency: Just: Health PR
& In-house: & Pfizer
Campaign: Lose the Smoker in You Community

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Weber Shandwick is a leading global public relations agency with offices in 76 markets around the world. With a deep commitment to client service, creativity and collaboration, we harness the power of Advocates – engaging stakeholders in new and creative ways to build brands and reputation.

To find out more about our award-winning health offerings, contact Lucie Harper, Group Managing Director Health, on +44 (0) 207 067 0220 or lharper@webershandwick.com

www.webershandwick.co.uk
NACC (as it was known) is the UK’s leading source of information and support for those living with lifelong, potentially life-threatening, inflammatory bowel diseases (IBD). Addressing public ignorance of IBD is vital and overcoming media sensitivity to discuss the key symptom, diarrhoea, requires innovation.

NACC spearheaded the launch of the new ‘Service Standards for the Healthcare of People with IBD’, successfully addressed the lack of a National Service Framework and secured access to antitumour necrosis factor maintenance therapy via NICE.

“Excellently implemented and great results. They achieved a blast of national, regional and medical coverage for a disease area that the media often shy away from. They also had an enormous impact on the NICE decision”
grow your business network with Healthcare Advocate

To find out more information contact David Fisher on 07775 897752 or email dfisher@healthcareadvocate.net
Award winner

Agency: Health Mandate
Client: The Hepatitis C Trust, supported by Roche Products
Programme: Securing a liver strategy

Further details of this entry have been withheld on request of the entrant in the interest of confidentiality

“Quite simply this campaign helped transform the policy landscape for Hepatitis C”

“This stood out in an extremely high standard category. An outstanding piece of work – very defined, robust and measurable. They over-achieved against very tough objectives”

Finalists

Agency: Health Mandate
Client: British Specialist Nutrition Association (BSNA)
Programme: Creating the Appetite for Action on Malnutrition

Agency: Health Mandate
Client: Company Chemists’ Association
Programme: Pharmacy: the Efficient Prescription

Agency: Health Mandate
Client: Roche Products
Programme: Delivering Chemotherapy Closer to Home

Agency: Health Mandate
Programme: National Priorities, Local Action?

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
We won’t get everyone talking about your brand.

Only the people that matter. After all, some voices will make a big difference to you and some won’t. We’ll reach the ones who will. We call this intelligent influence. Try it.

Shipra Singh
EMEA Head of Healthcare
Tel: 020 7853 2321
shipra.singh@porternovelli.co.uk

www.porternovelli.com
The launch of alli was the culmination of years of work and holds the first ever pan-European licence for an OTC medicine. The first pharmacy-only, weight-loss aid alli is a clinically proven product that meets the needs of many overweight and obese people. Creating a campaign that leveraged the right tools of the marketing mix and communicated an appropriate, responsible and educational message to build trust in alli was crucial in ensuring a successful launch.

“Has anyone NOT seen or heard about alli? With some smart thinking and innovation, this multi-channel PR campaign achieved virtually blanket media coverage”

"We particularly liked the way it was crafted to avoid the 'magic pill' connotation”
IS THERE SOMETHING MISSING FROM YOUR DIGITAL COMMUNICATIONS?

AT LAST, A COMPLETE DIGITAL AGENCY

- Strategy
- Delivery
- Innovation
- Regulatory know-how
- Scientific expertise
- Digital expertise

Complete Digital combines unparalleled healthcare and digital experience together with the deep scientific expertise of the extensive team of therapy area specialists within Complete Medical Group. This enables us to deliver innovative communication strategies and tactics that really work in your legal and regulatory environment.

If you think there may be something missing from your digital brand plan, please contact:

Kay Wesley (Global Director, Complete Digital)
Tel: +44 (0)1625 624113  email: kay.wesley@complete-digital.com  www.complete-digital.com
Rather than preach to a youth audience about the need for sun protection, digital media, together with a compelling incentive, was used to put messages into the mouths of influential members of the target audience, who then spread the word further afield. Over 800,000 of the target audience online were reached via social media and traditional PR.

“It’s great to see a campaign that has utilised social media in this way to deliver such an important health message to so many teenagers”

“The strategy, objectives and key messages were closely aligned to the MHRA’s own anti-counterfeiting strategy. Delivered great results”
It’s about relationships and inspiring an onward change in behaviour. Getting it right requires experience which is why you’ll find the senior members of our team talking to journalists, employing their knowledge, flair and imagination to make your message count.

Liberation, a breath of fresh air in media relations.
An average of three people a day die while needing an organ, so the aim was both simple and obvious: encourage more people to join the NHS national donor register. The task was finely balanced, with the media flooded with organ donation stories tending to focus on the ‘presumed consent’ debate and negative aspects, this campaign set out to achieve focus on the importance of signing up now and getting across the positive aspect of how lives can be transformed by donation.

“An outstanding entry. This was very creative and the outcomes were great. Had a clear strategy and messaging, putting new angles to an old story”

Finalists

Agency: Leon PR
Client: Bayer Schering Pharma
Campaign: The Cinderella Cancer: NICE Appraisal of Nexavar (sorafenib) in HCC

Agency: Red Door Communications
Client: British Coffee Association
Campaign: Coffee Counts! Refresh & Hydr8

Agency: Red Health
Client: Pfizer
Campaign: Driving Get Real, Get a Prescription to the Next Level

Agency: Virgo HEALTH
Client: BBI Healthcare
Campaign: Regain Your Balance

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INGREDIENTS
FOR SUCCESS?
SUCCESSFUL
INGREDIENTS.

For more information contact
John Gisborne, Head of UK Healthcare
on +44 (0)20 7413 3157
www.hillandknowlton.co.uk
The launch of alli – the first clinically proven weight-loss medication to be available over the counter (OTC) and the first pan-European POM to P switch – represented an unprecedented PR opportunity. Strong leadership ensured market engagement and enthusiasm for delivery via a powerful PR strategy, which resulted in gold standard launches and extensive message-rich coverage. The success of the launch across Europe is reflected in alli becoming the region’s third largest OTC brand in just eight months.

"An impressive, comprehensive and all-embracing campaign that was meticulously planned and well executed. It stood out in demonstrating the true value of proactive media relations, using quality messages"

Highly commended

Agency: Cohn & Wolfe
Client: F. Hoffmann-La Roche
Campaign: RoACTEMRA/ACTEMRA: Reaching Beyond the Boundaries of Existing Treatments

“An outstanding campaign that delivered a complex message to achieve cut-through in a crowded market. Great use of the client’s digital expertise to extend reach”

Finalists

Agency: OgilvyHealthPR
Client: Pfizer
Campaign: Making Media Headlines by Exposing the ‘Naked Truth’ About Psoriasis

Agency: OgilvyHealthPR
Client: Pfizer Pharmaceuticals (formerly Wyeth)
Campaign: Act Now for the Future

Agency: Ruder Finn
Client: Novartis
Campaign: World Hypertension Day 2009 – Marco Pierre White says ‘To Hell with Salt’
Plenty of agencies fake their way through digital marketing.

It shows.

It shows when you ask them questions about using digital to connect HCPs, patients and carers to brands, products and services.

At Digitas Health, what shows is our experience. Experience of creating highly successful digital marketing strategies, campaigns and measurable success for our clients.

Experience that comes from a belief of helping, not selling.

So if you have a question about how we can make digital work for you, call us. We’ll show you - without having to fake it.
An expert-authored report into head lice best practice revealed that inconsistent advice from healthcare professionals results in parental confusion about treatment. The research involved pharmacists, healthcare professionals, schools and parents, and recommended changes to head lice management in the UK. A panel of pharmacy experts developed ‘golden rules of head lice management’ to help pharmacists provide better advice to parents and a ‘Once a Week, Take A Peek’ educational campaign highlighted the importance of weekly head checks and again provided simple treatment advice, that audiences responded to very positively.

“Such a fine example of medical and consumer tactics working well together. They used a clever, creative platform, uncovering a huge knowledge gap amongst parents. Very thorough and beautifully executed”
Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.

**Award winner**

Agency: Health Mandate  
Client: Rarer Cancers Forum  
Campaign: Off Limits

Further details of this entry have been withheld on request of the entrant in the interest of confidentiality

“A great piece of work exposing the lottery of treatments facing patients with rare cancers. Well articulated, well executed and engaging. They got NHS stakeholders to sit up and listen”

“The quality of this work, as well as the clarity and logic of the argument, have changed minds – no mean achievement in this field. This is a very deserving winner”

**Finalists**

Agency: ApotheCom  
Client: Novartis  
Campaign: Publication Plan for Lucentis – Supplements

Agency: Munro & Forster  
Client: AstraZeneca UK  
Campaign: ‘No Pain, All Gain’ Anxious Mums

Agency: Porter Novelli  
Client: Boehringer Ingelheim and Pfizer  
Campaign: COPDxchange Medical Education Programme

Agency: Health Mandate  
Client:  
Campaign: National Priorities, Local Action?
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More people than ever are surviving heart attacks (MIs). However, for the UK’s 1.4 million post-MI patients the risk of further cardiovascular events is heightened. Despite Government focus on heart disease, in 2009 there were still no consistent guidelines for post-MI care and UK management was patchy. HEART UK, the Primary Care Cardiovascular Society (PCCS) and Pfizer came together to establish ‘Follow Your Heart’ to address this major problem by developing the first-ever, dual patient/professional guidance and improve care standards. This transparent and equal partnership combined the perfect mix of perspectives, skills and expertise and the campaign successfully delivered against its goal.

“A clear winner in every way, demonstrating just how such a partnership project can, and should, work. There was complete transparency about each partner’s objectives”

“This was a collaboration that delivered to all stakeholders. It demonstrated strong customer focus and is effectively transforming the lives of this large group of vulnerable patients”
experience our experience

a new view on integrated healthcare communications

cardiology
allergy/respiratory
pain management
medical devices/device technology
health outcomes/pharmacoeconomics
rheumatology/osteoarthritis
neurology/cns/psychiatry
oncology/haematology
gastroenterology
fertility
women’s and men’s health
hepatology
vaccines
immunology
infectious diseases
nephrology
geriatrics
paediatrics
obesity
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transplantation medicine
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dermatology
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Judges’ Award for Innovation in Healthcare Communications
sponsored by ApotheCom, a Huntsworth Health Company

Award winner
Agency: Munro & Forster
Client: NHS Blood & Transplant
Campaign: NHS Blood & Transplant (NHSBT) Organ Donation

An average of three people a day die while needing an organ, so the aim was both simple and obvious: encourage more people to join the NHS national donor register. The task was finely balanced, with the media flooded with organ donation stories tending to focus on the ‘presumed consent’ debate and negative aspects, this campaign set out to achieve focus on the importance of signing up now and getting across the positive aspect of how lives can be transformed by donation.

“All the finalists demonstrated excellent innovation in healthcare communications. The winner tackled a very challenging task creatively and produced outstanding results”

Finalists
Agency: Health Mandate
Campaign: National priorities, Local Action?

Agency: Health Mandate
Client: Rarer Cancers Forum
Campaign: Off Limits

Agency: Red Health
Client: Novartis Oncology
Campaign: The Gift of Time – Jane’s Journey

Agency: ROCK medical communications
Client: Nucletron BV
Campaign: Brachytherapy Online: Raising awareness with Wikipedia

Agency: Virgo HEALTH & In-house: GlaxoSmithKline Consumer Health
Campaign: The Launch of alli

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

Missing something vital?

Then why not add a little colour to your brand?
Award winner

Lifeblood: The Thrombosis Charity
submitted by Athena

Since its inception in 2002, Lifeblood has been working to raise awareness of thrombosis with both the public and healthcare professionals. The 'Stop the Clots' campaign focused on hospital-acquired blood clots, the biggest preventable killer in UK hospitals, with 70 per cent of deaths preventable through risk-assessment and treatment. The most notable achievement of the campaign was the Department of Health finally producing targets that mandated risk assessment of all adult patients on admission, with prevention of hospital-acquired clots in the National Operating Framework of the NHS. This is a phenomenal achievement, particularly considering Lifeblood’s size and limited funding.

“We were completely bowled over by this entry's dynamics – such a powerful, compelling campaign which resulted in changed NHS practice and could save thousands of lives”

“A great example of turning words into action, and with serious momentum objectives”

Highly commended

Migraine Action

“Tactically this was very impressive – raising awareness across key audiences with limited resources”

Finalists

Myeloma UK

Crohn’s and Colitis UK (formerly known as NACC)
Submitted by Healthcare Solutions PR

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Insight-driven healthcare communications for the private and public sector

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Award winner

Medtronic

Twenty-eight national print articles, six TV appearances, seven disease awareness campaigns, two major product launches, a brand new website and an internal national meeting for 380 staff would be a significant achievement for any large communications department. For one and a half communications professionals and an administrator, covering seven business units and at least 30 major (and hundreds of other) products, and on a very modest budget, 2009 was an impressive year and the Medtronic UK/Ireland communications team generated 170 million opportunities to see/hear/read about the company’s therapies.

“They did a fabulous job for such a tiny team – and produced amazing results”

“They established impressive partnerships with stakeholders and demonstrated the value of PR across the company”

Highly commended

Roche Products

“A dynamic, truly integrated team, they had the courage to challenge, setting clear SMART objectives and tackling very strategic, wide-ranging activities with both external and internal focus”

Finalist

The Pfizer UK/EU Communications Team

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Pharma Times Marketing Communications Agency of the Year

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www.resolutedcommunications.com
Nicky truly has a passion for enhancing the industry’s reputation. She has achieved a phenomenal rise for someone so young and is obviously a strong contributor to the success of her agency.”

Finalists

Rachel Bannister
Tonic Life Communications

Dafni Kokkidi
Ketchum Pleon

Hannah O’Neill
Virgo HEALTH

Ondine Whittington
Virgo HEALTH

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You have been looking for a dynamic agency, and all the time we were looking for you.

Zaicom MMC creates and delivers strategic, brand-focused medical communication programmes in Europe and the UK.

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You don't need another agency, you need a perfect partner.
Throughout his career, Chris Brinsmead has been seen as an exemplary advocate for our industry in varying roles for AstraZeneca, but it was as president of the ABPI that Chris made a huge impact, leading a real transformation of how our industry addresses its reputation. With his vision, the VITA strategic imperatives were born, along with a much-needed and refreshingly open and honest approach to communicating.

“Chris fully deserves this recognition for his significant contribution to the industry. As president of the ABPI, he ensured that as an industry we put reputation and specifically the issue of trust, at the heart of our collective focus. The future of the healthcare communications industry will owe much to Chris’s work”

Amie Baker, head of UK communications and corporate responsibility, AstraZeneca
Chair of judges (premier) Communiqué Awards 2010

“As an industry, I think we have made great progress to identify different ways of working with both government and the NHS. Chris has played a key role in that, moving the ABPI and industry onto a much more positive footing, ensuring we have been involved in the right conversations and showing the value we can add through partnering with our customers, rather than just being a supplier of medicines. The nature of conversations we are having with government, the NHS and healthcare professionals now is much more constructive and productive, and that’s something I want to build on”

Simon Jose, general manager and senior VP, GlaxoSmithKline UK and president of the ABPI

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
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Communications Without Compromise

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www.virgohealth.com
Julia Neuberger, one of our foremost scholars, social reformers and communicators, is a driving force in shaping this country’s healthcare ethics. Her vision, energy and passion for championing change within the complexity of the healthcare system have been tireless.

In 1977, having graduated from Newnham College, Cambridge, Julia became Britain’s second only female rabbi. In 1989 she began to pursue her interests in research and healthcare ethics in earnest, by becoming a visiting fellow and then chief executive at the King’s Fund Institute – the charity that seeks to understand the health system in England and use these insights to shape policy, transform services and bring about behaviour change. This was a position she held until 2004.

For two decades, Julia has championed high-quality health and social care reform with an enormous passion and energy. It is a tribute to her vigour that she took on and achieved so much during the 1990s: becoming a visiting fellow at Harvard Medical School, chairman of Camden & Islington Community Health Services NHS Trust, a member of the Committee on Standards in Public Life, the Medical Research Council and the General Medical Council.

Her focus on how the NHS can deliver policy and service improvements is reflected in some of her many publications, which include Ethical Issues in Child Health Care, Primary Care: Core Values; Hidden Assets: Values and Decision-making in the NHS Today; and Caring for Dying Patients of Different Faiths.

In 2004, she was created Baroness Neuberger of Primrose Hill and in the same year she was also awarded a DBE.

“Her outstanding personal achievements in improving healthcare provision are testament to excellent communication skills, energy, drive and passion and this award is truly well deserved”
Performance enhancing (and it’s legal)

Contact: Lois Hall
(lois.hall@ogilvyhealthworld.com)

Matt de Gruchy
(matt.degruchy@ogilvyhealthworld.com)
Award winner

Agency: Euro RSCG Life Medicom
Client: European Alliance for Access to Safe Medicines (EAASM)
Campaign: Counterfeiting Superhighway

Counterfeit medicines represent the fastest growing threat to public health, primarily down to criminal gangs seeking high returns, able to exploit weak European supply chain regulations and take advantage of over-trusting internet customers. Results of the Counterfeiting Superhighway research into online pharmacy POM medicine purchases were shocking and the campaign succeeded in educating consumers and influencers in a highly responsible way with creative and targeted use of media.

“Their success in improving and protecting public health through education has been incredible and as an organisation they are fast becoming a hugely effective and highly respected force for good in healthcare”

Finalists

Agency: FD Santé and Life Sciences
Client: Nycomed
Campaign: Nycomed in Focus

Agency: Health Mandate
Campaign: National Priorities, Local Action?

Agency: Red Health
Client: Pfizer
Campaign: Driving Get Real, Get a Prescription to the Next Level

In-house: Roche Products and Health Mandate
Campaign: Taking the Panic Out of the Pandemic

Please note: In featuring award-winning work, certain information made available to the judges is not available for publication.
“Each time we challenge them they **exceed** our expectations – flawless delivery and the nicest people to work with”

**Global Brand Director**

iS Health Group, the award-winning healthcare communications agency, comprises five companies – iS Health, iS LifeScience, iS Academy, iS Events and Wisper Public Affairs

[www.is-health-group.co.uk](http://www.is-health-group.co.uk)
Award winner

Shire PLC
Programme: A Brave New Brand for Shire Pharmaceuticals

Shire’s roll-out of its new corporate brand, BRAVE, a concept that captures the company’s values, was a hit with employees worldwide. Videos of employees’ BRAVE stories are among the most watched on Shire’s intranet and BRAVE has become a platform for all corporate initiatives, from the CEO’s blog, to space planning that encourages creative thinking.

“This work is inspirational. It’s both smart and strategic and secured buy-in from all levels of management”

Highly commended

In-house: Roche Products
Programme: Taking the Panic Out of the Pandemic

“This was very focused. They started with impressively SMART objectives and considered many internal communications vehicles. With good evidence of uptake, this is an excellent example of proactive issue management to benefit the patient”

Finalists

In-house: Abbott
Programme: Winning on the Inside to Win on the Outside

Agency: Euro RSCG Life Medicom
Client: Smith & Nephew
Programme: ALLEVYN Internal Communications European Markets

Agency: Red Door Communications
Client: Eisai Europe
Programme: Get ‘Clued In’ to Severe Sepsis

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We are modest.
It’s everybody else that keeps shouting about us.

Clinical Nursing and New Representative award-winners - Pf Awards 2010
Marketing Company of the Year 2009 - PharmaTimes
Company of the Year 2009 - PMEA
1 team and 6 individual winners at the PharmaTimes Marketeer of the Year & Clinical Researcher of the Year Awards
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Date of preparation: June 2010, AXCOR101460
The Medical Publishing Insights and Practices (MPIP) Initiative is a collaboration founded by pharmaceutical industry members and a medical publication professional association to promote trust and transparency in publishing industry-sponsored research. Founded in 2008 by leading industry participants, its key accomplishments include: identifying issues and challenges perceived by journals to be barriers to transparency and trust; establishing a constructive forum for industry and journal engagement on key issues; collaboration with journals on actionable solutions to raise standards in medical publishing, increase transparency and expand access, and visibly demonstrating a commitment of industry to transparency and restoring trust with stakeholders.

“This initiative is about driving best industry practice and reputation – especially around transparency – something that is in the interest of both pharma and their agencies. A worthy winner in this new award category”
It is estimated that between 50-90% of medicines now purchased over the internet are counterfeit. It's a shocking statistic and one that Pfizer felt demanded an equally shocking response. In 2009, we launched a striking public awareness campaign targeted at those purchasing medicine from unlicensed sources. Get Real, Get a Prescription combines a hard-hitting advertising campaign with an intensive PR and communications effort. The result was an innovative campaign that was supported by the MHRA, HEART UK, Patients Association and the RPSGB. We are proud to be a collaborative organisation that is always open to new ideas.
Health Mandate’s team has been at the heart of the debates that have helped shape today’s NHS. Their consultants are drawn from the worlds of Westminster, Whitehall, the voluntary sector and the media, reflecting Health Mandate’s expertise in helping pharma to solve the issues that will ultimately shape a pharma organisation’s future prospects. Their understanding of how power in the NHS works and who holds it, is matched by evidence of their ability to build alliances, mobilising politics and the media, to support their clients’ causes.

“They had a brilliant year, continuing to show a profound level of thought leadership and engendering respect from within the industry and service sector alike. Strong on public affairs, they were prepared to tackle difficult issues, delivering the highest quality results for clients and their stakeholders”
Succinct a clear vision

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Watermeadow has proved that they are an agency to be reckoned with. They rode out a rough year in 2009, maintaining their full client base, brought new clients on board and expanded their highly motivated team. This is an agency that has focus and continues on its mission to achieve consistently strong client results.

“They did a tremendous amount to further patient care and change clinical practice for the better and it’s clear they are passionate about what they do. Their company ethos of creating a stakeholder employee environment is a great example for others”
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Inspired Science is a strategic partner to the Ketchum Pleon network.
Award winner
Virgo HEALTH

2009 was to be a watershed for Virgo. It was a year that delivered significant growth as proof that the agency’s new service offering (created in 2008) was meeting the needs of the evolving market. Revenue grew across all services and Virgo broke the £4m fee threshold for the first time. New business totalled £1.44 million with the agency acquiring 11 new clients and 24 new accounts, while maintaining an impressive record of client retention and this they say is testament to their team, which grew to 42. In addition, Virgo achieved a very impressive sixth place in the ‘UK Great Places to Work for Small Companies’.

“This was a year that saw Virgo develop their core heritage into a new structure that is forward-thinking and diverse enough to deal with broader industry initiatives”

“Here is an agency that sticks to its values religiously. With transparency, they continued to challenge current thinking, both with clients and in the wider pharma/healthcare environment”

Highly commended

Red Door Communications

“Thereir entry spoke volumes about their desire to put ‘trust’ at the top of the pharma agenda. Moving away from establishing brand champions, to adopting new ways of working with patient partners, they’re clearly positioning new goalposts for the better of pharma and healthcare”

Finalists

Chandler Chicco Companies

Health Mandate

Just:: Health PR

Red Health

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