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INTRODUCTION

Dr Paul Stuart-Kregor is one of the founders of Cello Health Consulting and has worked in the healthcare industry for over 35 years, on both the client and service side. Paul has been a marketer for more than 30 of those years, having worked across a number of different sectors before moving to consultancy in 1993. His expertise lies in market scoping and market insight for new and existing therapy areas, marketing strategy (phase 2 to in-market compounds), brand development/repositioning, organisational design and process development, marketing and operational excellence plus senior leadership development.

Once again we are celebrating all that is excellent about our industry’s efforts to improve outcomes for our customers, be they healthcare professionals or patients. Before we do, I would like to reflect on how we have seen healthcare suppliers respond to the challenges of the current pandemic.

When Europe started to go into lockdown, country by country, it was clear that ‘business as usual’ was not going to be possible. Usually we have a degree of warning of future events which allows us to prepare, planning for the worst and hoping for the best.

While it’s still not absolutely clear when COVID-19 started, the first formal announcement was less than three months before European countries started their lockdowns. Hardly much time in which to prepare for a complete change in how we do business, not least as we could not predict how each of our operating environments would impose restrictions.

However, it is clear that all businesses had to adapt: to new ways of working; to providing support for their workforce; to doing business in a different way.

In order to recognise those businesses who went above and beyond during this healthcare crisis, we introduced the Agility Award in Pharma Market Excellence. We had 14 entries specifically for that category, and the winner will be announced tonight.

The internal focus on supporting staff has clearly been paramount, helping to ensure people have become more resilient and also, in many ways, more valued. There has been increased engagement, with examples of the most senior leaders becoming more visible and interacting more with all their staff. We have seen evidence of increased innovation in some businesses as senior leaders recognised the talent that existed within the organisation.

However, the customer-focused response was even more impressive, with some companies accurately reflecting the mood of the time and enhancing their reputations.

Apart from the ‘big ticket’ public support offered by companies, there have been some truly innovative and well received initiatives from companies forced to do things differently. From helping the NHS to adapt their ways of working to free resources for COVID-19 patients while maintaining support for vulnerable patients, to helping implement new guidelines issued in response to the pandemic, to ensuring continuity of care for patients with life-threatening chronic conditions, to developing ‘at home’ initiation for specialist treatments, we have seen the industry at its best.

All businesses have had to adapt on a week-by-week basis and decide how and when to change. To those who have made a real difference, only some of whom can be rewarded tonight, we salute you.

On behalf of PMEA and all the judges, thank you all for your efforts this year, entrants, finalists and winners alike.

Enjoy your evening.
PMGroup would like to take this opportunity to thank…

The PME judges

For the time and effort they have invested to ensure these awards represent the industry’s highest standards, particularly in 2020’s extraordinary conditions. To have such high-calibre professionals willing to dedicate their time and energy to the judging process is a reflection of the excellence of the work produced in the healthcare Industry. The judges rose to the challenge with professionalism, generous enthusiasm and fair-mindedness. Their feedback enables us to ensure the judging process not only maintains the same degree of relevance, rigour and robustness as ever, but that it also improves as we move forward with next year’s programme.

None of the judges reviewed any work they were connected with.

Dr Paul Stuart-Kregor

Chair of Judges for 2020. Throughout the process he has worked tirelessly to help us ensure the relevance of the Awards and the robustness of the judging process.

The PME Sponsors

Our sincere thanks go to each and every one of these sponsoring companies for their huge support and commitment. Without them the PMEA Awards simply would not be possible.

All of this year’s entrants

It is a privilege to see so many organisations willing to stand up and be recognised under increasingly rigorous judging and assessment conditions. The standard of entries now being received across the awards categories is often extraordinary.

Each year we set out to ‘raise the bar’ and make the PMEA programme a benchmark for recognising excellence in improving patient outcomes and this can only be achieved thanks to the great enthusiasm and support of the industry-leading teams that enter.

Lost It Productions

For all their hard work behind the scenes in producing the first-ever live stream awards in extraordinary circumstances.
Richard Bartlett is an Associate Partner at McKinsey & Company in London and a leader in McKinsey’s Medical Products practice and leads McKinsey’s transformation work in Medical Products across Europe. He serves medical product companies on holistic transformation, commercial excellence and strategy predominantly in Europe. In addition, Richard serves clients across both the public and private sector in healthcare, focusing on health system strategy and reform, new model of care design, and integrated care.

Paula Bellostas Muguerza is a Principal at AT Kearney’s Pharmaceutical & Healthcare and Digital Transformation Team. Paula is also a member of A.T. Kearney’s global pharmaceutical and healthcare and digital transformation practices. She has consulted in the pharmaceutical industry for nearly a decade, helping various pharmaceutical and biopharmaceutical clients to formulate strategic responses to changes in the healthcare environment, while regularly working with senior management teams. Her current area of interest is in understanding the threats and opportunities that digital technologies bring to the pharmaceutical value chain.

She has contributed to many industry articles and is also a non-executive director for a digital health start-up that focuses on using digital technologies to achieve sustainable human performance.

Outside of her role at A.T. Kearney, Paula is an ambassador for the Samaritans charity, where she works on corporate outreach. In addition to her charity work, Paula is an active blogger on mental health in the workplace.

Richard Blyth is Chief Customer Officer at Healthcare at Home, the leading pan-European, insight based managed medication service for complex medicines. He is responsible for strategy, insight, marketing, sales, relationships across PharmaCo and the NHS but most importantly the voice of the customer. Richard is redefining Healthcare at Home as a truly customer centric organisation starting with the end to end digitisation of the business.

Richard joined HaH in January 2018 from SAGA, where he created a new domiciliary care division - SAGA Healthcare. As MD he developed a portfolio of blended, technology enabled, ‘At home’ care solutions for seniors. He has particular expertise in articulating and operationalising brand advantage. His integrating approach has driven sales and share growth in previous roles at RBS, NatWest, GE Capital and Santander.

Deborah Evans FFRPS FRPharms FRSPH is Managing Director of Pharmacy Complete (The Tipping Point Ltd), whose purpose is to help patients to live well for longer by enabling pharmacy to have a healthier future. In pharmacy, our professional credibility, understanding of medicines access, health policy and our extensive professional network ensures that we can engage with the right people, have the conversations that matter and develop solutions that work. We help pharmacy be more successful by supporting business sustainability, training for the pharmacy team, project management, service design and implementation and much more. Deborah led the national, award-winning Healthy Living Pharmacy (HLP) pathfinder work programme on behalf of the national pharmacy bodies and the Department of Health, initially project managing the acclaimed Portsmouth HLP pilot and now offers a complete suite of services and resources to enable pharmacy teams to make a difference to the health and wellbeing of their local population.

Her professional achievements include being made a Fellow of the Royal Pharmaceutical Society (RPS), serving the RPS English Pharmacy Board, and becoming a Faculty Fellow.
**Karen Fraser** is Managing Director of Acuitas, a consultancy providing astute commercial insight and international KOL perspective to the biopharma and investment communities. She has over 30 years’ industry experience, which includes senior sales and marketing positions in companies such as Amersham International, Glaxo Laboratories and Lorex Synthélabo.

Karen also set up a successful marketing consultancy specialising in the provision of commercial planning and implementation for companies wishing to enter the UK market. Prior to setting up Acuitas, she spent 15 years as vice president at Quintiles, providing marketing and therapeutic insight to support global Due Diligence and Business Development activities.

**Stephanie Hall** is the Founder and Managing Director of Uptake Strategies, a global, multi-award-winning healthcare consultancy specialising in planning, capability and launch with a client based of the world’s top pharma and biotech companies. Uptake Strategies has been recognised at the PMEA and Communique awards since 2013 in categories such as Support Agency of the Year, Capability Development, Launch Excellence and Innovation. Stephanie is a chartered management accountant, fellow of the Chartered Institute of Marketing and has a degree in French and Italian. She has industry experience at GSK, Eli Lilly and Sanofi in roles across finance, marketing, sales and marketing excellence. Stephanie has been recognized in the UK Business Awards in 2018 for Woman Business Owner of the Year and is an alumni of the Goldman Sachs and University of Oxford 10,000 small businesses entrepreneurs’ programme (2018). Stephanie has been recognized as one of the UK’s top 10 women entrepreneurs in EY’s Winning Women Entrepreneurs’ programme in 2019 and has been triple shortlisted in the National Businesswomen’s Awards (2020). Stephanie describes herself as strategic, driven, passionate about healthcare marketing and fascinated by new challenges, international cultures and entrepreneurship.

**Roz Lawson** is a Partner at PA Consulting and an expert in Life Science commercial strategy and operations. She specialises in end-to-end commercialisation capability, focused on helping clients understand their market, define their go-to-market strategy, and implement it through their marketing, sales and customer-facing teams.

Over 20+ years, Roz has contributed to the growth of more than 100 companies across the pharmaceutical, medical device and diagnostics industries. She is fascinated by the unique challenges of commercialising products in different therapeutic areas, care settings and geographies... in the ever-changing world of healthcare.

Before joining PA, Roz worked at pharmaceutical consultancy ZS Associates, and before that in sales and marketing roles with P&G Pharmaceuticals.

**Giorgia Leoni** is one of EY’s Global Commercial Strategy Leaders in Life Sciences. She spent her career in consulting, primarily in pricing and market access strategy, for many years to later focus on business model innovation and outcomes based models.

Throughout her career, Giorgia supported top life sciences companies with the launch strategy of their key assets and has recently won the Management Consultancies Association (MCA) Award for best International project for EY’s work with AstraZeneca on their first digital therapeutic. Giorgia is passionate about the diversity and inclusiveness agenda and held pivotal roles within the Healthcare Businesswomen Association for several years.
Alasdair Mackintosh is Director and Founder, Keyhaven Associates Ltd. He is a senior business advisor and independent strategy and transformation consultant with extensive experience in the healthcare sector. He is also a Trustee and Vice Chair of the Pituitary Foundation, a patient-focused charity which provides essential information and support for people diagnosed with a range of pituitary disorders.

Over the past 24 years, Alasdair has supported many major healthcare organisations to enhance their commercial performance, develop effective digital strategies, and deliver better health outcomes for patients. He also helps entrepreneurs and investors in smaller, emerging enterprises to assess expansion opportunities, strengthen their business processes and governance, and to build effective organisations.

Alasdair was previously a partner and member of the global leadership teams at PA, Eden McCallum, Archstone and Gemini Consulting. He has an MSc in Business Management from the University of London and is a Sloan Fellow of the London Business School.

Craig Mills is Founder of Frontera Group. He is the Group’s Head of Strategy with over 20 years’ experience in the healthcare sector. Craig is a judge and business leader on the entrepreneurship programme, Bright Ideas at Kingston University, London. He is also an active supporter of the Pathway - the Faculty for Homeless and Inclusion Health, which seeks to transform health outcomes for one of societies most deprived groups.

Over the past 20+ years, Craig has led healthcare organisations driving their commercial performance, by helping them to develop strategies that centre on the patient’s experience of health. Today he runs a group of three agencies focused on the acquisition of real world evidence and, in partnership with academic teams, including Imperial College and University of Cambridge, supporting organisations in the adoption of behavioural theory to bring about the change they seek.

Thalita Marinho is a Director in the Strategy Team of PricewaterhouseCoopers. She has fourteen years of industry and consulting experience in the pharmaceutical and energy sectors. She worked at Royal Dutch Shell in Strategy and Economic valuation roles. She also worked for Booz & Company, a strategic management consultancy, where she focused on strategic issues in the pharma and Life sciences sector.

At PwC, Thalita works closely with global pharma leaders to develop and implement corporate and business level strategy. She leads projects on topics across the pharma value chain, including Sale & Marketing, Market Access & Pricing, and Patient Centricity. Her clients include Big Pharma, biotechs, generics, OTC and healthcare distributors.

Thalita has an MBA from the London Business School and is an Economist.

Learn more about the work by visiting www.pmlive.com/pmea
Paul Simpson is the Head of Contract Sales and Medical Solutions at IQVIA UK.
He has extensive pan-European and US experience of pharma/biotech commercialisation and has held senior roles in marketing, sales and general management.
Paul is a staunch advocate of account management, using environmental understanding to derive practical solutions which help clients drive healthcare forward and ultimately lead to better outcomes for patients.

Dr Paul Stuart-Kregor is one of the three Founders of The CELLO Health Consultancy and has worked in pharmaceuticals for 30 years, both client side and consultancy. Paul has wide-ranging pharmaceutical, OTC and consumer marketing experience in UK and overseas, with expertise focused in the areas of market scoping and market insight for new and existing therapy areas, marketing strategy (Phase II to in-market compounds), brand development/repositioning, organisational design and process development plus marketing and operational excellence.
His focus now also includes mentoring future business leaders and working with start ups.
He holds an MA from Cambridge University and a PhD in Reproductive Endocrinology. He has been extensively published across a range of industry journals.

MISSED THE LIVESTREAM?

Catch up on all the action at www.pmlive.com/PMEA2020
Fluent In Human

That means we create work that speaks to hearts and minds, reflecting how people learn, feel and behave in the real world.

Health UNLIMITED brings together the industry’s most curious and diverse minds, delivering meaningful results for today’s healthcare communications.

Meet the team at healthunlimited.com or email Clare.Peck@unlimitedgroup.com
“HAE is something I always think about. How can I prevent an attack? Which situations do I need to avoid? Am I resting enough...?” Andreea is a patient with Hereditary angioedema (HAE), a rare, potentially fatal, genetic disorder characterised by painful swellings that can happen without warning. It can significantly impact quality of life and, due to its rarity, is often misdiagnosed and mismanaged.

Patient research revealed a desire for more support and Takeda UK, with its portfolio of HAE medications, including the newly launched Takhzyro®️, made a commitment to fill educational gaps, improve recognition and enable access to medication. Takeda worked with leading patient group, HAE UK, to launch www.KnowHAE.co.uk on World HAE day, an online resource with separate sections for patients/caregivers and non-specialist HCPs, such as GPs and those working in A&E. It houses a range of downloadable resources specifically tailored to address the needs identified by the research, including information for patients at different life stages. A disease awareness campaign has been prepared to further boost awareness.

Additionally, in response to COVID-19 lockdown, Takeda introduced what it believes is a first-of-its-kind ‘at-home initiation’ treatment initiative for Takhzyro, giving vulnerable patients.

**WINNER**

KnowHAE – Improving Understanding in Hereditary Angioedema by Takeda UK with support from Makara Health

**HIGHLY COMMENDED**

Stories That Never Stand Still: A Book Made for People with ADHD by People with ADHD by Takeda with support from Edelman

**FINALISTS**

Why Sit it Out? by CSL Behring with support from Pegasus

Face Up to Rosacea by Galderma with support from Havas Life Medicom

LiverSync®️ by Norgine with support from earthware

Learn more about the work by visiting www.pmlive.com/pmea
Dive deeper

Discover true engagement when you look beneath the surface.

makarahealth.com
Liberum IME designed and manage Diabetes Knowledge in Practice (DKIP), an online educational platform providing independent educational activities many of which are accredited (EACCME and ACCME) for HCPs. The education is developed by a renowned international faculty with the support from Liberum’s educational experts. Each activity explores new data and best practice approaches to diabetes care across a range of learning types, designed to appeal to various adult learning styles. Overall, this independent website has delivered over 7,000 educational sessions in six languages, since December 2018. The site has been hugely successful achieving an average satisfaction rating of 4.77/5.00, an average knowledge increase of 79%, and a demonstrable practice change amongst healthcare professionals of 81% on average.
Life is a health journey

with its ups and downs, and its challenges. These can be big or small, lifelong or temporary. Everyone, from childhood to old age, faces health challenges and needs, wherever they are.

We, at Sanofi, are dedicated to supporting people through their health challenges.

As a global biopharmaceutical company, our passion is to prevent illness with vaccines, provide treatments to fight pain, and we stand by the few who suffer from rare disease as well as the millions with long-term chronic conditions.

With more than 100,000 people in 100 countries, we transform scientific innovation into healthcare solutions around the globe.

Our patients inspire us to pioneer.
EXCELLENCE IN
COLLABORATION AND PARTNERSHIPS
Sponsored by Sanofi Genzyme

WINNER

AstraZeneca Emerging Markets Health Innovation Hubs: Reimagining Patient Experiences and Improving Health Outcomes Through Unique Collaborations by AstraZeneca

The AstraZeneca Emerging Markets Health Innovation Hubs aspire to reimagine patient experiences and improve health outcomes, in geographies/markets with often limited healthcare infrastructure, by brokering unlikely alliances and using integrated approaches. One such innovation is the unique India Innovation Hub-Tricog partnership-led initiative, Project Heart Beat, which aims to improve the experience and health outcomes of heart attack patients by leveraging artificial intelligence for quicker diagnosis and treatment.

FINALISTS

T.I.M.E. to Collaborate for Better Wound Care Outcomes by Smith+Nephew

Improving Quality of Life Outcomes in Haemophilia by Swedish Orphan Biovitrum AB (Sobi) with support from Health Unlimited

In My Shoes: Creating Empathy for People Living with Crohn’s or Colitis by Takeda and Crohn’s & Colitis UK with support from Mearns & Pike

SEE ME HEAR ME Initiative for Patients with ANCA-Associated Vasculitis by Vifor Pharma with support from Havas Life Medicom

Learn more about the work by visiting www.pmlive.com/pmea
A specialist consultant with a career’s worth of experience, for healthcare clients who need a short-term, committed team member
Teenagers with ADHD get labelled, and the labels aren’t good...they’re trouble, they lack concentration, they can’t stand still. From this negative starting point, the general approach is focused on teaching children to cope, as though that’s the best they can hope for, making ADHD diagnoses scary for parents and children.

Takeda believes in bright futures for everyone, so it wanted and needed to change this perspective. And what’s better than to ask these ADHD teens to tell their own stories? People who don’t have ADHD can’t possibly imagine what it’s like to live with the condition. It therefore wouldn’t be right for anyone else – other than the very people who are living with ADHD – to tell their stories.

With the aim to bridge the information gap for adolescents when transitioning to adult care and help parents and teachers/schools better understand the ADHD adolescents that they know, ‘Stories That Never Stand Still’ is designed to be a free, not-for-profit storybook full of real stigma-smashing stories about ADHD, as a celebration of what the brilliant ADHD mind can do – it is the only book out there which is created BY people living with ADHD ABOUT living with ADHD FOR people with ADHD.
The future of engagement in healthcare

At earthware we’re pioneering game-changing technology for healthcare companies that enhances the experience of the healthcare professionals and patients they serve.

From virtual reality and chatbots to more traditional technology, such as patient apps and e-learning, we channel our creativity and technical expertise to solve real-world healthcare problems with award-winning digital solutions.

Stay curious. Stay ahead. Get in touch…

NEW FOR 2020 Acumen, our content engagement portal for healthcare professionals. Let’s talk about building communities through online learning, events and collaboration.
Ralph Waldo Emerson reportedly said that if you build a better mousetrap, the world will beat a path to your door. In 2017, Edwards Lifesciences – market-leading innovators in the world of cardiology – did exactly that with the INSPIRIS RESILIA tissue valve. An inspired product designed to deliver the durability surgeons sought without the life-limiting restrictions of anticoagulants*, it represented a truly better ‘mousetrap’ with the potential to greatly improve the lives of patients.

And yet the world did not beat a path to its door.

With a complex referral pathway including numerous influential stakeholders, varying cultural dynamics across Europe, a premium price point, and a notable lack of long-term data, Edwards Lifesciences needed a new approach to reach and engage specific audiences to drive awareness and change behaviours.

Stemming from customer insight and delivered via a truly integrated approach that featured a ground-breaking programmatic media strategy, the new INSPIRIS RESILIA campaign brought unprecedented creativity and educational content to the right individual, in the right space, at the right time.

And the world responded.
WE DRIVE UPTAKE FOR YOUR HEALTHCARE BRANDS

www.uptakestrategies.com
The earlier stages of cutaneous squamous-cell carcinoma (CSCC) are widely regarded as manageable with surgery and radiotherapy. However, a proportion of patients in the UK will go on to develop advanced CSCC (aCSCC), associated with overall survival of just 8 to 15 months. Without systemic options, there was pressure to operate on patients with aCSCC, despite high risks of recurrence, disfigurement, or functional loss impacting quality of life. For a successful launch, it was crucial to not just raise awareness of our product, but to also challenge the status quo in referral pathways and treatment considerations. Incorporating oncologist-prescribed systemic treatments into a paradigm dominated by local interventions required a shift from a surgeon-led patient pathway, to a more collaborative, multidisciplinary decision-making approach. The campaign targeted changes in attitudes and behaviour across the multidisciplinary team. Without an established tradition of clinical and patient advocacy, the groundwork for a treatment paradigm shift has been set within 12 months of launch by a targeted, agile campaign that has amplified the voice of early adopters and clinical experts, who described the medicine as a step-change in the treatment of aCSCC patients.
People come to us because something needs to...

CHANGE

We make change happen with smart, impactful campaigns that capture imaginations. We ask the right questions and reach the right solutions with pace and originality.

Tell us what you need to change at thisispegasus.co.uk
ADHD (Attention Deficit Hyperactivity Disorder) is historically associated with children. Many people, including GPs and general psychiatrists, believe children grow out of it, and it remains under-recognised and under-treated in adults. For example, only 13% of adult ADHD is diagnosed, compared to 41% of childhood ADHD. Furthermore, only 63% of diagnosed adults receive treatment, compared to 82% in young people.

Untreated, ADHD has profound consequences on adults, including increased likelihood of accidents, arrests, substance abuse and early death.

In 2018, updated NICE guidelines included Elvanse Adult as a first-line treatment choice. However low awareness of the prevalence, impact, co-morbidities and treatment recommendations, contributed to adult ADHD remaining under-managed.

Recognising this, Takeda took a multidimensional approach to both improve diagnosis and grow brand uptake by:

- Elevating awareness of the impact of adult ADHD on patients AND the wider society
- Aiding recognition and diagnosis
- Differentiating treatment options
- Ensuring HCPs recognise what success for patients looks like, and recognising their central value in enabling success.
PMC delivers virtual medical and regulatory affairs solutions through a team of experienced pharmaceutical consultants. We provide a range of flexible services supporting start-ups, product launches and large pharma teams.

- ✔ Start-up
- ✔ Product Launch
- ✔ Product Development

As your company’s needs change or expand so does our Virtual Team, reducing costs and maximising delivery. A product focused approach provides each of our clients with a quality tailor-made and supportive medical solution.

Get in touch to find out how we can help.

- www.pharmamedic.co
- hello@pharmamedic.co
WINNER

Transforming Care in Hereditary Angioedema
by Takeda UK
with support from Makara Health

Hereditary angioedema (HAE) is a rare genetic disorder characterised by unpredictable episodes of painful swelling – if swellings affect the throat, they can be fatal. HAE has an impact on all aspects of life and is often misdiagnosed. There are an estimated 1,300 patients with HAE in the UK.

Research suggests patients ‘put up with’ relatively frequent attacks, accepting the disease burden as unavoidable, with some HCPs viewing attacks as ‘part of life’ for patients.

Takeda UK wanted to transform the standard of care – raising expectations for diagnosis, treatment and management.

Takeda has a comprehensive HAE portfolio with established medications Firazyr and Cinryze® and a recently launched, fortnightly prophylactic, Takhzyro™, with the potential to reduce the number of attacks to zero.

A multichannel campaign was developed to engage immunology specialists, framed by the HAE Exchange Virtual Education Programme. The focus was on articulating the value Takhzyro can deliver to patients and examples of success were shared to provide early evidence. Patients were also supported by a host of non-branded educational resources developed in collaboration with HAE UK.

Additionally, in response to COVID-19 lockdown, Takeda introduced what it believes is a first-of-its-kind ‘at-home initiation’ treatment initiative.

FINALISTS

Transforming the Rare Disease Sales Call
by Sanofi Genzyme
with support from Redline Strategic

Introducing the First Treatment Option for Paediatric and Adult Patients with Primary HLH
by Sobi, Inc. (North America)
with support from W2O Group
Imagine a deep and clear understanding of your audience...

Imagine them not seeing your brand, but experiencing it...

Imagine seeing the world through their eyes...

Imagine

A BETTER LIFE
People living with rare diseases are often marginalised, face lengthy waits and multiple visits to doctors to receive a diagnosis. While seemingly uncommon in fact, 1 in 17 people in the UK are affected by a rare disease. I am number 17 is a campaign to make their voices heard. Takeda UK paired 17 people living with a rare disease (the changemakers) with 17 artists to represent their experiences through art. The resulting experiences were launched through a variety of channels, including at an event in London’s Oxo Gallery, across social channels, traditional/broadcast media and through an online hub of content.

Through creatively bringing to life one statistic, Takeda UK showed the reality of people’s lives through rich, individual content. Every one of the changemakers were able to tell their story. Our work was developed in complete collaboration with changemakers and patient groups. Those involved in the process were given their own platform and became part of a community effort. The campaign is dedicated to effecting real change for those living with rare diseases and, far from being a one-off event, will be a long-term movement to support everyone impacted.
TIRED OF MARKETING THAT LOOKS GOOD

BUT IS A BIT USELESS?

For communications that actually work

PURPLE HEALTH

hello@purple.agency
WINNER

AstraZeneca Emerging Markets Health Innovation Hubs: Reimagining Patient Experiences and Improving Health Outcomes through Breakthrough Innovations by AstraZeneca

The AstraZeneca Emerging Markets Health Innovation Hubs aspire to reimagine patient experiences and improve health outcomes, in geographies/markets with often limited healthcare infrastructure, by brokering unlikely alliances and using integrated approaches to drive breakthrough innovations. One such innovation is the unique India Innovation Hub-led initiative, Project Heart Beat, which aims to improve the experience and health outcomes of heart attack patients by leveraging artificial intelligence for quicker diagnosis and treatment.

HIGHERLY COMMENDED

opnMe by Boehringer Ingelheim International GmbH with support from infill healthcare communication

FINALISTS

The What If? Accelerator byRoche with support from Virgo Health

Online Diagnostic Ambulance by London Ambulance Service and Abbott plc

myPKFiT™ Mobile App by Takeda UK
We believe that truly successful communications start with strategic alignment across the product lifecycle – linking promotion, medical education and PR.

We work with our clients to anticipate brand needs and amplify engaging content. Together, we create the big ideas that build brands and mobilise audiences in the right way, at the right time.

We’re always looking for brilliant people to join us and clients to partner with.

To find out more, get in touch with Group Managing Director, Gaynor Hayburn.

GHayburn@havaslifemedicom.com
+44 (0)20 8481 8100
True capability development requires many changes from a company and individuals. Consideration needs to be made for engaging hearts and minds as well as providing the vision for the future to explain the drive for new capabilities. Processes and systems need to be established or revised to support the learning and trial of new skills, and lastly, the application of the capabilities on the business needs to be observed and assessed, to continue to progress the pace of change and fully embed the newly acquired capability.

With this in mind the AstraZeneca Global Commercial Excellence Team, supported by EY and Uptake Strategies, set out to design, implement and evaluate a full scale, enterprise-wide, marketing capability development programme to ensure the global, regional and local marketing teams were equipped to deliver the future patient-centred, digitally enabled vision of the company. The team used a wide range of new techniques both from within and outside of the industry, delivered through a range of channels, varying pace and delivery style to assess the results and achieve their challenging goals of applying these new capabilities across the whole business.
Taking medical communication into the 21st century

infill proud to sponsor the
2020 PMEA Agility Award
in Pharma Market Excellence
As demand spiked, export bans came into force and borders were closed, the supply of critical medicines became a serious logistical and management challenge during the height of the COVID-19 pandemic. As a leading supplier of medicines, a vast number of healthcare providers, intensive care units (ICU) and patients were relying on Accord to provide life-saving medicines at a time of desperate need.

Accord led the charge undertaking a programme of in-depth literature scanning and engagement with leading ICU physicians to build an understanding of the evolving clinical research base. This was translated into focused activities to ensure rapid provision of repurposed medicines both to trials and the clinical front line, winning many plaudits from health systems and workers. It facilitated the construction of a COVID-19 pharmacopeia, that was shared with the industry to ensure multiple producers were focusing their production on the medicines of greatest likely need. The Accord team developed an in-house epidemiological demand model, which was subsequently used pan-industry to quantify the likely surge in ICU medicines need.

Using this knowledge, swift decisions were taken to export raw chemicals out of Asia just hours before export bans were implemented. These early actions meant that Accord was able to meet the growing demand for critical medicines, in addition to donating millions of tablets into trials. Whilst prioritising medicines supply, internal communications increased dramatically to ensure the workforce felt not only connected but truly part of the fight, maintaining attendance and output.
Step inside.

It’s warm, the lights are on and we’re always home. We lead, not follow. We innovate, not replicate. We’re always a step ahead. Thinking harder, understanding better and dreaming bigger. Our magic formula? It’s you and us.

We create magic. Together.
WINNER

The past 18 months have seen Makara evolve in almost every respect – working with new brands, new therapy areas and for new clients, as well as retaining existing business. The permanent team has expanded to 34, including a new in-house digital function.

Our strategy in 2019/20 was focused on excellence in engagement and it has seen us through a highly uncertain period. No agency could have predicted the COVID-19 pandemic. However, Makara’s vision and values were perfectly suited to addressing its challenges. Our agile working model meant that staff were already set up to work remotely. The flexible working structures that were already in place – with a senior team of self-disciplined, committed account handlers – meant that navigating flexible hours, particularly for those home-schooling, was a realistic possibility. In many ways, for Makara, it has been just another day (not) in the office.

We are immensely proud to have retained our talented team, gained new business and exceeded client expectations in undoubtedly difficult and rapidly evolving times.

To quote one of our clients: “Makara is an agency that you can rely on, a true partner in how they help us solve problems and present us with alternative solutions and new ideas.”

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Judges’ comments

The judges were incredibly impressed by AstraZeneca; the performance of the business in the last few years is truly inspiring. They provided a strong articulation of strategy delivered with energy and enthusiasm by a very senior team, demonstrating that innovation is now central to everything they do. While the company is obviously driven by the science, their values mean they go above and beyond to make sure they deliver significant outcomes to patients irrespective of hard commercial return. Their response to COVID-19 was swift and effective. And finally, they also take their environmental responsibilities very seriously. All in all, the judges felt that AstraZeneca is a company they’d like to work with/for!