The finalists are in for the fourth-annual PM360 Trailblazer Awards.

PM360, a leading health-marketing industry trade magazine, will honor the pharmaceutical industry's most amazing innovators.

The Trailblazer Awards, established in 2009, recognize outstanding innovators and companies, ground-breaking initiatives, and game-changing marketers & brand champions representing top talent and brands.

"Reputation and recognition are important social differentiators for companies, brands and talent," said Anna Stashower, president and publisher, *PM360*. "Increasingly, key customers are looking at all aspects of the company—people, products, positioning, and policies – to influence their decision to partner with a company. The **Trailblazer Award** symbolizes excellence around ideas and their implementation."

Award application submissions pass the initial selection process and finalists represent the most forward-thinking leadership of their fields. To reach the finalist phase, companies must show achievement in innovation, talent development, and social responsibility.

Finalists are acknowledged and winners honored at special reception at the Guastavino's, September 21st, 2012. Tickets can be purchased by visiting, www.pm360trailblazerawards.com/tickets (or click on the "Buy Tickets" button at page bottom right), or calling Andrew Matthius at 646-300-8113.

You can also follow the awards real-time at www.twitter.com/pm360online

The 2012 Trailblazer Award Finalists are:

Trailblazer Lifetime Achievement Award

Recognizing an industry icon, a game-changing player in pharmaceutical, biotech, or medical device marketing who has had a defining impact upon our industry.

LIFETIME ACHIEVEMENT AWARD WINNER:

Fred Hassan, Chairman of the Board, Bausch & Lomb

Trailblazer Marketer of the Year Award

Recognizing the year's game-changing player in pharmaceutical, biotech, or medical device marketing.

MARKETER OF THE YEAR FINALISTS:

Vladimir Castillo, Product Manager, YERVOY Marketing, Patient Support Strategy & Programs, Bristol-Myers Squibb Nick Colucci, President and CEO, Publicis Healthcare Communications Group David Fabbri, Director of Dermatology, Janssen Biotech

Ena Singh, Global Marketing Director, Enbrel, Pfizer Pharmaceuticals

Trailblazer Company of the Year Awards



Best Medical Device Company

Best Advertising Agency (Healthcare, DTC, Interactive)

Best Supplier, Vendor Company (to Healthcare Manufacturer)

COMPANY OF THE YEAR FINALISTS:

COMPANY OF THE YEAR: PHARMACEUTICAL/BIOTECH

Acorda Therapeutics Genentech Millennium: The Takeda Oncology Co. Novo Nordisk

COMPANY OF THE YEAR : MEDICAL DEVICE

Baxter International Coloplast GE Healthcare Siemens Healthcare

COMPANY OF THE YEAR: ADVERTISING AGENCY

Health4Brands Catapult (H4B)

Klick Health

McCann Regan Campbell Ward

Strikeforce Communications

COMPANY OF THE YEAR: SUPPLIER/VENDOR

AccentHealth

eHealthcare Solutions

Health Monitor Network

360 Vantage

Trailblazer Brand Manager Awards

♠PM360'S 2012 TRAILBLAZER BRAND MANAGER AWARD WINNERS

Autoimmune

Brian Johnson of CSL Behring for Berinert

Cardiology

Stephanie Hicks of Otsuka America Pharmaceutical, Inc. for Samsca (tolvaptan)

Central Nervous System

Michael Davis of UCB for Neupro

Dermatology

Priscilla Tavener of Janssen Biotech for Stelara

Diabetes/Metabolic Disorders

Melissa Bojorquez of Boehringer Ingelheim for Tradjenta

Gastrointestinal

Lina Nudera of Takeda for Amitiza

Hematology/Oncology

Melissa Leichter of Novo Nordisk for NovoSeven RT

Infectious Disease

Angel Fernandez of Bristol-Myers Squibb for HIV Franchise

Medical Device

David Kierce of Dentsply for Cavitron

Men's Health

Lynda Edelson of Pfizer for Viagra

Ophthalmology

Elyse Stoltz Dickerson of Alcon Labs for SYSTANE Balance Lubricant Eye Drops

APain/Inflammation

David Friedman, Senior Director | Digital Strategy & Design of Savient Pharmaceuticals for Krystexxa

Respiratory

Brian DiDonato of Boehringer-Ingelheim for Spiriva

Momen's Health

Tina Fehr of Upsher-Smith for AmLactin

Trailblazer Initiative Awards

- Best App
- Best Consumer Website/Online Initiative
- Best Direct Mail Campaign
- Best DTC Campaign
- Best DTP Campaign
- Best Interactive Marketing Program
- Best Persistence Program
- ♠ Best PR Campaign
- Best Product Launch
- Best Professional Campaign
- Best Professional Website/Online Initiative
- Best Self-Promotion Campaign
- Best Social Media Campaign
- Best Unbranded Campaign
- Best Video Commercial

2012 INITIATIVES FINALISTS:

APP

AFib Educator 2.0 (Sanofi US, Chandler Chicco Agency)

Augmented Reality Virtual Hyponatremia Patient App (Otsuka America, Rosetta)

"Epocrates Rx: The New Virtual Representative" (Epocrates, Schwartz MSL)

Millennium Corporate Overview App (Millennium: The Takeda Oncology Company, Klick)

CONSUMER WEBSITE/ONLINE INITIATIVE

Ampyra.com (Acorda Therapeutics, Klick)

Cetaphil.com (Galderma, Intouch Solutions)

COSI.org Corporate Website (Center of Science and Industry, GSW Worldwide)

ParaGard core (Teva Women's Health, Story Worldwide, STRIKEFORCE Communications)

DIRECT MAIL

Incivek Patient Support RM Program (Vertex Pharmaceuticals, Extrovertic)

MedTera Flat Cube Mailer (MedTera)

Metadate Virtual Rep Program (UCB, D&R Lathian)

DTC CAMPAIGN

"Don't Be What You Drink" (State of Minnesota Department of Public Safety, StoneArch)

Diabetes: Lifestyle TV (Sanofi-Aventis, Everyday Health & Digitas Health)

ParaGard(R) "Fits Her Life" (Teva Women's Health, STRIKEFORCE Communications)

Stelara "Psoriasis Warrior" (Janssen Biotech, DraftFCB)

DTP CAMPAIGN

Allergan LAP-BAND Behavioral Call Campaign (Ogilvy Healthworld, McKesson)

PradaxaNom: "Atrial Fibrillation and Stroke Prevention" Patient Education Center (Boehringer Ingelheim, Everyday Health & Mindshare)

"Signs of Neurogenic OH" Campaign (Chelsea Therapeutics, Dudnyk)

Yervoy: "Your Voyage" (Bristol-Myers Squibb, Roska Healthcare)

INTERACTIVE MARKETING

BreathTek UTB (Otsuka, Rosetta)

Humira: "Psoriatic Diseases Inside" (Abbott, Intouch Solutions)

Novo Nordisk FlexPen: "QualityConversations" (Novo Nordisk, Quality Health)

Nutropin (Genentech, Ogilvy CommonHealth Worldwide)

PERSISTENCE PROGRAM

Cinryze: "Ryze Above" (ViroPharma, Dudnyk)

INCIVEK Treatment Support Program (Vertex Pharmaceuticals, Extrovertic)

Solaraze Gel: "AK Connect" (PharmaDerm, Daniella Koren Inc.)
Taclonex: LEO Quality Care Program (LEO Pharma, McKesson)

PR CAMPAIGN

Novo Nordisk "Drives the Switch" with FlexPen: (Novo Nordisk, Marina Maher Communications, Tip Nunn)

"Tune In To Hep C / Hepatitis C-Toca el Tema" (Merck, Biosector 2)

3M Health Care Promotional Video (3M Health Care, StoneArch)

PRODUCT LAUNCH

iConnect (Klick Health)

Incivek "Fighter" Campaign (Vertex Pharmaceuticals, Extrovertic)

Latuda Fragments Campaign (Sunovion Pharmaceuticals, AbelsonTaylor)

ParaGard "Fits Her Life" (Teva Women's Health, STRIKEFORCE Communications)

PROFESSIONAL CAMPAIGN

Ampyra: "Think MS. Think Walking" (Acorda Therapeutics, Flashpoint Medica)

Incivek Knight Cycle Campaign (Vertex Pharmaceuticals, AbelsonTaylor)

PixelOptics Empower Campaign (PixelOptics, LehmanMillet)

Remicade Beast Campaign (Janssen Biotech Inc, Team Chemistry)

PROFESSIONAL WEBSITE/ONLINE INITAITIVE

AFib Consultant.com (Janssen Pharmaceuticals, Team Chemistry)

Cayston: cfawarenessmonth.com (Gilead, GSW Worldwide)

Medleyhealth.com (Medley Health, Rosetta)

Sanofi Diabetes ISPP Website (Sanofi-Aventis, Klick Health)

SELF-PROMOTION

Collier's Magazine Relaunch (JTE Multimedia)

Festivex Campaign (Closer Look)

Holidemic Campaign (GSW Worldwide)

StoneArch 5-Day Gain Campaign

SOCIAL MEDIA

2011 Cetaphil Facebook Launch (Galderma, Intouch Solutions)

HAE Family Tree (ViroPharma, Cadient)

Millennium Corporate Social Media (Millennium: The Takeda Oncology Company, Klick)

ParaGard IUC "Love Well, Live Well" (Teva Women's Health, STRIKEFORCE Communications and Story WorldWide)

UNBRANDED CAMPAIGN

CML Response Project Campaign (ARIAD Pharmaceuticals, LehmanMillet)

CML "Together Forward" Education Program (Novartis, H4B Catapult)

"Mind Your Heart" (Astellas Pharmaceuticals, Daniella Koren, Inc.)

"The Path in CML" (Novartis Oncology, Vogel Farina)

VIDEO COMMERCIAL

"Moment of Truth" (Lilly Oncology, GSW Worldwide)

Lunesta: "Follow The Wings" (Sunovion, Greater Than One)

ParaGard "Fits Her Life" TV (Teva Women's Health, STRIKEFORCE Communications) Stelara : "Day in the Life" (Janssen Biotech, Stelara)