

# P4

P4 provides cutting-edge news and opinion on the vital ingredients of the marketing mix

## Survey reveals room for improvement

### The Health Communications Council aims to help pharma strengthen communication

**Most pharma marketers feel that their communications to customers need improvement, according to a recent survey. The Health Communications Council (HCC), part of the European Association of Communications Agencies (EACA) commissioned Praxis Research to poll 50 international pharmaceutical marketing and procurement personnel. The majority (86 per cent) believe that the industry must communicate better.**

Those questioned also felt that pharmaceutical companies should be more active in defending the reputation of the industry.

Marketers acknowledge the difficulty of keeping up-to-date with healthcare policy developments across Europe and expressed a preference for

partnering with agencies that work across international boundaries.

"HCC works together with key organisations to build and promote new solutions"

The HCC aims to help pharma strengthen communication across Europe. It works together with key organisations to build and promote new solutions to international healthcare communications and, ultimately, improve the health of the people of Europe. It has worked with

the European Commission on health communication campaigns and lobbied to improve the exchange of information between government bodies and the pharmaceutical industry.

Says Michel Nakache, HCC chairman and worldwide managing partner at EURO RSCG Life: "Health agencies are rarely in the spotlight and the value they bring to society and the pharmaceutical industry is often underestimated. Empowering citizens to live healthy lives is one of the thorny issues European societies are struggling with and we want to be part of the solution."

The HCC represents all major agency networks with a broad base across European markets. For more information and contact details see *Raising Standards* on page 49.

# Communiqué awards

## Annual event recognises continued best practice in healthcare communications

**The Communiqué Awards, recognising best practice in healthcare communications, took place on Thursday July 9 at London's Grosvenor House hotel.**

This year's judging process was overseen by new chair, Colette Goldrick - head of international and public affairs and policy, Europe at Pfizer. She said: "Once again we've had almost 300 entries from both the client-side and consultancies and I never cease to be amazed by the calibre of entries and the innovation, dedication and sheer resilience that all the communicators in our industry are showing in terms of doing quality work, which ultimately benefits patients."

The event raised more than £20,000 - including donations of £5,000 each from Pfizer and Cambridge Theranostics - for the charity *for dementia* which funds Admiral Nurses.

### Groundbreaking campaign

Pfizer's groundbreaking campaign against counterfeit medicines, 'Get Real, Get a Prescription', won four Communiqué Awards: Campaign of the Year, Best Use

of Surveys or Data, Best Patient or Public Campaign and Best Corporate PR Campaign. In addition, Pfizer won Best Product Life Cycle Campaign for their work on Lipitor, the cholesterol-lowering medication.

Winning the Best Opinion Leader/Advocacy Development and Writing Excellence Awards and finalists in several other categories, Health Mandate's MD, Mike Birtwistle said: "Health Mandate is delighted to have done so well at the 2009 Communiqué Awards. Our track record of success at Communiqué has really helped attract new clients and recruits alike."

Watermeadow Medical took the Best Medical Education Consultancy trophy. Dr Nicola Duckworth, director of client services said: "We are thrilled to have won this Award and delighted that our achievements have been recognised."

The award for PR Consultancy of the Year went to Virgo HEALTH.

All winners are listed in the table opposite. For photos and more coverage see [www.pmlive.com/awards](http://www.pmlive.com/awards).

# Communiqué awards results

## Education awards

### Best Professional Education Project

Sponsored by Hill & Knowlton

**The SMART roadshow  
by Brand(x) and DJM for AstraZeneca**

### Best Use of Surveys or Data

Sponsored by TNS Healthcare (UK)

**Cracking Counterfeit  
by Red Health for Pfizer**

### Best Use of Meetings and Congresses

Sponsored by Strategen Beacon Centre DVD:

**Showcasing Real World Experience  
by Virgo HEALTH for Roche Products**

### Best Medical Education Programmes

Sponsored by OnMedica Group

**Cancer Tales: Improving HCP  
Communication in Cancer Care by Cohn  
& Wolfe for Mundipharma International**

### Best Opinion Leader/Advocacy Development

Sponsored by ROCK Communications

**Bringing the hidden contribution of  
lung cancer specialist nurses out of the  
shadows by Health Mandate for UK  
Lung Cancer Coalition and National  
Lung Cancer Forum for Nurses**

### Writing Excellence - Patient/Public and Professional

Sponsored by Red Health

**Taking Exception by Health Mandate  
for Rarer Cancers Forum**

## Campaign awards

### Best Professional Campaign

Sponsored by Weber Shandwick

**Cancer Tales: Improving HCP  
Communication in Cancer Care  
by Cohn & Wolfe for  
Mundipharma International**

### Best Patient or Public Campaign

Sponsored by Purple Hat Communications

**Get Real, Get a Prescription  
by Red Health and Pfizer**

### Best Healthcare

#### Policy Campaign

Sponsored by Medicom Group

**Fit for Work by Abbott in association  
with Weber Shandwick**

### Best Product

#### Life Cycle Campaign

Sponsored by Ketchum

**Lipitor: A Return to Growth by Pfizer**

### Best OTC

#### Product Campaign

Sponsored by Chandler Chicco Companies

**A Problem Shared -  
a campaign for Colief  
by Pegasus for Crosscare**

### Best Use of New Media

Sponsored by Porter Novelli

**Viral Videos Spread the Message on  
Good Nutrition by Age Concern and  
Help the Aged, with funding from  
corporate sponsor Abbott Nutrition**

### Best Corporate PR Campaign

Sponsored by iS Health Group

**Get Real, Get a Prescription  
by Red Health and Pfizer**

### Best UK Media Relations Campaign

Sponsored by FD Santé

**Windows to Health Raising awareness  
of glaucoma and its risk factors  
by Chandler Chicco Agency for Pfizer UK**

### Best International Media Relations Campaign

Sponsored by Cohn & Wolfe

**The ONTARGET Trial Programme  
by Ogilvy Health PR for  
Boehringer Ingelheim**

### Best International PR Campaign

Sponsored by Huntsworth Health

**World Contraception Day 2008  
by Ketchum for Bayer Schering Pharma**

## Premier awards

### Campaign of the Year

Sponsored by Ogilvy Health PR

**Get Real, Get a Prescription  
by Red Health and Pfizer**

### Patient or Professional Association of the Year

Sponsored by the Red Door Communications

**Rarer Cancers Forum submitted  
by Health Mandate**

### Young Achiever of the Year

Sponsored by Munro & Forster

**Kelly Teasdale  
Chandler Chicco Companies**

### In-House Team of the Year

Sponsored by Resolute Communications

**The Pfizer UK Communications Team**

### Communiquétor of the Year

Sponsored by Zaicom MMC

**Andrew Topen  
Pfizer**

### Communiqué Lifetime Achievement Award

Sponsored by Virgo HEALTH

**Martin Ellis  
Euro RSCG Life Medicom**

### Best Small Consultancy

Sponsored by Liberation

**Reynolds-Mackenzie**

### Communiqué Medical Education Consultancy of the Year

Sponsored by Pfizer

**Watermeadow Medical**

### Communiqué PR Consultancy of the Year

Sponsored by sanofi-aventis

**Virgo HEALTH**