



2021

PHARMA+DEVICE ALL-STARS

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MM+M MEDICAL MARKETING AND MEDIA and **PMD** PHARMACEUTICAL
MARKETERS
DIRECTORY

ENTRY KIT



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ABOUT

Sister brands MM+M and the Pharmaceutical Marketers Directory are coming together to recognize exemplary biopharmaceutical and medical device companies and those who lead them.

CATEGORIES

COMPANY

Recognizing life science manufacturers (both pharma and biotech) and medical device companies (i.e., MedTech) that excelled during the judging period. See “Criteria” section for more detail.

1. BioPharma*

- a) Small (<\$1 billion)
- b) Medium (\$1 billion - \$15 billion)
- c) Large (>\$15 billion)

2. MedTech*

- a) Small (<\$1 billion)
- b) Medium (\$1 billion - \$15 billion)
- c) Large (>\$15 billion)

**Diversified medical products companies (i.e., those that manufacture/market both drugs and devices) should break out their pharmaceutical vs. medical device revenue.*

PEOPLE

Recognizing outstanding team and individual achievements among manufacturers in either a leadership, strategic or support role. See “Criteria” section for more detail.

3. Marketing/Brand Team of the Year

Client-based marketing teams who have excelled in their roles for any BioPharma or MedTech (devices and/or diagnostics) organization.

- a) Small (<\$500M product revenue)
- b) Large (>\$500M product revenue)

4. Marketer of the Year

Industry marketing executives who have excelled in their roles for any BioPharma or MedTech (devices and/or diagnostics) organization.

- a) BioPharma
- b) MedTech

5. Young Marketer

Young marketing executives who have been in the industry for three years or less on **March 17, 2021**, and who have excelled in their roles for any healthcare industry organization.

- a) BioPharma
- b) MedTech

6. Innovator of the Year

Industry marketing executives who have excelled at any kind of innovation, from applying digital across the product life cycle to experimenting with new access or payment solutions.



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ENTRY CRITERIA

COMPANY AWARDS

Entry period

To be eligible for consideration, any work submitted, products approved, milestones achieved, etc., must be between November 1, 2019, and March 17, 2021. Financial reporting should include 12-month revenue figures (either the calendar or financial year).

Entry Form

Overview of past 12 months' performance (300 words)

Include achievement against objectives, including company's 2020 U.S. revenue, U.S. revenue for three (3) top-selling products, strength of pipeline, new product approvals/launches and how the company fulfilled its mission to serve patients.

Marketing and promotion (200 words)

Tell us about any notable campaigns for your three (3) top-selling products; please provide examples of creative.

People and talent (200 words)

Tell us about any people and talent initiatives, including executive retention, promotion and notable hires, diversity and inclusion efforts, etc.

How has your company improved the reputation of the pharmaceutical/medical device industry? (200 words)

What is your company's profile in the sector and how has the manufacturer played a positive role in improving the industry's image during the review period, including examples of work to promote health equity or reduce disparities, corporate promotions, partnerships or alliances and/or other philanthropic initiatives that raised the industry's profile.

Confidential information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

Upload support material

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The types we accept are listed in the Support Material section.



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PEOPLE AWARDS

Judges will take into account demonstrable achievement, such as strong leadership or outstanding teamwork, mentoring, business development, ideas, collaboration or high performance throughout the year. Individual and (where appropriate) team candidates may be nominated by colleagues, peers, business partners, associations or by other professional acquaintances. Please include at least one testimonial from a person outside of the nominees' organization and inside the organization.

Entry period

To be eligible for consideration, any work submitted, milestones achieved, etc., must be between November 1, 2019, and March 17, 2021. Financial reporting should include 12-month revenue figures.

Entry Form - Individual Awards

All entries must be nominated by a colleague, peer or director.

Individual overview (300 words)

Tell us about demonstrable achievements, such as strong leadership or outstanding teamwork, mentoring, business development, ideas, collaboration or high performance throughout the year.

Career overview (200 words)

Summarize this individual's career path, highlighting standout elements of their climb up the corporate ladder.

Business achievements in past 12 months (200 words)

Detail any other initiatives for personal or industry advancement (i.e., mentorships, continuing education/professional development or training programs).

Include one testimonial from a person outside of the nominee's organization, such as a colleague, peer, business partner, associate or other professional acquaintance.

Include one testimonial from a person inside of the nominee's organization, such as a manager, co-worker or executive.

Entry Form - Marketing/Brand Team of the Year

Marketing/brand team awards may be self-nominated; no testimonials required.

Marketing/brand team overview (300 words)

Tell us about demonstrable achievements, including brand revenue, NRx/TRx, payer coverage or any other performance metrics that are relevant to illustrating how your team achieved excellence during the eligibility period, or any other supportive information, such as medical key opinion leader or patient feedback.

Challenge(s) overcome (200 words)

What headwind(s) did your team face? Explain the challenge, how you conducted market research, came up with a unique insight, developed a strategy and executed a plan to overcome it.

Commercial plan (200 words)

Tell us how you informed audiences about your therapy or device: campaigns used (DTC, DTP, awareness, PR, etc.), product's differentiation vs. standard of care, key marketing message(s), promotional tactics deployed, media channels used, etc.

Confidential information (150 words)

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

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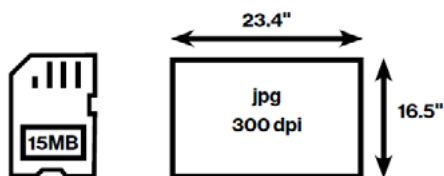
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SUPPORT MATERIAL

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images.

Requirements



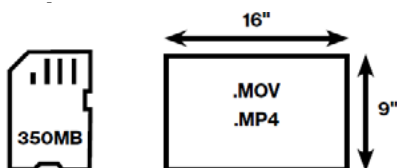
Video (Encouraged)

It is suggested that each entry be accompanied by a short video.

Requirements

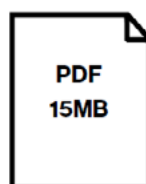
Play time under 2 minutes

Please name file with submitting company at beginning of the file name



PDF

Requirements



Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a log in/password if necessary.

Requirements

The URL must remain active until March 25, 2021, or the material will not be viewed.



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FAQ

What if my submission has confidential information?

There is a section on the entry form that is dedicated to any confidential information. This information will only be seen by our jurors and not used beyond awards judging.

What is the eligibility period for the entries?

To be eligible for consideration, any work submitted, accounts won, practice areas added, etc., must be between November 1, 2019, and March 17, 2021. Financial reporting should include 12-month revenue figures (either calendar or financial year).

What is the cost to enter the Pharma and Device All-Stars?

The cost of each entry is \$415.

What is the deadline to submit?

The entry deadline is Tuesday, May 4, 2021, 6 p.m. EDT. Late entries will be received until Tuesday, May 11, 2021, 6 p.m. EDT. However, those entries received after Tuesday, May 4, will incur a late fee of \$235 per entry. *No exceptions.*

How can I enter?

All entries must be submitted online at <https://pharmaanddeviceall-stars.secure-platform.com:443/a>

Can I change my written entry and or support material after I've submitted and paid?

No. Unfortunately, you will not be allowed access to your entry once it has been submitted and paid for.

Can I remove an entry after it has been submitted and paid for?

No. If you have an issue, please contact Nicole O'Neill at nicole.oneill@haymarketmedia.com

When are finalists announced?

In July 2021. All successful finalists will also be notified via email.

When are winners announced?

The virtual presentation will take place in September 16, 2021.

Whom do I contact for entry inquiries?

Nicole O'Neill at nicole.oneill@haymarketmedia.com

Whom do I contact for sponsorship inquiries?

Doreen Gates at (267) 477-1151 or doreen.gates@haymarketmedia.com
