

ENTRY GUIDELINES

# THE **PM360** TRAILBLAZER AWARDS 2022

The PM360 Trailblazer Awards recognize outstanding achievement and innovation in healthcare and life sciences marketing in eight overall award categories.



*changing*  
Healthcare

# changing Healthcare

## GENERAL ENTRY INFORMATION THE **PM360** TRAILBLAZER AWARDS 2022

### **Who May Nominate**

Anyone from an agency, manufacturer, or any supplier/vendor that works for or within a company in the life sciences industry can submit a nomination for themselves or someone else in any category. Please include the contact person information and nominee's information in the respective form fields if you are nominating someone else.

### **Eligibility**

Initiatives, achievements, programs, and other work conducted between January 1, 2021 and May 6, 2022 are eligible. Some of the work must have occurred during this time, but it need not necessarily have been started or completed during the eligibility period. While the majority of the work submitted will be from the U.S. and Canada, international work is also eligible. Any pharmaceutical product or medical device mentioned as part of a submission, such as an initiative campaign for a product, should be FDA approved. *PM360* does not accept entries on behalf of wellness products that are not regulated by the FDA. However, we do accept entries for campaigns around disease state or disease awareness for products that are still pre-approval.

### **Confidentiality**

Any proprietary data submitted will be kept strictly confidential. Any information about finalists and winners will be published subject to final approval by the finalist and winner.

### **Entry Fee**

There is an entry fee of \$435 for each entry submitted. Please note that there is a \$195 penalty fee for late entries submitted after the initial deadline (see below).

### **Deadline for Entries**

The initial deadline is May 6, 2022. We will continue to accept entries up until the final deadline of June 3, 2022, but anything after May 6 will be subject to a late fee (see above).

### **One Nominee in Multiple Categories**

One nominee may be entered in more than one category. However, each such entry requires a separate entry fee, entry form, and statement, plus supplementary materials for each category entered. If supplementary materials are sent by mail, you must send three copies of each item for each category entered.

### **Categorization Changes**

Please note that *PM360* reserves the right to change the category in which an entry will be judged. These changes are made only to ensure that an entry better fits its category and/or make the entry more competitive.

### **Judging Process**

Entries will be judged and winners selected by the *PM360* Editorial Advisory Board, representing a wide range of expertise in life sciences and healthcare marketing.

# changing Healthcare

## HOW TO APPLY

## THE PM360 TRAILBLAZER AWARDS 2022

### How to Apply

General instructions for entering and links to the online entry form are at <http://www.pm360online.com/trailblazerawards>. Those instructions are repeated here in a little more detail.

**1. Prepare an *Application Statement* for the judges.** In a Word document (.doc, .docx, .rtf, or .pdf), the statement should detail the merits of the nominee. There is no maximum length, but it should be at least 300 words. See the “Application Statement Instructions for Each Type of Award” below for guidance. Be sure to answer all questions in the Application Instructions for your award, as it will be used to write the profiles of the winners that will be published online and in the Trailblazer Winners October magazine issue.

**2. Prepare an *Image* to be used for the promotion of your entry if you are named a finalist or a winner.** Each submission must be accompanied by an image that will be used to represent your entry in the Trailblazer Awards Gala booklet and presentation the night of the awards gala. Any image should be approximately 1,000 x 1,200 pixels at 300 dpi (this is only the minimum size; images can be larger and can be either portrait or landscape). See the instructions for each type of award for more details about the image.

#### When the Application Statement and Image are ready:

- **Go to the Online Entry Form** at <http://www.pm360online.com/trailblazerawards> and fill out the online entry form.
- **Be sure to specify the proper award type** (Company, Brand Champion, Initiative, Marketer of the Year, Marketing Team of the Year, Products of the Year, Vanguard Award, Imagination Award, and Lifetime Achievement), the category, and the name of the nominee. Note that if you’re nominating a company, the nominee is a company. If you’re nominating an initiative, the nominee is the name of the initiative. If you’re nominating someone for one of the individual’s awards, the nominee is the person. If you’re nominating a team, the nominee is the name of the brand team. If you’re nominating a product, the nominee is the brand name of that product. Enter and confirm entry fee payment information.
- **Submit the form and payment online**, supplying the Application Statement and Image where requested. Additionally, any electronic supplementary materials (up to 50MB total) may also be supplied as attachments. Please record the Entry ID number for future reference.

**3. Other supplementary materials may be submitted** in accordance with the following rules.

# changing Healthcare

SUPPLEMENTAL  
MATERIALS

THE **PM360** TRAILBLAZER AWARDS 2022

## How to Submit Supplementary Materials

Although supplementary materials are not required, we invite you to submit any supplementary materials you think will strengthen your case. These materials may include visual materials, samples, testimonials, charts and diagrams, promotional materials such as binders and sales kits, DVDs, CDs, USB drives, VR kits, etc. Be sure to name each supplementary item file with your Entry ID number so it can be readily matched with your entry. Mailed items should also be labeled with the Entry ID Number supplied to you with your online submission.

- **Supplementary Materials on the Web.** Electronic supplementary materials can, of course, be made available to the judges on the web simply by supplying the appropriate URL in the application statement.
- **Electronic Submission.** Electronic files under about 50MB can be submitted as attachments along with your application. Larger electronic files can be uploaded to our ftp site at [pm360.files.com](https://pm360.files.com). Please wait to upload any files to the ftp site until after you submit your entry and you receive your confirmation email with your Entry ID number. Then login to the ftp server with the following information:

<https://pm360.files.com>  
username: tb\_awards  
password: !tb2021pm360

Once you login, create a folder that includes your Entry ID number in its name, and then upload your files into the folder. Please inform Kayla Walsh at [kayla.walsh@pm360online.com](mailto:kayla.walsh@pm360online.com) or 646-300-8114 once you have uploaded your files, or reach out to her if you have any issues.

- **Submission by Mail.** Please send three copies of each supplementary item that cannot be sent electronically. These should be in *three* physical packages we can directly forward to the judges. Mail to PM360 Magazine at:

AMS Group, LLC  
Attention: Kayla Walsh  
72-11 Austin Street, #296  
Forest Hills, NY 11375

Mailed items should be labeled with the Entry ID Number supplied to you with your online submission.



# changing Healthcare

COMPANY  
OF THE YEAR

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Company of the Year Awards

*The Trailblazer Company of the Year Awards honor the top company in each of the following five categories:*

- 1. Pharma/Biotech Company:** A pharmaceutical or biotech company that develops products in four or more therapeutic areas.
- 2. Medical Device/Diagnostics Company:** Any size medical device or medical diagnostics company.
- 3. Specialty Pharma/Biotech Company:** A pharmaceutical or biotech company that only focuses on developing products in three or fewer specific or novel therapeutic areas.
- 4. Advertising Agency (Healthcare, DTC, Interactive):** Any size marketing agency that has done work within the life sciences or healthcare industry within the last year.
- 5. Supplier (to Healthcare Manufacturers):** Any size supplier or vendor that has done work within the life sciences or healthcare industry within the last year.

## Judging Criteria

*These are the criteria on which companies may be judged:*

**Innovation:** Companies that have excelled in innovation across the board, including drug discovery, commercialization, market development, post-approval marketing, advertising, public relations, and communications, or have taken steps to foster innovation in these areas.

**Talent Development:** Companies that have a record of attracting the best talent and have found ways to keep them, by supporting education and career development, creating a good work environment, and offering competitive salary and benefits.

**Social Responsibility:** This includes patient access, civic and global involvement, and environmental consciousness. Companies that have found ways to increase patient access to medication or medical care, that have been good citizens of their communities (through philanthropy, educational outreach, promotion of human rights, and cooperation with civic, humanitarian, or governmental organizations), or that have taken steps to save energy, convert to greener processes, or promote environmental goals.

# changing Healthcare

COMPANY  
OF THE YEAR

THE **PM360** TRAILBLAZER AWARDS 2022

## Application Statement

**PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:**

**Award Category:** Company of the Year

**Award Subcategory:** [Pharma/Biotech, Specialty Pharma/Biotech, Device/Diagnostics, Agency, or Supplier/  
Vendor]

**Nominee:** [Name of company]

### List of Supplementary Materials and Means of Transmission:

[List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

### **Please include the Following Information in the Statement:**

- Describe the company's size and what it does.
- To make your application as competitive as possible, we suggest that you argue for achievement in all of the three areas listed under "Judging Criteria" above: Innovation, Talent Development, and Social Responsibility.
- For each criterion you choose, describe the range of the company's initiatives in this area in some detail. The following kinds of information are relevant:
  - The objective of the initiative.
  - The magnitude of the company's efforts (e.g., in terms of time or money spent or the number of employees or departments involved, if this information is available).
  - Any evidence you can provide of the effectiveness of the initiative. This could include business outcomes like growth, increased revenue, cost savings, and improvement in process or customer satisfaction. It could also include positive press coverage of the company's civic activity, employee achievement or retention rates, testimonials, etc.
  - Where appropriate, include comparative data that demonstrates the company's superiority to its peers.

**This will not only be used in judging, but will be edited for publication for all winners online and in the October *PM360* Issue.**

## Promotional Image

Companies must submit both a high-resolution company logo as well as either a single image or a collage that represents the company, which could include its work, its employees, charity/philanthropic events, corporate headquarters, etc. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)

# changing Healthcare

BRAND  
CHAMPIONS

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Brand Champion Awards

*The Brand Champion Awards honor any member of the brand marketing team who has initiated groundbreaking marketing strategies and tactics in 22 categories:*

- |  |   |
|--|---|
| 1. Autoimmune                              | 12. Innovation/Digital Strategy           |
| 2. Cardiology                              | 13. Managed Markets/Payer Strategies      |
| 3. Central Nervous System                  | 14. Medical Device/Diagnostics            |
| 4. Dermatology                             | 15. Men's Health                          |
| 5. Diabetes/Metabolic Disorders            | <b>NEW</b> 16. Nephrology/Urology         |
| 6. Diversity/Multicultural                 | 17. Ophthalmology/Optometry               |
| 7. Gastrointestinal                        | 18. Orthopedics/Musculoskeletal Disorders |
| <b>NEW</b> 8. Global Marketing             | <b>NEW</b> 19. Patient Engagement         |
| 9. Hematology/Oncology                     | 20. Rare Diseases                         |
| <b>NEW</b> 10. HCP Engagement              | 21. Respiratory                           |
| 11. Infectious Disease/Vaccine Development | 22. Women's Health                        |

## Judging Criteria

Candidates will be judged on innovation, leadership, ability to communicate, and analytical and organizational skills.

- The **Diversity/Multicultural Brand Champion** is for marketers who have developed successful campaigns for any therapeutic category or unbranded disease education targeting minority or underserved cultures.
- The **Global Marketing Brand Champion** award is given to marketers who have achieved success with marketing initiatives for life sciences or medical device products outside of the U.S.
- The **HCP Engagement** and **Patient Engagement** awards are for marketers who excel in roles dedicated to coming up with strategies to better engage with HCPs or patients, respectively, across any therapeutic category.
- The **Innovation/Digital Strategy Brand Champion** award is given to marketing game-changers whose innovations have an impact that extends across multiple disease categories. This includes digital initiatives or strategies that have not been attempted before or have achieved outstanding success.
- The **Managed Markets/Payer Strategies Brand Champion** award is given to marketers who have developed effective market access strategies for achieving profitable, integrated access to major payers.
- The **rest of the Brand Champion categories** all correspond with a specific therapeutic area. The nominee does not have to work exclusively in the therapeutic area that they are being nominated for, but they must have worked on at least one brand in that area between January 1, 2021 and May 6, 2022. The application statement should focus on their work in the therapeutic area they are being nominated for.

# changing Healthcare

**BRAND  
CHAMPIONS**

**THE PM360 TRAILBLAZER AWARDS 2022**

## **Application Statement**

***PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:***

**Award Category:** Brand Champion

**Subcategory:** [e.g., Cardiology or Managed Markets/Payer Strategies]

**Nominee:** [Name of brand or marketing manager]

### **List of Supplementary Materials and Means of Transmission:**

[List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way knowing that there are supplementary materials.]

### ***Please address the following questions in your Statement:***

1. What marketing programs was the nominee involved in? Describe the programs and what their role in those programs was. Include any challenges the nominee had to overcome.
2. What features of the programs were innovative?
3. How did the nominee contribute to the programs' success? Emphasize the leadership skills of the nominee, their readiness to innovate, and/or their analytical or organizational skills.
4. How did the brand(s) or product(s) marketed benefit patients (e.g., how did it increase lifespan, quality of life, etc.)?
5. What evidence of the effectiveness or success of the programs is there? Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the programs' effectiveness, ideally specific and quantitative data (ROI, click-through rates, etc.).

## **Promotional Image**

Submissions must include a high-resolution headshot of the nominee. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)



# changing Healthcare

MARKETER  
OF THE YEAR

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Marketer of the Year

*The Marketer of the Year Award recognizes an outstanding person who has changed the landscape at his or her company or in the field of pharmaceutical, biotech, or medical device marketing.*

## Judging Criteria:

Candidates for Marketer of the Year will be judged on innovation, leadership, and the impact their work over the past year has had on their organization or the industry as a whole.

## Application Statement

**PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:**

**Award Category:** Marketer of the Year

**Nominee:** [Name of person being nominated for this award]

**List of Supplementary Materials and Means of Transmission:** [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

**Please address the following questions in your Statement:**

1. What major changes did the nominee initiate or play a role in? Explain how these changes have transformed his or her department or company, or the fields of pharmaceutical/biotech/medical device marketing or disease diagnostics or treatment.
2. What evidence of the effectiveness or success of the nominee in effecting change do you have? Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the marketer's influence and effectiveness.

## Promotional Image

Submissions must include a high-resolution headshot of the nominee. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)

# changing Healthcare

MARKETING TEAM  
OF THE YEAR

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Marketing Team of the Year

*The Marketing Team of the Year is a team that reaches across various functions to achieve exceptional results. This can include outstanding marketing practices, the adoption of new and innovative technologies/strategies, successfully positioning their brand/company, creating an outstanding customer experience, positively impacting the culture of their organization, etc.*

### Judging Criteria:

- The Marketing Team of the Year should be based at a manufacturer (pharma, biotech, specialty, medical device, etc.) but can include members from outside of the organization (i.e., from an agency or supplier).
- Teams can be nominated for their work on brands or other projects that span a portfolio or even several therapeutic categories (e.g., adherence programs, market access, Health IT, patient assistance, etc.). Teams that work on projects that revolutionize how a company operates are also eligible.
- Teams will be evaluated on their work's innovation, effectiveness, and results.

### Application Statement

**PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:**

**Award Category:** Marketing Team of the Year

**Nominee:** Name of team being nominated for this award (e.g., The FAKEOLEX Brand Team]

**Team Members:** A list of the individual members of the team with their titles and companies

**List of Supplementary Materials and Means of Transmission:** [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

**Please address the following questions in your Statement:**

1. What project was this team tasked with? Explain the reason this team was brought together and describe the work that they did and the challenges they had to overcome.
2. What makes the work of this team innovative?
3. How did the work of the team benefit the company, brand(s) and/or patients?
4. Is there evidence of the effectiveness or success of the team? Although we realize some information will be proprietary, provide us with the best evidence you can of the team's influence and success.

### Promotional Image

Submissions must include a high-resolution team photo or individual headshots of each team member. Also include a caption within the submission statement that identifies who is who in the team photo. (At minimum the image(s) must be 1,000 x 1,200 pixels at 300 dpi.)

# changing Healthcare

INITIATIVE AWARDS  
Subcategories

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Initiative Awards

*The Initiative Awards honor marketing innovation in any of the following categories:*

- 1. Artificial Intelligence/Data Analytics Initiative:** Any use of an AI platform or technology and/or other data analytics strategy or platform to more effectively identify and target audiences, increase the effectiveness or ROI of a single campaign or overall media strategy, and/or demonstrate the effectiveness of a campaign or strategy. This can include the use of programmatic and other marketing automation technologies as well as next best action recommendations for sales or marketing.
- 2. App/Digital Solution or Suite:** Any mobile/tablet app or solution/suite made for reaching/engaging with a target audience through a digital device (phone, tablet, computer, EMR/EHR, etc.) The initiative can be for any target audiences and the work can be for marketing, education, instruction, an add-on for a drug or device, etc.
- 3. Consumer Website/Online Initiative:** Any website or online campaign/program developed to promote a branded product, drug, or medical device with the purpose of reaching or engaging with a consumer audience.
- 4. Direct to Consumer Campaign:** Any single advertisement, series of ads, or multichannel campaign developed for a branded product, drug, or medical device with the purpose of reaching or engaging with a consumer audience.
- 5. Direct to Patient Campaign:** Any single advertisement, series of ads, or multichannel campaign developed for a branded product, drug, or medical device with the purpose of reaching or engaging with patients who have already been diagnosed with a disease. For example, campaigns geared toward getting patients to switch to a different therapy.
- 6. HCP Education:** Any type of educational program developed to inform or instruct a professional audience (healthcare providers, physicians, nurses, etc.). The initiative can include print materials, digital components, virtual or augmented reality, live symposiums, conference booths, etc.
- 7. Interactive/Immersive Marketing Program:** An initiative intended for any audience that includes a component that makes the target interact with the campaign in some fashion. This can include virtual/augmented reality, geo-fenced reminders or notifications, quizzes or tests, CRM program, conference booth, virtual assistant, chatbot, etc.
- 8. Patient/Consumer Education:** Any type of educational program developed to inform or instruct patients and/or consumers. The initiative can include print materials, digital components, virtual or augmented reality, live symposiums, conference booths, etc.

# changing Healthcare

## INITIATIVE AWARDS Subcategories

## THE PM360 TRAILBLAZER AWARDS 2022

**9. Persistence/Adherence Program:** A program designed to help increase adherence rates and remind patients to keep taking their medication(s).

**NEW 10. Podcasts:** Any podcast or podcast series focused on life sciences or healthcare marketing strategies, HCP and/or patient education or engagement, branded product education, disease awareness, or employee training.

**11. Point of Care:** Any initiative developed for reaching physicians and/or patients at the point of care where healthcare decisions are often made. This can include—but is not limited to—materials, programs, or devices made for the hospital or physician office waiting rooms, the exam room, physician back offices, telehealth interactions, and the pharmacy.

**12. Professional Campaign:** Any single advertisement, series of ads, or multichannel campaign developed for a branded product, drug, or medical device with the purpose of reaching or engaging with a professional (i.e., doctors, nurses, physician assistants, etc.) audience.

**13. Professional Website/Online Initiative:** Any website or online campaign/program developed to promote a branded product, drug, or medical device with the purpose of reaching or engaging with a professional (i.e., doctors, nurses, physician assistants, etc.) audience.

**14. Sales Aid:** Any print, digital, or virtual detail aid designed to assist a sales representative prior to, during, or after their interaction with a healthcare professional.

**15. Self-Promotion:** Any advertisement or campaign created by an advertising agency to promote their own company.

**16. Social Media Campaign:** Any digital campaign targeting any healthcare stakeholder that involves the use of at least one social media platform.

**17. Unbranded Campaign:** Any print or digital campaign on behalf of a life sciences company that doesn't mention a branded product. For example, disease state awareness campaigns that offer general information about a specific disease or health issue.

**18. Video/TV Campaign:** A TV commercial or video on any other medium that promotes disease awareness or a specific branded product. The video can be intended for any audience.



# changing Healthcare

INITIATIVE AWARDS  
APPLICATION

THE **PM360** TRAILBLAZER AWARDS 2022

## Application Statement

**PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:**

**Award Category:** Initiative

**Type of Initiative:** [for example, Professional Campaign or Unbranded Campaign]

**Nominee:** [Name or Title of the Initiative]

**List of Supplementary Materials and Means of Transmission:** [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

**Please address the following questions in your Statement:**

1. What were the goals of the initiative? Please be as specific as possible. In addition, identify the target audience. If the goal is a challenging one, explain why.
2. How was the initiative crafted to meet its goals? In particular, describe in detail the strategy, planning, and execution. Emphasize those elements that were especially challenging or that demonstrate skill or originality. Include the budget of the project.
3. Why was the initiative successful relative to its goals? What reason is there to think it was cost effective? How did you measure the success of the program? Please provide as much qualitative and quantitative data as possible (ROI, click-through rates, etc.).

## Promotional Image

Submissions must include a high-resolution image that can represent the initiative. Ideally, this would be more than just a company logo, but a logo is acceptable if you have nothing else suitable. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)

# changing Healthcare

PRODUCTS  
OF THE YEAR

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Products of the Year

*The Products of the Year honor new and game-changing products that have made an impact on the healthcare industry in the past year within the following categories:*

- 1. Brand of the Year:** Any prescription therapeutic, over-the-counter, medical device, or diagnostics product that has revolutionized the life sciences industry through both its impact on patients and its exceptional marketing and branding strategies. The product itself could have been released at any period of time, but the marketing and branding work under consideration for the award must have occurred sometime between January 1, 2021 and May 6, 2022.
- 2. Most Innovative New Product:** Any novel prescription therapeutic, over-the-counter, medical device, or diagnostics product that was released between January 1, 2021 and May 6, 2022 that demonstrates a scientific breakthrough in the treatment or care of patients. This award does not focus on the marketing of the product, but its advancement in the clinical treatment of patients.
- 3. Product Launch of the Year:** Any marketing or launch strategy for a new product that was released between January 1, 2021 and May 6, 2022. This award specifically focuses on any and all marketing initiatives developed for the product's launch.
- 4. Relaunch/Revitalization of the Year:** Any marketing or commercialization strategy for a product that was relaunched between January 1, 2021 and May 6, 2022 with a new indication, new dosage, new formulation, new delivery system, or some other new use. This award focuses on honoring strategies that excel in overcoming the challenge of rebranding a product already seen by consumers.

## Judging Criteria:

Brands of the Year will be judged on each product's innovation in treating patients; the uniqueness of the branding strategy and various components of the brand (including brand name, colors, packaging, etc.); and the effectiveness of the sales and marketing approach.

Most Innovative New Products will be judged on the scientific achievement behind the development of each product; its benefit/impact to patients; and its contribution to the overall healthcare system (i.e., being the only treatment for a disease or a more effective treatment than previous options).

Product Launch and Relaunch/Revitalization of the Year candidates will be judged on the uniqueness and innovation behind the marketing strategies, the execution of those strategies, and the ultimate effectiveness of the strategies.

# changing Healthcare

**PRODUCTS OF THE YEAR  
APPLICATION**

**THE PM360 TRAILBLAZER AWARDS 2022**

**Award Category:** Products of the Year

**Subcategory:** [for example, Brand of the Year or Most Innovative New Product]

**Nominee:** [Brand Name of the Product, i.e., FAKEOLEX]

**List of Supplementary Materials and Means of Transmission:** [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

**For Brand of the Year, please address the following questions:**

1. What was the product approved for? When was it first released?
2. What were the goals of the marketing and branding strategy? Please be as specific as possible, including proposed budget, target audience, media reach, etc.
3. What various branding components were created for the product (i.e., name, colors, packaging, etc.)? Please detail each component and decision behind each one?
4. What was unique about the marketing approach for the product?
5. What evidence of the product's impact on the industry do you have? Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the product's impact on patients' lives and/or the effectiveness of the marketing/branding campaign.

**For Most Innovative New Product, please address the following questions:**

1. What was the product approved for? How is it unique compared to other products on the market?
2. What can you share about the research and development process behind the product and any challenges you had to overcome prior to approval?
3. How is the product more beneficial to patients compared to previously approved treatment methods?
4. What evidence can you share of the product's benefit to patients or its impact on the healthcare system overall?

**For Product Launch and Relaunch/Revitalization of the Year, please address the following questions:**

1. What was the new product approved for or what is the reason behind the relaunch?
2. What were the goals of the launch strategy? Please be as specific as possible, including proposed budget, target audience, media reach, etc.
3. How was the launch crafted to meet its goals? In particular, describe in detail the planning and execution of the launch and emphasize elements that were especially challenging or that demonstrate originality.
4. Was the launch campaign successful relative to its goals? Please provide as much qualitative and quantitative data as possible (ROI, click-through rates, etc.).

## Promotional Image

Submissions must include a high-resolution image that can represent the product. Ideally, this would be more than just a brand logo, such as some image from the marketing of the product but a logo is acceptable if you have nothing else suitable. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)

# changing Healthcare

CEOs OF THE YEAR

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer CEOs of the Year

*The Trailblazer CEOs of the Year Award honors the top decision-makers in the life sciences industry in the following five categories:*

1. Pharma/Biotech CEO
2. Medical Device/Diagnostics CEO
3. Specialty Pharma/Biotech CEO
4. Advertising Agency CEO
5. Supplier/Vendor or Service Provider CEO

### Judging Criteria:

*The Chief Executive Officer candidates for this award must excel in all aspects of leadership, including:*

#### Company Culture:

Candidates should be able to demonstrate how they have built a company culture where individuals feel safe, respected, valued, and motivated. They must be capable of engendering trust among their employees and inspiring them to achieve optimal results by personal excellence and teamwork.

#### Vision:

Candidates should have displayed a unique vision for their company over the course of the past year (from May 2021 to May 2022) that resulted in at least one of the following: (1) innovative achievements; (2) improved company reputation; and/or (3) exceptional performance (i.e., increased revenue, improved company value, etc.). Additionally, they should have also demonstrated courage and professionalism when managing any challenge that came up along the way.

#### Impact:

Candidates must be able to provide examples of the impact their efforts have had on their company, the life sciences industry as a whole, healthcare as a whole, and/or the overall global community.

#### Personal Character:

Candidates must be well respected among their industry peers for their morals, reputation, and character. They should be working with purpose to elevate their company and the industry as a whole in the eyes of the larger global community.



# changing Healthcare

CEOs OF THE YEAR  
APPLICATION

THE **PM360** TRAILBLAZER AWARDS 2022

## Application Statement

**PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:**

**Award Category:** CEOs of the Year

**Subcategory:** [for example, Pharma/Biotech CEO or Medical Device/Diagnostics CEO]

**Nominee:** [Name of person being nominated for this award]

**List of Supplementary Materials and Means of Transmission:** [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials. **IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

**Please address the following questions in your Statement:**

1. How has the CEO built a strong company culture? What examples can you provide that show their success in hiring, training, and developing leaders? What other types of programs or initiatives have they started to better serve their employees?
2. Describe their vision for the company over the course of the past year (May 2021 to May 2022) and provide any examples that detail their success, including innovation, company/shareholder value, company reputation, etc.
3. What has been the CEO's impact on the company, life sciences industry, healthcare industry, or global community? Please provide any relevant examples and/or statistics that best exemplify their impact.
4. Is the candidate well respected among their peers for how they operate and treat the people around them? Provide any examples or testimonials that can speak to their overall character or purpose within the industry.

## Promotional Image

Submissions must include a high-resolution headshot or portrait shot of the nominee. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)

# changing Healthcare

LIFETIME ACHIEVEMENT  
AWARD

THE **PM360** TRAILBLAZER AWARDS 2022

## Trailblazer Lifetime Achievement Award

*The Lifetime Achievement Award recognizes a senior healthcare marketer who has transformed the business through leadership, wide-ranging influence, and original contributions.*

### Judging Criteria:

Candidates will be evaluated on the overall impact their contributions and work have had on the industry throughout the course of their careers. Retired individuals can be submitted, however, candidates do not need to be retired (or even close to retirement) to be considered.

### Application Statement

**PLEASE DISPLAY THE FOLLOWING INFORMATION AT THE TOP OF THE APPLICATION STATEMENT:**

**Award Category:** Lifetime Achievement Award

**Nominee:** [Name of person being nominated for this award]

**List of Supplementary Materials and Means of Transmission:** [List of all supplementary materials, electronic and non-electronic, to assist the judges in identifying the relevant materials.

**IMPORTANT:** Without this information on the application the judge has no way of knowing that there are supplementary materials.]

**Please address the following questions in your Statement:**

1. What major changes did the nominee initiate or play a role in? Explain how these changes have transformed his or her department or company, or the fields of pharmaceutical/biotech/medical device marketing or disease diagnostics or treatment.
2. What evidence of the nominee's impact on the industry do you have? Although we realize some information about performance will be proprietary, provide us with the best evidence you can of the nominee's impact across his or her career.

### Promotional Image

Submissions must include a high-resolution headshot of the nominee. (At minimum the image must be 1,000 x 1,200 pixels at 300 dpi.)

**How is my entry judged?**

Entries will be judged and the winners selected by the *PM360* Editorial Advisory Board based on the criteria described in each Award Category section.

**How long should my entry submission be?**

While the entry must only meet a minimum requirement of 300 words, the average submission statement is between 800 and 1,000 words. But the length of a submission statement does not necessarily correlate to quality. Just make sure to address all of the Application Statement Questions provided for each of the award categories to the best of your ability. Keep in mind all information in the application will be kept strictly confidential.

**What is the cost for submissions?**

Entries cost \$435 each. And there is a \$195 late fee for entries submitted after the May 6, 2022 deadline.

**Can I submit someone that is retired?**

Yes, retired individuals can be submitted for the Lifetime Achievement Award or the Vanguard Award. They are not eligible for any of the other categories.

**What is the final deadline for entries?**

The initial deadline for the awards is Friday, May 6, 2022 at 11:59 PM. However, entries will still be accepted until Friday, June 3, 2022 at 11:59 PM with an additional charge of \$195 per entry.

**When will finalists be informed?**

Entrants will privately be informed if they have been named a finalist by late July or early August. And a public press release will be sent out in the middle of August.

**When are winners announced?**

Winners will be announced during the *PM360* Trailblazer Awards Event on Thursday, September 22, 2022 at Gotham Hall. Winners are published in the October Trailblazer Awards issue.

**How do I submit supplementary materials?**

Images, videos, and other materials less than 50MB can be uploaded with your application statement. Larger files can be uploaded to our ftp site. Please wait until you've received your entry confirmation (check spam folders if you do not receive an email within a few minutes) and name your files with the provided Entry ID number. Contact Kayla Walsh at [kayla.walsh@pm360online.com](mailto:kayla.walsh@pm360online.com) for ftp site details.

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

No. If you have an issue or need to make changes to your entry, please contact Kayla Walsh at [kayla.walsh@pm360online.com](mailto:kayla.walsh@pm360online.com) or 646-300-8114.