

## Awards...



### » ABBOTT DIVERSITY LEADER

Abbott has been named one of the top 10 companies for diversity in a new survey conducted by Calvert Group. Abbott's score of 90 out of 100 was significantly higher than the average score of 72 for its industry sector and 68.5 for all S&P 100 companies.

### » JOHN F. CROWLEY HONORED

Amicus Therapeutics Chairman and CEO John F. Crowley is the recipient of the Dr. Sol J. Barer Award for Vision, Innovation and Leadership.

(Editor's note: To read more about Mr. Crowley's inspiring story, see the January 2009 issue of PharmaVOICE.)

### » RX CLUB AWARDS

Dudnyk took home 16 awards from the 2010 Rx Club Show, including a silver award for Metal Man, the AzaSite 1% launch campaign.

GSW Worldwide was honored with two Rx Club gold awards, one for Dyax's Kalbitor "When the Body Attacks Itself" campaign and another for the agency's Website. GSW also took home a silver and several Awards of Excellence. The agency was also a winner at the 2010 CLIO Healthcare Awards for the Kalbitor campaign.

Vox Medica was honored by the Rx Club for a range of work, including professional print advertising, collateral materials, package design, and a pro bono children's book.

### » DR. PAUL JANSSEN AWARD

The Dr. Paul Janssen Award for Biomedical Research is accepting nominations until Feb. 15, 2011, via pauljanssenaward.com. The \$100,000 winner will be announced in 2Q 2011.

## INDUSTRY at Large ▼



Elmo and Super Grover pose with the four healthy food groups — fruits, vegetables, dairy, and grains as part of Sesame Street's Food For Thought initiative. (Photo by: Richard Termine)

### Merck & THE STREET

Merck is proudly partnering with Sesame Workshop to help educate underserved families on how to make healthy food choices on a limited income. The program is part of The Merck Rx to Fight Hunger Initiative, which supports innovative approaches for preventing hunger and malnutrition in children and seniors. To date, Merck has given close to **\$5 million** in support of a broad range and depth of hunger- and health-related programs.

60% of early adopter physicians leverage smartphones for social media applications.



### Executive Moves — CHANGES AT THE TOP

#### MERCK AND PFIZER EXPERIENCED TOP-LEVEL TURNOVER IN DECEMBER

At Merck, Kenneth Frazier, formerly president, was named CEO and president, as well as a member of the board, effective Jan. 1, 2011. Mr. Frazier succeeds Richard Clark, who has served as Merck's CEO since 2005; he continues as chairman of the board.



At Pfizer, Ian Read, formerly head of the company's global biopharmaceutical operations, has been named president, CEO, and director. Mr. Read succeeds Jeffrey Kindler, who has retired from the company.

### Quote of the Month...

“The pharmaceutical business will continue to be dynamic, and when viewed on a global level, change is not just continual, but often seismic.”

AL TOPIN / Topin & Associates



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**Thought Leader:** James DeSanti, CEO, PharmaVigilant

**China: An Emerging Market for Cancer Therapeutics**

**Thought Leader:** Richard Wagner, Ph.D., Senior Director, Kantar Health

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