

7TH ANNUAL FORUM ON PATIENT COMPLIANCE, ADHERENCE, AND PERSISTENCY

Informative presentations, executive thought leadership, and a prestigious awards ceremony provided highlights for the two-day event.



▲ Rob Nauman, Principal, BioPharma Advisors and judge for SPA awards kicks off the luncheon awards presentation.



▲ Accepting the award for Best Branded program for The Health Inform® Programs for Crestor, Symbicort, and Nexium medications were Wendy Nelson, President, Rx Canada, and Alex Tamburini, Director, Sales and Marketing, Rx Canada.



▲ Accepting the Innovation Award for AstraZeneca's SERV™ Program was Rachel Bevis, Director, Appropriate Pharmaceutical Care, AstraZeneca; Kathy Price, Project Management, Appropriate Pharmaceutical Care; and John Sluk, Senior Promotions Manager, Appropriate Pharmaceutical Care, AstraZeneca.

3RD ANNUAL SPA AWARDS

The 3rd Annual Strategic Patient Adherence (SPA) Awards, which were cosponsored by CBI and PharmaVOICE, were presented at a luncheon as part of the 7th Annual Forum on Patient Compliance, Adherence and Persistency.

The awards, which provide a great platform to pay tribute to outstanding programs in the areas of compliance, adherence and persistency, were presented for Best Branded Program as well as for Innovation Awards.

- **Best Branded Program** — Rx Canada and its client AstraZeneca Canada were the first international award winners and were lauded for measurement of each program's effectiveness.
- **Innovation Award** — Rx Canada and its client Eli Lilly Canada received an innovation award for the Evista Inner Strength Program, which ensured that pharmacists followed up with patients two weeks after their first intervention.
- **Innovation Award** — AstraZeneca for the SERV™ Program, which is a platform that allows AZ brands to leverage the sales force to provide messages, tools and programs to physicians toward enhancing medication adherence in their patients.

The submissions were deemed exceptional by an esteemed group of judges, including: Robert Nauman, Principal, BioPharma Advisors; Grant Corbett, Principal, Behavior Change Solutions; John Heilman, Senior Commercial Analytics Manager, New Practice and Corporate Analytics, AstraZeneca; Glenn Gary, Senior Marketing Manager, Amgen, and Dorothy L. Smith, Pharm.D., President and CEO, Consumer Health Information.

The pharmaceutical industry continues to face major obstacles in attaining patient persistency and compliance.

During CBI's two-day conference, thought leaders addressed the topic of patient compliance from many different avenues and provided their insights on ways that key stakeholders can improve compliance. In addition, providers of adherence and compliance solutions had a chance to showcase their services to attendees in a networking area designated for exhibits. Punctuating the information-packed two days was a celebratory luncheon to recognize the 3rd annual Strategic Patient Adherence (SPA) awards, which showcased exceptional programs in the area of patient compliance and adherence.

"The SPA awards were a success because these programs incorporate the best practices that occur in the industry today. This year's winners proved the value and validity against some nationally recognized criteria for patient compliance, adherence and persistency programs," says Grant Corbett, founder, Behavior Change Solutions, and a judge for the SPA awards.

If you are interested in submitting nominees for the 2009 Awards, e-mail awards@cbinet.com. ♦

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