

RECOGNIZING THE **POWER OF MEDICAL ADVERTISING**

5th Annual Program Generated Responses From More Than 6,000 Physicians

**Organon's NuvaRing and Pfizer's Chantix Highest Scoring Ads****NUVARING**

Category: Specialist Audience  
 Marketer: Organon  
 Agency: Adient

**CHANTIX**

Category: Generalist Audience  
 Marketer: Pfizer  
 Agency: Euro RSCG Life LM&P

**ZYVOX**

Category: One Page  
 Marketer: Pfizer  
 Agency: Cline Davis & Mann

**CHANTIX**

Category: Two Pages  
 Marketer: Pfizer  
 Agency: Euro RSCG Life LM&P

**INVANZ**

Category: Three Pages  
 Marketer: Merck  
 Agency: KPR

**TARCEVA**

Category: Four Pages and Over  
 Marketer: Genentech/OSI  
 Agency: AbelsonTaylor

**ZYVOX (1 PAGE)**

Category: Anti-infectives  
 Marketer: Pfizer  
 Agency: Cline Davis & Mann

**LIPITOR (2 PAGES)**

Category: Cardiovascular  
 Marketers: Pfizer  
 Agency: Cline Davis & Mann

**ZOVIRAX (1 PAGE)**

Category: Dermatological  
 Marketer: Biovail  
 Agency: Regan Campbell  
 Ward•McCann

**NOVOLOG FLEXPEN (1 PAGE)**

Category: Diabetes  
 Marketer: Novo Nordisk  
 Agency: Cline Davis & Mann

**HALFLYTELY (1 PAGE)**

Category: Gastroenterology  
 Marketer: Braintree  
 Agency: LyonHeart

**KEPPRA (1 PAGE)**

Category: Neurology  
 Marketer: UCB Pharma  
 Agency: LyonHeart

**NUVARING (1 PAGE)**

Category: Ob/Gyn  
 Marketer: Organon  
 Agency: Adient

**TARCEVA (4 PAGES)**

Category: Oncology  
 Marketer: Genentech/OSI  
 Agency: AbelsonTaylor

**GARDASIL (3 PAGES)**

Category: Pediatrics  
 Marketer: Merck  
 Agency: Juice Pharma

**LUNESTA (1 PAGE)**

Category: Psychiatry  
 Marketer: Sepracor  
 Agency: EchoTorre Lazur

**REVATIO (1 PAGE)**

Category: Respiratory  
 Marketer: Pfizer  
 Agency: PACE

**FLOMAX (1 PAGE)**

Category: Urology  
 Marketer: Boehringer Ingelheim  
 Agency: DraftFCB HealthCare

**THE DOCTORS' CHOICE AWARDS**, an annual study conducted by the Association of Medical Media (formerly the Association of Medical Publications), is the only program that is voted on by the

industry's customers — the physicians. Winners are selected according to their scores in an independent Internet survey measuring physicians' attitudes toward product advertising in medical journals.

Organon was named top scorer in the specialty physician category for its one-page NuvaRing ad created by CommonHealth's Adient. Pfizer took the award in the general practice category for its two-page Chantix ad, created by Euro RSCG Life LM&P.

The Doctors' Choice survey this year included 332 ads in 11 therapeutic categories among the 200 most widely advertised products in 2006. Responses were received from 6,040 physicians indicating their preferences in medical journal messages.

This is the fifth year the research has been conducted by Readex Research.

The NuvaRing ad headlined the product's "once-monthly answer" for convenience in con-

traception, and appeared in ob/gyn journals. The Chantix ad, appearing only in primary-care physician journals, announced the product's introduction for smoking cessation.

Pfizer headed the list with five awards — two for top scoring ads within specific therapeutic categories, two for unit size, and the award for the highest scoring primary care ad. Other winners in more than one category were Genentech/OSI, Merck, and Organon — each taking two awards. ♦



**Linda Fox, AMM President, presents the award in the specialist category to David Chapman, CommonHealth, Lisa Barkowski, Organon, and Linda Stamler, Organon, for their NuvaRing ad.**



**The Euro RSCG Life LM&P agency team of Lam Kasper, Anna Varshavsky, Kevin McHale, and Karen Drew accept the award for the top-scoring generalist ad for Chantix on behalf of client Pfizer.**

PharmaVOICE welcomes comments about this article. E-mail us at [feedback@pharmavoices.com](mailto:feedback@pharmavoices.com).

# Who will be the 2008 HBA

# WOMAN OF THE YEAR?

## Last Five Years

2007  
Meryl Zausner  
Vice President and CFO  
Novartis Oncology

2006  
Sue Desmond-Hellmann, MD, MPH  
President, Product Development  
Genentech

2005  
Lynn O'Connor Vos  
President and CEO  
Grey Healthcare Group

2004  
Christine Poon  
Worldwide Chairman  
Medicines and Nutritionals  
Johnson & Johnson

2003  
Catherine Angell Sohn, PharmD  
Senior Vice President  
Worldwide Business Development  
and Strategic Alliances  
GlaxoSmithKline Consumer  
Healthcare

## *It's Up to You to Tell Us!*

Announcing the 19th Annual HBA "Woman of the Year" Award.

In 2008, the Healthcare Businesswomen's Association will honor one outstanding woman in the healthcare industry...with your help. The HBA is committed to increasing recognition for outstanding women in all facets of the healthcare industry.

Think of a woman who you feel is making a special and significant contribution. Think of a woman who is a leader, a pioneer, or an entrepreneurial success.

Tell us what makes her special, which attributes and accomplishments set her apart. A nomination form and selection criteria can be found on the HBA web site at [www.hbanet.org](http://www.hbanet.org). Send your nomination form, with supporting information, by email to: [WOTY2008@hbanet.org](mailto:WOTY2008@hbanet.org).

**The deadline for nominations is Friday, December 14, 2007.**

All entries will be considered, and the winner will be announced in January 2008. She will be honored at the Woman of the Year Luncheon on May 8, 2008, at the Hilton New York.

Please visit [www.hbanet.org](http://www.hbanet.org) for more information on the industry event of the year!

**Make sure your voice is heard and your nominee considered for the 2008 HBA "Woman of the Year" Award.**



REQUIRED EXPERIENCE FOR HEALTHY CAREERS

