## DOCTORS' CHOICE awards

# IDENTIFYING POWERFUL MEDICAL ADVERTISING

## 6th Annual Program Generated Responses From More Than 5,700 Physicians

#### Dusa's ClindaReach and Pfizer's Chantix Highest Scoring Ads

#### CLINDAREACH

Category: Highest-Scoring Ad (Specialist Audience) Marketer: Dusa Agency: Topin & Associates

#### CHANTIX

Category: Highest-Scoring Ad (Generalist Audience) Marketer: Pfizer Agency: Euro RSCG Life LM&P

#### COLAZAL

Category: **Highest-Scoring Ad** (One Page) Marketer: Salix Agency: MedThink

#### CHANTIX

Category: Highest-Scoring Ad (Two Pages) Marketer: Pfizer Agency: Euro RSCG Life LM&P

#### GARDASIL

Category: Highest-Scoring Ad (Three Pages) Marketer: Merck Agency: Juice Pharma

#### CLINDAREACH

Category: **Highest-Scoring Ad** (Four Pages and Over) Marketer: Dusa Agency: Topin & Associates

#### VALCYTE (1 PAGE) Category: Anti-infectives Marketer: Roche

Agency: Ferguson

NATRECOR (3 PAGES) Category: Cardiovascular Marketers: Scios Agency: AbelsonTaylor

#### CLINDAREACH (4 PAGES) Category: Dermatological Marketer: Dusa Agency: Topin & Associates

CYMBALTA (4 PAGES) Category: Diabetes Marketer: Lilly Agency: GSW Worldwide

#### COLAZAL (1 PAGE)

Category: Gastroenterology Marketer: Salix Agency: MedThink

#### CYMBALTA (4 PAGES)

Category: Neurology Marketer: Lilly Agency: GSW Worldwide

#### FOSAMAX PLUS D (1 PAGE)

Category: **Ob/Gyn** Marketer: **Merck** Agency: **DraftFCB HealthCare** 

#### AVASTIN (1 PAGE)

Category: Oncology Marketer: Genentech Agency: Harrison and Star

#### PATADAY (3 PAGES)

Category: **Ophthalmology** Marketer: **Alcon** Agency: **Corbett Worldwide** 

#### **VIGAMOX (2 PAGES)**

Category: **Pediatrics** Marketer: **Alcon** Agency: **Corbett Worldwide** 

#### **ROZEREM (1 PAGE)**

Category: **Psychiatry** Marketer: **Takeda** Agency: **AbelsonTaylor** 

**TRACLEER (1 PAGE)** Category: **Respiratory** Marketer: **Actelion** Agency: **Giant** 

#### 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, researched physicians' attitudes toward product advertising via a Web-based study of 327 ads from the 200 most widely advertised products in 2007. This year 5,742 physicians responded with their preferences in medical journal messages.

This is the sixth year of The Doctors' Choice research into physician attitudes toward medical journal advertisements. Awards were made in 13 product categories, in four page-unit categories, and for the highest scoring specialist and generalists ads.

After being reviewed, the ads were judged based on the following criteria:

• Their ability to communicate clearly and quickly;

• Whether they helped with clinical decisions;

• If the ad prompted seeking more information or reexamining treatment;

• Whether the ad generated interest;

• If it added to information provided by company sales reps; and

• If the ad underscored the value of the product prescribed.

The highest-scoring medical journal ads were for Pfizer's two-page Chantix ad from Euro RSCG Life LM&P in the generalist physicians category and for Dusa's four-page ClindaReach ad from Topin & Associates in the physician specialty category.

For more information about The Doctors' Choice Awards, visit the AMM's Website at ammonline.org. ◆

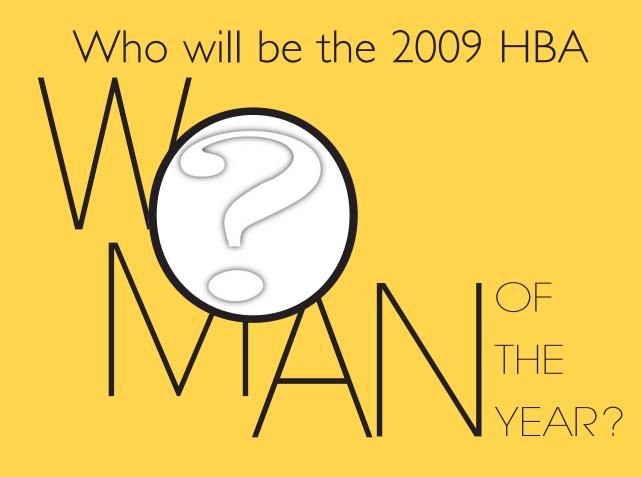
PharmaVOICE welcomes comments about this article. E-mail us at feedback@pharmavoice.com.



Members of the winning Pfizer/Euro RSCG Life LM&P Chantix team accept their award from AMM officials.

Representing the ClindaReach winning team are: Mike Zuccala, Dusa, and Alan Topin, Topin & Asociates, who flank AMM President David March.





### LAST FIVE YEARS

#### 2008

Charlotte Sibley Senior Vice President Leadership Development Shire Pharmaceuticals

#### 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



REQUIRED EXPERIENCE FOR HEALTHY CAREERS

# THE WOTY AWARD TURNS 20! SAVE THE DATE — THURSDAY, MAY 7, 2009.

In 2009, the Healthcare Businesswomen's Association will honor one outstanding woman in the healthcare industry...at the Hilton New York. 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 website at www.hbanet.org. Send your nomination form, with supporting information, by email to:WOTY@hbanet.org.

# The deadline for nominations is Wednesday, December 31, 2008.

Please visit 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 2009 HBA "Woman of the Year" Award.