

Innovex Medical Communications, a Quintiles company, Wins Major PMEA Award

Innovex Medical Communications (IMC), a Quintiles company, has won the Pharmaceutical Marketing Effectiveness Award (PMEA) *European Marketing Campaign of the Year* for its entry program, *Enhancing Glaucoma Diagnosis and Treatment with Xalatan Across Europe* for Pfizer.

The winning campaign consisted of a two-pronged approach: 1) the Focus Program to inform European ophthalmologists about early diagnosis and treatment of glaucomatous disease, and 2) a branded promotional campaign, called *Protect What's Precious*, to encourage Xalatan® prescribing in 'new' glaucoma patients.

The focus program enlisted the help of a group of targeted Key Opinion Leaders (KOLs) to implement a stimulating and engaging international two-day interactive training workshop titled *The Focus Program: Enhancing Glaucoma Diagnosis in Europe*. The forum was designed to enable a customer group of KOLs to cascade the early, accurate diagnosis message to a wider European audience of general ophthalmologists. The main objective of the program was to increase the pool of 'new' glaucoma patients in Europe.

Since December 2008, more than 1,000 European general ophthalmologists across 15 countries have received practical training in early, accurate diagnosis. In addition, since the launch of the program, the European glaucoma market has grown by an additional \$60 million. The number of newly diagnosed glaucoma patients, the target group for the program, increased by 25 percent above and beyond the overall market growth of 4.4 percent.



This PMEA award was given for marketing activities in two or more European countries in support of a prescription product or product portfolio. The PMEA web site explains that “judges are looking for not only the perfect marketing mix, but also a combination of activities that identifies and addresses the specifics within each of the European markets against a consistent brand strategy. Clear customer focus and local market understanding are also important aspects of this award.”

Judging criteria are listed as:

- Evidence that the brand was built upon customer/consumer insight in European markets
- Explanation of European positioning
- Evidence of effective building of the European brand
- Effective integration of the marketing mix
- Quantitative measurement of successful outcomes set against key objectives.



In another recent success, IMC received a rating of “Commended” from the Pharmaceutical Marketing Society Digital Media Awards for the best use of animation or film within the healthcare arena. The project – an animation in support of the nasal allergy treatment, Avamys -- was produced for GlaxoSmithKline.

IMC has also reached the finals of the *PharmaTimes* Communications Team of the Year Award for 2009. Winners will be announced on 10th December. The organizers claim that this award is the only industry competition where entry is by the endorsement of clients. IMC was nominated by clients including Pfizer, GSK, BMS and Novartis.

About IMC, a Quintiles company

IMC, a Quintiles company, is a full service global communications agency with more than 20 years experience in healthcare communications. This division of Quintiles provides a range of strategic and tactical solutions to pharmaceutical and biotech companies covering clinical trial support, publications, meeting planning and delivery, marketing services and medical education for healthcare professionals and patients. IMC offers a rigorous approach to communicating customers’ messages, providing powerful analysis of customers, evaluation of issues, and development of insightful strategies and deployment of innovative commercial solutions. The group’s strengths lie in its scientific knowledge and ability to implement communications programs both globally and at a regional level.

IMC is a leader in areas including:

- Market access communications
- Advocacy development
- Meetings services
- Publication strategy/execution
- Congress support/exhibitions
- Brand promotion
- Patient communications
- Education services
- Study communications
- Digital media solutions

The group develops and delivers strategic, creative and content-based medical communications programs for products in pre-, peri- and post-launch environments. IMC has experience with global programs in all major therapeutic areas, including CNS, cardiology, allergy and asthma, oncology, ophthalmology, diabetes and virology.