

# THE PM360 TRAILBLAZER AWARD WINNERS

## FINALISTS

Avanir PBA Film Promotional Materials (Avanir Pharmaceuticals, AbelsonTaylor)  
 CrohnsandColitis.com (AbbVie, Intouch Solutions)  
 Hearing Voices of Support (SAARDA, The Bloc)  
 "Look Beneath the Surface" (Sanofi, Regeneron, Havas Life New York)  
 The Daiichi Sankyo *Pain Trends Report* (Daiichi Sankyo, inVentiv Health Managed Markets)

## Unbranded Campaign



Winner

### The Daiichi Sankyo *Pain Trends Report* (Daiichi Sankyo, inVentiv Health Managed Markets)



Acute and chronic pain are a reality for millions of Americans. In order to explore and share different healthcare stakeholders' viewpoints on key topics and issues relating to pain management, Daiichi Sankyo embarked upon developing the *Pain Trends Report*.

Data for the *Pain Trends Report* was obtained by surveying a large and diverse group of healthcare stakeholders, including payers, physicians, pharmacists, and employers, and by seeking input from experts organized and compensated by Daiichi Sankyo, Inc. With a chapter dedicated to each stakeholder, the *Report* provides a wide-ranging overview of various topics relating to the pain landscape from the point of view of those directly involved in pain management. The *Report* revealed stakeholders' perceptions of unmet needs, areas of concern, and predictions of future trends in the pain category.

A full campaign was executed on behalf of Daiichi Sankyo, Inc. to effectively roll out the *Pain Trends Report*. It included nonpersonal communication in the form of website banners, a journal advertisement, and conference collateral at AMCP's Annual Meeting, where Daiichi Sankyo received resounding praise for its Science & Innovation Theater presentation. An additional AMCP webinar was also conducted in order to provide the public with highlights and more detailed findings from the *Report*.

The *Pain Trends Report* has been invaluable in communicating relevant information about pain management to a broad cross section of healthcare stakeholders. Daiichi Sankyo looks forward to publishing the second edition of the *Pain Trends Report* in 2018.



Winner

### Hearing Voices of Support (SARDA, The Bloc)



People with a schizophrenia-related disorder often become isolated and forgotten. Their stories are rarely told. Hearing Voices of Support is an initiative created to help change that.

Eighteen brave people affected by schizophrenia-related disorders were captured on video, talking about the voices they hear (auditory hallucinations) and the words of support they like to hear. Sharing stories on a website, through social posts, and on a Facebook page—with comments of support from across America and around the world—the initiative grew.

A media company offered a Times Square billboard and Sara Bareilles issued a gratis license of her song "Brave," which a flash mob sang in Times Square. Then in May, for Schizophrenia

Awareness Week, the video interviews were used in an interactive art installation that put people with schizophrenia-related disorders in the spotlight. It was reminiscent of auditory hallucinations but with a twist—the voices were positive. In a survey conducted at the installation, people indicated their perception had been changed, with 80% now wanting to do more to help those affected by schizophrenia. The initiative is gathering momentum and helping to change lives.