



News Release

INSULET® - MAKERS OF OMNIPOD® - AND INSTEP HEALTH NAMED PM360 TRAILBLAZER 2021 INITIATIVE FINALIST FOR POINT OF CARE

CHICAGO, IL, September 15, 2021 — *PM360*, a publication for marketing decision makers in the pharmaceutical, biotech, diagnostics, and medical device industries, recently named Insulet – the makers of Omnipod® - and InStep Health’s HCP and Patient Multichannel Educational Marketing Program as a Trailblazer Initiative finalist for Point of Care.

Insulet teamed up with InStep Health to strategically reach diabetes patients and their HCPs by putting physical and digital educational messaging within their reach. Using InStep Health’s nationwide network of over 250,000 HCPs working in over 177,000 offices and 26,000 retail and pharmacy locations, the platform used a combination of methods to reach the target audience and help them effectively make quality care decisions.

“Once we identified the specific areas of the country where the campaign would take place, we used our in-office, in-store, and digital networks to ensure that we were reaching the max amount of patients and providers that fit Omnipod’s® target audience specifics. It was a successful program and it is wonderful to be recognized as a PM360 Innovative finalist,” Mike Byrnes, Chief Sales Officer at InStep Health, explained.

Since 2009, the *PM360* Trailblazer awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. Winning initiatives were selected for their ability to stand out in the complex, ever-changing healthcare environment, and were judged on their ability to overcome challenges; the skill, innovation, and quality of planning and execution; and the effectiveness of the work.

A total of 96 finalists were chosen in the 19 Initiative categories which include: App/Digital Solution or Suite, Consumer Website/Online Initiative, Co-Promote or Partnership Initiative, Data/Analytics Initiative, Direct-to-Consumer Campaign, Direct-to-Patient Campaign, HCP Education, Interactive Marketing Program, Patient/Consumer Education, Persistence/Adherence Program, Point of Care, Product/Service Launch, Professional Campaign, Professional Website/Online Initiative, Sales Aid, Self-promotion, Social Media Campaign, Unbranded Campaign, and Video/TV campaign.

“The very best marketing initiatives stand out to us in their uniqueness and effectiveness,” says Anna Stashower, CEO and Publisher of *PM360*. “We all see many campaigns in all industries that look and sound indistinguishable from one. However, each year there are always a special few that are able to truly capture our attention while delivering the information—and sometimes connection—we need. These 96 initiative finalists we honor were able to break through the noise to engage with healthcare providers and patients alike in truly creative and touching ways.”

Finalists are acknowledged and winners will be announced during a special virtual celebration on Thursday, September 23, at 6 pm EST. Tickets for the virtual Trailblazer Awards Event can be purchased by visiting www.pm360online.com/trailblazer-tickets. Profiles of all of the winners will be included in *PM360*'s October issue.

For more information about the awards or tickets, contact Kayla Walsh at 646-300-8117 or kayla.walsh@pm360online.com.

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About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, diagnostics, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the “360” in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.