



InStep Health Named PM360 Trailblazer Awards 2020 Winner for Point of Care Category

Chicago, IL October 5, 2020 – PM360, a leading trade publication for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named the ZOMIG NS “Fast Forward to Results” campaign as the Trailblazer 2020 winner in the Point of Care category.

Using strategic messaging that positioned the medication as a fast-acting treatment, the team from InStep Health and Amneal Pharmaceuticals along with creative agency RevHealth, set out to connect with migraine sufferers in a creative way by combining the marketing power of physical assets in the pharmacy space with addressable digital tactics. The objective of the campaign was to introduce migraine sufferers to ZOMIG nasal spray – how it works, how to use, how to get it – and to encourage conversations with healthcare providers.

“This effort demonstrated the tremendous effectiveness of a dual-channel approach,” says Kathleen Bonetti, EVP of Marketing for InStep Health. “In the pharmacy, migraine sufferers obtained essential brand information at a place where they were most likely to be seeking possible remedies. The complementary digital effort extended the message by reaching patients across their digital devices.”

“The best marketing campaigns and healthcare initiatives have the power to change how people think and what they do for the betterment of a patient’s health,” says Anna Stashower, CEO and Publisher of PM360. “All of this year’s winners proved to be capable of doing just that whether it was through the use of innovative technology to help change someone’s perspective; new tools to make life easier on patients, HCPs, or caregivers; or inspiring and informative messages that help lead to better care.”

In total, 47 winners were honored during a virtual awards ceremony on October 1, 2020. The winners will be featured in the October issue of PM360 and on www.pm360online.com.

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.

About InStep Health

InStep Health delivers a completely integrated platform to connect pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point of the wellness continuum. InStep Health programs encompass the doctor's office, the pharmacy aisle, and everywhere in between with their digital initiatives. The company uses deep data combined with an extensive network of over 23,000 pharmacies and 250,000 HCP partners to deliver access, influence, trial, and mindshare—while measuring the results. In-office, in-pharmacy, and digital programs from InStep Health provide patients and consumers with the information they need to lead healthier lives.

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