



InStep Health Named PM360 Trailblazer 2020 Initiative Finalist for Point of Care Category

Chicago, IL August 20, 2020 — PM360, a publication for marketing decision makers in the pharmaceutical, biotech, diagnostics, and medical device industries, recently named InStep Health's ZOMIG NS "Fast Forward to Results" as a Trailblazer Initiative finalist in the Point of Care Category.



To connect with migraine sufferers who were not satisfied with their current therapy or supplementing with OTC medications, the campaign deployed a successful combination of messaging in the pharmacy aisles with a hyper-targeted digital effort.

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 82 finalists were chosen in the 18 Initiative categories which include: App/Digital Solution or Suite, Consumer Website/Online 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 are defined by their ability to stand out, and these 82 finalists made an impression on our judges for their ability to do just that," says Anna Stashower, CEO and Publisher of PM360. "While some stood out thanks to their eye-catching creative, others left judges in awe due to a unique ability to educate patients or doctors, an empathic approach that took judges into the bodies and souls of patients, an innovative use of technology to connect with patients in new ways or make it easier for them to get life-saving treatments, or just a fascinating new strategy that can change how the rest of the industry operates."

Finalists are acknowledged and winners will be announced during a special virtual celebration on Thursday, October 1, 2020 at 6 pm EST. Tickets for the virtual Trailblazer Awards Event can be purchased by visiting www.pm360online.com/trailblazer-info. For more information about the awards or tickets, contact Kayla Walsh at 646-300-8117 or kayla.walsh@pm360online.com.

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. Their 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.

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.

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