



Press Release

For Immediate Release

Contact: Sarah Chidalek
Sarah.Chidalek@InStepHealth.com

Insulet's Omnipod and InStep Health's Omnichannel Marketing Campaign named 2021 Point of Care Gold Trailblazer Recipient

CHICAGO, IL, OCTOBER 18, 2021. *PM360*, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named Insulet's Omnipod and InStep Health's Omnichannel marketing campaign the Point of Care Trailblazer 2021 GOLD winner.

Insulet's Omnipod is a tubeless, waterproof wearable device created to continuously deliver insulin to patients living with diabetes. To help patients, providers, caregivers, and pharmacists understand the device, InStep Health created an omnichannel marketing campaign to educate and inspire conversations between patients and providers—a particularly challenging goal throughout the COVID pandemic.

Mike Byrnes, Chief of Sales at InStep Health, explains, "We identified specific areas of the country to launch the campaign. Then, provided Omnipod's sales force with a list of HCPs and pharmacists that were part of the campaign to reach out to them personally. To help start conversations, we provided video, an e-brochure, campaign flight dates, and other resources to educate providers about the InStep Health Omnipod program."

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. Initiatives are selected in 19 distinct categories. Both Silver and Gold winners were selected in each category for their ability to stand out in the complex, ever-changing healthcare environment, and were judged on content, format, success in reaching the targeted audience, and overall quality.

"Communication, connection, and engagement all took on new meanings these past 18 months as we were forced to isolate due to the pandemic," says Anna Stashower, CEO and Publisher of *PM360*. "But marketers rose to the occasion exploring new technology, tactics, and strategies to help life sciences companies get their message out to customers with the information they needed. Our Initiative Award winners are a representation of that achievement and more, as

several of these campaigns displayed deep empathy and understanding as well as a desire to reach a more diverse set of patients than ever before.”

In total, 67 winners were honored across all categories during a virtual awards ceremony on September 23, 2021. The winners will be featured in the October issue of *PM360* and on www.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.

About InStep Health

InStep Health delivers a wholly connected platform reaching pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point in the health continuum. We offer the only industry-leading, fully integrated healthcare marketing platform that combines the power of tactile and digital activation programs with a proprietary network of over 250k HCPs, working in over 177k offices and over 26k retail and pharmacy locations nationwide.