

PHARMA USA 2024

Philadelphia | March 26–27

Awards Criteria



1. Patient Champion Award – Pharma

The winner of this award will be an individual who has demonstrably worked to reduce patient burden from within a pharmaceutical company, and/or champion a patient community or cause. The winner should be able to show how their actions have advanced benefits to patients or amplified the patient voice within the business; they may be in a patient-facing role or be a 'back-office 'unsung hero' who has driven change that will ultimately address unmet patient needs.

Criteria	Max. Points
To what extent has the candidate gone beyond the normal course of business to make an impact on the lives of patients?	25
How well has the candidate managed to overcome any challenges that they may have been faced with?	15
How well does the candidate exhibit general leadership qualities or principles that include patient value, healthcare influence, education/awareness and commercial benefits for pharma?	20
To what extent did the actions of the nominee create positive change for patients, and/or caregivers? What is the scale of impact?	20
How sustainable is the impact of the actions that the candidate has taken to create positive change for patients, and/or caregivers?	20
TOTAL	100



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2. Valuable Medical Education/Awareness Initiative Award

This award is for an initiative that has raised the profile and visibility of a disease, cause, health concern, population or treatment. We are not looking to reward mere advertising (no matter how good it is); we are seeking campaigns which have provided additional value, shown creative ways to raise awareness, gathered further reach in an additional way, clarified scientific concepts for HCPs or patients, or made things easier or clearer. Ultimately, we are looking for an authentic effort to educate and further the understanding of something that matters, and that has achieved success in doing so.

Criteria	Max. Points
To what extent did the team manage to define and connect with an underlying unaddressed issue?	15
Once the project was initiated, how would you evaluate the quality of the team's approach to understand real health requirements prior to implementation?	20
To what extent was a creative approach demonstrated to foster better engagement, learning and understanding?	30
How successful has this initiative been to date? Does the project show demonstrated impact?	20
How sustainable is this initiative? Will long-term impact be created, or will impact be created that goes beyond the initial target issue?	15
TOTAL	100

3. Most Valuable Digital Patient Engagement Award

The winner of this award will be a project or initiative that has advanced patient outreach and engagement, through digital approaches, post launch (including digital health efforts). It should demonstrate an iterative approach to product development by identifying and addressing real health requirements prior to and during implementation. The winning project will have met a strong patient need and been managed to an outstanding level, making a quantifiable, positive impact on patients.

Criteria	Max. Points
How well did the project ensure it understood patient-preferred engagement prior to implementation?	15
To what extent did the project demonstrate a quantifiable positive impact on the patient population identified as it serving?	30
How sustainable is the project? To what extent will the project ensure long-term impact for the intended customer?	15
To what extent did the project apply an iterative, agile approach to gathering and applying patient feedback?	20
To what extent was the project accessible to diverse patient demographics? (social, econ, racial, age)	20
TOTAL	100



4. Driving Health Equity Award

The winner of this award will be an initiative which has demonstrably worked to deliver on driving equitable access for patients in underserved communities – such includes but is not limited to educational programs, outreach and awareness campaigns, advocacy partnership or research studies that helped to dismantle societal barriers to equitable medicine use.

Criteria	Max. Points
To what extent did the project/initiative identify and understand previously unmet patient needs, prior to and during implementation?	15
To what extent has the candidate gone beyond the normal course of business to enable equitable access?	25
To what extent did the project demonstrate a quantifiable positive impact on access patients in underserved communities?	20
How successful has this initiative been to date? Does the project show demonstrated impact?	20
How sustainable is this initiative? Will long-term impact be created, or will impact be created that goes beyond the initial target issue?	20
TOTAL	100

5. Best brand launch campaign

This award recognizes the launch of a new product or service to the market. This could include a digital campaign, launch event, PR, social media etc. The nominee must demonstrate an understanding of the audience and an effective use of the medium to engage with the end user. This category is open to both in-house teams and agencies.

Criteria	Max. Points
To what extent has this launch demonstrated originality, innovation and creativity?	30
How has the launch understood the client’s (or companies) strategy, needs and aspirations for the product?	20
To what extent has the company demonstrated an understanding of the target audience	30
How effectiveness was the campaign? – ROI, product engagement, reach	20
TOTAL	100



6. Sustainability Award

The winner of this award will be leading an initiative that moves pharma closer to becoming an industry at the forefront of sustainability efforts. The initiative will demonstrate ambitious goals as well as detailed plans to achieve them. The initiative will also encapsulate changes already implemented by the company, that have had a positive impact on the sustainability of the business.

Criteria	Max. Points
To what extent did the initiative address a sustainability problem?	10
To what extent is the initiative ambitious and go beyond the industry standard?	20
What tangible outcomes are already evident from the initiative?	20
To what extent has the project got a convincing strategy to scale?	20
To what extent will this project have sustained impact?	30
TOTAL	100

Entry Pricing

Single entry: \$499	Multiple entries \$699 (2-3 categories)	Maximum entry: \$999 (4+ categories)
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The Awards Process

Deadline to Enter
2nd February 2024

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Sample Entry Form

Choose the categories to apply for

You may enter for as many categories as you have paid for. Please note each category must answer the specific criteria listed under each category in the nominations pack.

NB. Please do not fill this out. This is a sample of the entry form. You will receive access to the platform to fill out the official form once you have registered and paid for entry

Submission Name

How well did the project ensure it understood patient-preferred engagement prior to implementation?

3000 word limit including characters

To what extent did the project demonstrate a quantifiable positive impact on the patient population identified as it serving?

3000 word limit including characters

How sustainable is the project? To what extent will the project ensure long-term impact for the intended customer?

3000 word limit including characters

To what extent did the project apply an iterative, agile approach to gathering and applying patient feedback?

3000 word limit including characters

To what extent was the project accessible to diverse patient demographics? (social, econ, racial, age)

3000 word limit including characters

Name of Pharma, biotech, medical device or diagnostic company

Please add the company logo and any supporting images form the entered work

UPLOAD

Name of representative from company

Email of representative from company

Please upload a video file here

UPLOAD

Contact number

This not a compulsory element to the application