

PRIME
Awards

2021
ENTRY KIT

ADG.

AUSTRALIAN DOCTOR GROUP

ENTRY KIT

HOW IT WORKS

- Once you have reviewed this document, you can **ENTER ONLINE HERE**
- For each category you choose to enter, please prepare an entry submission and supporting material which answers the entry criteria.
- You have a maximum of 1,000 words per entry submission (excluding the 100–150 word entry summary)
- The cost of each submission is \$220 (including GST).

KEY DATES

ENTRIES OPEN – Monday 12th April

ENTRIES CLOSE – Friday 28th May

JUDGING BEGINS – June

FINALISTS ANNOUNCED – August

PRIME AWARDS CEREMONY – Thursday 23rd September

JUDGING PROCESS

- Stage one online judging will take place over three weeks to determine a shortlist.
- Stage two judging will take place over four weeks to decide finalists and winners.

Click here to see **Terms & Conditions**.

For more information and to enter online: **www.primeawards.com.au**

CATEGORIES

1. SUSTAINED EXCELLENCE
2. BEST PUBLIC HEALTH INITIATIVE
3. EXCELLENCE IN PATIENT OR CUSTOMER SUPPORT
4. EXCELLENCE IN EDUCATION
5. CORPORATE SOCIAL RESPONSIBILITY AWARD
6. BEST PR CAMPAIGN
7. CREATIVITY IN COMMUNICATION - CONSUMER
8. CREATIVITY IN COMMUNICATION - HCP
9. BEST USE OF DATA OR INSIGHTS
10. MARKETING INNOVATION AWARD
11. LAUNCH OF THE YEAR
12. MARKETING CAMPAIGN OF THE YEAR
13. SALES REPRESENTATIVE OF THE YEAR - PRIMARY CARE
14. SALES REPRESENTATIVE OF THE YEAR - SPECIALTY CARE
15. SALES TEAM OF THE YEAR
16. NGO OF THE YEAR (FREE TO ENTER)
17. MEDICAL SCIENCE LIAISON OF THE YEAR
18. GPs' CHOICE: PHARMA COMPANY OF THE YEAR
19. PHARMACISTS' CHOICE: PHARMA COMPANY OF THE YEAR

CATEGORIES

1. SUSTAINED EXCELLENCE

This award seeks to recognise and reward a programme of work that can show tangible and quantifiable results over a sustained period of time. This could be through a marketing, sales or education initiative but the entry must demonstrate clearly the success it has achieved. Examples could include sales results, improvements in patient care or disease management, uptake in a long-term education or engagement programme for healthcare professionals amongst others.

This category can be entered by any organisation within the pharmaceutical and life sciences industry. The programme of work needs to show results dating back to June 2019 or earlier. The entry must also include results in the most recent period, between January 2020 and June 2021.

ENTRY CRITERIA

- Outline the programme of work, its objectives and subsequent strategy, including the evolution of the initiative over time if applicable **(50%)**.
- Provide information on the success of the initiative, including tangible and quantifiable results **(50%)**.

2. BEST PUBLIC HEALTH INITIATIVE

This category recognises programmes or initiatives aimed at increasing public awareness and sense of responsibility, for preventing the onset of disease or delaying/managing disease progression.

Entries should show how they have promoted lifestyle changes, provided information on how and where to seek advice, and improved a specific aspect(s) of the health and wellbeing of the group the programme/initiative was developed for.

ENTRY CRITERIA

- Outline the programme/initiative and demonstrate how it is aligned to the specific needs of the target group and provides education on disease awareness and/or management **(30%)**.
- Demonstrate the creativity or innovation in content, presentation or delivery **(30%)**.
- Demonstrate evidence of new or changed perceptions and sustainability among the target group, measured against key objectives of the programme/initiative **(40%)**.

CATEGORIES

3. EXCELLENCE IN PATIENT OR CUSTOMER SUPPORT

This award recognises the importance of focusing on and supporting the patient or customer. This award will be given to the company and/or its partners who have developed and implemented a programme/initiative that can demonstrate a significant and measurable difference to the patient or customer group in their disease management.

ENTRY CRITERIA

- Outline the programme/initiative and how it was relevant to the appropriate patients or customers **(30%)**.
- Demonstrate that the needs of this group were met by the programme/initiative **(30%)**.
- Provide information on the success of the programme/initiative, specifically how it made a significant and measurable difference to the patient or customer group **(40%)**.

4. EXCELLENCE IN EDUCATION

This award recognises companies within the pharmaceutical and life sciences industry and their educational company provider that demonstrates an outstanding commitment to excellence in the design and implementation of educational programmes for healthcare professionals.

ENTRY CRITERIA

- Provide details on the educational programme and provide a clear statement of needs of the target audience, including measurable learning objectives **(40%)**.
- Describe how the programme uses an evidence-based approach that supports the Quality Use of Medicines (QUM) and results in better patient outcomes **(40%)**.
- Provide a summary of the success of the activity, including how it was defined and measured against the learning objectives **(20%)**.

CATEGORIES

5. CORPORATE SOCIAL RESPONSIBILITY AWARD

This award provides companies within the pharmaceutical and life sciences industry and their healthcare partners with an opportunity to gain recognition for their outstanding commitment and contributions to the community.

The judges will be looking for programmes of work that encourage teamwork and support from employees and analysing the future-facing impacts the work may have.

ENTRY CRITERIA

- Outline the objectives and strategy of the programme of work **(30%)**.
- Demonstrate the positive impact and clear benefit to the community the programme had. If the programme has been running for a long time, please provide detail on how the programme has been modified or how the relationship has enhanced within the period covered by these awards **(40%)**.
- Detail how it built trust and enhanced the reputation of the wider pharmaceutical and life sciences industry **(30%)**.

6. BEST PR CAMPAIGN

This award recognises the best PR communication campaign that supports a prescription or over-the-counter product, or a medical device that is approved (or in approval) for Australian patients. This may include, but is not limited to, media relations, stakeholder relations, online communications and advocacy work.

The entry should indicate clearly how the campaign met the needs of healthcare professionals and their patients, focusing on the approved use of the product, and promote the Quality Use of Medicines and bettering patient outcomes within Australia.

NB: Disease awareness campaigns can also be entered under Best Public Health Initiative.

ENTRY CRITERIA

- Outline the campaign and how it delivered creative and effective communications for the company and the product, including a clear benefit for healthcare professionals and their patients **(40%)**.
- Describe how the campaign helps improve the health literacy of patients and/or the community **(30%)**.
- Demonstrate how the campaign helped improve the understanding of and trust in the company and their products **(30%)**.

CATEGORIES

7. CREATIVITY IN COMMUNICATION AWARD – CONSUMER

This award recognises advertising and marketing ideas in support of a listed or registered health product/medical device available direct to the consumer, or an over-the-counter at a pharmacy, that have pushed the boundaries of creativity to engage consumers.

The judges will be seeking the best communication idea (based on creativity, originality and quality of execution) in any medium. Multiple entries featuring the same product/brand based on separate ideas are permissible.

ENTRY CRITERIA

- Outline the details of the creative brief and provide details on how the resulting idea was developed, showing the quality and originality of the idea **(50%)**.
- Demonstrate how the creative idea met the brief, client objectives and reflects the brand strategy **(30%)**.
- Show and describe the quality of execution **(20%)**.

8.

CREATIVITY IN COMMUNICATION AWARD – HCP

This award recognises advertising and marketing ideas in support of a prescription (S4 or above) brand or a medical device that have pushed the boundaries of creativity to engage healthcare professionals.

The judges will be seeking the best communication idea (based on creativity, originality and quality of execution) in any medium. Multiple entries featuring the same product/brand based on separate ideas are permissible.

ENTRY CRITERIA

- Outline the details of the creative brief and provide details on how the resulting idea was developed, showing the quality and originality of the idea **(50%)**.
- Demonstrate how the creative idea met the brief, client objectives and reflects the brand strategy **(30%)**.
- Show and describe the quality of execution **(20%)**.

CATEGORIES

9. BEST USE OF DATA AND INSIGHTS

This award recognises the best use of data or market insights in creating, targeting or executing a programme of work. This category may be entered by any company that works within or in support of the pharmaceutical and life sciences industry.

Examples may include but are not limited to, using a new data set or source, combining multiple sets of data or using qualitative and quantitative research to uncover a new insight.

ENTRY CRITERIA

- Provide information on the programme of work or initiative, including details of how the data or insight was gathered, sourced or uncovered **(30%)**.
- Show how the data or insight was used in an original way to inform the strategy or direction of the programme of work **(40%)**.
- Provide information on the success of the campaign and how it met the goals and objectives of the brand **(30%)**.

10. MARKETING INNOVATION AWARD

This award recognises innovation-driven activities within the marketing mix for a prescription or over-the-counter product, or a medical device.

The entry must demonstrate how the activity broke new ground in healthcare-related marketing to prove its innovation credentials. Innovation can be in regard to insight, strategy, content, execution, production, media use or measurement technique. The entry must also demonstrate how the activity effectively met its goals and objectives. The activity must be targeted to healthcare professionals.

ENTRY CRITERIA

- Provide detail about the innovation, including how it was developed and the circumstances that lead to the need to 'innovate' **(50%)**.
- Provide information on the success of the innovation and how it met the goals and objectives **(50%)**.

CATEGORIES

11. LAUNCH OF THE YEAR

This award recognises the launch of a prescription or over-the-counter product, or a medical device that targets healthcare professionals. This can be for either a new product or a significant line extension that came to market in Australia during the period covered by these awards.

The judges will be looking for originality which sets the launch apart from what has traditionally been done.

ENTRY CRITERIA

- Outline the brief, its objectives and the well-defined marketing strategy to support the launch **(30%)**.
- Describe the creativity or innovation in content, presentation or delivery for the launch **(40%)**.
- Provide information on the success of the launch **(30%)**.

12. MARKETING CAMPAIGN OF THE YEAR

This category seeks to recognise marketing excellence within a marketing campaign for a prescription or over-the-counter product, or a medical device. In today's environment that means a focus on integrated communication that includes using multiple communication channels.

Judges will be looking for creativity and originality in its execution across the multiple channels and how these different channels seamlessly integrate to achieve the desired communication strategy.

ENTRY CRITERIA

- Outline the brief and subsequent campaign strategy **(20%)**.
- Demonstrate what elements of the marketing mix were used and why, and also how these channels worked together to provide the desired communication **(50%)**.
- Demonstrate the effectiveness of the campaign in meeting its goals and objectives **(30%)**.

CATEGORIES

13. SALES REPRESENTATIVE OF THE YEAR – PRIMARY CARE

This award recognises the exceptional achievements of a dedicated and outstanding sales representative who works predominantly with general practitioners. The successful candidate will demonstrate not only a focus on their customers and showcase an excellent understanding in their field, but also how they are innovating through creative strategies within their therapy area.

This category can be self-entered or put forward by the person's organisation.

ENTRY CRITERIA

- Demonstrate and provide examples of how you focus on the needs of your customers by implementing innovative and/or creative strategies to aid improved patient outcomes **(60%)**.
- Demonstrate how and why you influence key stakeholders (e.g. internal company individuals/teams, key opinion leaders, patients, doctors, pharmacists etc.) to affect necessary change within your therapy area **(20%)**.
- Demonstrate an understanding of the healthcare environment and your ability to learn and translate patient and disease information within the framework of the Quality Use of Medicines (QUM), Medicines Australia's Code of Conduct and the PBS **(20%)**.

14. SALES REPRESENTATIVE OF THE YEAR – SPECIALTY CARE

This award recognises the exceptional achievements of a dedicated and outstanding sales representative who works predominantly with specialists. The successful candidate will demonstrate not only a focus on their customers and showcase an excellent understanding in their field, but also how they are innovating through creative strategies within their therapy area.

This category can be self-entered or put forward by the person's organisation.

ENTRY CRITERIA

- Demonstrate and provide examples of how you focus on the needs of your customers by implementing innovative and/or creative strategies to aid improved patient outcomes **(60%)**.
- Demonstrate how and why you influence key stakeholders (e.g. internal company individuals/teams, key opinion leaders, patients, doctors, pharmacists etc.) to affect necessary change within your therapy area **(20%)**.
- Demonstrate an understanding of the healthcare environment and your ability to learn and translate patient and disease information within the framework of the Quality Use of Medicines (QUM), Medicines Australia's Code of Conduct and the PBS **(20%)**.

CATEGORIES

15. SALES TEAM OF THE YEAR

This award recognises the achievements of an exceptional sales team. The judges will be looking for a team which exemplifies the synergies that can be achieved with excellent communication standards, encouraging teamwork and building on individual strengths to find group success within their joint therapy area(s).

This category can be self-entered or put forward by the team's organisation.

ENTRY CRITERIA

- Demonstrate how the team has worked together in communicating and supporting each other and provide examples of innovative and/or creative strategies that the team have been implemented to aid improved patient outcomes **(50%)**.
- Demonstrate how and why your team has influenced key stakeholders (e.g. internal company individuals/teams, key opinion leaders, patients, doctors, pharmacists etc.) to affect necessary change within your therapy area **(30%)**.
- Demonstrate the team's understanding of business ethics and the team's ability to learn and translate patient and disease information in the framework of the Quality Use of Medicines (QUM), Medicines Australia's Code of Conduct and the PBS **(20%)**.

16. NGO OF THE YEAR

This award recognises a non-government organisation (NGO) or not-for-profit organisation that has made a huge contribution to the quality of Australian healthcare and improved the lives of Australian patients.

This category can be entered by the NGO's themselves or a commercial partner.

ENTRY CRITERIA

- Provide detail about activities or communications that the organisation have engaged in to make a difference to Australian healthcare and how it has helped to improve patient care or outcomes **(100% at the judge's discretion)**.

CATEGORIES

17. MEDICAL SCIENCE LIAISON OF THE YEAR

Medical Science Liaisons are a mainstay within the pharmaceutical, biotechnology and medical device industries, playing a vital role serving as scientific peers and resources within the medical community with leading physicians and major academic institutions and clinics. This award recognises the use of best practices and the achievements of an exceptional Medical Science Liaison.

ENTRY CRITERIA

- Demonstrate your ability to develop and lead tactical medical strategies, ensuring involvement with Key Opinion leaders and / or medical institutions that contribute towards better patient outcomes **(50%)**.
- Demonstrate your ability to work with internal (company) stakeholders that contributes towards improved communications / processes **(30%)**.
- Demonstrate an understanding of the healthcare environment and your ability to learn and translate patient and disease information within the framework of the Quality Use of Medicines (QUM), Medicines Australia's Code of Conduct and the PBS **(20%)**.

PEOPLE'S CHOICE AWARDS

18. GPS' CHOICE: PHARMA COMPANY OF THE YEAR

This award is nominated and voted for by practising GPs for ethical, OTC and device companies they feel support QUM, are innovative and/or work towards improving patient care & outcomes.

19. PHARMACISTS' CHOICE: PHARMA COMPANY OF THE YEAR

This award is nominated and voted for by practicing pharmacists for ethical, OTC and device companies they feel support QUM, are innovative and/or work towards improving patient care & outcomes.

GENERAL CRITERIA

TERMS & CONDITIONS

- All submissions should meet the needs of healthcare professionals and their patients by the use of ethical strategies in the marketing and selling of health-related product(s), service(s) or medical device(s). The focus should be on their approved use and promote the Quality Use of Medicines (QUM) and/or bettering health outcomes within Australia.
- The awards recognise programmes of work that were first launched into market between January 2020 and June 2021, with the exception of the Sustained Excellence award.
- Entries close when the portal is closed. No extensions or changes will be allowed once the portal has been closed.
- Each entry submission should not exceed 1,000 words.
- At the time of entry, you will need to supply all of the following:
 1. 100–150 word summary of the entry
 2. A high resolution (minimum 2MB) colour image of your project, team or yourself (dependent on category entered)
 3. An .eps file of your company logo
 4. A list of names and companies of the contributors to a submission (unfortunately we can't attribute job titles).
- If made a finalist, the above information will be used within the 2021 PRIME Awards Program on the night and during the ceremony.
- Winning company and project names will be made publicly available and published through the PRIME communication channels after the award ceremony.
- Winners will be invited to take part in an interview post-event by our media partner, Health Industry Hub.
- Answers to the criteria are confidential to the judges and judges have signed non-disclosure agreements. Any information within an entry deemed confidential by the entrant must be clearly marked as so and should be in the minority of content supplied.
- Submissions can also include up to five relevant supporting materials, which should include creative samples of the work. Material may be supplied as follows:
 1. JPEG or PDF files. Maximum file size is 5MB per piece
 2. Video attachments (.mp4) or video links (YouTube or Vimeo)
 3. Website URLs or active URL of a landing page. Please ensure any applicable usernames and passwords are provided within the entry, if needed to access the website
 4. Word Doc or PDF for references.
- It is the entrant's responsibility to ensure all creative samples are viewable.
- It is the entrant's responsibility to obtain all permissions to have the material entered into the awards and for its possible use in promotion of the awards.
- The decisions of the judges are final and no correspondence will be entered into concerning them.

Should you have any further questions regarding the categories, please e-mail primeawards@adg.com.au

COST OF ENTRY: \$220 (including GST).

All entry fees are non-refundable regardless of circumstance, withdrawal or the judges choosing not to short-list.