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## The Art and Science of Marketing

WHAT MIX OF RESEARCH AND INTUITION WILL MASTER THE COMPETITION?

# PMRG RECOGNIZES DISTINGUISHED MARKETING RESEARCHERS

THE 2009 PHARMACEUTICAL MARKETING RESEARCH GROUP (PMRG) AWARDS DINNER WAS held on October 26 during the Third Annual Meeting of the PMRC Institute at the Sheraton Philadelphia Center City Hotel. The event was featured on the first evening of PMRC's two-day educational conference themed "Tools for Maximizing Brand Potential." PMRC's president, Debbie Kenworthy of Johnson & Johnson, bestowed the profession's top awards, recognizing the recipients' significant contributions, research innovations, demonstrated leadership, and dedication to the advancement of healthcare marketing research.

Over 200 professionals from biopharma manufacturing, consultancies, and service companies gathered to celebrate with recipients of PMRC's four award categories: the R.R. Fordyce Award, the Marketing Researcher of the Year Award, PMRC's President's Award, and the Circle of Excellence Award.

Susan McDonald, CEO of National Analysts Worldwide, received the coveted R.R. Fordyce Award for her long-term dedication, exemplary leadership, and advancement of the healthcare marketing research profession. For the past two decades of her 30-year tenure with National Analysts, McDonald has dedicated herself almost exclusively to the pharmaceutical industry, where her focus has been on commercialization of pipeline products, launch strategy, and lifecycle management. She also heads the firm's litigation practice, testifying frequently in federal courts and in front of regulatory bodies on trademark issues and unfair advertising.

The first-ever Marketing Researcher of the Year Awards were presented to Daniel Feldman, Director, Market Research, at Bristol-Myers Squibb, and Thomas (T.J.) Scott, Director of Business Insights for Customer Driven

Interactions, at AstraZeneca Pharmaceuticals. This award recognizes individuals who, during a 12-month period, have demonstrated a positive and meaningful contribution in biopharmaceutical market research through innovation, leadership, and significant business impact.

Jim Kirk, Practice Leader of Eidetics, the Market Intelligence and Analytics practice of Quintiles Consulting, received the PMRC President's Award. This award recognizes those who have demonstrated ongoing dedication to PMRC and its membership through volunteerism and adding value to the organization. The Circle of Excellence Award was awarded to Stephanie D. Foye, PhD, Practice Leader, Analytics, at marketRx; Rochelle Cinque Scott, Director of Community Relations at PMRC; and Heidi Boyle, Director of Events at PMRC. This award recognizes PMRC employees, volunteers, and officers whose extraordinary efforts advanced the association during the prior 12-month period. PMRC is an independent member-based nonprofit association that advances the principles, practice, and power of marketing research within the healthcare industry. Visit [www.pmr.org](http://www.pmr.org) for more information.

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- 1) R.R. Fordyce Award Recipient, Susan McDonald, of National Analysts Worldwide, and Marketing Researcher of the Year Award Recipient, T.J. Scott of AstraZeneca Pharmaceuticals
  - 2) Heidi Boyle (at left) receives PMRG's Circle of Excellence Award
  - 3) Jim Kirk receives PMRG President's Award
  - 4) Daniel Feldman of Bristol-Myers Squibb, recipient of Marketing Researcher of the Year Award
  - 5) Stephanie Foye receives PMRG's Circle of Excellence Award
  - 6) Rochelle Cinque Scott (at left) receives PMRG's Circle of Excellence Award
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**The Scene** highlights significant events in the pharma marketing industry. Companies interested in having event photos published in PM360 should contact [editorial@PM360online.com](mailto:editorial@PM360online.com) for more details.



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2009  
Susan  
Schwartz McDonald  
PMRG  
R.R. Fordyce  
AWARD  
For Your Exemplary Leadership  
and Dedication to Your Peers and for  
Creating Exceptional Innovation  
and Integrity within the  
Marketing Research Industry



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