



2017 PM360
TRAILBLAZER

Best Point of Care

FINALIST

Rx EDGE Named *PM360* Trailblazer Award Finalist in Point of Care Category

August 23, 2017—*PM360*, a publication for marketing decision makers in the pharmaceutical, biotech and medical device industries, recently named Rx EDGE as a Trailblazer Initiative finalist for their ACZONE® Gel, 7.5% Solutions at the Shelf™ program in the Point of Care category.

The pharmacy aisles proved to be an ideal setting to raise awareness about ACZONE Gel 7.5% among self-treating female acne sufferers. Information dispensers placed near topical OTC acne medications reached a relevant audience with messages focused on education and action.

“This program was a great example of leveraging the pharmacy channel to reach a motivated audience while encouraging them to look for physician-prescribed solutions,” says Jim O’Dea, Rx EDGE president and CEO. “For the ACZONE Gel 7.5% brand, the acne section was a natural fit since most acne sufferers have tried 10 or more non-prescription products before seeing a dermatologist.”

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 87 finalists were chosen in the 18 Initiative categories which include: App/Digital Solution or Suite, Consumer Website/Online Initiative, Direct-to-Consumer Campaign, Direct-to-Patient Campaign, EMR/EHR Program, 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.

“This is the highest number of finalists we have ever selected in the initiative categories,” says Anna Stashower, CEO and Publisher of *PM360*. “While that is certainly a reflection of the tremendous number of exceptional entries we received this year, it also means that the finalists selected walked a tougher road to get this far and they deserve praise for their ability to stand out in the face of tough competition.”

Finalists are acknowledged and winners will be honored during a special reception at Gotham Hall at 1356 Broadway in New York City on Thursday, September 14, 2017. Each year, the Trailblazer Awards Gala attracts more attendees from the pharmaceutical industry than any other industry event. Profiles of all of the night's winners will appear in *PM360*'s October issue.

Tickets for the Trailblazer Awards Gala can be purchased by visiting www.pm360online.com/trailblazerawards2017/tickets. For more information about tickets, contact Kayla Walsh at 646-300-8117 or kayla.walsh@pm360online.com.

You can also follow the awards real-time on Twitter at www.twitter.com/pm360online.

About Rx EDGE Pharmacy Networks

Rx EDGE Pharmacy Networks delivers consumer marketing programs through retail pharmacies that include nearly 30,000 chain drug stores, mass merchants, supermarkets and independents. More than 155 brands from 84 pharmaceutical manufacturers encompassing multiple therapeutic categories have deployed Rx EDGE programs since 2000. Rx EDGE Pharmacy Networks is a business unit of LeveragePoint Media, East Dundee, Ill. For more information, please visit www.rx-edge.com.

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, 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.

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