



Rx EDGE Named PM360 Pharma Choice Award Winner for Xulane® Campaign

East Dundee, IL, January 23, 2017 – *PM360*, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech and medical device industries, has named the Xulane® Solutions at the Shelf™ program as the Pharmacy Campaign Pharma Choice Silver winner.

Stopping power was an important element of the campaign, with a prominent call to action encouraging women who were looking for other choices in birth control to talk to their healthcare provider or pharmacist. The visual approach incorporated images and colors that were relatable to the target audience of prospective *Xulane*® Patch users.

“We are delighted to see our design efforts recognized in this way,” says Jim O’Dea, Rx EDGE President and CEO. “The Xulane® program was a great example of the type of outstanding creative work we do for our clients.”

Since 2009, the *PM360* Pharma Choice awards have recognized outstanding achievement and creativity in healthcare marketing. *PM360* readers act as judges for the entries submitted by their peers. All submissions are placed online where readers vote for their favorites based on content, format, imagination, influence on the industry, and overall quality. This year more than 7,000 votes were cast to decide the winners.

“What makes each Pharma Choice winner unique is that they were selected as one of the best in their category by the industry as a whole,” says Anna Stashower, CEO and Publisher of *PM360*. “They can take pride in knowing that the majority of their peers and colleagues felt that their work was truly exceptional.”

In total, 42 winners were named in 14 distinct categories: Animal Health, App, Consumer Website, DTC/DTP, Multichannel, Other, Philanthropic, Professional Print Campaign, Professional Website, Sales Aid, Self-promotion, Social Media, Unbranded, and Video. In total, more than 200 entries were placed on the website to be voted on. A Gold, Silver, and Bronze award is given to the top three vote-getters in each category.

The winning work is featured in the January 2017 issue of *PM360* and can be viewed online at <https://www.pm360online.com/2016-pm360-pharma-choice-award-winners>.

About Rx EDGE Pharmacy Networks

Rx EDGE Pharmacy Networks delivers consumer marketing programs through a network of over 28,000 chain drug, mass, supermarket and independent retail pharmacies. Since its inception in 2000, more than 155 brands from 85 pharmaceutical manufacturers encompassing multiple therapeutic categories



have counted on Rx EDGE to help them achieve brand awareness and patient education goals. Rx EDGE Pharmacy Networks is a business unit of LeveragePoint Media, East Dundee, Ill. 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.

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