



## Press Release

### PLEIO NAMED PM360 TRAILBLAZER 2022 INITIATIVE FINALIST FOR PERSISTENCE/ADHERENCE PROGRAM

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**New York, NY, Aug 17, 2022** — *PM360*, a publication for marketing decision makers in the pharmaceutical, biotech, diagnostics, and medical device industries, recently named **Pleio's BRILINTA GoodStart** as a Trailblazer Initiative finalist for **Persistence/Adherence program**.

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 78 finalists were chosen in the 16 Initiative categories which include: App/Digital Solution or Suite, Artificial Intelligence/Data Analytics Initiative, Consumer Website/Online Initiative, Direct-to-Consumer Campaign, Direct-to-Patient Campaign, HCP Education, Interactive/Immersive Marketing Program, Patient/Consumer Education, Persistence/Adherence Program, Professional Campaign, Professional Website/Online Initiative, Sales Aid, Self-promotion, Social Media Campaign, Unbranded Campaign, and Video/TV campaign.

“Every year, billions of dollars and countless hours are spent trying to craft the very best campaigns, initiatives, and engagement methods, but ultimately only a select few manage to truly resonate with audiences and drive real results,” says Anna Stashower, CEO and Publisher of *PM360*. “The 78 finalists in our various initiative categories represent that select few. These projects found unique ways to wow their audience, educate them, empower them, inspire them—even tug at their heart strings. They have raised the bar for what great marketing in our industry looks like.”

Finalists are acknowledged and winners will be announced during a gala celebration at Gotham Hall in New York City on Thursday, September 22 from 6 pm to 12 am. Tickets for the Trailblazer Awards Gala can be purchased by visiting <https://cvent.me/7P0ZZL>. Profiles of all of the winners will be included in *PM360*'s October issue.

For more information about the awards or tickets, contact Kayla Walsh at 646-300-8114 or [kayla.walsh@pm360online.com](mailto:kayla.walsh@pm360online.com).

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## **About PM360**

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

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.