



New Agency Enters Playing Field

The Montreal health-care industry welcomes its newest advertising agency, **Gallant Leaman Green Communications Inc.**

The three founding partners, Sharon Gallant, Brian Leaman and Lesli Green, all long-standing industry professionals, have many years of experience working together and a proven track record on some of the country's most successful brands, be it for launches, re-launches or ongoing mandates.

Gallant Leaman Green brings together a potent blend of medical knowledge, strategic insight and creative thinking in a uniquely seamless and effective way across the spectrum of health-care communications, from direct-to-consumer initiatives to HCP-focused marketing—all with a personal, hands-on approach customized to each client's specific needs.

Understanding that every good idea stems from knowledge, as well as a deep understanding of the brand, Gallant Leaman Green prides itself in being able to go further and keenly execute those ideas in an astutely fresh and relevant way.

Gallant Leaman Green Communications can be reached at (514) 933-5225.

LXB Wins Top Honours

LXB Communication-Marketing was honoured with a Finalist Award at the prestigious Global Awards in the "Communications to the Health-care Professional: Print Media" category. Its winning brochure was produced for Axcan Pharma Europe.

Defining itself as a compassionate company, Axcan Pharma adopted the theme, "Putting People First." The manufacturer and distributor of products for the relief of gastrointestinal problems has built a strong human relations image to set itself apart from other drug manufacturers. The brochure addresses doctors and pharmacists, but also European distributors, as well as potential partners interested in distributing Axcan Pharma products.

The photos, textured paper and judiciously worded copy are an integral part of the concept and help convey the company's humanity and approach to human relations.

For more information, contact Paul Bergeron at (514) 284-3010, ext. 227.

International Recognition for Ogilvy Healthworld

Ogilvy Healthworld Montreal (formerly the healthcare division of Académie Ogilvy) has expanded its mantle to accommodate a cluster of international awards received at the close of 2004.

A prestigious Global Award was given to the agency for the category of "Consumer: Brand Reminder." This was one of only two Global awards given to Canadian agencies. Ogilvy Healthworld also won a Global Finalist Certificate. Both awards were given for Cefzil®, and represent an important acknowledgement from the only awards committee dedicated to excellence in health-care communications on an international basis.

In addition, the 18th Annual Rx Club Show

bestowed five Awards of Excellence to the Agency, three for Tequin® (one for Visual/Sales/Detail Aid—more than four pages—and two for Non-published Illustration/Photography) and two for Cefzil (Package Design and Non-published Illustration).

Kudos to Bristol-Myers Squibb for sharing and nurturing the agency's vision for their products and to the Ogilvy Healthworld creative team: Steve Crawford (Creative Director), Benoit St-Laurent and Barbara Raider (Art Directors) and Marie-Josée Trudel and Danny Bloomfield (Copywriters).

Public announcements were issued last fall announcing the global merger of the healthcare divisions of Ogilvy and Healthworld Communications Group. The company called Ogilvy Healthworld was officially launched on a global basis on January 24, 2005.

For more information, contact Denis Piquette, President, Ogilvy Healthworld Montreal, at (514) 861-8563.

CPC Working Closely with Galderma

CPC Healthcare Communications is pleased to announce their partnership with Galderma Canada on the launch of an important new treatment for scalp psoriasis: Clobex™ Shampoo. Clobex Shampoo is the first super-high-potency steroid available in a shampoo format for the management of scalp psoriasis. Clobex Shampoo is an easy-to-use formulation, representing a major advantage for people grappling with scalp psoriasis and a welcome addition to the dermatologist's armamentarium.

Galderma is also in the midst of launching a comprehensive patient compliance program for people taking MetroGel®, MetroCream® or MetroLotion® for the treatment of rosacea. The compliance program was developed by CPC Healthcare, encompassing a comprehensive range of services in both print and Web environments, to support people suffering from rosacea. The compliance program is designed to promote proper usage of medications and help patients identify their rosacea triggers to better manage their condition.

For more information, contact Ken Book at (416) 494-9995 or visit the CPC Web site at www.cpchealthcare.com.

Phase V Wins GSK's HIV Portfolio

Phase V Communications, the Montreal-based arm of the Grey Healthcare Group, was recently awarded the HIV portfolio at GlaxoSmithKline. This also includes the brands involving the partnership of Shire BioChem. Notable brands include 3TC, Retrovir®, Ziagen® and Combivir.®

For more information, contact Allan Portwine at (514) 288-5557.

Closing With a BOOM

National TV and radio

BOOM, with Roche Diagnostics, introduces a national TV, radio and print campaign to run in the first quarter of the year.

Launching a winner

Humira®, the new rheumatoid arthritis biologic from Abbott Laboratories, was launched with a BOOM in November 2004. Highly anticipated as the first fully human monoclonal antibody, the Humira launch featured a wide-reaching program of innovative professional and direct-to-consumer tactics.

Making new BOOMERS

BOOM continues to expand, reflecting its significant growth throughout the year. Latest additions to the team are, in order of appearance, Karine Bergeron, Graphic Designer; Heidi Simmons, Medical Writer; Ingrid Silbermayr, Production Manager; and Heidi Batson, Account Co-ordinator.

For more information, contact Judy Malone or Jamie Fisher at (514) 937-1446.

"The Carnival is Firing Up!"

Under the theme, "*The Carnival is Firing Up!*" **LXB Communication-Marketing** has, for the second consecutive year, designed the poster campaign for the Mr. Christie Quebec Winter Carnival, the largest winter event in the Quebec City area. The 51st edition of this event is being promoted under the theme of "fire" in Montreal and Quebec City. Up to mid-February, the public will see a blaze of carnival excitement throughout the Viacom poster network in Montreal and Quebec City, followed by a second series where, ever so briefly, Zoom Media panels will turn into emergency boxes.

For more information, contact Josée Paquet at (418) 529-9761, ext. 124.

Total Domination for Anderson DDB

Anderson DDB Health & Lifestyle once again dominated the annual International Awards of Excellence (IN-AWE), held by the Medical Marketing Association in Las Vegas in 2004. The IN-AWE Awards are the largest North American competition honouring the field's most creative work in medical marketing.

The Anderson DDB Health & Lifestyle network won an impressive 18 IN-AWE awards, more than any other agency at the show. The awards tally included eight gold, five silver and five bronze. This marks the third consecutive year Anderson DDB has been the overall winner at the IN-AWE Awards.

Among the gold IN-AWE awards winners were:

1. Outdoor: "Alesse® Campus" for Wyeth Pharmaceuticals;
2. Television Campaign: "Harvest House" and "Crossing Guard" for Ortho Biotech;
3. Interactive—Web site: "Peace of Mind" for Wyeth Pharmaceuticals;
4. Radio: "Sara" for Wyeth Pharmaceuticals; and
5. Photography: "One Touch Test Smart 2004 Managed Care Calendar" for LifeScan, Inc.

"The IN-AWE Awards are an important North American industry competition that honour excellence in medical marketing," says Kevin Brady, President of Anderson DDB.



"The results demonstrate our creative leadership in the health and lifestyle category and show we continue to do outstanding work for clients in some very difficult categories across North America."

For more information, contact Joanne Belsito at (514) 844-9505 or Kevin Brady at (416) 960-3830.

CPM



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Today, 1 in 13 Canadians over 65 are affected by Alzheimer Disease and related dementias:

For more information, contact your local Alzheimer Society or visit our Web site at www.alzheimer.ca

Alzheimer Society

* Canadian Study of Health and Aging