



Ontario  
Pharmaceutical  
Marketing  
Association

# SKUY AWARDS

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**IMPRES**  
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## 2017 SKUY AWARD RECIPIENTS

### BEST HEALTH CARE PROVIDER – PROFESSIONAL AUDIENCE

1. Print

**LEMIEUX BÉDARD**

The Lancora Launch | Servier Canada

2. Digital

**TWISTED FRAME**

Method of Action | Octapharma Canada

### BEST PATIENT NON-BRANDED DISEASE AWARENESS

3. Print

**CPC HEALTHCARE**

E-Action Magazine | UCB Canada

4. Digital

**MEDUCOM HEALTH INC.**

Living with Dupuytren's | Paladin Labs

### BEST PATIENT SUPPORT/EDUCATIONAL DISEASE MATERIALS

5. Print

**CDM MONTREAL**

Hyperprolactinemia Awareness Aid |  
Otsuka/Lundbeck

6. Digital

**BRIGHTWORKS**

Diabetes Care | BD Medical

### BEST CONSUMER NON-BRANDED DISEASE AWARENESS

8. Digital

**ENERGI PR**

#Pucks4Prostate | Astellas

7. Print

**GRIP LIMITED**

Stop Dancing Around the Issue | Astellas

### 2017 CANADIAN HEALTHCARE INDUSTRY MARKETER

9. Marketer

**CALVIN HWANG**