



2009 DIANA Entry Instructions

Preparing Entries For Best New Product Introductions and/or Product Promotions

To be considered for the DIANA program, all entries submitted **must include** the following materials:

1. Ten (10) copies of the completed HDMA 2009 DIANA entry form.
2. Ten (10) copies of the completed HDMA 2009 DIANA self-evaluation form.
3. Ten (10) copies of a one- to two-page, double-spaced, typed narrative summarizing the facts and background information on the particular product introduction and/or promotion. This is the nominating company's opportunity to highlight the unique aspects of the product's introduction or promotion.

HDMA advises entrants to be creative and to emphasize the ways in which the product launch and/or promotion improved working relationships and operational efficiencies between manufacturers and distributors. Manufacturers also may highlight the ways in which the product positively affected the entire healthcare delivery system. In this narrative, consider background information:

- Sales/market share achieved
 - The product's positive impact on total category sales
 - Unique sales and marketing tools employed
 - The product's contribution to improved patient care and/or cost containment
 - Unique packaging or other delivery system to improve safety and security
 - Process that improved operational efficiencies in the distribution channel
 - Positive impact on waste reduction or environmental improvement
 - Attributes that make the product launch and/or promotion notable and successful
4. Ten (10) copies of any materials used in the new product introduction and/or promotion that validate the narrative statement.
 5. A high-resolution 300 dpi EPS company logo. The specifications are as follows:
 - The EPS file must be a true, vector-based file saved with outlines. Please save the EPS for compatibility with Adobe Illustrator CS4 for Mac.

Mailing Instructions - *Entries should be mailed to:*

HDMA DIANA Program, c/o Lisa Gallagher

Healthcare Distribution Management Association | 901 North Glebe Road, Suite 1000 | Arlington, VA 22203

Questions

Lisa Gallagher, Director, Member Relations

(703) 885-0251 | lgallagher@hdmanet.org | (703) 812-5282 (fax)

Deadline

HDMA must receive DIANA entry packets by 5:00PM, **Friday, August 14, 2009**. No extensions will be granted.



2009 DIANA Entry Form

Best New Product Introduction and/or Product Promotion

Carefully read the DIANA brochure, especially the category descriptions, before completing this form. Each DIANA entry must be accompanied by a separate entry form. The deadline for entries is 5:00PM, Friday, August 7, 2009.

Consumer Products Categories

Category 1: OTC Products

Best New Product Introduction and/or Promotion

This category includes antacids, cough/cold products, internal/external analgesics, laxatives, eye care, diet, natural health, vitamins, nutritional products and smoking cessation products.

Category 2: Home Healthcare

Best New Product Introduction and/or Promotion

This category includes pregnancy/ovulation tests, diabetes diagnostics, self diagnostics, first aid, foot care and home care.

Category 3: General Merchandise/Other

Best New Product Introduction and/or Promotion

This category includes hair care, family planning, feminine hygiene, skin care, oral care, deodorants, cosmetics, batteries and film.

Category 4: Branded Pharmaceutical

Best New Product Introduction and/or Promotion

Category 5: Generic Pharmaceutical

Best New Product Introduction and/or Promotion

Category 6: Biotechnology

Best New Product Introduction and/or Promotion

This category includes any pharmaceutical product that has as its core clinical basis the use of tissue cultures, living cells or cell enzymes. The final product may require special handling or require IM/IV administration.

Category 7: Rx Support Systems, Supplies & Services

Best New Product Introduction and/or Promotion

This category includes products, such as needles, syringes, prescription vials and containers, or creative tools/events, targeted services, or new systems that uniquely benefit the supply channel.

Please type or print clearly

Company name _____

Division, if applicable _____

Best new product introduction and/or promotion name as you want it to appear on the DIANA statuette

Category (circle one) 1 2 3 4 5 6 7

Please answer the following questions:

What was the product introduction/promotion's shipping date to the healthcare distributor?

Month _____ Day _____ Year _____

What percentage of sales went through healthcare distributors?

_____ %

What was the product introduction/promotion?

National Regional Other

Person completing this form

Name _____

Title _____

Address _____

Phone Number _____

Fax Number _____

E-mail _____

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