



2009 DIANA Self-Evaluation Form: Consumer Products Best New Product Introduction and/or Product Promotion

Please check the appropriate category:

- Category 1: OTC Products Category 2: Home Healthcare Category 3: General Merchandise/Health & Beauty Care

Your Name and Company _____

Name of Company Who Submitted Entry _____

Name of New Product/Product Promotion _____

Please use the following rating scale when evaluating the criteria below: 1 = Did not achieve, 2 = Average, 3 = Excellent

Promotional Plan	1	2	3
1. The product introduction/promotion resulted in sales growth.			
2. The product had a strong national support plan.			
3. The company provided national promotional support for independent pharmacies (i.e., promotional prepacks, telemarketing).			
4. Allowances were available to drive sales through the distributors' sales force to retail customers.			
5. Extended dating terms were offered.			
6. Selling materials were effective and readily available.			
7. Distributor promotional programs were supported.			
8. Lead times were sufficient to maximize operational and sales performance.			
Operational/Logistics Plan	1	2	3
9. The product was available quickly through all trade channels.			
10. Product supplies were adequate, and consistent service levels were provided throughout launch period.			
11. The company provided sales support and resources to distribution centers.			
12. The company has an acceptable returned goods policy.			

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 Self-Evaluation Form: Pharmaceutical Products

Best New Product Introduction and/or Product Promotion

Please check the appropriate category:

- Category 4: Branded Category 5: Generic
 Category 6: Biotechnology Category 7: Rx Support Systems, Supplies & Services

Your Name and Company _____

Name of Company Who Submitted Entry _____

Name of New Product/Product Promotion _____

Please use the following rating scale when evaluating the criteria below: 1 = Did not achieve, 2 = Average, 3 = Excellent

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