



## 2010 DIANA Entry Instructions

### Preparing Entries For Best New Product Introductions or Promotions

To be considered for a DIANA award, all entries submitted must include the following materials:

1. A completed DIANA **entry form**.
2. A completed DIANA **self-evaluation form**.
3. A **narrative of no more than 600 words** (or two pages if typed and double-spaced) summarizing the facts, background information and any unique aspects of the nominated product introduction or promotion.

In this narrative, consider your product's:

- Market share and correct forecast
- Position as first to market or new in class, if applicable
- Distribution and marketing model
- Strategic marketing programs
- Unique packaging or other delivery system to improve safety and security
- Promotion of operational efficiencies in the distribution channel
- Attributes that make the product launch or promotion notable and successful

HDMA advises entrants to be creative and to emphasize the ways in which the product introduction or promotion improved working relationships and operational efficiencies between manufacturers and distributors. Manufacturers may highlight the ways in which the product positively affected the entire healthcare delivery system.

4. A **high-resolution, 300 dpi product picture and .eps company logo**. The .eps file must be a true, vector-based file saved with outlines. Please save the .eps for compatibility with Adobe Illustrator.

---

#### Mail your entries to:

HDMA DIANA Awards, Attn: Lisa Gallagher  
901 North Glebe Road, Suite 1000  
Arlington, VA 22203

HDMA must receive DIANA entry packets by 5:00 pm on **Friday, April 16, 2010**.  
No extensions will be granted.

Contact Lisa Gallagher, HDMA Director of Member Services, with any questions  
at (703) 885-0251 or lgallagher@hdmanet.org.

## 2010 DIANA Entry Instructions

### Best New Product Introduction or 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 **5:00 pm on Friday, April 16, 2010**. No extensions will be granted.

### Best New Product Introduction or Promotion

#### Consumer Products

- **Category 1: OTC Products**

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

- **Category 2: Home Healthcare**

Includes pregnancy and ovulation tests, diabetes diagnostics, self diagnostics, first aid, foot care and home care.

- **Category 3: General Merchandise/Other**

Includes hair care, family planning, feminine hygiene, skin care, oral care, deodorants, cosmetics, batteries and film.

#### Pharmaceutical Products

- **Category 4: Branded Pharmaceutical**

- **Category 5: Generic Pharmaceutical**

- **Category 6: Biotechnology**

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 or IV administration.

- **Category 7: Rx Support Systems, Supplies & Services**

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

---

#### Mail your entries to:

HDMA DIANA Awards, Attn: Lisa Gallagher  
901 North Glebe Road, Suite 1000  
Arlington, VA 22203

HDMA must receive DIANA entry packets by 5:00 pm on **Friday, April 16, 2010**.  
No extensions will be granted.

Contact Lisa Gallagher, HDMA Director of Member Services, with any questions  
at (703) 885-0251 or lgallagher@hdmanet.org.



## 2010 DIANA Self-Evaluation Form

*please type or print clearly*

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

Your Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Nominated Company Name \_\_\_\_\_

Division, if applicable \_\_\_\_\_

Best new product or promotion name \_\_\_\_\_  
(as you want it to appear on the statue)

**Choose a Category:**

**Consumer Products**

- OTC Products
- Home Healthcare
- General Merchandise/Other

**Pharmaceutical Products**

- Branded Pharmaceutical
- Generic Pharmaceutical
- Biotechnology
- Rx Support Systems, Supplies & Services

Date of product introduction or announcement of promotion to healthcare distributors: (dd/mm/yyyy) \_\_\_\_\_

What percentage of this product's sales went through healthcare distributors? \_\_\_\_\_%

The product introduction/promotion was (check one):  National  Regional  Other (N/A)

Best New Product Introduction or Product Promotion*	1	2	3
1. The company presented market share attributes to determine the correct forecast to assist distributors in purchasing.			
2. The new product was new in class.			
3. The new product was first to market.			
4. The company used an innovative distribution or marketing model.			
5. The company creates strategic marketing programs to foster market growth.			
6. The new product helped build upon the next generation of new products.			
7. The new product was packaged to meet pedigree requirements and dispensing regimes for Pharmacy.			
8. The new product was priced correctly to improve upon market share.			
9. The product met or exceeded sales projections.			
10. The company provided national promotional support for independent pharmacies (e.g., promotional prepacks, telemarketing)			
11. Lead times were sufficient to maximize operational and sales performance			
12. Extended dating terms were offered			
13. Product supplies were adequate, and consistent service levels were provided throughout launch period			

\*1 - Did not achieve, 2 - Average, 3 - Excellent

**Mail your entries to:**

HDMA DIANA Awards, Attn: Lisa Gallagher  
901 North Glebe Road, Suite 1000  
Arlington, VA 22203

HDMA must receive DIANA entry packets by 5:00 pm on **Friday, April 16, 2010**.  
No extensions will be granted.

Contact Lisa Gallagher, HDMA Director of Member Services, with any questions  
at (703) 885-0251 or lgallagher@hdmanet.org.





## 2010 DIANA Entry Form

### Best New Product Introduction 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 16, 2010.

#### Consumer Products Categories

##### Category 1: OTC Products

###### *Best New Product Introduction 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 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 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 or Promotion*

##### Category 5: Generic Pharmaceutical

###### *Best New Product Introduction or Promotion*

##### Category 6: Biotechnology

###### *Best New Product Introduction 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 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 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 \_\_\_\_\_

#### Mail your entries to:

HDMA DIANA Awards, Attn: Lisa Gallagher  
901 North Glebe Road, Suite 1000  
Arlington, VA 22203

HDMA must receive DIANA entry packets by 5:00 pm on **Friday, April 16, 2010**.  
No extensions will be granted.

Contact Lisa Gallagher, Director of Member Services, with any questions  
at (703) 885-0251 or lgallagher@hdmanet.org.