

PM Society Digital Awards - the power of together



Let's hear it for awards! They sometimes get a bad press with questions over credibility, relevance and ROI, but here at Four Health we believe in the importance of recognising great work and the ultimate effect on patients' lives. This starts with nurturing, training and rewarding our own people through our internal EPIC Awards. EPIC represents our core values of expertise, partnership, intelligence and community - values which are reflected in the many awards we support and enter for our clients' work.

Four Health is a strong advocate of the great work done by organisations like the **Pharmaceutical Marketing Society** and we are supporters of the various awards it runs to promote best practice in marketing across the industry. Let's not forget that the PM Society is a not for profit organisation that has been in existence for over 40 years and is solely committed to supporting the pharmaceutical industry and its service suppliers. We are delighted then to be the main sponsor at this year's **PM Society Digital Awards** on 20 September 2018. This will be the 5th year that we've been a sponsor and we see the PM Society as a valuable partner that has contributed to the success of the agency over the last few years and to our clients' campaigns.

In addition to being a sponsor, Four Health is shortlisted for three awards this year and we are hoping to add to last year's success of winning the inaugural Agency Digital Team of the Year.

This year is particularly important for us as we roll out our new integrated offering which we call *the power of together*. While this was created to reflect the power of combining Four Health's various offerings (media planning, PR & communications, public affairs, customer segmentation & insight) it equally applies to our relationship with the PM Society and the benefits of working with this great organisation.

If you're interested in finding out more about Four Health email **Richard Springham**