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PPD earns awards for digital communications

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Pharmaceutical Product Development (PPD) has announced the company earned recognition for excellence in multimedia and digital communications that promote the people and technology vital to advancing the development of life-changing medicines. PPD earned five honors in the annual Telly Awards and three in the Digital Health Awards.

PPD earned honors in both awards programs for its treatment of Preclarus, the company's award-winning clinical data portfolio solution that delivers real-time data and analysis to power improved clinical trial quality and efficiency. Preclarus gives PPD and client teams transparent, real-time access to all clinical trial operations and patient data to enable faster strategic and tactical decisions about clinical studies.

PPD also received recognition for its video, "How Wendy Chioji Beats Cancer," featuring a PPD Hero in the PPD Beach2Battleship Triathlon. PPD Heroes are everyday people who have overcome illness with medical treatments developed in clinical research and who raise awareness about the importance of increasing participation in clinical trials.

"We believe in the power of digital and multimedia communications to effectively spotlight technological advances driving success in clinical trials and to amplify the voice of patients who depend on research to improve health outcomes," said Ms Elizabeth Kuronen, vice-president of strategic communications and marketing for PPD. "These awards underscore PPD's commitment to serving our biopharmaceutical clients and elevating the message that clinical trials can help save lives."

Founded in 1979, the Telly Awards program honors outstanding local, regional and cable TV commercials and programs, the finest video and film productions, as well as Web commercials, videos and films. The Digital Health Awards honor the world's best digital health resources across a number of categories. Nearly 1,000 submissions were judged for the 17th Digital Health Awards.

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