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Novartis has won the maiden 'Digital Pharmaceutical Company of the Year Award' at the PM Society Digital Media Awards, leaving behind Bayer, Boehringer Ingelheim, Genentech (Roche), GSK, and Sanofi.

The company took the title based on its social media engagement, website quality, digital tools and other digital initiatives measured by Symplur, a social media data analytics firm.

The PM Society promotes marketing excellence throughout the healthcare and lifescience industries, promising to educate, inform, and facilitate networking through its various channels - online, print and live events. It has two highly regarded Award schemes - PM Society Advertising Awards and the Digital Media Awards. These groups are led by experts from the respective fields.