



# IMPACT REPORT

2025

Advancing standards, together.

## INTRODUCTION

In 2025, the UK life sciences and healthcare communications sector continued to navigate intensifying commercial pressure, rising expectations from healthcare professionals and accelerating technological change. Government positioning of life sciences as a national growth engine, alongside reforms to pricing, market access and UK–US trade, offered cautious optimism for innovation and launches.<sup>1</sup> Analysts forecast a busy cycle across oncology, immunology and metabolic disease – even as cost containment remains a defining constraint.<sup>2</sup>

Within this evolving landscape, marketers faced a persistent challenge; communication volumes increased, but meaningful engagement did not always follow. While US pharmaceutical digital ad spend exceeded \$20 billion in 2024–25,<sup>3</sup> evidence from Veeva Systems and others across the sector showed that much approved content was underused or unseen in practice. Healthcare professionals increasingly reported fatigue and declining relevance,<sup>4</sup> reinforcing a clear imperative for the sector: outcomes must matter more than outputs.

Leading consultancies including McKinsey & Company and EY highlight a corresponding shift in marketing practice. Moving away from traditional measures such as ‘share of voice’ towards insight-driven, hybrid engagement models, increasingly enabled by AI, data and more precise orchestration across channels.<sup>5</sup> At the same time, agency networks continue to consolidate, margins remain tight, and procurement scrutiny is intensifying. Value, efficiency and demonstrable ROI are no longer differentiators – they are expectations.<sup>6</sup>

Value, efficiency  
and demonstrable  
ROI are no longer  
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are expectations.

## THE PM SOCIETY'S ROLE IN 2025

Against this backdrop, the PM Society delivered a year of material progress, strengthening relevance and growing influence.

**Throughout 2025, the PM Society focused on convening the sector, advancing standards and supporting members to adapt to changing expectations.**

A key milestone was the successful rebrand of the PM Society Digital Awards into the PMi Awards (focusing on innovation and impact). Together with another strong year for the PM Awards, this reinforced the PM Society's leadership in setting benchmarks for excellence across healthcare communications. Awards participation from across the industry increased, reflecting renewed confidence in the PM Society's role as an impartial, peer-led platform.

The inaugural PM Society Summit in June marked another step change. By bringing together senior leaders across pharmaceutical companies, agencies and partner organisations, the PM Society Summit created a neutral forum for candid dialogue on standards, effectiveness and partnership at a time of heightened commercial pressure. This complemented the PM Society's continued investment in the future of the profession through its flagship careers event, which connected early-career talent with employers, and through Creativity for Good, delivering pro bono creative work that generated tangible benefit for charities and communities while showcasing the sector at its best.

# THE ADDED VALUE OF MEMBERSHIP

## Through membership of the PM Society, individuals and organisations gain:



Access to seven **specialist interest groups** driving practical guidance across digital, DE&I, sustainability, patient engagement, pharma agency relationships, careers and marketing excellence



Reduced rates for **high-impact training programmes** and structured CPD pathways



Eligibility for respected, independently **accredited awards programmes**



Opportunities to shape **cross-industry dialogue** through summits, roundtables and working groups



A **peer network** spanning over 230 corporate members across pharma, biotech and agencies<sup>7</sup>



A **collective voice** advocating for higher standards, stronger capability and more effective partnership

In an era defined by AI acceleration, procurement scrutiny and increasing demand for measurable impact, membership provides more than access – it provides influence, credibility and shared capability.

## LOOKING AHEAD

In 2026, the pace of change shows no sign of slowing. AI is set to further reshape ways of working, compressing timelines and raising expectations around efficiency and measurable impact.<sup>8</sup> Procurement teams will continue to demand smarter delivery models, clearer governance and demonstrable value.<sup>9</sup> In response, marketing and communications functions will need more consistent operating standards, deeper audience understanding and a renewed focus on outcomes that genuinely matter.

For the PM Society, this moment represents both opportunity and responsibility. With over 230 corporate members, spanning pharmaceutical, biotech and agency organisations of all sizes, the PM Society is uniquely positioned to act as the cross-industry platform that brings stakeholders together, advances standards and supports sustainable excellence. Through membership, individuals and organisations gain access not only to interest groups, training and awards, but also to a collective voice shaping the future of healthcare communications.



**In a challenging yet opportunity-rich environment, Advancing standards, together, remains both the PM Society's mission and its leading call to action.**

By engaging with the PM Society, members play an active role in strengthening capability, elevating healthcare professional experiences and ultimately supporting better outcomes for patients.



Right now, our sector is under real pressure, which is exactly why a great professional association matters more than ever. It brings the best minds together, not just to talk, but to shape smarter, more sustainable ways forward for all of us. When the system feels stretched, collective leadership is how we protect talent, advance standards and keep moving forward. The challenge is real but so is the opportunity when we act together.

**STEPHEN PAGE**

**PM Society Board Member**



# THE PM SOCIETY 2025

The PM Society is a not-for-profit industry body that exists to support people and organisations in healthcare communications. Founded over 50 years ago, it currently has 230+ corporate members spanning pharmaceutical and biotech companies, as well as service agencies including PR, creative, medical communications, digital and more. Members include organisations of all sizes, from nimble independents to global networks.

Membership offers access to interest groups, reduced rates on training and awards, early access to content, peer networking and a platform for leadership in advancing standards. Engagement with PM Society activity remained strong throughout 2025, with broad participation across events, awards and initiatives. This momentum underscores both the relevance of the PM Society's work and the value of membership as a way for individuals and organisations to play a more active role in shaping standards, strengthening capability and supporting the future of healthcare communications.

230+

**corporate members**  
spanning pharmaceutical, biotech, PR, creative, medical communications and digital companies

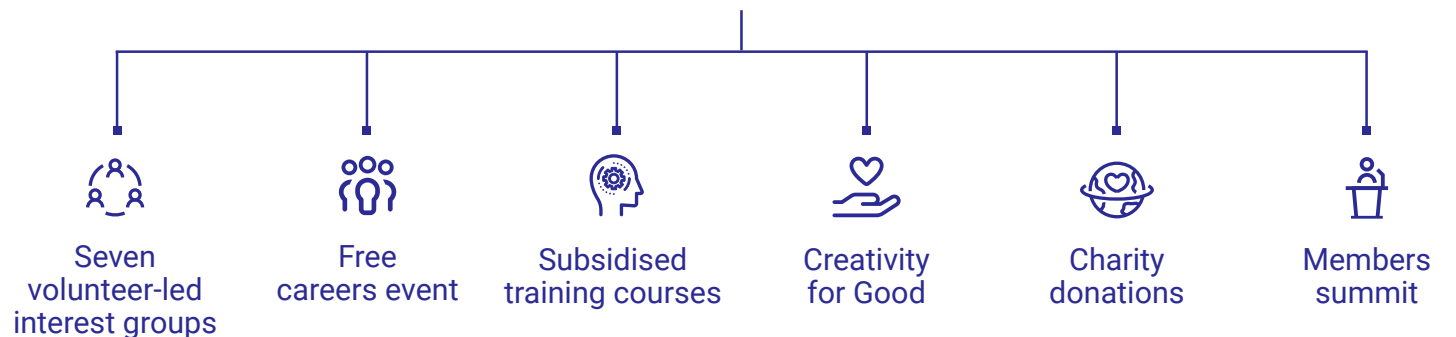
50+

**years of**  
supporting people and organisations in healthcare communications

**In 2025, the PM Society continued to invest in cross-industry collaboration, awards, thought leadership and workforce capability building.**

£100,000

**invested every year in our work and charity donations**





We are proud of our progress and achievements in 2025, across all our workstreams driving to advance standards in our industry. As a not-for-profit, volunteer-led organisation, it is vital that what we do is relevant to our members and our supporters, so thank you for engaging with us, attending our events and helping us to shape our contribution and content. Our sponsors play a key part in ensuring we can run our awards programmes and host events for networking and celebration, so thank you to you all for your time and investment. It really is vital to maintain longevity of the PM Society and boost our giving back investment into our CSR activities, highlighted in this report.

**JENNY CLARIDGE**

**Marketing Director**



# INTEREST GROUPS



Each of the PM Society's seven interest groups delivers leadership, content and connections that directly support members, strengthen practice and elevate standards across the sector. In addition, the awards programme represents the industry's best-in-class, and Creativity for Good highlights the difference our profession makes in the real world. All of which is underpinned by the training and support offered by the PM Society.



126

attendees at 'A Career in Healthcare Communications' annual event



35

35 speakers, nine exhibitors, 11 delegates secured jobs directly as a result



600+

total delegates welcomed since inception, with ~50 job placements to date



~8%

Attendance up ~8 % vs 2024



~15%

Exhibitor participation up ~15 % vs 2024

The event remains a major gateway into healthcare communications, connecting students and early-career professionals with hiring organisations and demystifying career pathways.

Employers reported stronger candidate readiness and quality as a direct outcome of the event experience.

HIGHLIGHTS OF 2025

CAREER

DEVELOPMENT

AMBITIONS FOR

2026

Grow attendance to over 150 delegates at flagship careers event in 2026.

Expand partnerships with universities to drive early talent pipelines.

Develop on-demand career resources for all members.

Help shape the future of our industry – join the Careers interest group and advance standards from the very start.



It has been an absolute pleasure to develop the annual careers event over the last six years. The ongoing impact has been the number of past delegates who have found roles within the industry, and the recognition amongst healthcomms professionals of the importance of this initiative.

The numerous positive social media posts about this year's careers event by our delegates shows that the future is looking very healthy for new talent joining our industry.

SIMON WALKER  
Careers Interest Group Lead





50+

active members of the interest group across pharma, agencies and tech stakeholders



12

content pieces in 2025 (articles, videos, posts)

in 700+

LinkedIn reach 30,000+ impressions and 700+ engagements

↑ 20%

Group membership up +20% vs 2024

Content cadence up 20% vs 2024

Meeting participation up 10%.

Integrated AI themes into strategy discussions and thought leadership.

Produced videos with HCPs on digital engagement best practice.

Advocated for structural integration of digital tools across channels.

HIGHLIGHTS OF 2025

DIGITAL (DIG)

AMBITIONS FOR

2026

Launch a flagship digital competency framework for members.

Grow digital content library by 50%.

Turn emerging tech into better practice – join the Digital, AI and Technology interest group and help advance standards that matter.



In 2025, DIG moved from ‘talking digital’ to building momentum – connecting pharma, agency and tech voices to shape thought leadership, surface best practice, and make digital feel built in rather than bolted on.

SAM PYGALL

Digital Interest Group Lead



Delivered multiple DEI webinars and LinkedIn programmes throughout 2025, reaching broad networks across pharmaceutical companies, agencies and charities.

Established a new partnership with the Valuable 500 to provide members with bespoke disability benchmarking tools.

Sustained engagement across diverse networks in pharma, agencies and third-sector organisations, fostering cross-sector collaboration.

DEI engagement increased by 25% compared with 2024, measured through participation in interest group events and content interaction.

The Interest Group expanded its remit to include sharing best practice on inclusive recruitment, pay equity and neurodiversity inclusion, supporting members' organisational development.

The partnership with the Valuable 500 delivers tailored benchmarking tools, enabling members to assess and improve disability representation meaningfully.

The Interest Group regularly convenes industry professionals to discuss how to foster inclusive internal cultures and produce sensitive, targeted communications that reflect diverse patient needs.

The PM Society's awards further spotlight DEI excellence through dedicated categories, reinforcing the sector's commitment to inclusive creativity and representation.

HIGHLIGHTS OF  
2025

## DIVERSITY, EQUITY AND INCLUSION

AMBITIONS FOR

# 2026

Extend the Valuable 500 partnership to enable more benefit to our member organisations.

Expand our Interest Group membership, particularly with pharma professionals who hold D, E and I responsibilities within their organisations.

Expand our award winners showcase programme, adding webinars and on-demand content.

Add new partners who bring other experiences and expertise that will be of interest and usefulness to our members.

Notable examples from 2025 include:

Presentations by CAN Advertising and Karo Healthcare among others, showcasing award-winning work. Each year finalists and award winners from the D, E and I award categories are invited to present their valuable work to a wider audience, providing case studies for others in the sector.

A presentation by Avril Lee on the Reverse Mentoring Scheme, a pioneering initiative targeting BME PR professionals, run by the Chartered Institute of Public Relations in partnership with the Taylor Bennett Foundation. This programme exemplifies innovative approaches to career development and inclusion within PR and communications.

**Advance standards by making our industry more inclusive, representative and relevant – join the DEI interest group.**



 10%

Membership up +10% vs 2024 (30+ organisations)

 60+

Three advisory workshops, one Summit with 60+ leaders

 x3

Three published resources including strategic procurement guide

Summit attendance oversubscribed, highlighting strong demand for balanced industry-agency dialogue.

Delivered the inaugural PM Society Summit at the Royal Society of Medicine, London.

Published thought leadership on procurement strategy and partnership models.

**Raise the standard of partnership, trust and commercial effectiveness – join the Industry-Agency Relations interest group.**



HIGHLIGHTS OF  
2025

## INDUSTRY-AGENCY RELATIONS

AMBITIONS FOR

# 2026

Expand the Summit to 100+ attendees.

Deliver four integrated frameworks addressing HCP engagement, AI, partnership excellence and the changing agency model.

Boost cross-committee collaboration metrics.



We know the year ahead will test all of us – tighter budgets, sharper scrutiny and less room for waste. Our hope is to help the industry respond not by doing more, but by working better – together, more openly and more efficiently. We want to reset what partnership really means – aligning industry, agency and stakeholders around outcomes that genuinely matter. Because in the end, better standards should lead to better human dialogue – between industry, healthcare professionals and the people we ultimately serve.

STEPHEN PAGE

PM Society Board Member





50+

Pilot of mentoring programme completed with 50+ pairings



9

Pharma marketing attendees on 1st three x day CIM Marketing Leaders Programme



2

FCIM Fellowships awarded

Mentoring pilot delivered strong participant satisfaction and measurable performance gains.

Mentoring programme now moving to full roll-out in 2026, with 14 mentors and seven mentees so far.

Strategic partnership launched with Chartered Institute of Marketing (CIM).

CIM partnership expanded for 2026, to introduce new one day course for junior pharma marketers.

HIGHLIGHTS OF  
2025

MARKETING

EXCELLENCE

AMBITIONS FOR

2026

Deliver 2 x CIM courses as paid for professional development.

Grow mentoring programme participation to 100+ professionals.

Launch joint PM Society-CIM certification pathway.

Publish best practice marketing capability standards.



We have built real momentum in advancing standards in Marketing Excellence with the CIM partnership delivering delight + two FCIM awards and the Mentoring programme delivering real value, more to come!

SIMON GRIME

Marketing Excellence Interest Group Lead



**If better marketing is the goal, better standards are the route – join the Marketing Excellence interest group.**





2

Two new-member meetings held in February and September 2025



12

new members welcomed to the Patient Engagement Interest Group

# HIGHLIGHTS OF 2025

PATIENT

ENGAGEMENT

Multiple webinars and roundtables delivered on patient centricity, ethics and engagement measurement.

Development of a new rare disease patient survey, with pilot discussions underway with Great Ormond Street Hospital (GOSH).

Year-on-year event engagement up ~18%.

Sustained growth in Interest Group participation, reflecting increased industry focus on structured, patient-centred practice.

Advanced a shared understanding of ethical, meaningful patient involvement, with a clear focus on improving real patient experiences and outcomes.

Progressed work on a sustainable framework for integrating patient perspectives into clinical research, identifying emerging trends shaping future engagement models.

Strengthened rare disease engagement through development of a patient survey designed to generate real-world insight and inform best practice.

Advanced cross-functional dialogue on the role of patient engagement across Medical Affairs and Commercial teams, supporting more consistent and integrated approaches.

Established foundations for external thought leadership outputs planned for early 2026.

AMBITIONS FOR

# 2026

Publish pilot findings from the rare disease patient survey and share learnings with the wider industry.

Release a future-focused thought-leadership piece on sustainable patient engagement frameworks.

Develop practical guidance on integrating patient engagement across Medical Affairs and Commercial functions.

Host co-created patient–industry workshops to elevate patient voice in strategic and digital forums.



2025 showed what’s possible when we treat patient engagement as a discipline, not an aspiration. The year focused on building rare disease insights to deeper cross functional collaboration demonstrates how the Interest Group is helping the industry move from intention to meaningful, measurable and ethical impact.

SUMIRA RIAZ

Patient Engagement Interest Group Lead



**Put meaningful patient involvement where it belongs – at the heart of better practice. Join the Patient Engagement interest group.**



30%

Sustainability related discussion, content and member engagement increased by approximately 30% compared with 2024.

HIGHLIGHTS OF  
2025

## SUSTAINABILITY

Sustainability toolkit launched and hosted on the PM Society website, providing practical guidance for agencies at different stages of their sustainability journey.

Member survey conducted in 2025 to assess preferred support for sustainability initiatives. Survey results showed strongest demand for sustainability toolkits, awards integration, thought leadership events and training, highlighting clear appetite for structured, practical support.

Sustainability principles integrated into major PM Society platforms, including awards planning and interest group activity.

Member survey insight demonstrated stronger clarity on what support is needed, marking a shift from awareness to action focused engagement. While uptake of existing sustainability resources has historically been limited, interest levels in 2025 indicate growing readiness for refreshed and more accessible tools.

A clear sustainability mission now underpins the PM Society's approach, focused on supporting members to improve their sustainability profile through resources tailored to different stages of maturity.

The Sustainability Interest Group structured its activity around three mission pillars: getting started, aiding and amplifying, and creating change.

Initial efforts have focused on supporting agencies in establishing robust sustainability practices through practical toolkits and peer-to-peer collaboration. Plans to amplify and recognise best practice through awards integration reflect member demand for visible leadership and accountability.

Sustainability is increasingly positioned as a collective industry responsibility, rather than a standalone initiative, embedding environmental and social responsibility into mainstream healthcare communications dialogue.

AMBITIONS FOR

# 2026

Repurpose and relaunch the Sustainability Toolkit to improve accessibility, relevance and member uptake.

Embed sustainability more formally into PM Awards and PMi Awards, including Agency of the Year recognition and combined diversity and sustainability categories.

Introduce sustainability focused judging expertise and frameworks to support consistent assessment standards.

Establish clear sustainability benchmarks for healthcare communications teams.

Deliver an annual sustainability research or insight report informed by member data and industry practice.

Increase member engagement with sustainability resources by at least 40%



It has been exciting in 2025 to see the Sustainability tool kit continuing to be used, with further development planned in 2026. Also, with sustainability being a core theme around our Awards, the group has inputted into best practice to ensure we are taking this into consideration across all Awards activities.

CARWYN JONES

PM Society Director



**Help turn responsibility into action – join the Sustainability interest group and advance standards for a better future.**





# PM SOCIETY AWARDS PROGRAMME

**The PM Society Awards Programme celebrates excellence, innovation and measurable impact across pharmaceutical marketing and healthcare communications, while setting clear benchmarks that advance standards across the sector.**

In 2025, both the PM Awards and the PMi Awards achieved Advanced Awards Trust Mark accreditation, recognising the PM Society's commitment to transparency, fairness and rigorous, peer-led judging. This independent accreditation, awarded by the Independent Awards Standards Council, validates the integrity of the awards process and reinforces the programme's credibility and authority within the industry.

Further reinforcing this leadership, the PM Society was also recognised as a finalist at both the Conference and Events Awards and the Association Excellence Awards, reflecting external validation of the quality, professionalism and impact of the PM Society's events and programmes.

Together, the PM Awards and PMi Awards provide a platform for agencies, pharma teams and individuals to showcase work that delivers meaningful outcomes, embraces innovation and reflects the evolving realities of healthcare marketing, supporting the PM Society's mission to elevate standards, strengthen capability and expand influence across the profession.



# PM AWARDS

pharmaceutical marketing

# HIGHLIGHTS OF 2025



39

2025 marked the 39<sup>th</sup> year of the PM Awards, the longest-running and largest awards event in UK pharmaceutical marketing and healthcare communications.



770+

attendees joined the awards ceremony at JW Marriott Grosvenor House, London.



100+

agencies and client organisations were represented among the finalists



94

senior industry professionals served as judges, ensuring rigorous, peer-led assessment and credibility.



22

There were 22 award categories in 2025, including new Film and Design Craft categories, Creative Champion, and two Agency of the Year awards (under and over 30 employees).

Attendance grew year-on-year, reflecting the continued relevance and prestige of the PM Awards.

The number of finalist agencies and client organisations increased, demonstrating broad engagement across the sector.

Category expansion responded directly to industry feedback, recognising creative craft, people leadership and agency excellence.

The awards celebrated both creativity and innovation, with a strong focus on strategy, insights, craft and industry best practice.

The finalist showcase returned, enabling attendees to review shortlisted work, engage in discussion, and benchmark best practice, fostering peer learning and professional development.

Supported by Avalere Health, the ceremony reinforced the PM Society's mission to advance standards and build community across healthcare marketing.

Judges reported that the overall standard of entries had "raised the bar," with campaigns demonstrating stronger strategic rigour, clear behavioural objectives, and sophisticated integration of insight, creativity, and measurable impact.

The awards celebrated creativity and innovation across healthcare communications, with a strong focus on strategy, insights, craft, and industry best practice.

Judges noted increasing sophistication in the use of behavioural science, audience segmentation, and measurable objectives, particularly in Best Use of Insight and Best Creative Medical Education Programme or Campaign categories.

A key theme of 2025 was authentic storytelling in an AI-driven industry. Campaigns such as The Unbearable Home by Havas Lynx for UCB were praised for inspiring action, shifting perspectives, and delivering deep emotional engagement.



21GRAMS secured seven Gold awards across multiple categories, demonstrating consistent excellence and integrated creative solutions.

Atomic Matter was commended as Agency of the Year (under 30 staff) for strategy, creativity, and flawless execution.



Havas Lynx won Agency of the Year (over 30 staff) for evolving their business model while maintaining a focus on impactful creative work.



**The event combined learning, celebration, and networking, featuring entertainment, a three-course banquet, a new photo experience, and post-event networking and dancing.**

New categories, including Film Craft, Design Craft, and split Agency of the Year awards (under and over 30 staff), were introduced in response to industry feedback recognising craft, people leadership and organisational excellence, while Agency Champion became Creative Champion to reflect the spirit of the award.

With over 770 industry professionals in attendance and a range of experiential elements, the event provided opportunities for networking, knowledge exchange, and professional development.



Simon Kemp (21GRAMS) was named Creative Champion for driving production quality and boundary-pushing campaigns.

Dr Kishan Rees (Bayer) received Pharma Marketing Pioneer for challenging global-local operating models and prioritising country-level insight.



AstraZeneca won five Gold awards and UCB won four Golds plus Best in Show, highlighting strong collaboration between agencies and client teams.

Winning the prestigious Creativity for Good award, Syneos Health Communications delivered #Take5 – a pro bono campaign for Acrodysostosis Support & Research, applying the same high standards as commercial campaigns to achieve meaningful patient impact.



Takeda Oncology UK was recognised with the Positive Pitch & Partnership Award for redesigning the pitch process to reduce burden, integrate internal insights, and pilot collaborations, described by judges as “truly groundbreaking.”



**Supported by Avalere Health and validated by Advanced Awards Trust Mark accreditation, the PM Awards reinforced the PM Society’s mission to advance standards, raise expectations, and build community across healthcare marketing.**

# VISION FOR 2026

Celebrate the 40<sup>th</sup> anniversary of the PM Awards with expanded categories, a retrospective of the last 40 years of work, and enhanced industry visibility.

Continue to evolve the awards as a benchmark for creativity and strategic impact, while fostering engagement, collaboration, and professional development.



The PM Society Awards remains one of the few moments where the industry can pause, look at the work, and ask honestly: Is this raising the bar? In 2025, it clearly did. The ideas were sharper, the insight more engaging, and the impact more measurable, with work designed not just to communicate, but to genuinely influence behaviour and improve outcomes.

ANDREW SHORT





# PMi AWARDS

innovation + impact

The inaugural PMi Awards took place on 11<sup>th</sup> September 2025 at The Brewery, London, marking the evolution of the former Digital Awards into the Pharmaceutical Marketing Innovation and Impact Awards.



# 520

The sell-out event welcomed 520 attendees from across pharmaceutical marketing and healthcare communications.

# HIGHLIGHTS OF 2025

Categories included long-standing awards such as Brand Promotion, HCP Education, Patient Support, Healthcare Charities, and External/Internal Communications, alongside new and evolved categories including Independent Medical Education, Impact in Pharma Technology, and Innovation in Marketing and Communications.

People and agency-focused awards included Agency Champion, Pharma Partner of the Year and Agency of the Year (over and under 30 staff).

The transition from the Digital Awards to PMi Awards reflects a shift in focus from channels to measurable impact, innovation, and effectiveness.

Attendance and engagement remained high for this first PMi Awards event, demonstrating the programme's immediate relevance and authority within the industry.

Category updates and new awards recognise emerging trends, new technologies, and the importance of agility, collaboration, and impact-driven campaigns.

The rebranding and refresh of the awards programme was driven by extensive industry consultation, with feedback from sponsors, entrants, winners, and attendees shaping the transition to ensure the awards remain relevant and reflective of modern industry needs.

A strong emphasis on effectiveness as a core judging principle was retained, with the updated framework designed to recognise work that delivers measurable outcomes, alongside creative excellence and innovative use of channels and technology.

The introduction of new and evolved categories, including Independent Medical Education, Clinical Trial Recruitment and Retention, Impact in Pharma Technology, and Innovation in Marketing and Communications, reflects the increasing importance of data, technology, and patient-centred innovation in driving industry progress.



The PMi Awards marked a significant evolution from the PM Society Digital Awards, reflecting a deliberate shift towards impact, innovation, and effectiveness, aligned with the PM Society's broader mission to advance standards across the industry.



The expansion of people-focused categories, including Agency Champion, Pharma Partner of the Year, and dual Agency of the Year awards (over and under 30 staff), highlights a commitment to recognising both large organisations and specialist independent agencies, supporting diversity and inclusivity across the sector.



**The event itself is positioned as a key industry gathering, with the ceremony bringing together over 500 professionals, combining recognition, networking, and knowledge sharing in a single flagship event.**

The evolution of the awards structure demonstrates a clear intention to support agility and celebrate emerging capabilities, while maintaining long-standing categories that continue to recognise excellence in core areas such as brand promotion, HCP education, and patient support.

The launch was accompanied by a series of engagement and outreach activities, including webinars and entry guidance sessions, ensuring accessibility and encouraging participation from across the industry.

Judging panels continue to be supported by experienced industry professionals, reinforcing the awards' credibility and ensuring that entries are assessed by peers with deep sector expertise.

The PM Society's focus on community, education, and professional development underpins the awards programme, with profits reinvested into initiatives that support careers, learning, and industry advancement.



The refreshed branding, new trophy design, and updated category structure collectively reinforce the PMi Awards as a modern, forward-looking programme that reflects the evolving priorities of pharmaceutical marketing and healthcare communications.

**Overall, the PMi Awards establish a clear benchmark for innovation-led, impact-driven excellence, while providing a platform that balances recognition of established best practice with the encouragement of new ideas, technologies, and approaches shaping the future of the industry.**

# VISION FOR 2026

Continue to position the PMi Awards as the definitive benchmark for effectiveness, innovation, and impact in pharmaceutical and healthcare communications.

Further refine categories and judging criteria to reflect evolving technologies, working practices, and audience expectations.

Enhance engagement with agencies, clients, and judges, while reinforcing inclusivity and recognition across organisations of all sizes.



The first PMi Awards was a huge success. After 15 years as the PM Society Digital Awards, it was not an easy transition, but the increase in entries, the quality of the work, and the fact that the event sold out quickly spoke volumes. We can't wait to put on the PMi Awards 2026.

RACHEL FARROW

PM Society Director



# CREATIVITY FOR GOOD



## HIGHLIGHTS OF 2025



2

Two Creativity for Good initiatives delivered or launched during 2025 (one at the PM Awards; one at the PMi Awards)



2

Two rare disease charities supported via these two workstreams



25

agencies in total participated in the two challenges



£40,000

raised in three weeks for You Okay, Doc?, a UK mental health charity for healthcare professionals

Significant growth in participation and ambition compared with earlier years

Expansion from a single annual pro bono campaign to multiple initiatives aligned to both the PM Awards and the PMi Awards

Shift from competitive model to collaborative, sector-wide participation for 2026.

The #Take5 campaign for Acrodysostosis Support & Research, delivered pro bono by Syneos Health Communications, was celebrated at the PM Awards and described by the charity as life-changing for its community.

The AMSD Perspective Index, developed by Verve and Four Health for Niemann-Pick UK, focused on improving early diagnosis and was showcased at the inaugural PMi Awards.

Creativity for Good continues to demonstrate how the healthcare communications sector can apply its skills to generate real social impact, not just awareness.



# AMBITIONS FOR 2026

Showcase the work of 40 agencies at the PM Awards 40<sup>th</sup> anniversary through a physical and digital gallery.

Raise awareness and funds for mental health support for healthcare professionals.

Evolve Creativity for Good as a flagship PM Society initiative that demonstrates the sector's creative, ethical and social leadership.

For the PM Awards 40<sup>th</sup> Year, a new Creativity for Good 2026 challenge invited 40 agencies to create art pieces for a physical and virtual gallery



Creativity for Good is now in its 6<sup>th</sup> year and has grown way beyond our initial expectation. It continues to amaze and delight me how so many agencies give up so much time and energy for this brilliant initiative which delivers funds and awareness for charities who simply would not receive this support elsewhere. If ever there was a need for an example of Advancing Standards from the PM Society, this would probably be the best.

DOMINIC MARCHANT



# TRAINING

The PM Society progressed through a stringent independent approval process to become an accredited CPD provider, with each course peer-reviewed by an external panel of healthcare professionals.



## 65%

of delegates came from pharmaceutical companies, with growing participation from overseas organisations via virtual delivery

- Continued delivery of core and advanced training programmes across pharmaceutical marketing and healthcare communications
- ‘The Essentials of Pharmaceutical Marketing’ and ‘Pharmaceutical Marketing for Non-Marketers’ were the two most attended courses in 2025
- Increasing demand for in-house and bespoke training, reflecting a shift from individual attendance to team-based capability building
- Sustained uptake of training despite a challenging commercial environment
- Increased adoption of in-house and tailored formats compared with prior years
- Growth in international participation through virtual course delivery
- CPD certificates are now awarded on course completion, supporting members’ internal learning objectives and professional development frameworks
- Training continues to be offered at discounted rates for members, with flexible delivery models including bespoke in-house programmes and ‘lunch and learn’ formats

HIGHLIGHTS OF  
2025

**Participant feedback remained consistently strong, reinforcing the practical relevance and applied nature of the programmes:**

*"Provides a holistic and eye-opening view of the marketing process."*

— SUN PHARMA

*"The time almost went too fast on this course. It covered some good topics, with a chance to have conversations and put these methods into action. Overall, a good experience."*

— NORGINE

Training programmes helped teams build practical skills across digital engagement, leadership, client relationships and resilient performance, while strengthening collaboration and problem-solving within organisations.

Complete formal CPD accreditation and expand the number of accredited courses.

Grow in-house and bespoke training delivery for member organisations.

Further develop CPD Pathways to support emerging and mid-career professionals.

Expand international participation through enhanced virtual learning formats.



We have welcomed dozens of participants into two of our most attended courses this year: 'Essentials of Pharmaceutical Marketing' and 'Pharmaceutical Marketing for Non-Marketers' continue to be highly popular and sought after. We find that working through theory followed by practical, grounded exercises enables the participants to get hands on with the latest marketing and strategy tools. It's such a joy when you bump into them later and they tell you they still use the course materials as a reference for their planning and execution.

**JONATHAN DANCER**

**Training Lead**



AMBITIONS FOR  
**2026**

## SUMMARY AND LOOKING AHEAD

2025 was a year of measurable progress for the PM Society – marked by higher engagement, broader participation, deeper collaboration and stronger thought leadership.

Across its interest groups, awards and training programmes, the PM Society advanced its mission to raise standards, strengthen capability and improve outcomes across healthcare marketing and communications.



**As we look toward 2026, the UK life sciences sector continues to demand strategic relevance, operational excellence and measurable impact.**

The PM Society is uniquely positioned to serve as the cross-industry home for marketers, communicators and leaders committed to championing relevance and outcomes over volume and output.

# MEMBERSHIP



**Why membership matters:** only through membership can professionals and organisations fully access interest groups, shape industry dialogue, participate in awards and benefit from reduced training costs. With membership fees starting at just £150 per individual and £325+ for corporate membership, the return on investment – in capability, connections and influence – is compelling.

In a challenging yet opportunity-rich environment, Advancing Standards, together, remains our rallying call. Through membership of the PM Society, you help shape the future of pharmaceutical marketing, improve experiences for healthcare professionals and, ultimately, support better outcomes for patients.

#### MEMBERSHIP OPTIONS 2026

Individual membership	£195 (£234 incl VAT) per year
Corporate membership (less than 50 staff)	£375 (£450 incl VAT)
Corporate membership (50 – 100 staff)	£495 (£594 incl VAT)
Corporate membership (100+ staff)	£795 (£954 incl VAT)



Being involved in different aspects of the PM Society provides many advantages; an ability to network with like-minded colleagues from both sides of the healthcare creative community is invaluable. Understanding the challenges and opportunities from each of those sides is important for shaping how we work together to advance ideas and innovation, as well as being able to share those learns within my organisation.

**DONNA ROBERTS**





Being a member of the PM Society has given me the opportunity to gain valuable experience and make a meaningful impact in ways I wouldn't otherwise have been able to. From helping to advance industry standards through the Industry-Agency Relationships Interest Group (IARIG), to supporting the planning of the PM Society and PMI Awards and contributing as part of the Society Committee, my involvement has been both professionally rewarding and personally enriching.

I would strongly encourage anyone working in the pharmaceutical industry to join the PM Society. Whether through access to high-quality training and networking opportunities, or by getting actively involved in interest groups and awards programmes, the Society offers tangible benefits at every stage of your career.

PATRICK KEARNS



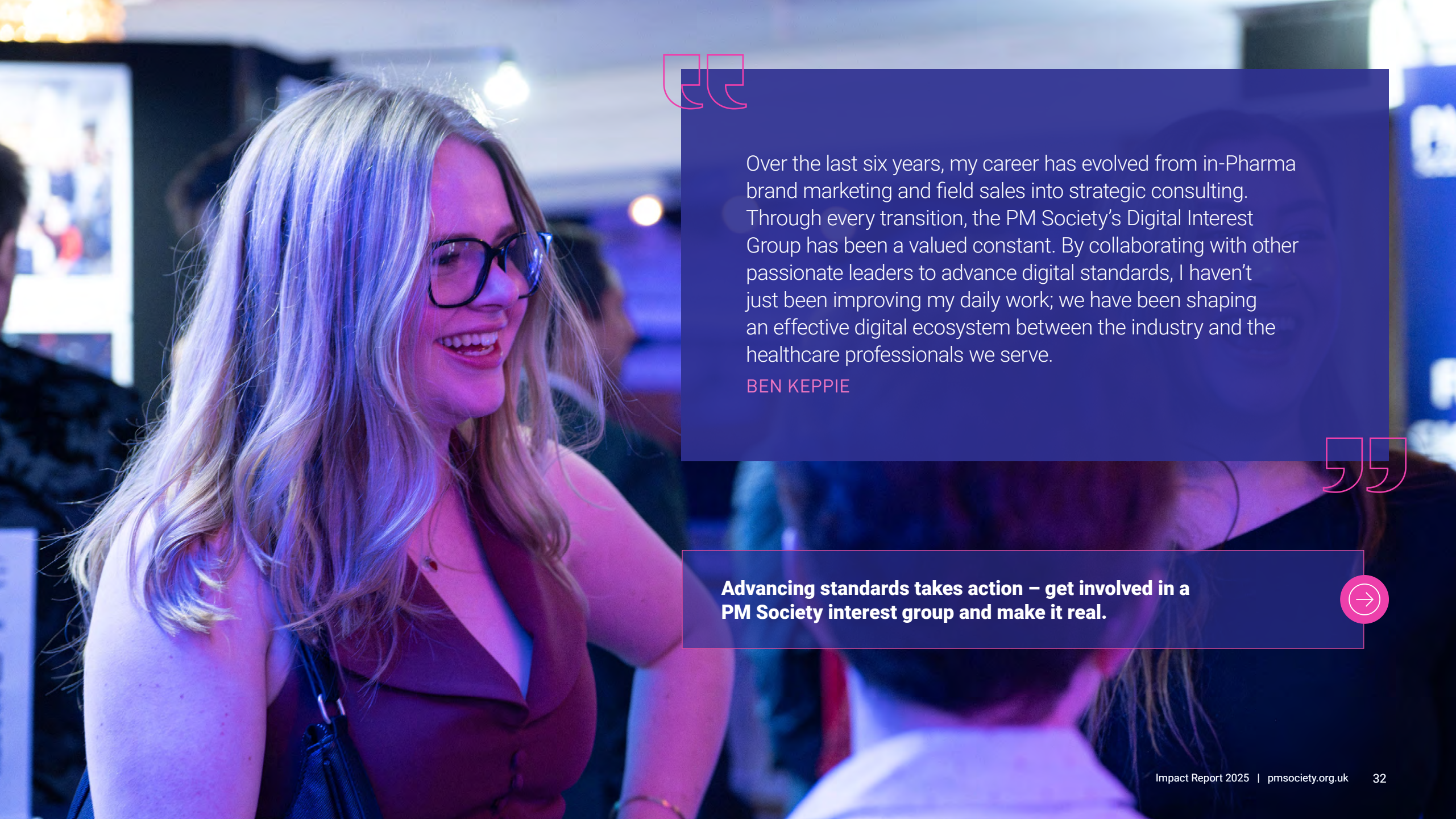
I have enjoyed my time in the Special Interest Group for Marketing Excellence. The members were engaged and committed, and leading the pilot on Marketing Mentoring was very satisfying. I look forward to more great things ahead for the group!

SOPHIE GRAHAM - GODET



**Don't just work in the industry – help lead it.  
Join the PM Society and advance standards, together.**





Over the last six years, my career has evolved from in-Pharma brand marketing and field sales into strategic consulting. Through every transition, the PM Society's Digital Interest Group has been a valued constant. By collaborating with other passionate leaders to advance digital standards, I haven't just been improving my daily work; we have been shaping an effective digital ecosystem between the industry and the healthcare professionals we serve.

**BEN KEPPIE**



**Advancing standards takes action – get involved in a PM Society interest group and make it real.**



## Endnotes

- 1 UK Government, Department for Business and Trade, 2023; UK Government, Office for Life Sciences, 2023; UK Department for Business and Trade, 2023
- 2 Evaluate Pharma, 2024; IQVIA Institute for Human Data Science, 2023
- 3 Veeva Systems, 2023
- 4 Indegene, 2023; Raconteur, 2024
- 5 McKinsey & Company, 2022; McKinsey & Company, 2023; EY, 2023; EY, 2024
- 6 McKinsey & Company, 2023; Deloitte, 2024, Kings Fund 2024
- 7 PM Society, Data on file
- 8 IQVIA, 2023; McKinsey & Company, 2023
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# IMPACT REPORT

2025

Advancing standards, together.

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