HDA 2024

Diana

The Distribution Industry Award for
Notable Achievements in Healthcare

NOMINATION PROCESS GUIDE

CELEBRATING A COMMITMENT TO HEALTHCARE, LEADERSHIP AND INNOVATION

HDA's Distribution Industry Award for Notable Achievements in Healthcare (DIANA) has been the industry's most recognized symbol of excellence since 1959. The award was conceived by the organization's then Executive Vice President, Harry Kimbriel, who called for an "'Industrial Oscar' … to be presented to the associate member companies."

Today, the DIANA honors pharmaceutical and consumer product manufacturer members that set the standard of excellence in new product introductions and product promotions as well as build stronger business practices with HDA distributor members. All honorees serve as models for leadership and innovation in the healthcare marketplace and become part of the tradition of excellence that the DIANA has fostered for 60 years.

This brochure is designed to provide HDA manufacturer and distributor members a guide to the nomination process. Manufacturer members are encouraged to nominate their applicable new product launches for the "Best New Product" categories. Distributor members, meanwhile, may nominate their trading partners as "Best Overall Manufacturers."

HDA will formally honor winners at the 2024 Business and Leadership Conference. All winners will receive a DIANA statuette, designed by the company responsible for the annual Academy of Motion Picture Arts and Science Oscar® award.

The DIANAs mark the one time annually that HDA and our pharmaceutical distributor members solely recognize their valued manufacturer trading partners. Celebrate healthcare supply chain excellence through your participation!

For detailed information regarding the nomination process, visit **www.hda.org/diana** or contact Michelle Leslie, Associate Director, Membership and Education, at (202) 964-6547.

BEST NEW PRODUCT INTRODUCTION OR PROMOTION CATEGORIES

HDA manufacturers may submit entries to the DIANA program for new product introductions or product promotions in the following pharmaceutical and consumer product categories.

CONSUMER PRODUCTS

Two consumer product manufacturers will be honored in these categories:

- **General Merchandise and Health and Beauty Care**
- **Over-the-Counter**

PHARMACEUTICAL PRODUCTS

Four pharmaceutical product manufacturers will be honored in these categories:

- **Biotechnology Pharmaceutical**
- **Branded Pharmaceutical**
- **Generic Pharmaceutical**
- **Rx Support Systems, Supplies and Services**

Eligibility Requirements

Entries for DIANA submissions are only for current HDA manufacturer members that produce consumer or pharmaceutical items. HDA advises entrants to be creative and to emphasize the ways in which the product improves 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. Nominated product promotions or new product introductions must have been announced or shipped by the manufacturer to distributors between June 2023 and May 2024.

Manufacturer members may submit multiple entries for each award category.

HDA's official entry form must be used for all nominations.

Submit "Best New Product" nominations here.
Visit www.hda.org/diana for more information.

Judging Process

HDA will aggregate and send nominations to the DIANA judging committee, made up of distributor executives. The committee will score and rank each nomination and return the results to HDA. The Alliance will then determine winners from the results and present the awards at the 2024 Business and Leadership Conference.

Visit **www.hda.org/diana** to submit nominations in all categories.

Deadline

HDA must receive DIANA nominations packets by 5:00 PM on Friday, March 29, 2024. No extensions will be granted.

Questions

Contact Michelle Leslie, Associate Director, Membership and Education, at (202) 964-6547.

BEST OVERALL MANUFACTURERS

Five pharmaceutical and consumer product manufacturers will be honored in this category. All current manufacturer members are eligible to be nominated for the awards; distributors may nominate five companies for each category. A list of current members will be provided.

- Consumer Product Manufacturer
- Branded Pharmaceutical Product Manufacturer With Less Than $300 Million in Sales to Healthcare Distributors
- Branded Pharmaceutical Product Manufacturer With More Than $300 Million in Sales to Healthcare Distributors
- Generic Pharmaceutical Product Manufacturer With Less Than $100 Million in Sales to Healthcare Distributors
- Generic Pharmaceutical Product Manufacturer With More Than $100 Million in Sales to Healthcare Distributors

Judging Process

Each nomination from HDA distributor members includes an overall score. HDA will tabulate the nominations and scores submitted by the distributor members to compile a list of finalists for each category. Finalists will be selected from those companies that receive the most nominations and the highest scores. HDA will then release the list of finalists to its distributor members, who will rank the finalists in each judging category. HDA will compile the final votes to determine winners and present the awards at the Business and Leadership Conference. For specific judging criteria, visit **www.hda.org/diana**.

Submit "Best Overall Manufacturers" nominations **here**.
Visit **www.hda.org/diana** for more information.

Deadline

HDA must receive DIANA nominations packets by 5:00 PM on Friday, March 29, 2024. No extensions will be granted.

Questions

Contact Michelle Leslie, Associate Director, Membership and Education, at (202) 964-6547.

2023 DIANA AWARD WINNERS

Best New Product Introduction or Promotion

Branded Pharmaceutical Products
Insulet Corporation,
Omnipod 5

Generic Pharmaceutical Products
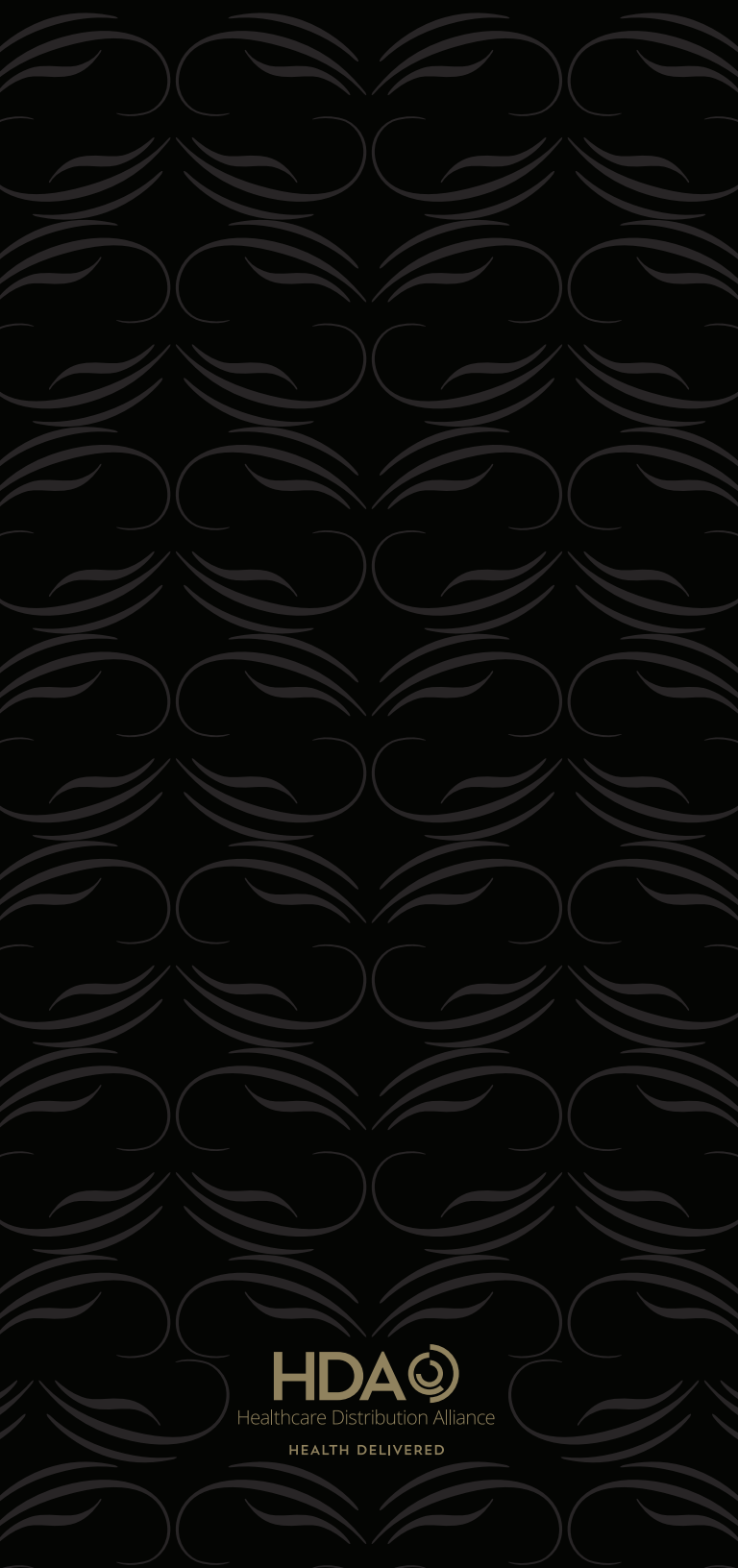**Zydus Pharmaceuticals (USA) Inc.,**
Topiramate Extended-Release Capsules

Over-the-Counter OTC/Home Healthcare Products
Sanofi US,
Dulcolax Chewy Fruit Bites

Biotechnology Pharmaceutical Products
AbbVie US,
Skyrizi CD Distribution

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