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## Sawako Kira listed in Clio Health Innovators 2023

**Tokyo, May 29, 2023** - McCann Health Japan, an IPG Health company (McCann Healthcare Worldwide Japan: Minato-ku, Tokyo, representative director, president: Junji Yokokawa) announced that Sawako Kira was listed as an honoree in Clio Health Innovators 2023. This is the second consecutive year that a member of McCann Health Japan has been selected, following the first selection in 2022.



Founded in 1959, Clio Awards is an international advertising, design and communication awards, which is considered as one of the world's top three advertising awards, along with the Cannes Lions and the One Show.

Clio Health was founded in 2009 as an extension of the Clio Awards, to celebrate creative excellence in the field of health and wellness. It acts as a barometer for excellence in a highly specialized field, recognizing creativity that not only meets the needs of healthcare professionals and consumers, but also responds to the high-level challenges, demands, and opportunities in a rapidly evolving and expanding global marketplace and industry.

The Clio Health Innovators program was established last year to honor individuals who have driven progress in the field of health and wellness. Now in its second year, 21 individuals selected from around the world, including Kira, are celebrated as Clio Health Innovators.

McCann Health Japan president, Junji Yokokawa commented, "This award is a recognition of not only Kira's deep knowledge in science, but also her dedication to clients with an eye on doctors and patients beyond the client, and her passion in nurturing the next generation of innovators. We are very pleased that another colleague has been awarded this prestigious award, two years in a row following Mai Kaneda's recognition last year."



■ Clio Health Innovators 2023

Sawako Kira, Writing Director

McCann Health Japan

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### About McCann Health Japan, an IPG Health Company

As part of the IPG Health network, McCann Health Japan has more than 200 dedicated professionals. With close to 40 years of experience, the agency is uniquely positioned to develop and deliver more effective communication strategies to clients by combining domestic stakeholder insights with global marketing expertise. As a result, it has been awarded Campaign Magazine's Specialist Agency of the Year for the last 13 years including 11 Golds. Learn more:

<https://www.mccannhealth.co.jp/en/>