



## MCS Public Relations

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## COMMUNICATING THE PROMISE OF BIOTECHNOLOGY

At MCS, we understand the possibilities of biotechnology. In our 20-year history, we have developed an expertise in providing public relations support to biotech industry leaders and their products, from medicines to fight cancer and other serious diseases to the tools enabling their discovery. We have worked with the world's first biotechnology company, Genentech, since 1994. Other clients have included Actelion, Amersham Pharmacia Biotech, Centocor, Cephalon, ImClone Systems, Immunex, MDS Proteomics and MedImmune. The MCS team offers:

- ❖ Expertise in disseminating complex scientific concepts to diverse audiences
- ❖ Contacts with national, local and trade journalists covering all aspects of biotechnology
- ❖ Extensive history in supporting companies defined by their initial product
- ❖ Proficiency in advancing new treatment paradigms to market influencers
- ❖ Success in building strategic, sustained relationships with important third parties

### BIOLOGIC THERAPIES

We know that marketing biologics can present challenges, as well as opportunities. We have a reputation for creating campaigns that bring the benefits of these products into focus for physicians, patients, caregivers, managed care and other third-party organizations.

- ❖ MCS worked with Bristol-Myers Squibb and ImClone Systems to support the anticancer drug Erbitux (cetuximab), an IgG1 monoclonal antibody to the epidermal growth factor receptor. Our team conducted product communications, including FDA approval and clinical data announcements, and collaborated with the leading colon cancer patient organization on disease-awareness efforts that helped build relationships with thought leaders around the country.
- ❖ On behalf of Schering-Plough Corporation, we provide worldwide communications support for Remicade (infliximab) for rheumatoid arthritis, psoriatic arthritis, psoriasis, ulcerative colitis and Crohn's disease. MCS has supported the brand through the implementation of multi-country physician and patient surveys and media relations at international medical meetings in the U.S. and in Europe.

### DRUG-DELIVERY SYSTEMS

For several companies, MCS has promoted the development and use of novel drug-delivery systems with the potential to provide greater benefits to patients.

- ❖ We helped create a national image for Aradigm, an emerging device company with proprietary pulmonary drug-delivery technology, and generate anticipation for its initial product, the AERx Diabetes Management System. By announcing partnership agreements and conducting desk-side briefings for journalists with Aradigm spokespeople and medical experts, we were able to build excitement for the presentation of Phase I data at a meeting of the American Diabetes Association. Our results helped increase product awareness and validate the technology for future corporate partners.
- ❖ To differentiate Columbia Laboratories' Striant (testosterone buccal system) mucoadhesive from other testosterone-replacement therapies, MCS highlighted the product's novel buccal (through the gum surface) drug-delivery technology. We helped the company forge relationships with key physician spokespeople and third-party advocacy organizations who served as credible sources for media, consumers and the medical community with messages about the product's safety, efficacy and ease of use.

### DRUG DISCOVERY

Without DNA sequencing, microarray technology and protein analysis, patients would not have access to the life-changing biotechnology drugs available today, and MCS is proud to have supported companies that provide these services.

- ❖ MCS worked with Amersham Pharmacia Biotech (now Amersham Biosciences, a division of GE Healthcare) for several years to help increase U.S. awareness of the Sweden-based company. We promoted partnerships with high-profile public and private customers (including the Department of Energy's Joint Genome Institute), made joint announcements of sequencing milestones, and publicized results of genomics studies conducted using APBiotech's technology. MCS' efforts led to widespread media coverage of the key role that APBiotech's MegaBACE DNA sequencing technology played in the race to sequence the human genome.
- ❖ We helped Toronto-based MDS Proteomics (now Protana Inc.) to raise its media profile as a major player in drug discovery. Taking advantage of the location of the BIO annual biotech conference in the company's hometown, we conducted a tour of the MDSP facility for key biotech media attending the conference. The visit provided an opportunity for media to meet with executives and see first-hand the cutting-edge research being done by the company, helping to position them for future coverage.