



MCS Public Relations

MCS Public Relations

Bedminster, NJ
(908) 234-9900
<http://www.mcspr.com>

Jeff Hoyak, President
jeffh@mcspr.com

DERMATOLOGY EXPERIENCE

In a culture increasingly concerned with physical appearance and self-image, MCS' award-winning and creative dermatology PR campaigns have educated consumers about skin care issues and increased both awareness and sales of our clients' dermatology brands. We have provided communications support for therapies to treat acne, psoriasis, rosacea, dandruff and nail fungus.

DATA SUPPORT

MCS specializes in translating complex clinical data into impactful messages that resonate with consumers. We have provided PR support and communications for studies on topics ranging from *P. acnes* and antibiotic resistance to the effect of exam stress on college students' acne.

PRODUCT COMMUNICATIONS

As the agency of record for Dermik Laboratories for nine years, MCS helped extend the product life of mature therapies, while conducting regulatory review and approval milestone communications for several brands including BenzaClin, Klaron®, Noritate® and Penlac® Nail Lacquer. For Nizoral® A-D, Johnson & Johnson Consumer Product's anti-fungal shampoo for dandruff, we coordinated a PR campaign to announce the switch from prescription to over-the-counter medication.

INTERNATIONAL REACH

MCS' dermatology experience and reputation extend beyond the U.S. border. On behalf of Schering-Plough, we provided support in Europe for the Remicade® indication of moderate to severe plaque psoriasis. While providing data support at European medical congresses, we developed a roster of European thought leaders and built relationships with foreign patient advocacy organizations. Our international experience also extends into Canada, where we launched Benzamycin®, BenzaClin and Penlac for Dermik.

EDUCATIONAL INITIATIVES

MCS prides itself on the development of multifaceted programs that educate patients and professionals on issues in dermatological care.

- ❖ "Healthy Skin, Healthy Outlook (HSHO)": This branded acne awareness campaign for Benzamycin and later BenzaClin was designed to educate teenagers, young adults and their parents about the medical causes and psychosocial effects of acne, while encouraging them to seek treatment from a dermatologist. Credited with increasing product sales, the program reached an audience of more than 110 million through various tactics, including
 - Media tours with celebrity spokespeople: actress Lindsay Price ("Beverly Hills 90210"), actor Christopher Knight ("The Brady Bunch"), and teen performer Christy Carlson Romano ("Kim Possible", "Even Stevens")
 - Distribution of education kits to high school guidance counselors
 - College and high school newspaper outreach
 - Development and launch of two Web sites
 - Development of a parent survey and teen essay contest
- ❖ "Best Feet Forward": This nationwide, year-long consumer health education and event marketing campaign was developed to inform America's more than 10 million runners about the prevention and treatment of nail fungus. This campaign visited 20 major road race events offering free foot screenings, and within its first six months, broadcast and print coverage exceeded 7.2 million.

STRATEGIC PARTNERSHIPS

To add credibility to our campaigns, MCS often builds alliances between our clients and leading professional and patient-advocacy organizations. In some instances, we coordinate non-traditional partnerships to more effectively communicate with target audiences.

- ❖ American Counseling Association (ACA): The world's largest organization for professional counselors, including high school guidance counselors, aligned with Dermik for HSHO. This partnership allowed us to reach teens at school and enabled the ACA to pursue its key mission of helping adolescents maintain their self-esteem.
- ❖ Road Runners Club of America (RRCA): The largest grassroots running organization in the U.S. partnered with Dermik for Best Feet Forward. This alliance helped us reach, health conscious runners with an important health and foot care message.

RESULTS

MCS regularly secures significant placements in major consumer and trade media, including Fox News Channel's "Fox & Friends", WNYW-TV's (FOX NY) "Good Day New York", the Associated Press, *The Wall Street Journal*, *Good Housekeeping*, *Prevention*, *Men's Health*, *The Running Times*, *Dermatology Times*, *Cosmetic Dermatology*, *Cutis* and *Podiatry Management*.

AWARDS

In addition to meeting our clients' objectives, communication programs developed by MCS have been recognized for their excellence by the dermatology leadership. MCS won seven American Academy of Dermatology Gold Triangle Awards for increasing awareness of dermatology through the HSHO program.