



## MCS Public Relations

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## ONCOLOGY EXPERIENCE

MCS has represented clients ranging from multinational corporations to start-up advocacy groups, and our expertise extends from early-stage clinical trial communications through FDA approval and beyond. On behalf of our oncology clients, we:

- ❖ Implement clinical trial communications
- ❖ Direct FDA review and approval communications
- ❖ Develop physician and consumer-awareness campaigns
- ❖ Create patient support and education programs
- ❖ Build corporate and professional alliances

### CLINICAL TRIAL COMMUNICATIONS

MCS has partnered with leading research institutions to boost patient recruitment and announce results. MCS supported the Breast Cancer International Research Group's 006 study, the largest international clinical trial to investigate Herceptin® in combination with chemotherapy in women with early-stage breast cancer, by working with participating institutions around the world to publicize trial milestones. In collaboration with the Revlon/UCLA Women's Cancer Research Program at the Jonsson Cancer Center and the Coalition of the National Cancer Cooperative Groups, we conducted a broadcast media campaign to convey the message that participation in clinical trials can improve chance of survival and quality of life.

### PRODUCT COMMUNICATIONS

MCS has been involved in regulatory review and approval milestone communications and has helped coordinate presentations and media relations with regard to meetings of the FDA's Oncologic Drugs Advisory Committee. We also have helped renew media interest in products that have been on the market for several years.

- ❖ We conducted initiatives to communicate the approval of Erbitux®, the first monoclonal antibody to target the epidermal growth factor receptor, for use in metastatic colorectal cancer.
- ❖ MCS also has handled the launches of new indications for established oncology products, including Novantrone® for late-stage hormone-refractory prostate cancer and Taxotere® for non-small cell lung cancer.
- ❖ For the Gliadel Wafer®, a disk that delivers chemotherapy directly to tumors in patients with recurrent brain cancer, MCS conducted a grassroots media campaign focusing on quality of life and personal stories of hope.

### BUILDING ALLIANCES

MCS has developed and supported alliances between clients and leading advocacy groups through educational initiatives and corporate marketing collaborations. These successful initiatives have reached both professionals and patients.

- ❖ On behalf of Taxotere, MCS helped Aventis build a partnership with ALCASE (Alliance for Lung Cancer Advocacy, Support and Education), which included the development of *The Quarterly Scan*, a newsletter

for oncologists. MCS also supported the announcement of the Solid Tumor Oncology Education Foundation, a continuing education resource for community-based oncologists.

- ❖ MCS has repeatedly displayed skillfulness in pairing advocacy organizations with engaging sports celebrities who have a personal connection to a disease. For our client MedImmune Inc, which markets Elyso, an agent used to prevent the side effects of cancer treatment, MCS conducts annual campaigns with the Yul Brynner Foundation for Head and Neck Cancer to raise awareness of the disease and increase the number of people screened for head and neck cancer. MCS has worked with two sports icons during this campaign, baseball great Brett Butler and legendary college football coach Lou Holtz, to increase public awareness of risk factors and symptoms of head and neck cancer, the availability of free screenings and the importance of early diagnosis. This campaign has helped to greatly increase the number of participating sites, patients screened and referrals.
- ❖ In another example, MCS developed *Roots of Support in Colorectal Cancer*, a program to help patients and families form a network of support to fight the disease. We partnered the Colon Cancer Alliance with our clients Bristol-Myers Squibb and ImClone Systems, and engaged Dara Torres, an Olympic swimmer, sports commentator, model, and daughter of a colorectal cancer patient, as campaign spokesperson. In addition to building relationships among the companies, the CCA and the cancer centers involved in program events, *Roots of Support* attracted local and national media attention and increased disease awareness.

## EDUCATIONAL INITIATIVES

MCS has developed many patient education and support programs on behalf of our oncology clients over the past two decades. On behalf of Aventis' *Living With It*, MCS secured radio, print and television interviews nationwide for Judy Pickett, an avid runner and three-time breast cancer survivor who was being treated with Taxotere while competing in benefit races around the country.

## RESULTS

We pride ourselves on achieving excellent broadcast exposure and seizing media opportunities. After learning that the lead character on NBC's "ER," Dr. Mark Greene (Anthony Edwards), would be diagnosed with glioblastoma multiforme and treated with the Gliadel Wafer, MCS quickly implemented a targeted media campaign connecting health producers at NBC affiliates in the top 50 markets with local Gliadel neurosurgeons and patients. MCS secured stories on Gliadel in 32 markets, including six in the top 10, with an estimated audience of 44 million.

We regularly achieve significant placements in major consumer and trade media for our clients, including Fox News Channel's "Fox & Friends", CNN, CNBC, the Associated Press, Reuters, Bloomberg, Dow Jones, *The Wall Street Journal*, *The New York Times*, *Oncology News International* and *Oncology Times*.