



MCS Public Relations

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WORKING WITH THIRD PARTIES

Pharmaceutical-company communications are under ever-increasing scrutiny for clarity, balance and usefulness to the consumer. At the same time, many third-party organizations, such as professional medical or patient-advocacy associations, are looking to raise their own profiles and expand services to their memberships. Therefore, collaborating with the right third-party group on a disease-awareness or health-education campaign can be a triple-win situation: a benefit to the client, the group and the patients.

These non-commercial third-party groups are often run or advised by a key opinion leader or patient advocate. Their participation can bring knowledge, credibility and passion to a topic, as well as an existing network of communications to patients and/or professionals.

MCS has worked with nearly 50 third-party organizations - non-traditional associations as well as professional and patient-advocacy groups, research institutions and government bodies - to develop programs that both benefit the patient population and achieve the client's objectives in a creative, unique way.

NON-TRADITIONAL PARTNERSHIPS

MCS connects clients to organizations that are not typically considered health-care advocacy groups, but whose membership is a precise match to the clients' target audiences:

- ❖ MCS initiated a partnership with the American Counseling Association, the nation's largest non-profit organization for professional counselors, on behalf of BenzaClin®, Dermik Laboratories' topical acne therapy. The program encouraged teenagers and their parents to consult a dermatologist for treatment of serious acne to help restore self-esteem. The successful campaign won Dermik and MCS the prestigious American Academy of Dermatology Gold Triangle Award for Recognizing Excellence in Public Education of Dermatology Issues for seven consecutive years.
- ❖ MCS brokered the first partnership between the American Automobile Association (AAA) and a pharmaceutical company with a patient-education initiative on behalf of Detrol® LA. As part of a series of campaigns showing the impact of overactive bladder on lifestyle issues such as travel, career, sleep and intimacy, MCS forged landmark partnerships between Pharmacia, the

Michigan AAA chapter and the American Society of Travel Agents, ultimately increasing sales in the market by 20 percent.

- ❖ For Dermik's Penlac, MCS collaborated with the Road Runners Club of America, the nation's largest grassroots running organization, on a nationwide campaign to educate runners about foot care. The program focused on the "Toe Truck," which traveled to running events across the country, offering free foot screenings and foot care information to runners. In the first six months, media coverage of this branded campaign reached an audience of more than 7.2 million.

PROFESSIONAL ORGANIZATIONS

MCS has partnered our clients with professional groups in a variety of therapeutic areas on educational initiatives and corporate marketing collaborations:

- ❖ MCS has formed relationships with many consumer and professional groups and thought leaders in respiratory care, including the American Academy of Allergy, Asthma and Immunology, the American College of Allergy, Asthma and Immunology, and the American Lung Association/American Thoracic Society.
- ❖ While providing issues-management counsel related to concerns about beta agonists, we arranged for the patient-advocacy group Asthma & Allergy Network to address an FDA Advisory Committee about the important role of the drugs in treating asthma.
- ❖ Our work on behalf of Aventis for the chemotherapy agent Taxotere® focused on building alliances with advocacy organizations such as the Alliance for Lung Cancer Advocacy, Support and Education. Through partnerships like these, MCS developed several vehicles to provide oncologists with news and continuing education.

PATIENT-ADVOCACY GROUPS

MCS has worked with many patient organizations to attain our clients' goals, including:

- ❖ On behalf of Ethyol®, MCS worked with the Yul Brynner Head and Neck Foundation to nationally publicize Oral, Head and Neck Cancer Awareness Week, an annual educational initiative encouraging those at risk to get screened for the disease.
- ❖ As part of its PR support for Somavert, Pharmacia's treatment for acromegaly, MCS collaborated with the Pituitary Network Association to increase national awareness of pituitary disorders and the disparate symptoms of these difficult-to-diagnose diseases.
- ❖ Supporting Erbitux® for Bristol-Myers Squibb and ImClone Systems, MCS worked with the Colon Cancer Alliance to help patients and families create a network of support. The program included visits to cancer centers, garnering local and national print and broadcast media while helping patients and families, honoring healthcare professionals, and building relationships for the companies with influential doctors.

RESEARCH INSTITUTIONS

MCS works with leading universities and research institutions to communicate clinical-trial results and promote disease-education campaigns:

- ❖ MCS organized and managed a satellite media tour with Dr. Dennis Slamon, director of the Revlon/UCLA Women's Cancer Research Program at the Jonsson Cancer Center, and Dr. Robert Comis, president of the Coalition of the National Cancer Cooperative Groups, to convey the message that clinical trials can improve chance of survival and quality of life for breast cancer patients.
- ❖ On behalf of Aventis, MCS launched the Council for Leadership on Thrombosis (CLOT) Awareness and Management to raise public and professional awareness of deep-vein thrombosis (DVT) and pulmonary embolism. The council comprised health professionals from such prestigious institutions as Duke University, Harvard Medical School, University of Pennsylvania School of Medicine and Baylor College of Medicine. MCS media relations positioned the Council as an authoritative resource for reporters.

GOVERNMENT INITIATIVES

To achieve our clients' objectives, MCS has often interacted with government groups:

- ❖ For Merck, MCS worked with the CDC and the Advisory Committee on Immunization Practices to announce recommendations in *Morbidity and Mortality Weekly Report* that states require the chickenpox vaccine for children entering school or child care.
- ❖ MCS coordinated a meeting among the co-chairs of CLOT, Deputy Surgeon General Dr. Kenneth Moritsugu and Dr. Claude L'Enfant, director of the National Heart, Lung and Blood Institute, to obtain government support for education about DVT.