



## BUSINESS-TO-BUSINESS COMMUNICATIONS

.....

At MCS, we connect service providers with their customer base by strategically delivering messages via relevant, trusted sources, including third parties, industry trade publications and relevant conferences. We understand the importance of positioning your company as a leader and innovator in your industry segment and develop multi-dimensional campaigns to help reach your customers and grow your business.

### Clients:

- ImpactRx, a provider of consultative and analytically-based promotional effectiveness solutions to the healthcare industry
- PDR Network, the nation's leading distributor of drug label information, safety Alerts and REMS
- PharmaNet, a clinical research organization and global supplier of drug development services
- Qforma, the leading provider of advanced analytics and predictive technologies for the health sciences industry

**Areas of expertise:** Media relations; third-party relationship development; bylined articles; corporate communications; speaking opportunities

### Creativity, Service and Results:

- To position PDR Network and its executives at the forefront of health information technology and the nation's transition to electronic medical records, MCS has helped publicize the company's e-solutions for enhancing patient safety to the medical community and the life sciences industry. As an example, MCS conducted media outreach in support of "Know the Label," a national campaign providing CME credit to physicians who improve patient safety by staying updated on constantly changing FDA-approved drug labels. Coverage reached an audience of 76 million leading to a 47% increase in CME course participation for PDR Network.
- For Qforma, the foremost provider of advanced analytics and predictive modeling for the life sciences industry, showcasing their data mining capabilities to their key customer base of pharma company decision makers was of the utmost importance. To help launch their company and services, MCS coordinated a multi-step communications program aimed at positioning Qforma's unique physician social networking and other research capabilities. This included the implementation of a bylined article program to highlight the expertise of Qforma and their executives and establishing Qforma as a key media resource for the industry through media interviews. MCS also initiated and managed a first-of-its-kind collaboration between Qforma and *USA Today* to spotlight America's "Most Influential Doctors." A database powered by Qforma analytics was hosted on the newspaper's web site directing consumers to community medical leaders in 12 prevalent, chronic disease states. Additionally, a nationwide media campaign in support of the database garnered an audience reach in the millions as it was highlighted by a page one article in *USA Today*, the nation's largest daily newspaper.
- To expand ImpactRx's reach with its unique physician market research, MCS highlighted their discoveries of unique trends and themes within healthcare to the most influential and read media outlets. MCS crafted news angles that showcase the data and its impact on the industry to both business and consumer media, resulting in placements in the *Wall Street Journal* and *USA Today*. With the media, ImpactRx was regularly positioned as thoughtful commentators on events in the industry and viewed as a reliable source on the immediate impact of significant product news on industry trends.