

CARDIOLOGY & THROMBOLYTICS

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MCS has built its reputation on groundbreaking cardiovascular communications, with decades of expertise supported by our understanding of this incredibly complex arena and our established relationships with thought-leaders and organizations around the world. From clinical trial data communications to product approvals and launches to revitalizing brands to gain or maintain market share, MCS provides world class service throughout a product's lifecycle to both small and large companies alike.

Products/ Clients:

- **Acadesine** (Merck & Co., Inc.)
- **Brinavess™** (Merck & Co., Inc.)
- **Eprosartan** (Abbott Laboratories)
- **Inspira™** (Pfizer, Inc.)
- **Integrilin®** (Merck & Co., Inc.)
- **Lovenox®** (sanofi-aventis)
- **Tenormin®** (ICI Pharmaceuticals, Inc., now AstraZeneca)
- **TNKase®** (Genentech)
- **Vorapaxar** (Merck & Co., Inc.)
- **Zestril®** (ICI Pharmaceuticals, Inc., now AstraZeneca)

Conditions: Acute coronary syndrome, atrial fibrillation, congestive heart failure, hypercholesterolemia, hypertension, ischemic reperfusion injury, myocardial infarction, unstable angina

Creativity and Service:

- As part of our work with the Merck cardiology franchise, MCS helped launch the preeminent cardiology news source, theheart.org, and collaborated with the outlet on various projects in support of Merck's Integrilin and vorapaxar. Sample projects included surveying U.S. cardiologists on the unmet needs in current acute coronary syndrome treatments and convening a panel of five leading U.S. cardiologists to film a "Spotlight" session discussing the various approved treatments for acute coronary syndromes. Both projects were featured on theheart.org website, and resulted in increased web traffic.
- For more than a decade, MCS was the PR agency of record for Lovenox (enoxaparin sodium) Injection, the world's top-selling low-molecular-weight heparin. In that time, MCS managed the PR launch of five new indications for Lovenox: prevention of deep vein thrombosis (DVT) in abdominal surgery; extended prevention of DVT in hip replacement surgery; prevention of DVT in medical patients with acute illnesses and severely restricted mobility; inpatient/home treatment of DVT; and the brand's first cardiovascular indication, prevention of acute coronary syndromes. Through our communications of regulatory milestones and supporting data to the media and medical community, MCS helped establish the therapeutic versatility of this cornerstone antithrombotic.
- To discuss the management of recent onset atrial fibrillation and the newest study findings in this area, a roundtable discussion was conducted at the 2011 European Society of Cardiology in support of Merck's Brinavess. The roundtable featured European physicians and a representative from Arrhythmia Alliance, a UK-based patient advocacy organization for individuals with cardiac arrhythmias. Brand messages were included in 100 percent of the articles written by the more than 20 journalists in attendance and coverage reached more than 4.1 million readers worldwide.

Results:

- Media results routinely include numerous feature stories in *USA Today*, *The Wall Street Journal*, *The New York Times*, *The Washington Post*, CNN and all major trade publications, including TheHeart.org and CTSNet