

## CORPORATE COMMUNICATIONS

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Corporate communications is the avenue by which a company disseminates its ideals and culture to its various stakeholders, from current and potential customers and investors to employees and the media. MCS is proud to help our clients convey a positive image to the public and their own people in a way that benefits the business and builds excitement for corporate brands. We have assisted a range of healthcare clients, pharmaceutical manufacturers, research organizations and marketing companies in achieving media coverage in national, local and trade outlets, newspapers, periodicals and online media. Our corporate clients have also benefited from our vast experience in effectively managing communications during a crisis. Now with the emergence of social media, events can go global in seconds as amateur reporters begin to shape the story. The timely dissemination of critical information is more vital than ever to securing the trust and confidence of regulatory authorities and all other stakeholders who can influence the future of a product and company.

### Experience:

- Corporate agreements
- Speeches
- Personnel changes
- Awards given and received
- Quarterly and annual financial results
- Internal communications, including newsletters and event planning
- Crisis communications and issues management, including crisis planning, product recalls, manufacturing issues, lawsuits, and corporate restructuring

### Creativity, Service and Results:

- To generate excitement among employees about the entry of Pharmacia (now Pfizer) into a new disease category, MCS conducted an educational campaign that included a monthly newsletter and a campus-wide health fair arranged in partnership with a local third party. The event was promoted with flyers, posters and voicemail, and included activities, demonstrations, theme lunches and the distribution of information about Inspra™, the company's medication to treat hypertension.
- Also for Pfizer, MCS managed the creation and distribution of five international product newsletters, that kept thousands of brand managers current on news, research and policies. The newsletters united Pfizer sales and marketing teams worldwide by communicating product news, events and milestones. The professionally designed newsletters, issued regularly to senior personnel, contain news on product sales, upcoming events, clinical studies, medical congresses, regulatory filings, spotlights on individual people or teams, and other information.
- For several clients, MCS has developed crisis communications programs to help prepare senior management and staff for unintended events that may seriously impact corporate reputations and continued operations. Our programs entail two key features: a crisis communications plan and spokesperson training. The crisis communications plan provides a blueprint to effectively assemble the human and material resources needed in the first critical hours of an event. Company spokespeople ultimately called upon to publicly address the many stakeholders, including employees, customers, public officials and the media, are coached on how to prepare and convey messages that instill confidence in the company's response to the event and maintain public trust going forward through the recovery phase.