

GLOBAL CAPABILITIES

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MCS, through a well-established network of independent public relations agencies, operates in Canada, most Western and Eastern European countries, and Asia. Our expertise in executing product communications projects and programs in ex-US markets has met and exceeded our clients' needs over the years, producing desired outcomes that directly affect sales and future operations within those markets. Specifically, we have been particularly successful in showcasing our clients' products at international medical congresses through press events and briefings at which physicians and their patients have delivered messages important to the brand. Results of our efforts have been realized through extensive media coverage in markets integral to the growth of our clients' business. Our international capabilities extend to forging productive, sustainable relationships with key influencers including patient advocacy organizations, physicians and affiliated healthcare providers. These relationships have been leveraged repeatedly to deliver branded messages directly to the end user of our clients' products, changing behaviors and influencing key decision makers.

Experience:

- Australia
- Austria
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- The Netherlands
- Portugal
- South Africa
- Spain
- Sweden
- United Kingdom

Creativity, Service and Results:

- On behalf of Merck (formerly Schering Plough), in support of Remicade and Simponi, MCS has launched multiple new indications in rheumatic and inflammatory bowel diseases in the U.S. and Europe over seven years, while developing and maintaining productive relationships with key physician thought leaders in rheumatology, gastroenterology and dermatology. In addition, the team has helped forge relationships with the three leading patient advocacy groups that support patients with the conditions for which Remicade is indicated: rheumatoid arthritis, ankylosing spondylitis, and psoriatic arthritis, Crohn's disease and ulcerative colitis, and psoriasis. With many of these groups, on behalf of our client, MCS has conducted pan-European physician and patient surveys to validate the impact of diseases on activities of daily living and conducted roundtables at major medical congresses announcing the results.
- For Merck's vorapaxar, the investigational Protease Activated Receptor 1 (PAR-1) thrombin receptor antagonist designed to reduce thrombosis (clot formation), MCS supported the development and execution of a pan-European cardiologist survey on unmet patient need, results of which were unveiled to the media at a press conference featuring a panel of leading EU cardiologists at the 2009 European Society of Cardiology annual congress in Barcelona, Spain. The panel discussion drew 27 journalists from 11 countries, with coverage appearing 41 times in over 25 media outlets.
- Also for Merck and in collaboration with the European Federation of Psoriasis Associations (EUROPSO), MCS designed, developed and distributed a special calendar to European dermatologists that featured portraits of psoriasis patients. Each patient was photographed enjoying outdoor activities and quoted conveying their outlook on life as it relates to controlling their disease. The project objective was to encourage psoriasis patients to work closely with their doctors in seeking treatments that will provide the best possible results and improve their quality-of-life. The calendar was produced in five languages and distributed to dermatologists throughout Europe.