

## MEDIA RELATIONS

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Media relations of every kind – national and local, consumer and trade, print, broadcast and online – has been at the core of MCS' healthcare communications practice for the past 25 years. The agency is known for establishing and sustaining solid relationships with top-tier media because we respect journalists' time, know their beats and make the effort to learn their specific needs and how they operate. Our expertise in media outreach and securing quality placements for our clients also extends to the local-market, "grassroots" level and newer social media channels.

### Select Media Placements:

- *American Medical News*
- *CNBC*
- *CNN*
- *MedPage Today*
- *The New York Times*
- *The Oprah Winfrey Show*
- *Parents Magazine*
- *The Pink Sheet*
- *Reader's Digest*
- *The (Newark) Star-Ledger*
- *USA Today*
- *The View*
- *The Wall Street Journal*

### Creativity, Service and Results:

- In support of Genentech's Activase, the first FDA-approved treatment for acute ischemic stroke, MCS has conducted national media relations campaigns focused on raising awareness about the signs and symptoms of stroke and the importance of calling 9-1-1. For Stroke Awareness Month and World Stroke Day 2011, MCS collaborated with the American College of Emergency Physicians to conduct two bi-lingual campaigns to highlight the increased risk among Hispanic-Americans. Campaign messages reached a total audience of 77 million.
- To support the regional launch of Scerene Healthcare Inc.'s line of personal care products PURISTICS™, including Totally Ageless skin care, Baby Care and Pure Protection feminine products, MCS developed key relationships with top influential 'mom' bloggers, which increased online dialogue about the PURISTICS™ line and the benefits of using personal care products free of potentially harmful ingredients. This translated into 19 positive product reviews in target markets reaching an audience of more than 8 million online consumers.
- For almost a decade, MCS has provided PR and media relations support to the non-profit Head and Neck Cancer Alliance, to drive provider and public participation in Oral, Head and Neck Cancer Awareness Week (OHANCAW), an annual event highlighted by free oral cancer screenings held throughout the U.S. In 2011, MCS was privileged to work with Oscar-winning actor Michael Douglas, who is himself a throat cancer survivor, as the spokesperson for OHANCAW. Mr. Douglas appeared on both *Oprah* and *The View*, encouraging viewers to take advantage of the free screening opportunities. OHANCAW messaging reached an audience of 99 million, triggering a spike of 102,000 visits to the OHANCAW website. Nearly 12,000 individuals - a new OHANCAW record - were screened at 295 participating sites with many referred on for potentially life-saving consultation.
- On behalf of our client Qforma, the leading provider of advanced analytics and predictive modeling for the healthcare industry, MCS arranged a collaboration with *USA Today*, whereby the nation's leading newspaper hosted on its website the online database of the nation's "Most Influential Doctors" (MID), as identified by Qforma's physician social networking analytics. Designed to give consumers a place to start when they're diagnosed with a chronic condition such as hypertension or rheumatoid arthritis, and are looking for a physician, the MID initiative was launched with a page one feature story in *USA Today* and various broadcast tactics to reach top 20 markets like Washington, DC, Phoenix and Orlando. More importantly, the campaign generated grassroots coverage throughout the country as local media outlets publicized the physicians in their communities who had been named Most Influential Doctors.