

MEDICAL MEETING SUPPORT

A cornerstone of the MCS legacy is providing support to our clients at major national and international medical meetings and congresses. This support has ranged from on-site media relations for clinical trial or product milestones to the staging of large-scale press events. On behalf of our clients, MCS has brokered interviews with leading consumer media at these meetings, including *CNBC*, *The New York Times* and *USA Today*, as well as recognized industry outlets such as *The Pink Sheet* and *MedPage Today*. Our clients are kept up-to-date on their news and competitors through our NewsVuse mobile application, which allows instant access to relevant media coverage. In addition, MCS has utilized congresses as opportunities to meet with various stakeholders who are key to your therapy. This has led to the development of several productive roundtable discussions between physicians and patients.

Experience:

- American Academy of Allergy, Asthma & Immunology (AAAAI)
- American Academy of Dermatology (AAD)
- American College of Cardiology (ACC)
- American Diabetes Association (ADA)
- American Heart Association (AHA)
- American Society of Clinical Oncology (ASCO)
- American Urological Association (AUA)
- European Academy of Dermatology and Venereology (EADV)
- European Society of Cardiology (ESC)
- International AIDS Conference
- International Stroke Conference (ISC)
- The European League Against Rheumatism (EULAR)
- Transcatheter Cardiovascular Therapeutics (TCT)
- United European Gastroenterology Week (UEGW)
- World Federation of Hemophilia (WFH)

Creativity, Service and Results:

- For Merck's SIMPONI, MCS held a major press conference at the 2010 European League Against Rheumatism annual congress in Rome, bringing together a panel of leading pan-European rheumatologists from UK, Austria and Germany, who presented several studies demonstrating long-term efficacy and safety of SIMPONI in rheumatic disease, reinforcing the brand's strategic goals. Also in 2010, MCS conducted a Psoriasis Roundtable event at the European Academy of Dermatology and Venereology congress in Gothenburg, Sweden. Moderated by a leading pan-European dermatologist, the panel included psoriasis patients representing patient advocacy groups (International Federation of Psoriasis Associations and the European Federation of Psoriasis Organizations) from Ireland, Sweden, Belgium and Germany, who discussed a range of topics related to living with psoriasis and the impact the disease has on work and social activities.
- In the years leading up to product approval, MCS helped set the stage for the success of CSL Behring's Berinert by differentiating the product from competitors through communication of clinical results at key medical meetings. Using the annual American Academy of Allergy, Asthma & Immunology meeting as a venue for discussing the unique attributes of the product, coverage of data presented at the meeting was secured annually in such target media outlets as *Reuters Health*, *The Pink Sheet*, *HemOnc Today* and *Doctor's Guide*.
- To re-define patient and physician expectations for diabetes therapy while building anticipation for the approval of MannKind's AFREZZA, MCS worked to generate positive and sustained news coverage highlighting clinical successes and milestones. At the 69th annual American Diabetes Association meeting, MCS hosted, on behalf of MannKind, a media breakfast which provided an opportunity to showcase the expertise of MannKind's senior executives and the newest study results emerging from the meeting. As a result of the media breakfast and other interactions with journalists during the meeting, media coverage reached an audience of nearly 100 million with broadcast coverage on two national networks, including *CNBC*, which broadcast an interview with the MannKind CEO live from the ADA exhibit hall.