

WORKING WITH THIRD PARTIES

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Pharmaceutical company communication efforts can offer value and usefulness to both the company and consumers. As many third-party organizations, such as professional medical or patient-advocacy associations, look to raise their profiles and expand services to their members, collaborations with select third-party groups that focus on disease-awareness or health-education campaigns can result in a win for all involved. These collaborations benefit the pharmaceutical company, the third-party group and, most importantly, the patients – who are the ultimate end users of this health information. MCS has worked with nearly 100 third-party organizations, from more non-traditional associations to professional and patient-advocacy groups, research institutions and government bodies. In our more than 25 years, MCS has developed programs that add value to patients' lives and achieve clients' objectives in creative and unique ways.

Third-Party Organizations:

- American Academy of Allergy, Asthma and Immunology
- American Academy of Nurse Practitioners
- American College of Emergency Physicians
- Asthma and Allergy Network
- Colon Cancer Alliance
- European Federation of Crohn's and Ulcerative Colitis Associations
- European Federation of Psoriasis Associations
- Foundation for Women and Girls with Blood Disorders
- Head and Neck Cancer Alliance
- HealthyWomen.org
- Hereditary Angioedema Association
- National Association of School Nurses
- National Hemophilia Foundation
- National Stroke Association
- People with Arthritis/Rheumatism in Europe
- Pituitary Network Association

Creativity, Service and Results:

- On behalf of the Head and Neck Cancer Alliance, MCS conducts a yearly disease awareness initiative to drive professional and consumer participation in nationwide free oral cancer screenings through grassroots and large-scale, celebrity-driven media relations efforts. In 2011, nearly 12,000 people were screened as a result of media coverage reaching an audience of 99 million, including appearances by Michael Douglas publicizing the event on *Oprah* and *The View*.
- With more than 425,000 women suffering from stroke each year, on behalf of our client, Genentech, who markets Activase®, the first and only treatment of acute ischemic stroke, MCS built a campaign directly targeting this at-risk population. MCS helped bring together three third-party organizations who shared a goal of educating women about stroke: the National Stroke Association, HealthyWomen.org and the American College of Emergency Physicians. The multifaceted program included a survey of women's knowledge about key stroke information, personal stories of women stroke survivors and a media outreach campaign timed to Stroke Awareness Month that reached a total audience of more than 34 million.
- For Dermik Laboratories' Penlac®, MCS collaborated with the Road Runners Club of America, the nation's largest grassroots running organization, on a nationwide campaign to educate runners about foot care. The program focused on the "Toe Truck," which traveled to running events across the country offering free foot screenings and foot care information to athletes. In its first six months, this branded campaign's media coverage reached an audience of more than 7.2 million.
- To educate and raise awareness about von Willebrand disease (VWD) among nurse practitioners and their patients, MCS partnered CSL Behring with the American Academy of Nurse Practitioners (AANP) on a multi-year campaign that included the development of VWD educational materials and a national survey of women. The two-year campaign reached an audience of more than 180 million.