



## NEUROLOGY

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From media relations, internal communications and relationship building with thought leaders and patient and professional organizations, MCS has provided strategic counsel and communication programs for neurology products, from investigational to market and beyond.

### Products/ Clients:

- **Activase®** (*Genentech, a wholly owned member of the Roche Group*)
- **Tetrabenazine** (*Prestwick Pharmaceuticals*)
- **Zomig®** (*MedPointe Pharmaceuticals*)

**Conditions:** Acute ischemic stroke, chorea associated with Huntington's disease, migraine headache

### Creativity and Service:

- Created and executed celebrity media campaign with Olympic gold-medal-winning soccer player Cindy Parlow to raise awareness about treatment options for migraine sufferers.
- Provided more than a decade of communications support to raise awareness of stroke symptoms, trends in treatment and clinical trial data unveiling.
- Communicated investigational milestones at major neurology conferences, including the American Academy of Neurology, International Stroke Conference, the American Neurological Association, the American Society for Experimental NeuroTherapeutics and the International Congress of Parkinson's Disease and Movement Disorders.
- Partnered with HealthyWomen, the nation's leading online health resource for women, as well as the National Stroke Association and American College of Emergency Physicians on national awareness campaign during Stroke Awareness Month in light of recent data showing more young women are suffering from stroke.

### Results:

- Secured front page and feature story articles on trends in stroke treatment placed in leading print publications including *The New York Times*, *The Wall Street Journal*, *USA Today*, *Business Week*, etc.
- Created Metro Stroke Task Force with Genentech and the American Heart Association, which was credited with helping to change the standard of stroke care through effective public and professional communications efforts