

ONCOLOGY

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In the oncology space, MCS has represented clients ranging from multinational corporations to advocacy groups. This complex therapeutic area requires both scientific acumen and sensitivity to the impact of cancer on patients; our expertise ranges from clinical trial and FDA approval communications to alliance-building and disease awareness initiatives.

Products/ Clients:

- **Erbix[®]** (*Bristol-Myers Squibb and ImClone Laboratories*)
- **Ethyol[®]** (*Medimmune*)
- **Gliadel[®] Wafer** (*Aventis Pharmaceuticals, Inc., now sanofi-aventis, and Guilford Laboratories*)
- **Novantrone[®]** (*Immunex Corporation*)
- **Taxotere[®]** (*Aventis Pharmaceuticals, Inc., now sanofi-aventis*)
- **Head and Neck Cancer Alliance** (*Formerly the Yul Brynner Head and Neck Cancer Foundation*)

Tumor types: Brain (glioblastoma multiforme), breast, colorectal, non-small cell lung, oral, head, neck, prostate

Creativity and Service:

- Launched Erbitux, the first monoclonal antibody to target the epidermal growth factor receptor, for the treatment of metastatic colorectal cancer.
- Managed the launches of new indications for established oncology agents, including Taxotere, for non-small cell lung cancer, and Novantrone, for late-stage hormone-refractory prostate cancer.
- Collaborated with sports icons Lou Holtz (football), Brett Butler (baseball) and Lori Hamilton (NASCAR) to increase public awareness of head and neck cancer by increasing the number of free screening sites, patients screened and referrals during Oral, Head and Neck Cancer Awareness Week.
- Partnered our clients with the Colon Cancer Alliance to develop the *Roots of Support in Colorectal Cancer* program for patients and families, with Olympic swimmer Dara Torres as campaign spokesperson.

Results:

- Secured broadcast coverage on 32 NBC affiliates when the lead character on "ER" was diagnosed with glioblastoma multiforme and treated with the Gliadel Wafer, a disk that delivers chemotherapy directly to tumors in patients with recurrent brain cancer.
- Achieved significant placements in major consumer media for our oncology clients, including the Associated Press, Reuters, *The Wall Street Journal*, *The New York Times*, NBC, CNN, Fox News Channel and CNBC.