

## WOMEN'S HEALTH

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Women frequently assume the role of healthcare decision-makers for the entire family, making them a key audience for any medical communications program. With research increasingly focused on the specific impact of many diseases on women, MCS takes pride in developing and implementing innovative programs that provide education and encouragement, empowering women to take an active role in the treatment of their conditions.

### Products/ Clients:

- **Detrol LA<sup>®</sup>** (*Pharmacia Corporation, now Pfizer, Inc.*)
- **Humate-P<sup>®</sup>** (*CSL Behring*)
- **Livial<sup>®</sup>** (*Organon Pharmaceuticals, now Merck & Co., Inc.*)
- **Procheive<sup>®</sup> 8% and Procheive<sup>®</sup> 4%** (*Columbia Laboratories, Inc.*)
- **Taxotere<sup>®</sup>** (*Aventis Pharmaceuticals, now sanofi aventis*)

**Conditions:** Bleeding disorders, breast cancer, hormone replacement, overactive bladder, reproductive health

### Creativity and Service:

- Forged partnership with Pharmacia, the American Society of Travel Agents and the Michigan chapter of the American Automobile Association to develop the first patient-education campaign highlighting the effects of overactive bladder (OAB) on overlooked lifestyle issues such as travel, career, sleep and intimacy.
- Developed a multi-faceted program to increase awareness of von Willebrand disease (VWD), an under-diagnosed bleeding disorder that affects millions of women, that included partnerships with the National Hemophilia Foundation and the American Academy of Nurse Practitioners.
- Profiled a three-time breast cancer survivor and Taxotere patient who pledged to run 100 cancer benefit races around the country as part of an inspirational breast cancer education campaign called "Living With It".
- 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:

- Jump-started lagging patient recruitment in a study of Organon's synthetic hormone tibolone for osteoporosis in 700 post-menopausal women by creating standardized messages in an ad campaign and a turnkey community-relations module.
- Increased product sales by 20 percent through Pharmacia and AAA overactive bladder campaign.
- Garnered coverage in relevant medical and consumer outlets and won interest and attention from editors at *Good Housekeeping, Redbook, Glamour, Shape* and *Ladies' Home Journal*.