

BIOTECH

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At MCS, we understand the possibilities of biotechnology companies. In our 25-year history, we have developed an expertise in providing public relations support to biotech industry leaders and their products, from cutting edge medicines to fight cancer and other serious diseases to the tools enabling their discovery. Our agency played an integral communications role in the top medical news stories of each of the last two decades – the first FDA-approved treatment for stroke in the 1990s and the mapping of the Human Genome in the 2000s. We know that marketing biologics can present challenges as well as opportunities. We have a reputation for creating campaigns that bring the benefits of these products into focus for physicians, patients, caregivers, managed care and other third-party organizations.

Products/Clients:

- **TNKase™** (*Genentech*)
- **Activase®** (*Genentech*)
- **CathFlo®** (*Genentech*)
- **Tracleer®** (*Actelion Pharmaceuticals*)
- **Gene-based therapies** (*AP Biotech, MDS Proteomics*)
- **Remicade®** (*Centocor Inc.*)
- **Erbix®** (*ImClone Systems*)
- **Enbrel®** (*Immunex Corporation*)
- **Ethiol®** (*MedImmune*)

Conditions: Heart attack, hypertension, cancer of the colon, head, neck and lung, rheumatoid arthritis, stroke

Creativity and Service:

- PR support for the approval and launch of Genentech's (the **first** biotech company) entire lytic franchise
- Conducted clinical trial data, FDA approval and launch communications for Erbitux, Activase, TNKase
- Helped boost public profiles of small, startup biotech companies
- Expertise in disseminating complex scientific concepts to diverse audiences
- Contacts with national, local and trade journalists covering all aspects of biotechnology
- Extensive history in supporting companies defined by their initial product
- Proficiency in advancing new treatment paradigms to market influencers
- Success in building strategic, sustained relationships with important third parties

Results:

- Over a decade of top tier media impressions for Activase in 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
- Successfully positioned AP Biotech as a key player in the completion of the Human Genome project, the biggest medical story of the past decade, by communicating the use of the company's DNA sequencing technology to decode the genes involved in diabetes, cancer and heart disease