

CARDIOLOGY

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MCS has built its reputation on groundbreaking cardiovascular communications, with decades of expertise grounded in our understanding of this incredibly complex arena and our relationships with thought leaders and organizations around the world.

Products/Clients:

- **Acadesine** (Merck & Co., Inc.)
- **Eprosartan** (Abbott Laboratories)
- **Inspra™** (Pfizer)
- **Integrilin®** (Merck & Co., Inc.)
- **Lovenox®** (sanofi-aventis)
- **SCH 530348** (Merck & Co., Inc.)
- **Tenormin®** (ICI Pharmaceuticals, Inc., now AstraZeneca)
- **TNKase®** (Genentech)
- **Zestril®** (ICI Pharmaceuticals, Inc., now AstraZeneca)

Conditions: Acute coronary syndrome, congestive heart failure, hypercholesterolemia, hypertension, ischemic reperfusion injury, myocardial infarction, unstable angina

Creativity and Service:

- Communicated investigational milestones at major cardiology conferences, including the American Heart Association Scientific Sessions, American College of Cardiology and the European Society of Cardiology
- Supported filings of a New Drug Application with the U.S. Food and Drug Administration
- Provided clinical trial communications and data support
- Directed FDA review and approval communications
- Publicized new indications
- Conducted pre- and post-approval competitive intelligence and share of voice media work to manage brand stability
- Educated physicians and consumers on products and diseases
- Provided patient support
- Built corporate and professional alliances

Results:

- Reached an audience of 11 million with pre-approval data coverage of Pharmacia's selective aldosterone blocker Inspra, and 128 million with coverage of its FDA approval
- Collaborated with The Cleveland Clinic on the landmark GUSTO I trial studying thrombolytics in acute coronary thrombosis
- Developed strong content-creation partnerships with extremely targeted media outlets such as TheHeart.org, CTSNet
- Media results include feature stories in *USA Today*, *The Wall Street Journal*, *The New York Times*, *The Washington Post*, CNN, and all major trade publications