

ENDOCRINOLOGY

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From rare conditions like acromegaly to better-known diseases such as diabetes, MCS has provided superior strategic counsel and product communications programs to support, establish, maintain and grow our clients' positions in the marketplace with media relations, internal communications and relationship building with third-party patient and professional organizations.

Products/Clients:

- **AFREZZA™** (MannKind Corporation)
- **AERx® Diabetes Management System** (Aradigm Corporation)
- **Amaryl®** (Hoechst Marion Roussel, now sanofi-aventis)
- **Depo-Medrol®** (Pfizer, Inc.)
- **Eulexin®** (Schering-Plough Corporation, now Merck & Co., Inc.)
- **Glucoophage®** (Bristol-Myers Squibb)
- **Glyset®** (Pharmacia Corporation, now Pfizer, Inc.)
- **Medrol®** (Pfizer, Inc.)
- **Solu-Medrol®** (Pfizer, Inc.)
- **Somavert®** (Pharmacia Corporation, now Pfizer, Inc.)
- **Striant®** (Columbia Laboratories, Inc.)
- **Sulodexide (KRX-101)** (Keryx Biopharmaceuticals, Inc.)
- **Testim®** (Auxilium Pharmaceuticals, Inc.)
- **Tibolone** (Organon Pharmaceuticals, now Merck & Co., Inc.)

Conditions: Acromegaly, hormone replacement therapy for multiple conditions, Type 1 & Type 2 diabetes

Creativity and Service:

- Supported six treatments for Type 1 and Type 2 diabetes, from early clinical trial results to post-marketing support
- Forged enduring relationships with professional and patient organizations, and in the process gained the necessary insight and understanding of the issues surrounding the diabetes and pituitary disorders that enabled us to provide excellent service to our clients. Organizations that we've worked with have included the American Association of Clinical Endocrinologists, the American Diabetes Association, The Endocrine Society, Pituitary Disorders Education & Support group and the Pituitary Network Association
- Created innovative approaches to gain media coverage from pre-approval through launch phase of rare pituitary disease treatment on behalf of Pharmacia's Somavert®: leveraged data on high incidence of pituitary tumors to conduct awareness campaign with Pituitary Network Association; organized broadcast campaign with actor/acromegaly sufferer Richard Kiel ('Jaws' from the James Bond movies).
- Jump-started previously sluggish clinical trial recruitment and made it possible for the client to meet its goals of achieving full enrollment for an osteoporosis study involving 700 post-menopausal women by standardizing messages through an advertising campaign and a turnkey communications module on conducting community relations

Results:

- MCS has obtained substantial and extensive coverage for our endocrinology clients in major broadcast, print and Internet media directed at consumers and professionals. Some highlights include *Good Morning America*, *Fortune*, *Reader's Digest*, *The Wall Street Journal*, *USA Today*, *CNBC*, *MedScape*, *Scrip World Pharmaceutical News* and *BioCentury*