

IMMUNOLOGY

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Covering a wide range of often debilitating immune system diseases, MCS has achieved measurable success in raising awareness and understanding around the impact these conditions have on activities of daily living, while providing the rationale for rapid adoption and regular use of our clients' anti-inflammatory products.

Products/Clients:

- **Remicade[®]** (*Merck & Co., Inc., Centocor*)
- **Simponi[™]** (*Merck & Co., Inc.*)
- **Rhumatrex[®]** (*Lederle Laboratories*)

Conditions: Ankylosing Spondylitis, Crohn's disease, Psoriasis, Psoriatic Arthritis, Rheumatoid Arthritis, Ulcerative Colitis

Creativity and Service:

- Launched multiple new indications in rheumatic and inflammatory bowel diseases in the U.S. and Europe over six years
- Organized and conducted press conferences at major medical meetings featuring key thought leaders and the leadership of relevant patient organizations
- Conducted pan-European physician and patient surveys to validate the impact of disease on activities of daily living
- Supported clinical trial patient recruitment campaigns
- Announced pivotal clinical trial outcomes at key US and European medical congresses
- Partnered with the co-captain of the U.S. Women's Soccer Team on a nationwide media campaign on the topic of recently-diagnosed rheumatic disease in women
- Produced a wall calendar featuring psoriasis patients from eight European countries along with inspirational quotes on managing their disease

Results:

- Established sustainable, productive relationships with the European umbrella patient organizations representing people with rheumatic disease, inflammatory bowel disease and psoriasis
- Positioned our pharmaceutical clients as valued partners in disease education programs directed to consumers, the media and health care policy makers
- Increased public awareness and understanding of the often severe limitations placed on the lives of people with immune system diseases and the latest therapies available that can halt disease progression and restore quality of life