

## INFECTIOUS DISEASE

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Through our work with products in various stages of their lifecycle, MCS has become adept at managing issues facing the infectious disease marketplace, from the misuse of antibiotics to the fear and lack of trust in vaccination programs. Our relationships with third-party organizations and key thought leaders, including government agencies, have helped raise awareness of infectious diseases and dispel misconceptions. Our efforts to communicate key messages to the public have led to meaningful campaigns that have benefited patients and helped meet our clients' marketing goals.

### Products/Clients:

- **Acel-Imune®** (*Wyeth-Lederle*)
- **Cefotan®** (*Wyeth-Ayerst*)
- **Cefzil®** (*Bristol-Myers Squibb*)
- **Children's Tylenol®** (*McNeil Consumer Healthcare*)
- **Cidecin®** (*Cubist Pharmaceuticals*)
- **Hib-Titer®** (*Lederle-Praxis Biologicals*)
- **Maxipime®** (*Bristol-Myers Squibb*)
- **M-M-R®II** (*Merck & Co., Inc.*)
- **Picovir™** (*Aventis Pharmaceuticals, Inc., now sanofi-aventis*)
- **Varivax®** (*Merck & Co., Inc.*)

**Conditions:** Acellular pertussis, chicken pox, common cold, gram-negative and gram-positive infectious diseases, *haemophilus influenzae* type b (HiB)

### Creativity and Service:

- Assembled a coalition of pro-immunization partners that included the American Nurses Association/Every Child by Two, the Association of State and Territorial Health Officials and the American Academy of Pediatrics (Philadelphia Chapter) for a major, multi-faceted consumer program highlighting the availability and need for Acel-Imune in the face of opposition by several anti-vaccination parenting groups to pertussis vaccines
- Partnered with the respected infectious disease research leader, the University of Virginia, to conduct a media relations campaign promoting Phase III data at the Interscience Conference on Antimicrobial Agents and Chemotherapy (ICAAC) about the challenges associated with the perception of the common cold as an insignificant health problem. The campaign included a national survey that demonstrated the impact of colds on sufferers' daily lives and gauged satisfaction with current over-the-counter cold products
- Leveraged an immunization education program for health care providers and parents during National Infant Immunization Week promoting and establishing brand loyalty for using Children's Tylenol in immunization after-care

### Results:

- Significant placements in major national consumer outlets, as well as trade publications, including: *Parents, US Pharmacist, Medical Tribune* (Varivax press briefing); and *Internal Medicine News, The Medical Herald, Home News Tribune* (Cefzil new indication)
- Feature stories by the *Associated Press, USA Today/Parade* and NBC stemming from the media blitz announcing Phase II data of Picovir