

## MEN'S HEALTH

.....

MCS has met on multiple occasions the special communications challenges presented by diseases and conditions specific to men. Even as we have had to focus on very sensitive and personal conditions, our PR campaigns have helped provide men with the rationale and motivation to openly address health issues with their providers and seek new and effective treatments.

### Products/ Clients:

- **Testim**<sup>®</sup> (*Auxilium Pharmaceuticals, Inc.*)
- **Striant**<sup>®</sup> (*Columbia Laboratories, Inc.*)
- **PSD502** (*Sciele Pharma, now Shionogi Pharma*)
- **Caverject**<sup>®</sup> (*Pharmacia Corporation, now Pfizer, Inc.*)
- **Novantrone**<sup>®</sup> (*Immunex*)
- **Taxotere**<sup>®</sup> (*Aventis Pharmaceuticals, Inc, now sanofi-aventis*)
- **Eulexin**<sup>®</sup> (*Schering-Plough, now Merck*)

**Conditions:** Erectile dysfunction, hypogonadism, premature ejaculation, prostate cancer

### Creativity and Service:

- Launched Striant, the first buccal tablet for men with hypogonadism (low-testosterone)
- Recruited, organized and managed a blue-ribbon panel of leading experts in sexual health and medicine for the express purpose of developing communications initiatives directed to men and their spouses
- Collaborated with 2003 PGA champion Shaun Micheel on a low-testosterone awareness media campaign that positioned our client's product (Testim) as an effective testosterone replacement therapy
- Leveraging clinical trial results, MCS developed a communications program positioning Caverject as a highly effective therapy in the treatment of erectile dysfunction in men who previously failed on Viagra<sup>®</sup>
- Collaborated with relevant third-party groups and thought leaders in urology, oncology, pain management and psychology to form a unique prostate cancer education awareness campaign, EPIC (Empowering Patients in Control)

### Results:

- Reached millions of men and their spouses through media coverage of low-testosterone symptoms in major print, online and industry trade publications, including *The Wall Street Journal*, *USA Today*, *Newsweek*, the *Associated Press*, Reuters and CNN
- Cultivated key relationships with third-party organizations dedicated to men's health issues including the Men's Health Network, US TOO! International Prostate Cancer Education & Support Network and the Pituitary Network Association to develop PR programs consistent with our client's marketing strategies