

NEUROLOGY

.....

From media relations, internal communications and relationship building with thought leaders and patient and professional organizations, MCS has provided strategic counsel and communication programs for neurology products, from investigational to market and beyond.

Products/ Clients:

- **Activase®** (*Genentech*)
- **Tetrabenazine** (*Prestwick Pharmaceuticals*)
- **Zomig®** (*MedPointe Pharmaceuticals*)

Conditions: Acute ischemic stroke, chorea associated with Huntington's disease, migraine headache

Creativity and Service:

- Created and executed celebrity media campaign with Olympic gold-medal-winning soccer player Cindy Parlow to raise awareness about the treatment options for migraine sufferers
- More than a decade of communications support to raise awareness of stroke symptoms, trends in treatment, and clinical trial data unveiling
- Communicated investigational milestones at major neurology conferences, including the American Academy of Neurology, International Stroke Conference, the American Neurological Association, the American Society for Experimental NeuroTherapeutics and the International Congress of Parkinson's Disease and Movement Disorders
- Built corporate and professional alliances with professional and patient organizations including the American Stroke Association and National Stroke Association
- Supported the filing of a New Drug Application with the U.S. Food and Drug Administration
- Developed a relationship with the Huntington's Disease Society of America
- Coordinated programs with leading stroke advocacy organizations including the American Stroke Association and National Stroke Association
- Managed relationships with patient spokespeople

Results:

- Front page and feature story articles on trends in stroke treatment placed in leading print publications including *The New York Times*, *The Wall Street Journal*, *USA Today*, *Business Week*, etc.
- Created Metro Stroke Task Force with Genentech and the American Heart Association, credited with helping to change the standard of stroke care through effective public and professional communications efforts