

## RESPIRATORY

From coordinating pre-approval media relations activities to conducting national media campaigns for mature products to raising the profile of a patient advocacy group and providing issues management support, MCS has invaluable experience communicating to both professional and consumer audiences spanning virtually every therapeutic class within the category.

### Products/ Clients:

- **Alvesco**® (*sanofi-aventis*)
- **Astelin**® (*MedPointe Pharmaceuticals*)
- **Beclovent**® (*Allen & Hanburys, Division of Glaxo Inc.*)
- **Beconase**® (*Allen & Hanburys, Division of Glaxo Inc.*)
- **Delsym**® (*Reckitt Benckiser, Inc.*)
- **Ebastine** (*Rhone-Poulenc Rorer, now sanofi-aventis*)
- **Motrin**® Cold and Flu (*McNeil Consumer Products*)
- **Motrin**® IB Sinus (*McNeil Consumer Products*)
- **Motrin**® Sinus Headache (*McNeil Consumer Products*)
- **Mucinex**® franchise (*Reckitt Benckiser, Inc.*)
- **Nasacort**® AQ (*Aventis, now sanofi-aventis*)
- **NasalCrom**® (*Pharmacia Corporation, now Pfizer, Inc.*)
- **Nicotrol**® (*McNeil Consumer Products*)
- **Optivar**® (*MedPointe Pharmaceuticals*)
- **Picovir**™ (*ViroPharma*)
- **ProStep**™ (*Lederle Laboratories, now Pfizer*)
- **Solu-Medrol**® (*Pfizer, Inc.*)
- **Ultair**™ (*SmithKline Beecham Pharmaceuticals, now GlaxoSmithKline*)
- **Ventolin**® (*Allen & Hanburys, Division of Glaxo Inc.*)

**Conditions:** Allergic rhinitis, asthma, coughs, colds and sinus headaches due to upper respiratory infections, smoking cessation

### Creativity and Service:

- Conducted an unbranded, educational campaign in partnership with the American Academy of Nurse Practitioners (AANP) during the height of the 2009 H1N1 virus outbreak about the two types of acute cough – mucus-producing vs. dry, hacking coughs – and used results from two Harris Interactive surveys to validate the measurable impact that cough due to the common cold has on a person's quality of life and ability to conduct everyday life activities
- Increased awareness and trial use of mature allergic rhinitis products Astelin, Optivar, Nasacort AQ and NasalCrom through multiple national PR campaigns
- Identified and organized several thought leader panels, which resulted in the creation of a validated quality-of-life measurement tool for allergists and GPs/FPs and publication of a product review article in the *Mayo Clinic Proceedings*

### Results:

- Hundreds of millions of our clients' target audiences have been reached with key brand messages through coverage that we've obtained in such top-tier outlets as *Parade, Newsweek, Reader's Digest, Redbook, Prevention, Reuters, Dow Jones, the Houston Chronicle, Boston Globe, Newark Star-Ledger, Doctor's Guide, Medscape, Pharmaceutical Representative* and on CNN, FOX, Univision, ABC, NBC, CBS and MSNBC