

WOMEN'S HEALTH

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Women frequently assume the role of healthcare decision-makers for the entire family, making them a key audience for any medical communications program. With research increasingly focused on the specific impact of many diseases on women, MCS takes pride in developing and implementing innovative programs that provide education and encouragement, empowering women to take an active role in the treatment of their conditions.

Products/Clients:

- **Detrol LA[®]** (*Pharmacia Corporation, now Pfizer, Inc.*)
- **Humate-P[®]** (*CSL Behring*)
- **Livial[®]** (*Organon*)
- **Procheive[®] 8% and Procheive[®] 4%** (*Columbia Laboratories, Inc.*)
- **Taxotere[®]** (*Aventis Pharmaceuticals, Inc., now sanofi-aventis*)

Conditions: Bleeding disorders, breast cancer, overactive bladder, reproductive health

Creativity and Service:

- Forged partnership with Pharmacia, the American Society of Travel Agents and the Michigan chapter of the American Automobile Association to develop the first patient-education campaign highlighting the effects of overactive bladder (OAB) on overlooked lifestyle issues such as travel, career, sleep and intimacy
- Developed a multi-faceted program to increase awareness of von Willebrand disease (VWD), an under-diagnosed bleeding disorder that affects millions of women, that included partnerships with the National Hemophilia Foundation and the American Academy of Nurse Practitioners
- Profiled a three-time breast cancer survivor and Taxotere patient who pledged to run 100 cancer benefit races around the country as part of an inspirational breast cancer education campaign called "Living With It"

Results:

- Jump-started lagging patient recruitment in a study of Organon's synthetic hormone tibolone for osteoporosis in 700 post-menopausal women by creating standardized messages in an ad campaign and a turnkey community-relations module
- Pharmacia and AAA overactive bladder campaign increased product sales in pilot market by 20 percent
- Efforts have garnered coverage in relevant medical and consumer outlets and won interest and attention from editors at *Good Housekeeping*, *Redbook*, *Glamour*, *Shape* and *Ladies' Home Journal*