

OUR SWEET SPOT

# Building Value for Health Science Innovation



Our team of specialized thinkers design and execute strategic communications programs that make our clients' technologies, products and services known, understandable and approachable.

What We Do:

- Help our clients extend visibility and optimize value for their technologies, products and services
- Design and execute communications programs that allow a client, product or initiative to reach its business goals
- Bring 16 years of industry-tested counsel, and differentiated communications programs to engage key stakeholders
- Specialize in biotech and pharma, medical technology and device, with a keen focus on results
- Create and execute programs with a targeted market focus and/or global point of view

DOMAIN EXPERTISE AND SELECTED CLIENTS

Biotech & Pharma

Medical Technology & Devices

Public Health & Wellness



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WBE Certified,  
Women Owned  
Business Enterprise  
SOMWBA



## COMPETENCIES & RECENT AWARDS

LaVoieHealthScience is honored to have won 28 awards across multiple communications disciplines over the last seven years.



**Oticon Opn™ Launch**  
2016 Marcom Award - GOLD



**Hydra Biosciences Publicity Campaign**  
PAIN: A Conversation  
2016 Healthcare Award - MERIT

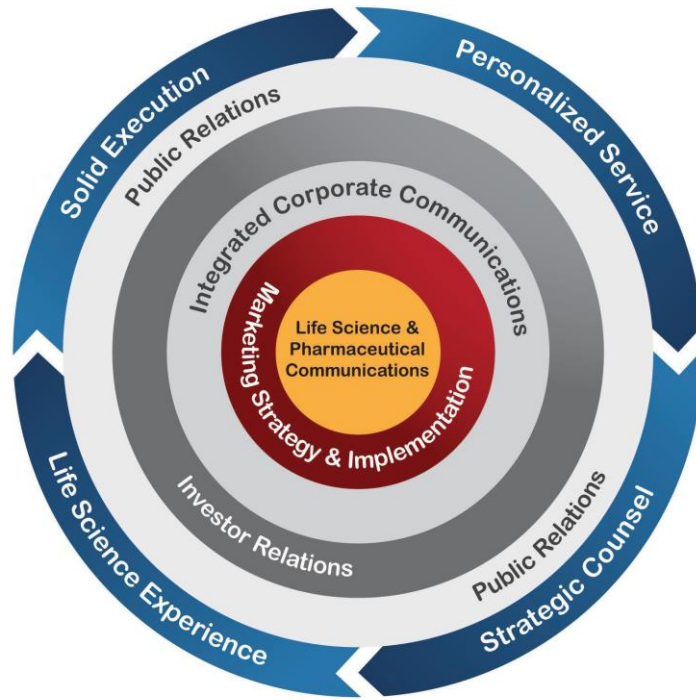
**Strongbridge Bio Pharma IPO Programming**  
2015 Financial Communications Award - BRONZE

**Campaign for DPH “Together We’re Ready”**  
2014 Community/Consumer Affairs Campaign Award - BRONZE

**FDA Advisory Committee Meeting Media Relations**  
2014 Strategic Communications Award - HONORABLE MENTION

**Chelsea Therapeutics Healthcare Campaign**  
2014 Product/Service Launch Award - MERIT

## TAILORED INTEGRATED COMMUNICATIONS



We use digital and research-driven strategies across our services

### Strategic Consulting

- LHS Immersion® positioning & messaging
- IPO communication planning & execution
- Strategic corporate, brand and product positioning
- Crisis prevention

### Investor Relations

- Strategic counsel
- Market access
- Investor and analyst targeting
- M&A communications
- IR analyst relations
- Perception audit
- Analyst days
- Meeting management

### Corporate & Marketing Communications

- Pre/Post commercialization
- Corporate materials
- Corporate and branding visual identity
- Digital influence and new media
- Internal communications
- The LHS Fifteen-Slide Presentation®
- Thought leadership
- Advocacy relations
- Issues/Reputation management
- Content development

### Public Relations

- PR strategy and execution
- Health and disease awareness
- Media relations
- Executive visibility
- Speaker/media training
- Advocacy relations
- Event/meeting planning
- Social media

### Business Development

- Personal introductions
- Networking and relationship building
- Analysis of business opportunities
- Access to partnering, financing opportunities