Credibility and Visibility for Newron Pharmaceuticals

Newron Pharmaceuticals

CHALLENGE

- Build credibility and visibility for a company focused in central nervous system disorders
- Develop program to build foundation and extend investment community reach, advocacy and key opinion leader relationships

LHS SOLUTION

- Utilized LHS Reach™ to target U.S. investment community
- Reposition company as near-term commercial opportunity and long-term pipeline
- Build awareness and visibility through media and investor introductions
- U.S. team leading corporate communications and PR support

RESULTS

- Increased awareness of corporate profile and understanding of company's value proposition
- Coordinated more than 75 high-value one-on-one meetings with investors; on-going
- Invitations to present at 5 U.S. conferences/year
- Secured coverage by leading analyst Placed CEO OpEd in Life Science Leader and editorial content in trades
- Finalist MM&M Awards Orphan Category for digital campaign in Rett Syndrome

LaVoieHealthScience
Strategic Communications

Investor Relations & Financial Communications

Guest Column | December 14, 2017

Orphan Drugs And The Case For Standardization

By Dennis Dionne

There's a standardization problem relating to rare and orphan diseases. For example, in Europe, a rare disease or disorder is defined as a disease that affects less than one in 2,000 individuals. In the United States, a rare disease is defined as a disease that affects fewer than 200,000 people.

When we look at the development of new orphan drugs, we see that the process is hampered by nonportable (nonstandardized) methodologies that must be uniquely re-created for each clinical trial, compound, and indication. While there are clearly differences in individual drug candidates that must be accounted for, the underlying process could benefit from a methodology that incorporates aspects of systematic development.

Consider the model used in the technology sector. There, products such as email, USB ports, computer chargers, and headphone jacks are all developed based on standards, which enables cross-channel communications and connectivity. We believe a similar standardized approach to orphan drug development could result in more and better therapies being made available to patients.

Implications for Orphan Drugs

Despite recent initiatives aimed at improving the speed at which new medicines for rare diseases are developed, there are fewer than 400 approved therapies for the more than 6,000-8,000 rare diseases

PiperJaffray

COMPANY NOTE
March 9, 201

Newron Pharma. (NWRN SW) Overweight

Safinamide - New Park's Drug Points to New Paradigm & Emerging Pipeline Value

Jefferies 2018 Global Healthcare Conference

June 5-8, 2018
New York, NY

The Jefferies 2018 Global Healthcare Conference will be taking place June 5-8 in New York City.