



LaVoie Health Science
Strategic Communications

Venture Capital & Company Launch Representation

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





DOMAIN EXPERTISE

- RARE DISEASE
- CAR-T
- GENE THERAPY AND GENETIC THERAPEUTICS
- IMMUNO-ONCOLOGY
- ONCOLOGY
- CNS
- NEURODEGENERATION
- MED TECH
- MED DEVICES & DIAGNOSTICS
- OPHTHALMOLOGY
- PRECISION MEDICINE
- RNA
- AUTOIMMUNE DISEASES
- CELL THERAPY
- CRISPR
- REGENERATIVE MEDICINE
- LYSOSOMAL DISEASES
- INFECTIOUS DISEASES
- SEXUALLY TRANSMITTED DISEASES



We help our clients extend visibility
and optimize value for their
technologies, products, and services.

INTEGRATED COMMUNICATIONS

- Strategy Consulting
- Investor Relations & Corporate Communications
- Public Relations & Marketing

HIGH-TOUCH, AWARD WINNING AGENCY

- Over two decades in business offering specialized expertise in health and science innovations
- 360° approach to media relations, social/digital, in-person events and presentations
- Building shareholder value for organizations and market value for assets
- Deep Wall Street buy-side and sell-side relationships spanning over 25 years
- Certified in healthcare communications compliance
- O'Dwyers 2021 Top PR Firms
- Marcom 2021 Platinum Winner – Capital Markets Day
- Marcom 2021 Gold Winner – Episodic Social Content
- PR Club 2021 Silver Bell for Investor/Financial Relations Campaign
- *Boston Business Journal's* The List: Largest PR Firms in Mass.
- INC. 5000 Hall of Fame – Fastest Growing Private Companies
- *PR News' Agency Elite 100*
- 50+ awards

GLOBAL REACH AND SCALE IN HEALTH

Through our alliance with the DAS Group of Companies, a division of Omnicom Group, Inc. (NYSE:OMC), LaVoieHealthScience provides its clients with extended reach and global capabilities.

OmnicomGroup

This alliance allows us to remain true to our innovative company client base, solving complex communications challenges, and extending the reach of our clients. We offer strategic thinking and open key markets to clients as they develop and grow their companies.

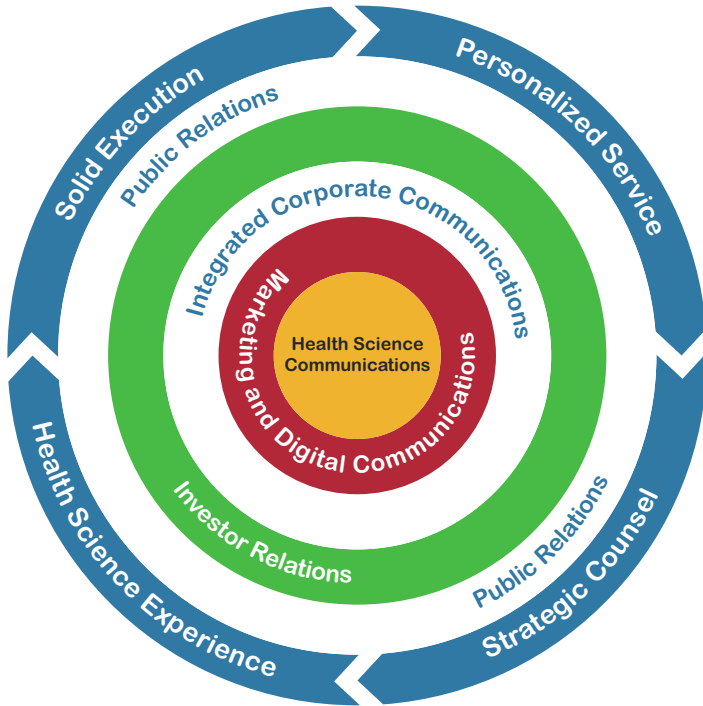
STRATEGIC VALUATION ASSESSMENT

Through our alliance with Bioscience Valuation BSV GmbH ("BSV"), we provide strategic valuation assessments for life science companies.

BioSCIENCE VALUATION
Knowledge and Evidence-based Solutions

INTEGRATED COMMUNICATIONS

Our vision is to provide the very best strategic, integrated communications to health and science clients worldwide by leveraging our strategic relationships and providing industry-tested pragmatic counsel and execution.



Proven Methodologies

Through our trademarked methodologies, LHS provides its clients with a proven process for establishing its foundational positioning and messaging (**LHS Immersion**[®]) and blueprint plan, all aligned to key stakeholders. The positioning is supported by LHS Message Testing[™] and development of a strategic communications plan.

The LHS Fifteen-Slide Presentation[®] provides a foundational set of slides for telling your company's story based on 15 core concepts.

INTEGRATED COMMUNICATIONS

Strategy Consulting

- LHS Immersion® positioning and messaging (programs for established and emerging companies)
- The LHS Fifteen-Slide Presentation®
- LHS Message Testing™
- Partnering and licensing representation
- Market research
- Crisis planning and execution

Investor Relations & Corporate Communications

- IPO communication planning and execution
- Strategic counsel
- LHS Reach™ targeting
- M&A communications
- IR analyst relations
- Perception audit
- Analyst days and KOL events
- Meeting management
- Investor outreach
- Virtual meetings with investors and analysts
- Crisis prevention and communications
- Virtual roadshows and summits
- Retail programs

Public Relations & Marketing

- Public relations strategy
- Reputation management
- Branding and messaging
- Media relations
- Speaker/media training
- Executive visibility and thought leadership
- Social media support
- Brand communications
- Advocacy relations
- Health and disease awareness
- Corporate materials
- Video, web development, and SEO
- Internal communications
- Issues management and crisis preparedness
- Measurement and analytics

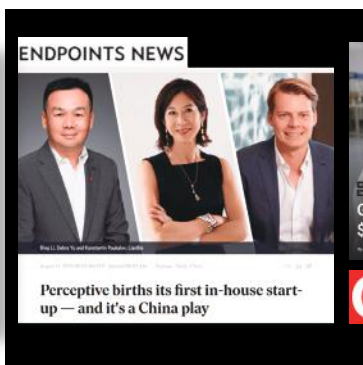




Company Launch – Creating Branded Health Science Enterprises

The Challenges:

- Gain visibility for the launches and Series A/Series B investments for portfolio companies
- Build recognition of the PXV Fund brand and the differentiated Xontogeny accelerator model approach that acts as the early-stage life science venture capital arm of Perceptive Advisors
- Maximize impact with business and industry press through refined messaging and launch materials including website revision



Our Results:

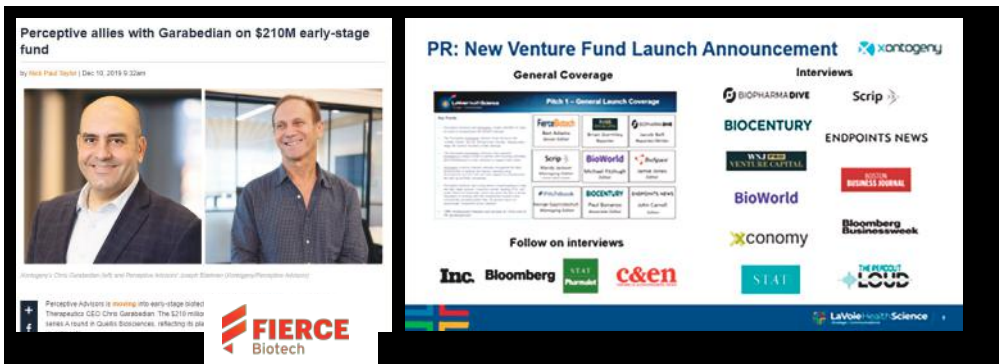
- Press releases received high value overall including multimedia views, featured articles, syndicated articles, and release pickups with an audience impression reach exceeding 500 million
- Secured collectively 30+ one-on-one interviews with leading publications
- Attained key coverage with 95% of high-impact targets in business, financial, pharma/biotech, industry, and regional media outlets such as *Wall Street Journal*, *BioCentury*, *Business Insider*, *Endpoints*, *Fierce Biotech*, *BioWorld*, *MD+DI*, *BioWorld Medtech*, *Genetic Engineering News*, *STAT*, *Global Genes*, *Genome Web*, *360DX*, and *FemTech*



Xontogeny – New Venture Fund Launch Announcement

The Challenges:

- Leverage Perceptive’s well-known but under-publicized brand as one of the largest public equity hedge funds and Xontogeny’s reputation as a biotech industry start-up accelerator
- Identify broader media channels and content to build recognition of the PXV Fund brand and differentiated Xontogeny model as compared to other funds
- Maximize impact with business and industry press



Our Results:

- Won the Silver Bell Ringer award for media placements Digital/Print Series
- Secured 13 one-on-one interviews with leading publications
- Coordinated 12 original articles and 1 podcast with 100% positive sentiment and on target messaging
- Press release received 6,370+ views, generated 56 articles, 54 syndicated articles and 172 pickups.
- Total program included 46.8M earned impressions



LaVoie Health Science

Strategic Communications

General Inquiries: info@lavoiehealthscience.com

New Business Inquiries: newbusiness@lavoiehealthscience.com



<https://www.linkedin.com/company/lavoie-group>



[@lavoiegroup](https://twitter.com/lavoiegroup)



<https://www.facebook.com/LaVoieGroup/>

Agency Headquarters

20 Park Plaza, Suite 312 • Boston, MA 02116 • 617.374.8800

Midwest Region

617.865.3940

New York Region

646.491.7042

South Florida Region

954.361.7268

Global Alliance with
OmnicomPublicRelationsGroup



www.lavoiehealthscience.com