



**LaVoie Health Science**  
*Strategic Communications*

## Mid-to-Large Cap Companies

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.

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## 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.

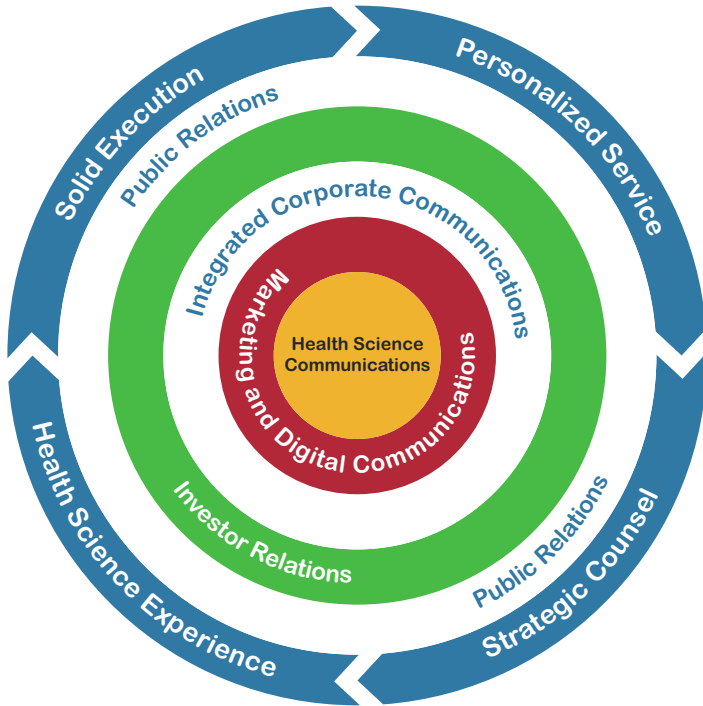
## STRATEGIC VALUATION ASSESSMENT

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**<sup>®</sup>) and blueprint plan, all aligned to key stakeholders. The positioning is supported by LHS Message Testing<sup>™</sup> and development of a strategic communications plan.

**The LHS Fifteen-Slide Presentation**<sup>®</sup> 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





## TG Therapeutics

### The Challenges:

- Propel the company from a clinical stage to a commercial level organization
- Build a communications strategy to foster relationships and strengthen product value with distinguished media outlets
- Develop supporting material and multimedia to increase visibility and engagement
- Build brand awareness and influence key stakeholders for FDA approval and launch



### Watch out, Gilead: TG Therapeutics wins FDA nod for potentially safer Zydelig rival



Informa Pharma Intelligence

#### NEWS

#### Ukoniq Launch Starts TG Therapeutics' Commercial Path

A first-in-class PI3K/CK1 epsilon inhibitor, Ukoniq was approved by the US FDA for two types of lymphoma.



### TG Therapeutics scores conditional FDA go-ahead for a drug it's pitching as a safer PI3K →

*Endpoints News*

### Our Results:

- Attained 33% share of voice compared to company competitors
- Earned key media coverage in business, financial, pharma/biotech, and medical media including 25 featured and 1,251 syndicated articles with an audience reach of over 500 million
- Key coverage obtained in business, financial, pharma/biotech industry, and medical media outlets such as *Endpoints*, *Fierce*, *BioWorld*, *NASDAQ*, *Targeted Oncology*, *Med Page Today*, and *OnLive*



## Arena Pharmaceuticals

### The Challenges:

- Build a long-term value creation story and gain visibility for management expertise and diversified portfolio of unencumbered assets utilizing media, social media and executive thought leadership
- Get ahead of the story with lead product, etrasimod, which has multi-billion-dollar potential across multiple indications (namely, gastroenterology and dermatology) and manage the challenge to ensure that the Company's reputation goes beyond this
- Communicate a broader Arena story including recognition as a long-term sustainable company and to also articulate its broad pipeline opportunity stemming from its historical GPCR platform



### Our Results:

- Implemented a media focus grounded in targeting publications that aligned with stakeholder mapping and pitching opportunities as clinical candidates advanced through the pipeline, including 7,200+ featured articles, pickups and mentions, with audience reach and impressions exceeding 500M
- Created a social media strategy and playbook to define guidelines, channel and Arena brand, executive profiles, monthly content calendars and a digital footprint on Twitter and LinkedIn showcasing Arena's milestones, culture, initiatives and philanthropy
  - Drove 23.3% and 30.7% follower growth in 2021 on LinkedIn and Twitter, respectively
- Identified and developed opportunities to build executive reputation among key stakeholders by connecting with industry organizations, such as BIO, and shaping corporate story with a focus on "Care More. Act Differently."



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Global Alliance with  
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