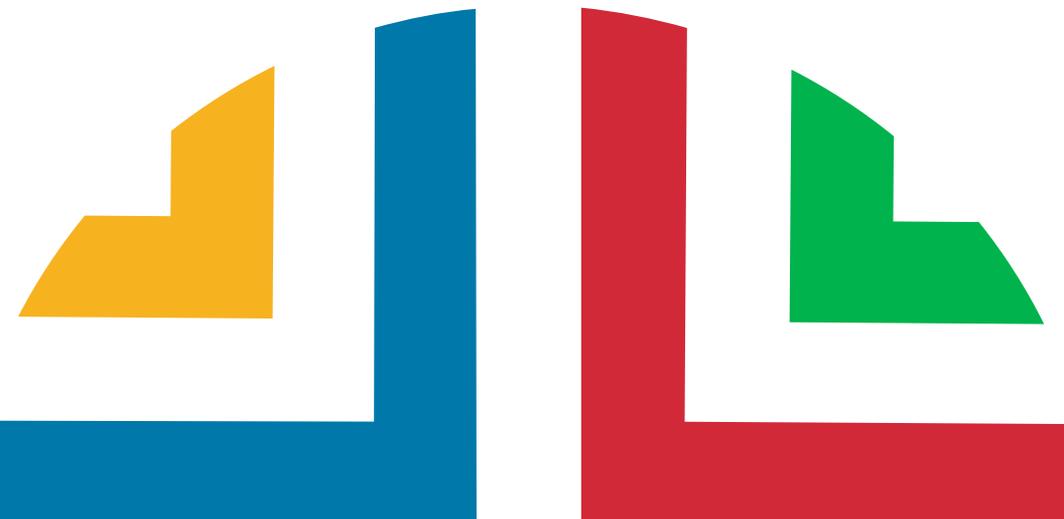




**LaVoie**Health**Science**  
*Strategic Communications*

## Small-Cap Public 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.

---

## 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.

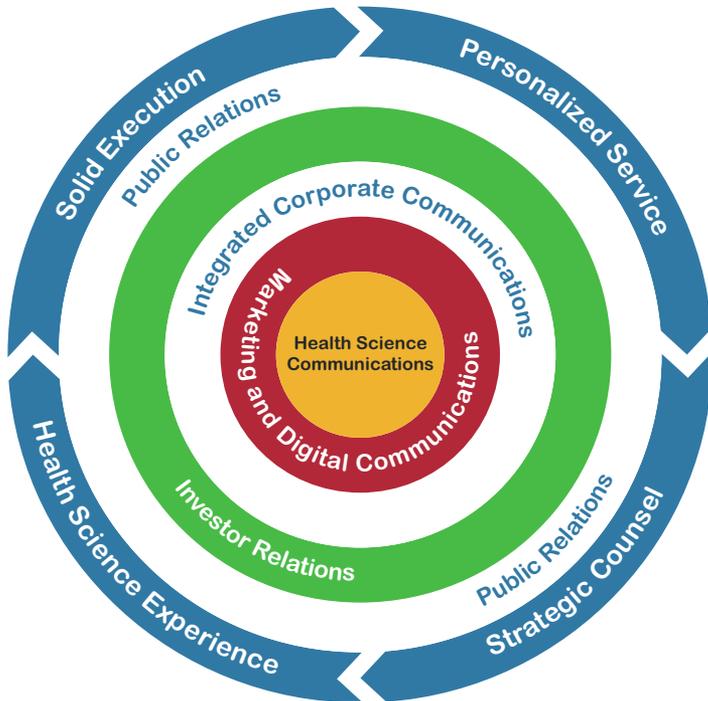
## STRATEGIC VALUATION ASSESSMENT

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

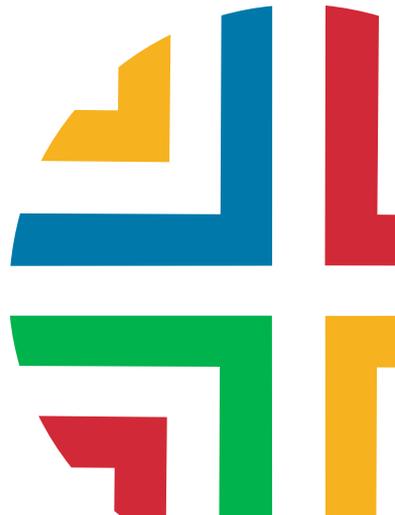
- LHS Immersion® positioning and messaging (programs for established and emerging companies)
- The LHS Fifteen-Slide Presentation®
- LHS Message Testing™
- Partnering and licensing representation
- Market research
- Crisis planning and execution

## 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

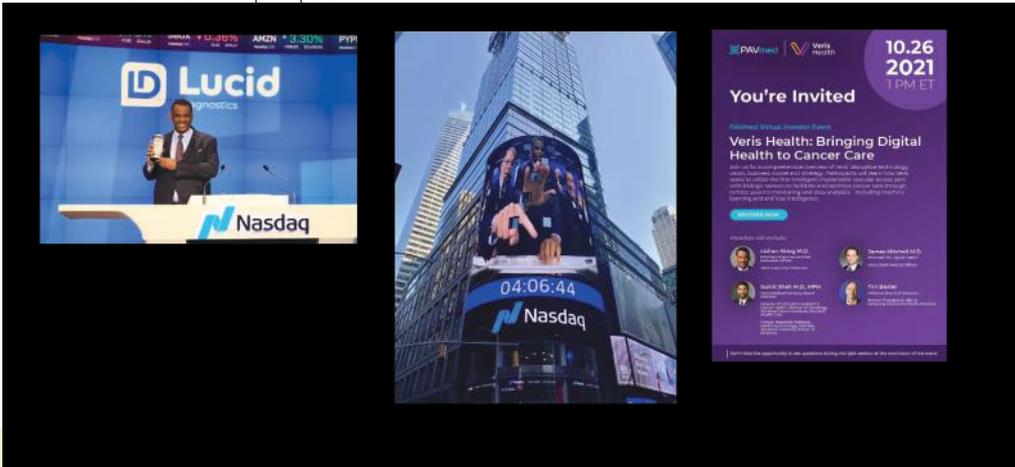




## LHS Immersion Leads to Unlocking Value in Lucid Diagnostics IPO

### The Challenges:

- Prioritize target stakeholders for PAVmed's corporate and product campaigns
- Support for the IPO, investor relations, and corporate communications processes for both companies through LHS Immersion®
- Develop messaging and positioning platform to identify valuation gaps and opportunities
- Increase product marketing opportunities and appreciation of PAVmed's value proposition



### Our Results:

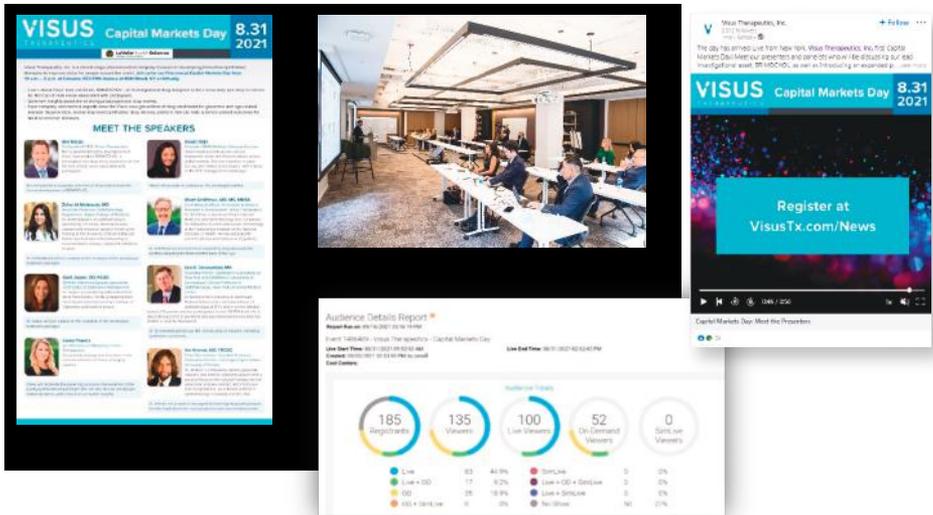
- Supported subsidiary, Lucid Diagnostics \$100 million IPO that closed in October, 2021 valued at ~\$500M, contributing to PAVmed's valuation of ~\$600M
- Assisted in launch of subsidiary, Veris Health demonstrating PAVmed's business model of targeting products with high margins and high impact in attractive markets
- Coordinated highly attended virtual investor event featuring subsidiary, Veris Health, a digital health company developing the first intelligent implantable vascular access port to improve personalized cancer care through remote patient monitoring



## Visus Therapeutics Capital Markets Day

### The Challenges:

- Launch Visus Therapeutics as a new player in the presbyopia and retinal ophthalmology arena
- Develop an IR strategy to attract banking syndicate and cross-over funds in preparation for public company path
- Increase company visibility and credibility within the investment and media community



### Our Results:

- Attracted 135 attendees to hybrid Capital Markets Day, including a strong, top-tier banking syndicate, financial analysts, investors, and KOLs
- Arranged seven 1x1 meetings with institutional investors and analysts
- Developed and distributed 4 press releases generating consistent news flow leading up to the event
- Conducted outreach to a total of 880 investors and 26 reporters through e-mail and phone campaigns



## Outlook Therapeutics Surprise Entrant in Retina Therapy

### The Challenges:

- Develop rigorous competitive intelligence on a multitude of potential competitors and create a five-year commercialization plan for investigational ophthalmic formulation of bevacizumab, ONS-5010 / LYTENAVA™
- Increase visibility ahead of top-line readout of pivotal data, BLA filing and pre-commercialization activities
- Develop relationships with key industry associations to boost company credibility

**PODCAST** episode 262  
**Outlook's Plan for Bevacizumab-vikg**  
 with *Jeff Korman* and *Larry DeGroot*

The Outlook on Getting Regulatory-Approved Bevacizumab to Market  
[LISTEN NOW](#)  
 OIS

**Spotlight Q&A: Outlook Therapeutics – Developing First Ophthalmic Formulation of Bevacizumab for FDA Approval**  
 OCTOBER 10, 2018  
**Big4Bio**  
*Lawrence Korman, President, CEO and CFO of Outlook Therapeutics (NASDAQ: OUTH)*  
 OUTH is a strategic clinical biotech company focused on developing the first FDA-approved ophthalmic formulation of bevacizumab to treat wet age-related macular degeneration (wet AMD) and other retinal diseases.

**Outlook Therapeutics Announces Initiation of Open-Label Safety Study of Lytenava for Wet AMD**  
 eyewire **NEWS**  
 Outlook Therapeutics announced the initiation and enrollment of the first patients in its planned supplemental open-label safety study evaluating ONS-5010/Lytenava (bevacizumab-vikg) for the treatment of wet age-related macular degeneration (AMD) (NORSE THREE).

### Our Results:

- Introduced company to the retina community via trade press and social media
- Strategically positioned the company through podium presentation collaboration to showcase extraordinary Phase 3 data and set the direction for the upcoming product launch
- Developed relationships with key industry associations and opinion leaders resulting in a high-profile video podcast, speaker invitations, multiple articles, and ongoing social media collaboration
- Secured critical articles with retina, ophthalmology, and biotech media outlets in preparation for upcoming pivotal data and BLA filing



## Poseida Therapeutics – Building Brand Recognition in a Crowded CAR-T Space

### The Challenges:

- Increase company interest and validation among target audiences with a previous absence of visibility or stream of news
- Build brand recognition in a crowded CAR-T space for a company with previously minimal visibility amongst media and investors with little understanding of their complex platform technologies
- Increase awareness and enthusiasm for the company's development programs and technology platforms among the investment community and pharmaceutical sector



### Our Results:

- Earned 15 articles in top-tier biopharma, cancer and gene therapy trade publications recognizing the company's Phase 1 data results
- Secured five thought leadership articles featuring Poseida CEO, Eric Osterag, within the year.
- Increased engagement and followers on LinkedIn and Twitter by 3,502 and 512 followers respectively in a nine-month period.



## AC Immune

### The Challenges:

- Increase visibility in national, business, and trade publications in the U.S. market
- Build reputation as a thought leader in neurodegenerative diseases – highlighting the company’s roadmap to success in Alzheimer’s Disease
- Position the CEO as a major thought leader/expert in the neurodegenerative disease area
- Work with partner pharma companies to communicate complex clinical data



### Our Results:

- Established a cohesive, integrated communication strategy plan with flawless execution, securing articles in top-tier publications such as *Forbes*, *STAT*, *Fortune* and *Authority Magazine*
- Solidified reputation as having one of the largest neurodegenerative disease pipelines targeting the hallmarks of AD and PD – securing 15 proactive interviews and 80 featured articles for a global audience reach of approximately 900 million in 2021
- Elevated CEO as expert in neurodegenerative disease space, building reputation for the company and increasing visibility among media and other target audiences
- Weaved storyline data results for optimal balanced coverage



# LaVoie Health Science

*Strategic Communications*

General Inquiries: [info@lavoiehealthscience.com](mailto:info@lavoiehealthscience.com)

New Business Inquiries: [newbusiness@lavoiehealthscience.com](mailto: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](http://www.lavoiehealthscience.com)