



LaVoieHealthScience

Connecting your **medical and
scientific breakthroughs**
with the world.



LaVoieHealthScience

Table of Contents

Overview	1
Strategic Positioning	2
PR & Marketing	3
IR & Corporate Communications	4
Digital & Creative	5
Our Results	6

Enabling medical and scientific innovation brands globally.

At LHS, we leverage our extensive sector experience and long-standing relationships that span over two decades for client success. Combined with modern perspectives, we excel in unraveling complex communication problems within the domains of health and science.



Bio Pharma



Medical Device/
Technology



Health



Industry Services

No matter which stage of the journey you're on, from emerging to established, **we've got you covered.**

EMERGING PRACTICE



Launch



Expansion

COMMERCIAL PRACTICE



Commercialization
Planning and Execution



Globalization

Global reach and scale in health

Our alliance with the DAS Group of Companies, a division of Omnicom Group, Inc. (NYSE:OMC) extends our reach and global capabilities in key markets.

OmnicomGroup



Strategic Positioning

Health & Science Brand Marketing, Positioning, and Message Development

THE LHS TEAM BRINGS STRATEGIC THINKING TO EACH AND EVERY ASSIGNMENT.

Our trademarked methodologies are the benchmark in our sector, and our clients have experienced changes in valuation, positioning and market acceptance.

LHS Immersion®

LHS Immersion is our message development and positioning platform for emerging and commercial companies. This process articulates investor, corporate, and brand positioning for key stakeholders and aligns your company mission, vision, and identity. We use fundamental and creative approaches to springboard your story.

With our LHS Immersion platform, our clients:

- Raise overall allotment of capital
- Spin out companies into separately traded public companies
- Pivot from strategic partner model to standalone marketing organizations
- Recruit diverse A players for their organizations
- Rebuild reputation
- Become more approachable and respected
- Differentiate themselves from the pack



Landscape Analysis



Narrative Development



Blueprint Planning



Measurement and Analytics



Content Development



Media Relations & Social
Media



PR & Marketing

Creating Influence and Awareness for Your Brand

Elevating Brands with Strategic Storytelling and Targeted Earned Media Engagement

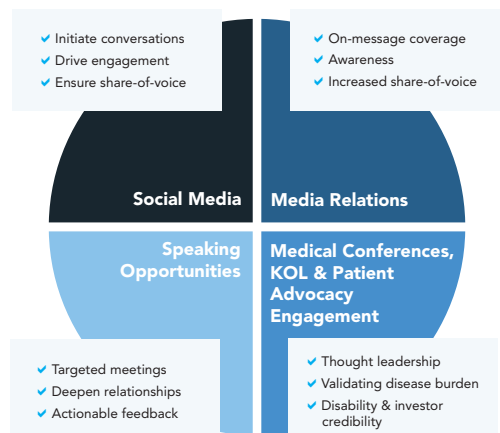
LHS builds recognition and strengthens brands through influential strategy and execution. We utilize a range of strategies to tell your story from a unique lens. We begin with messaging, positioning, and stakeholder mapping to shape your program. Whether your program is focused on investor audiences, payer community, physicians, or consumers, we've got you covered.

LHS Public Relations: Creating Influence & Awareness

We combine near and long-term media and speaker opportunities to reinforce brands. With more than 60 awards, we design your program for your situation and needs. LHS provides dedicated account teams with special expertise in PR, earned and paid media, marketing, digital, and social media.

Our approach includes the amplification of our clients' stories to key stakeholders.

- Specialize in developing the right approach to media.
- Focus on building and maintaining relationships with journalists who cover science, health, and technology.
- Convey simplified stories that resonate.
- Focus on earning high-impact media placements.
- Synthesize traditional media approaches with social media, web strategies, and GEO targeting to meet your needs.



Shaping Markets & Relationships for Success

Our team develops strategic thought leadership frameworks tailored to each spokesperson, aligning with your core value proposition and driving thematic opportunities for presentations, panels, and media engagement. We tap into each spokesperson's existing media network to validate and amplify key messages, further extending reach through social media and digital channels. Comprehensive media preparation—including targeted positioning and mock interviews—ensures consistent, effective messaging and optimal outcomes.

Patient engagement and issues advocacy are critical to understanding the landscape. Engagement with key influencers is part of our PR strategy, especially for commercially-minded companies. Using analytics and insights as well as experience, we shape markets and cement relationships that matter.



IR & Corporate Communications

Creating Meaningful Value for Your Company

LHS specializes in building and maintaining relationships with science and health focused journalists, and conveys simplified stories that resonate with financial audiences. LHS advisors bring visibility and credibility to your story to enhance shareholder value. We bring tested messaging and positioning on your investment story to our tested network of investors and business network to validate your story and provide the access required to amplify visibility.

LHS IR Reach™ Methodology

Our LHS Reach platform for IR and corporate communications helps clients develop the right investor communications and relationships, building credibility and intrinsic value.



Research

Situation Analysis, Prospects, and Investment Landscape



Evaluate

Help Your Stakeholders Understand the Company's Growth Potential



Activate

Develop Tailored Messaging to Reach Target Audiences



Contact

Engage Institutions and Analysts with Two-Pronged Approach



Headline

Communicate the Narrative



Digital & Creative

Empowering Organizations with High-Impact Digital Marketing and Creative Brand Storytelling

We help organizations amplify their messages with high-impact digital marketing and content that captures the tone and texture of their brand. This work enables leaders to quickly inform, engage, and ignite their audiences.

From online programming to content creations, our team of designers, editors, and digital experts bring a keen eye for branding and storytelling. We thrive on creative tension between strategy and action, bringing unique ideas into results.

We Help Our Clients To:

- Find their voice and drive social engagement to increase followers.
- Become known and found.
- Engage in storytelling through infographics, digital, video, animation, website design and development, SEO, GEO, and more.
- Create opportunities to solve client problems through creative strategies.

 Brand Development	 Website Design and Development	 Graphic Design
 Digital Advertising and Campaigns	 Social Media and Influencer Campaigns	 Naming and Brand Integration

Our Results

As a dynamic and forward-thinking strategic communications and marketing firm deeply rooted in one of the world's foremost hubs of health and science innovation, LHS stands at the forefront of the industry. Our specialized team offers a comprehensive suite of services, including strategy, consulting, investor relations, corporate communications, public relations, and marketing support to tackle the most intricate communications obstacles.

COMMERCIAL PRACTICE RESULTS FOR GLOBAL PHARMACEUTICAL COMPANY

What They Wanted

- A global pharmaceutical company was awaiting U.S. FDA approval for best and first-in-class oral therapy for breast cancer.
- Elevate product visibility through public relations, storytelling, and stakeholder engagement highlighting the drug, its clinical benefits and opportunities for successful treatment.
- Leverage the first U.S. product approval stemming from the acquisition of a U.S.-based company to build visibility for the newly established U.S. division.

PRWeek

RECENT HEALTHCARE AWARD WINNER
BEST PHARMA PRODUCT LAUNCH — NON-OTC

What We Did

- Conducted LHS Immersion® to solidify messaging and create the basis for strong storylines to key audiences.
- Identified market misperceptions and corrected them through direct engagement.
- Built communication strategies to educate HCP audiences on the clinical significance of the Company's Phase 3 results at key medical meetings.
- Increased U.S. brand awareness and reputation through an integrated communications strategy—building foundational relationships with key journalists while amplifying key messages across paid, owned, earned, and shared media channels.
- Developed media room materials including, fact sheets, FAQs, holding statement, biographies, and images for a multimedia press release.
- Identified and established relationships with advocacy organizations and oncologists.
- Prepared the KOLs for interviews.

The Change We Delivered

- Cohesive, integrated communication strategy that successfully exceeded KPIs.
- Positioned the product as a best and first-in-class new therapy in over 20 indicated for a specific category of breast cancer patients.
- Increased awareness of the unmet treatment need.
- Strong media coverage - securing articles in 91% of oncology and industry trade pubs including *Targeted Oncology*, *OncLive*, *OBR*, *Cure*, *Healio*, *FiercePharma*, *BioCentury*, *BioWorld*, *EveryDay Health* for a total of 763 earned and syndicated articles with over 1.25B unique visitors per month (UVM).
- Strong journalist engagement with 9,243 shares and an audience reach of 1.69M.

COMMERCIAL PRACTICE RESULTS FOR NEWRON PHARMACEUTICALS

What They Wanted

- Increase IR visibility and shareholder value in U.S.
- Rebuild reputation and investor credibility following an earlier late-stage trial failure. Introduce new product in CNS category.

What We Did

- Counseled management on a strategic investor and media relations approach carefully implemented.
- Built awareness and visibility through global media outreach.
- Utilized LHS Reach™ to target U.S. and international investment community.



The Change We Delivered

- Regular investor contact through one-to-one meetings, non-deal roadshow, and high impact investor events featuring key opinion leaders and influencers.
- 15 high-profile media articles with over 35 million global reader impressions and regular media coverage.
- Global announcement strategy on key inflection points and milestones
- Newron's reputation as a CNS leader enhanced, increasing value and interest by partners, investors, and more.

EMERGING PRACTICE RESULTS FOR CLAIRITY

What They Wanted

- Introduce Clairity as the first company whose platform is able to assess a woman's risk of breast cancer within 5 years from a screening mammogram.
- Communicate Clairity's FDA De Novo authorization showcasing the company's first in class platform.
- Reinforce the Company's commitment to complementing existing clinician workflows, making the solution uniquely positioned to address, at scale, the widespread shortfalls in risk assessment and cancer prevention.

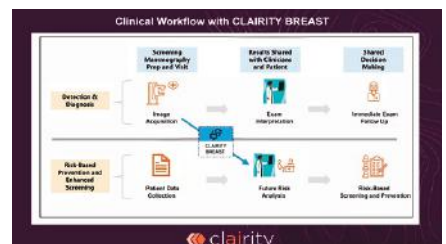
What We Did

- Developed and implemented an integrated communications plan in less than a week anchored by FDA news.
- Led strategic messaging and media training sessions to establish clear, differentiated positioning and prioritize stakeholder communications.
- Developed and executed a proactive communications strategy that positioned the founder as a thought leader at ASCO by aligning a breakthrough announcement with the event maximizing initial visibility and media interest.
- Secured early media interest with advanced outreach, including interview opportunities and the press release once FDA authorization was received.



The Change We Delivered

- Positioned Clairity in a new market – cancer risk assessment by spotlighting the founder, expert leadership, and the platform.
- Secured 47 earned media placements and facilitated 7 executive interviews, including an NBC affiliate, significantly raising the Company's profile across business and trade media.
- Generated broad media pickup, with news release featured by 197 outlets, reaching an audience of 118.8 million unique visitors per month. Viewed by 15,091 in addition to 13,099 multimedia views and 697 link clicks.
- Drove strong website activity, reinforcing visibility and engagement among prospects (health systems and patients) with 1,300 new visitors and more than 120 requests for information during the first 2 days of news.







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