



LaVoieHealthScience

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



LaVoieHealthScience

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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 you 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

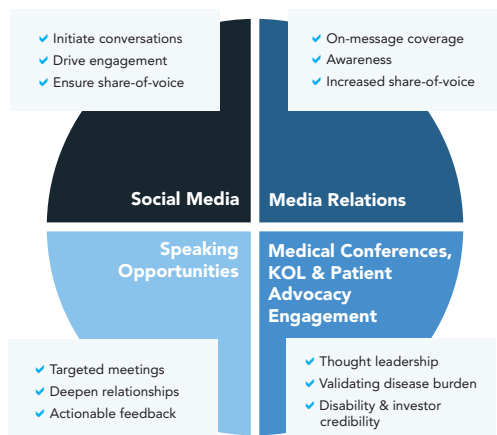
LHS builds recognition and strengthens brands through influential strategy and execution. We utilize a range of strategies to tell your story from a unique lens. We begin with messaging, positioning, and stakeholder mapping to shape your program. Whether your program is focused on investor audiences, 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 science-and-health/ technology-focused journalists.
- Convey simplified stories that resonate.
- Focus on earning high-impact media placements.
- Synthesize traditional media approaches with social media and web strategies to meet your needs.



Shaping Markets & Relationships for Success

Our teams create frameworks for thought leadership, including themes unique to spokespersons, that ladder up to your value proposition and thematically drive presentation and panel opportunities, leading to media engagement. We leverage spokesperson's established networks of influence in media to validate and amplify, then engage via social media and digital approaches. Spokesperson and media predation as well as mock training ensures on-target messaging and results of desired 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 to Understand the Company's Prospect for Growth



Activate

Develop Tailored Messaging to Reach Target Audiences



Contact

Two-pronged Approach for Engaging Institutions and Analysts



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 brings 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 and more.
- Create opportunities to solve client problems through creative strategies.



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.

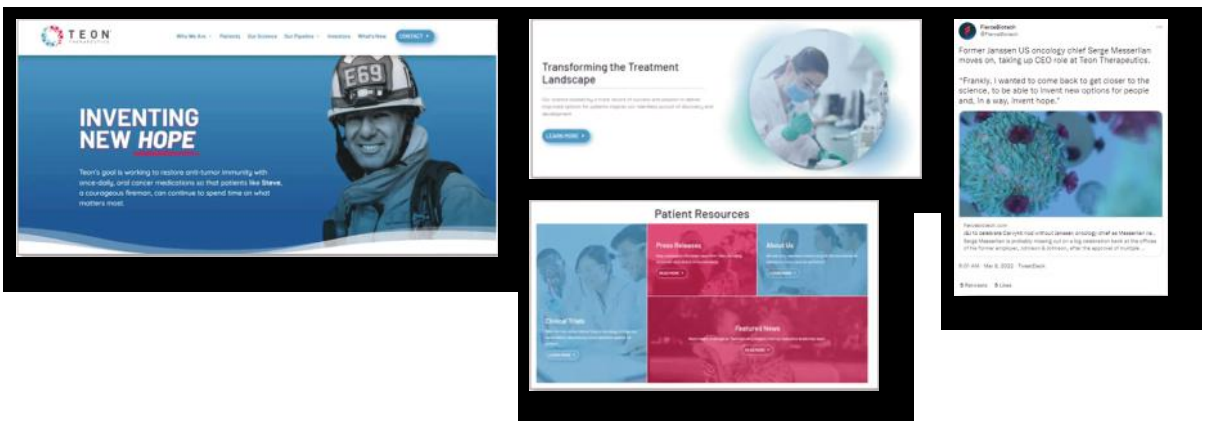
EMERGING PRACTICE RESULTS FOR TEON THERAPEUTICS

What They Wanted

- Establish brand and grow visibility and awareness for emerging oncology company with a high-profile CEO.
- Develop a plan and create the branding, website, and communications materials that take the company from stealth mode and grow to scale.

What We Did

- Conducted LHS Immersion. Developing core message, positioning and narratives.
- Developed creatively focused corporate deck that delivered the highlighted value proposition.
- Developing media plan.
- Established social media profiles.



The Change We Delivered

- Developed and managed the launch of a social media plan and media strategy.
- Increased company visibility after CEO announcement.
- Launched the new Teon website, including new branding and messaging, intuitive site navigation, three medical animations, and real patient photography.

COMMERCIAL PRACTICE RESULTS FOR NEWRON PHARMACEUTICALS

What They Wanted

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

What We Did

- Counsellor 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.

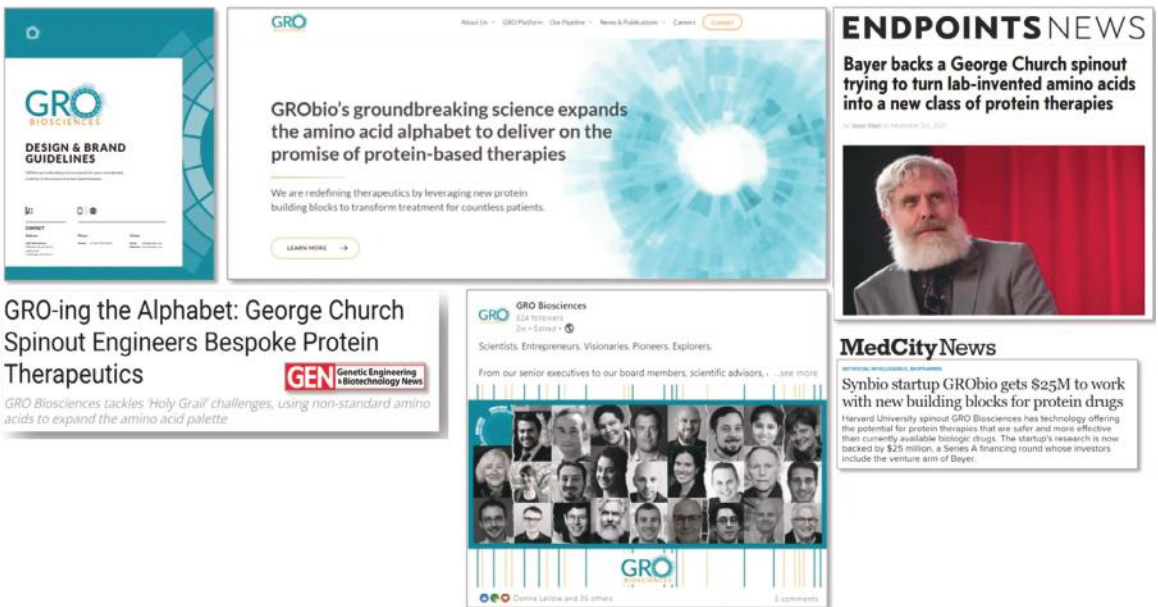
CREATIVE RESULTS FOR GRO BIOSCIENCES

What They Wanted

- Promote the company's trajectory, emerging from stealth mode to completing a Series B financing.
- Articulating high science was a key challenge for GRO Biosciences – how do you make the science understandable and memorable?

What We Did

- LHS Immersion® presentation and materials.
- Developed a compelling, differentiated message platform that articulates GRO Biosciences' value proposition.



The Change We Delivered

- Developed and managed the launch of a social media plan and media strategy and on-going communications.
- Awards, announcement strategy and implementation.
- Increased appreciation, enthusiasm and understanding of GRO Biosciences value proposition among investors, financial analysts and potential business partners.





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