



# 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.

**Omnicom**Group



# 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

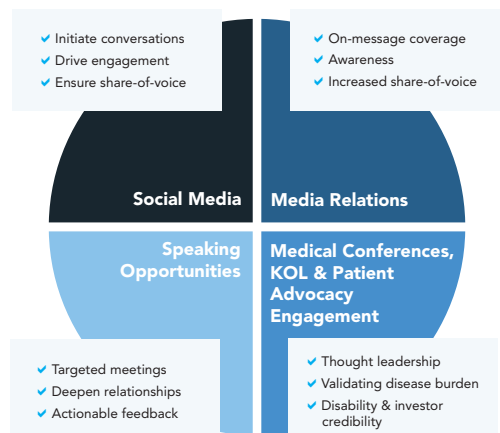
LHS builds recognition and strengthens brands through influential strategy and execution. We utilize a range of strategies to tell your story from a unique lens. We begin with messaging, positioning, and stakeholder mapping to shape your program. Whether your program is focused on investor audiences, 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.



#### **R**esearch

Situation Analysis, Prospects, and Investment Landscape



#### **E**valuate

Help Your Stakeholders Understand the Company's Growth Potential



#### **A**ctivate

Develop Tailored Messaging to Reach Target Audiences



#### **C**ontact

Engage Institutions and Analysts with Two-Pronged Approach



#### **H**eadline

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 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 CREYON BIO

### What They Wanted

- Position Creyon Bio at the forefront of tissue-specific, RNA-targeted oligonucleotide therapy development through its AI-powered Oligo Engineering Engine.
- Communicate Company's revitalized leadership team and refined strategic focus on rare and prevalent diseases.
- Reinforce the Company's commitment to advancing breakthrough treatments with the announcement of its global licensing and multi-target research collaboration with Eli Lilly and Company.

### What We Did

- Led strategic messaging and media training sessions to establish clear, differentiated positioning and prioritize stakeholder communications.
- Developed and implemented an integrated communications plan anchored by two high-impact news releases.
- Executed a proactive embargo strategy, securing early media interest with advance outreach, interview opportunities, and tailored Q&A materials.
- Created comprehensive media assets, including a corporate backgrounder and key message Q&A, to support consistent and effective storytelling.
- Crafted a cohesive narrative that linked both announcements, sustaining momentum and enabling ongoing media engagement.

**BIOTECH TV**  
Creyon Bio today announced a collaboration to help Lilly use its AI-powered oligo engineering platform and aptamer-based delivery approach to discover and develop therapies in a range of diseases



**AXIOS**  
Creyon Bio inks \$1B licensing partnership as it eyes more funding



**Why it matters:** The deal comes as Creyon seeks \$15 million to \$20 million in Series A extension funding. CEO Serge Messerlian tells Axios.

**WSJ PRO VENTURE CAPITAL**  
AI Biotech Creyon in Deal With Lilly That Could Yield Mega Payoff  
By Brian Gormley, WSJ Pro

**Good day:** Startup **Creyon Bio** has formed a collaboration with drugmaker **Eli Lilly** that could be worth more than \$1 billion, the companies say.

Creyon, whose investors include **DCVC Bio** and **Lux Capital**, has technology capable of designing oligonucleotides, or short nucleic-acid sequences, that could be used to treat a range of diseases.

**ENDPOINTS NEWS**



**With a new CEO, oligonucleotide biotech Creyon forges Eli Lilly partnership**

Creyon Bio, a small San Diego biotech startup working on oligonucleotides, has signed up Eli Lilly as its first big pharma partner.

**Discover Pharma**  
Creyon Bio and Lilly collaborate on AI-designed RNA-targeted oligo therapies



Creyon Bio has entered into a strategic and multi-target research collaboration with Eli Lilly to discover and develop RNA-targeted oligonucleotide drug therapies. The companies will combine Creyon's computational drug design platform with Lilly's development and commercialization capabilities.

**STAT**

Up and down the ladder: The latest comings and goings



Creyon Bio named Serge Messerlian as chief executive officer.

**FIERCE BIOTECH**  
Eli Lilly pens Creyon Bio AI oligonucleotide pact with \$1B in biobucks on the table



**MM+M**  
MEDICAL MARKETING MANAGEMENT

**Rx Rundown: Merck KGaA, Novartis, Hims & Hers and more**

Creyon Bio signed Eli Lilly as its first big pharma partner.

WeightWatchers announced a pharmacy integration with Lilly's LillyDirect pharmacy provider, GiftHealth.

### The Change We Delivered

- Positioned Creyon as a category innovator, spotlighting its expert leadership and mission to accelerate safer, faster and less expensive drug development.
- Secured **40 earned media placements** and facilitated **5 executive interviews**, significantly raising the Company's profile across trade and business media.
- Generated broad media pickup, with news releases featured by **620 outlets** and reaching a combined audience of **245.2 million unique visitors per month**.
- Drove strong social engagement with LinkedIn content **garnering 224 likes, 53 reposts, and 12 comments**, reinforcing visibility and thought leadership among industry stakeholders.





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