

OUR SWEET SPOT

# Building Value for Health Science Innovation



Our team of specialized thinkers design and execute strategic communications programs that make our clients' technologies, products and services known, understandable and approachable.

### What We Do:

- Help our clients extend visibility and optimize value for their technologies, products and services
- Design and execute communications programs that allow a client, product or initiative to reach its business goals
- Bring 16 years of industry-tested counsel, over 300 proven strategies for our clients, and differentiated communications programs to engage key stakeholders
- Support our clients from development to launch to commercialization
- Specialize in biotech and pharma, medical technology and device, with a keen focus on results
- Create and execute programs with a targeted market focus and/or global point of view

### DOMAIN EXPERTISE AND SELECTED CLIENTS

Biotech & Pharma

Medical Technology & Devices

Public Health & Wellness



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WBE Certified,  
Women Owned  
Business Enterprise  
SOMWBA

## RECENT AWARDS

We are honored to have won 29 communications awards over the last seven years and are rated among the Top 30 Independent Healthcare PR Agencies and one of Inc. 5000's Fastest Growing Private Companies.



**Newron Pharmaceuticals Rett Syndrome Awareness**  
2017 MM&M Awards -FINALIST



**Oticon Opn™ Launch 2016**  
Marcom Award - GOLD



**Hydra Biosciences Publicity Campaign**  
PAIN: A Conversation 2016  
Healthcare Award - MERIT

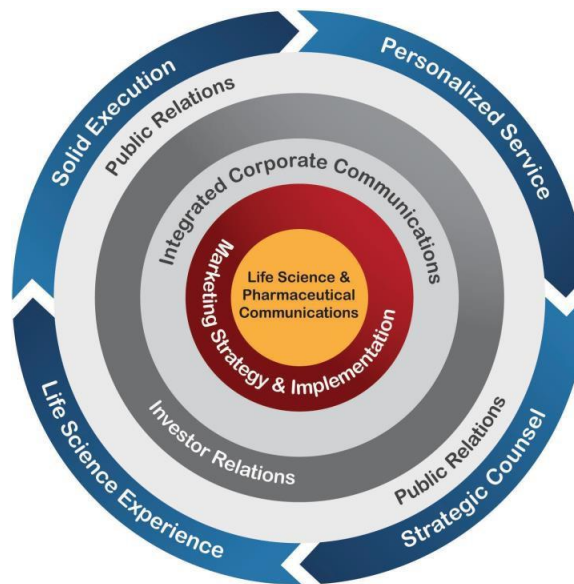
**Strongbridge Bio Pharma IPO Programming**  
2015 Financial Communications  
Award - BRONZE

**Campaign for DPH "Together We're Ready"**  
2014 Community/Consumer Affairs  
Campaign Award - BRONZE

**FDA Advisory Committee Meeting Media Relations** 2014 Strategic  
Communications Award -  
HONORABLE MENTION

**Chelsea Therapeutics Healthcare Campaign**  
2014 Product/Service Launch Award  
- MERIT

## TAILORED INTEGRATED COMMUNICATIONS



Our vision is to provide the very best strategic, integrated communications to health and science clients worldwide by hiring strategic communicators, providing industry-tested counsel and pragmatic execution.

### Public Relations

- PR strategy and execution
- Health and disease awareness
- Media relations
- Executive visibility
- Speaker/media training
- Advocacy relations
- Event/meeting planning
- Access to partnering and financing opportunities

### Corporate & Marketing Communications

- Pre/Post commercialization
- Corporate materials
- Corporate and branding visual identity
- Digital influence and new media
- Internal communications
- Thought leadership
- Advocacy relations
- Issues/Reputation management
- Content development

### Investor Relations & Corporate Communications

- IPO communication planning & execution
- Strategic counsel
- Market access
- Investor and analyst targeting
- M&A communications
- IR analyst relations
- Perception audit
- Analyst days
- Meeting management
- The LHS Fifteen-Slide Presentation®
- LHS Immersion® positioning & messaging