

FACT SHEET

Our Sweet Spot

LaVoie Group partners with leading life sciences brands **to build their companies, attract capital, reach corporate partners, patients, and physicians through integrated communications and outreach programs. We work globally and represent our clients to develop strategies and implementation of corporate and/or product programs.**

We are a life science-focused agency with a team of professionals in key areas, including investor and venture relations, business development, marketing and public relations. We provide:

- Strategic, personalized service with a senior team.
- A flexible working relationship model.
- Targeted, integrated PR, IR, business development, and marketing programs tailored to each client's life cycle.
- A deep understanding of pharma, biotech, diagnostics and devices, personalized medicine, and life sciences markets.
- Long-term relationships with key media, analysts, investors, pharma/biotech executives, venture capitalists, and bankers.

Competencies & Awards

Proud Winner Of:



Gold Award for Rockwell Medical



Sectors and Selected Clients

- Biotechnology
- Pharmaceuticals
- Specialty pharma
- Diagnostics
- Drug delivery
- Drug discovery
- Drug development
- Genomics
- Proteomics
- Metabolomics
- Nanotech
- Molecular imaging



GENETIX Pharmaceuticals, Inc.



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The Team

Donna L. LaVoie *President and Chief Executive Officer*

Donna L. LaVoie has more than 15 years experience in business strategy, corporate communications, public relations and investor relations. As a strategic business partner, her expertise is in providing senior-level strategic counsel to executive managers of privately held and publicly traded life sciences companies.

Catherine Cloft *Vice President*

Catherine Cloft is well recognized for her broad business experience and her understanding of numerous therapeutic specialties. Her background spans business development, corporate communications, finance, sales and marketing. Ms. Cloft brings IPO experience and has managed scientific communications to a variety of audiences.

Lisa Rivero *Director of PR and New Media*

Lisa Rivero has 10 years of agency experience including both public relations and investor relations. Ms. Rivero provides fully integrated public relations counsel to business to business clients, consisting of trade and business media outreach, search engine optimization (SEO), blogging strategy, analyst relations as well as speaking and award programs.

Lindsay Treadway *Senior Account Leader*

Lindsay Treadway leads day to day activities for the agency's pharmaceutical accounts. Lindsay joined LaVoie Group from Feinstein Kean Healthcare, where she was an Account Supervisor and had specific focus on disease awareness, product communications, including patient advocacy relations, pre-approval and post-launch communications progress. She is a graduate of Boston University with a B.S. in Communication and minor in Biology.

Liz Pingpank *Account Executive*

Liz Pingpank's client-related activities include public relations, corporate communications and investor relations as well as project management, competitive tracking and information gathering services for LaVoie Group clients. She holds a B.A. in English from Georgetown University.

Wendy Irwin *Business Manager*

Wendy Irwin leads the agency's best practice administrative functions including coordinating and maintaining office support services, oversight of client billing, account receivable and payable as well as human resources. Prior to LaVoie Group, Ms. Irwin worked in various healthcare administration roles for nearly 20 years.

Select Agency Services

Marketing Strategy and Implementation

- Positioning and message development
- IPO, acquisition or partnership strategy
- Presentation strategy, development and coaching
- Branding communications
- Lead generation programs
- U.S. market program for international companies
- Interactive programs, including Web 3.0 programs

Integrated Corporate Communications

- Corporate materials, including corporate, product and technical fact sheet design and writing
- Corporate presentation
- Issues management
- Website planning, review and development
- International communication
- Press kits (electronic and print), Corporate identity

Investor Relations

- Annual meeting planning and tactical assistance
- Best practices for investor section of website
- Conference call preparation
- Q&A documents
- Targeting and marketing to VCs, bankers, investors and analysts
- Regulation FD/Sarbanes-Oxley best practices
- Corporate presentation strategy and development
- Perception audits
- Financial communications and media relations
- Analyst meetings

Public Relations - Corporate and Product

- Press release development (print and multimedia)
- Media relations strategy, outreach, interview preparation and execution
- Q&A documents
- By-lined article development
- Speaker training
- Press kits (electronic and print)
- Product pre-commercialization/launch strategy and execution
- Medical conference planning and execution
- On-site medical meeting management and conference media outreach