

CASE STUDY

Corporate Communications/PR: Privately Held Ophthalmology Company

The company is a privately held, venture-backed specialty pharmaceutical company using its proprietary iontophoresis technology to safely and non-invasively deliver therapeutics to the anterior and posterior chambers of the eye. With more than 10 years of early development in Paris, France, the company moved its headquarters to Waltham, Massachusetts along with its new CEO and development team to jump start clinical trials.

Despite their early success, the company needed to build a brand image in the U.S. with a focus on three constituencies: venture community, key medical opinion leaders (KOLs), and pharmaceutical and biotechnology companies developing therapeutics in ophthalmology.

Corporate Communications/PR

- Develop key corporate and product messages
- Develop a comprehensive communications program to address key constituencies and stand out in the ophthalmology delivery area
- Work with web partner to develop a creative and scientifically rich website to articulate the company's value proposition to venture investors, KOLs and potential pharmaceutical partners
- Create all corporate materials to affect strong brand image in ocular diseases including corporate fact sheet and presentation
- Officially launch the company to the media to affect interest from potential venture investors and pharma/biotech companies
- Suggest key conferences in which the company should present
- Lobby on the company's behalf for inclusion at key meetings
- Develop target list of venture firms in which to position the company

Return on Investment

- Feature article in the *Boston Business Journal*, outlining the company's relocation from Paris, France to Waltham, MA and its focus in the delivery of drugs to the eye
- Bylined article in Drug Delivery Technology magazine
- Numerous articles placed in key targeted industry publications covering follow-on news
- Increased corporate credibility and profile as evidenced by new key hires, financing by an additional U.S. venture investor and interest by potential corporate partners

