

Public Relations/Digital Strategies: Publicly Traded Genetics-focused Personalized Health Company

The company is a genetics-focused personalized health company that develops preventive consumer products and genetic tests for sale to the emerging personalized health market. Focused on the future of health and medicine, the company is a leader in genetics research and scientific capabilities for developing and testing innovative preventive and therapeutic products.

The company was well established in the genetic testing industry, but lacked media visibility. In order to maximize exposure, our goal was to reintroduce the company to the media around an article published in the journal, *Human Genetics*, which supported the science behind the company's Heart Health Genetic Test. With strong scientific validation and a clear consumer message, LaVoie Group determined that there was a great opportunity to expand traditional PR tactics, and deploy a robust digital media strategy.

Corporate Communications/PR

- Evaluated several enhanced wire distribution services; options included *PR Newswire's MultiVu*, *Marketwire's SEO Visibility* and *BusinessWire's EON*. The best choice for the company was *PR Newswire's MultiVu* based on overall reach and long time exposure of the SEO press release.
- The *MultiVu* service included a Multimedia News Release, including a picture of the genetic test and the corporate video, as well as a 60-second Audio News Release.
- Since there was a video component to the news, we pursued a viral approach to the story with a social media outlet such as *YouTube*, *Facebook*, *Flickr*, and *Twitter*. *YouTube* was a natural fit for the video.

Return on Investment

- LaVoie Group secured a story on *New England Cable News* that spotlighted the company's Heart Health Genetic Test.
- LaVoie Group later posted the *NECN* story on *YouTube* to create additional buzz.
- The team secured an in-depth story in *Mass High Tech* on the genetic testing industry.
- LaVoie Group also facilitated an interview with *Diagnostic Testing and Technology Report* which resulted in a positive Q&A about the company's genetic tests.

