

LaVoie Group Newsletter

The Acknowledged Leader in Life Science Communications

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Greetings from the LaVoie Group!

The Winter thaw will soon be here, and the financial forecast for the life sciences sector is getting stronger after three decades of losing money. According to Ernst & Young, 66 biotech companies brought 187 new products to market in 2004. There are more than 50 additional products that have successfully completed clinical trials and are now awaiting FDA approval. The industry has clearly matured to the stage of profiting from years of product development. Ultimately, publicly traded companies are valued on marketed products and late-stage pipeline rather than the potential of the company's technology.

In Part II of our three part series, we will discuss successful strategies for navigating your company into the revenue stream.

Sincerely,



Donna L. LaVoie
President & CEO

Life Sciences: Attracting the Right Investors, Partners and Customers, Part II

Whether you're taking your company public or partnering with another biotechnology or pharmaceutical company, developing a strategy to cultivate your company's image is paramount. Consistency is key, especially if you plan to become a publicly traded entity. Investors tend to perceive inconsistency as a sign of trouble and are liable to over-react. Select the best spokespersons to represent your company. A team of at least two executives representing the business and science/clinical is the best combination. Leverage the pedigree of board members and scientific founders if it helps to provide credibility to the story. The idea is to create a team that will inspire confidence in your target audience.

Know your competition from a therapeutic focus area. When communicating to potential investors or partners, be prepared to provide a compelling case for why your company's product should be developed in lieu of a competitors' product, or, why your product will outperform, and thereby capture a market share of a current competing product. When communicating with potential consumers, take care to target the right audience. If your company's products address specialty physician markets, then focus on communicating your message to that group. If your product is intended for a specific demographic of the general public, then your approach would be completely different, but targeted nonetheless.

Be aware of what your current investors and/or prospects say about your company. People invest in people. The influence of your current investors in your company can not be underestimated. Select the right ones, if possible, and leverage those relationships. What perceptions do prospective investors and/or customers have about your company? If you don't know, you need to find out. If you'd like to know more, an expanded version of this article has been published in this quarter's Boston Business Journal Biotech Supplement, dated February 4- 10, 2005.

Swiss-Based ESBATech AG Engages LaVoie Group

The Sachs-Bloomberg L. P. 4th Annual Global Biotech Forum for Investing & Partnering will take place in Boston on March 16-17, 2005. The forum is an international meeting which draws together a cross-section of venture-funded and small-cap companies with leading investors and pharmas. The event annually attracts an audience of over 400 industry players. The program looks jointly at issues regarding biopartnering and bioinvesting, with a series of in-depth panel discussions led by international executives from leading investors, pharmas and biotechs. For more information on the Bloomberg Sachs Biotech Forum click [here](#).

LaVoie Signs Two More Life Science IR and PR Clients

Not a bad start to the New Year for LaVoie Group as we welcome publicly traded, Avitar, Inc. and privately-held Topigen Pharmaceuticals, Inc.

Avitar is the leader in oral-based, rapid diagnostics. Oral fluid diagnostics includes the estimated \$1.5 billion drugs-of-abuse testing market. Avitar's proprietary disposable drugs-of-abuse technology will change the way that drug testing is done worldwide. For example, the company's ORALscreen® product enables random on-site drug testing without the need for medical personnel, bathroom facilities, or the embarrassment of supervised urine collection. ORALscreen® can be used by virtually anyone, any time, in any workplace environment.

Montreal-based Topigen utilizes its expertise in respiratory disease research and proprietary gene based therapies to creative topical products for asthma, COPD, allergic rhinitis and associated conditions. LaVoie Group is excited to work with Topigen as its products move from the discovery to the development stage.

LaVoie Group Adds Public Relations Director

We would like to extend a warm welcome to Bryan Murphy, the newest member of the LaVoie Group. Bryan is a seasoned public relations professional with extensive agency experience in the health sciences field. Bryan has worked on numerous health science accounts such as Allergan (BOTOX), Boehringer- Ingelheim's (AGGRENOLX/stroke), Celgene (Thalomid/thalidomide) and managed medical conference communications at several medical meetings. Bryan has recently moved back home to New England from New York City. We are happy to have him on our team.