

LaVoie Group Life Science Dialogues

from select team members

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Healthcare Conference



Client Testimonials

"LaVoie Group got their arms around our story and created media and industry analyst opportunities that raised our visibility with our key audiences — potential partners and venture community — and, they were reasonably priced."

Peter Lanciano,
CEO of Neotropix

Upcoming Industry Conferences

Lisa Rivero will be a featured speaker at *CBI's Summit on Corporate Communication and Public Relations for the Bio/Pharmaceutical Industry*, taking place from April 20-21, 2009 in Philadelphia, PA.

To register for this event, please click [here](#), and use the promotional code CDC279 to save \$500 off of the program.

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Donna LaVoie will be a featured speaker at the *2009 BIO International Convention*, taking place from May 18-21, 2009 in Atlanta, GA.

Donna will participate on two panels titled, "Communicating Your Story: Dual Path Exit Strategies," as well as "What to Say, When and How: Navigating the Regulatory Minefield."

For more information about the *2009 BIO International Convention*, please click [here](#).

Quick Links

[Updated version of our 2009 Life Sciences Industry Events Planning Calendar](#)

[Ophthalmology Experience and Success Case Study](#)

[Meet the Team](#)

[LaVoie Group Corporate Fact Sheet](#)

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Love Your PR Agency

Happy Valentine's Day from LaVoie Group!

We are reaching out to life sciences companies and asking "shouldn't you love your PR/IR agency?" LaVoie Group is focusing on four key themes in 2009 that we know you will love. These integrated communications strategies are helping our clients build their companies, attract capital, and reach partners and physicians. These themes are:



1. Honing your message
2. Building key relationships with the media, investors, partners and physicians
3. Generating buzz through traditional public relations and Web 2.0 strategies
4. Telling your story around key, value-driving milestones

Now, more than ever, it is imperative that companies communicate effectively with their stakeholders. This is not the time to go underground, and an integrated communications plan executed by LaVoie Group can foster positive relationships with the media and the investment community to set you apart and garner your share of attention.

To explore a partnership with us, and learn what it feels like to love you PR/IR agency, contact Donna LaVoie at 978.745.4200 x103, or e-mail dlavoie@lavoiegroup.com.



Honing Your Company's Message: Observations from the JPMorgan Healthcare Conference

By Catherine Cloft
Vice President



Given the current financial markets, the stakes are high for companies in need of strategic partners to move innovative products through the development cycle. Whether your company needs capital to further a proof-of-concept trial or a partner to fund pivotal trials, company executives need to make the most of their performance time either through one-on-one meetings or at conferences.

While the chairs are constantly moving around within the financial community, there is some good news from recent healthcare investor conferences. There are still some investors with money to invest. Based on our observations from watching numerous presentations, we suggest five best practices to incorporate into your company investor presentation.

1. **Sell your category - What makes your category more worthy of investment?** More than ever before, you are competing for investment dollars with other categories, like renewable energy or technology. If you are speaking with general healthcare investors, add a slide that speaks to the strength of your part of the life science category (biotechnology, specialty pharmaceutical, medical device, life science services or diagnostics) and the innovative aspects of what you are doing.
2. **Sell your industry - How is your therapy/product going to shake up the status quo?** You have the opportunity to showcase your industry/therapeutic area. For example, while another statin drug might not be exciting, new targeted therapies in oncology and ophthalmology have investor interest.
3. **Be number one in your market - How are you unique?** You need to quantify the market opportunity and be the number one or two company. If you can't be number one in a broad market, you should define a market niche where you can be the number one or two company.
4. **Promote your management team - What are their accomplishments?** Venture firms stress that in these turbulent times, having team members that have successfully brought an important product through development, launched a company, product or technology, is important. Capitalize on your team by showing and speaking of the members and their accomplishments in your area.
5. **Demonstrate a clear exit strategy - Do you have a specific road map to exit?** In times like this, exit strategies are more difficult since public markets are generally not open and not all companies will be acquired in the timeframe they wish. So showing a potential investor the financial plans that get you through the goal line and onto the market and to profitability may help to bring them along.

Review and evaluate your investor presentation in light of these best practices. You still need to provide the company overview including financial position, intellectual property, technology platform, product pipeline, lead product highlights, and milestones. By incorporating this additional information and considering investor's concerns, your story will be ready for the competitive investment climate. To learn more about honing your company's message, contact Catherine Cloft at 978.745.4200 x107 or e-mail ccloft@lavoiegroup.com.