



## Building Synergies:

# Integrated Marketing, Communication & Advocacy Support

### Illustrative Scope of Work (Tailored to Client)

Strategic Marketing	Strategic Communications (Paid, Earned, Shared, Owned; PESO Model)		Advocacy + Patient Experience
	PR+ Corporate Communications	Thought Leadership + Executive Visibility	
<ul style="list-style-type: none"> <li>- Website content evolution</li> <li>- Newsletter development</li> <li>- Investor Deck Evolution</li> <li>- Executive website blogs</li> <li>- Target identification (Top 20 Pharma, Top 5 Biotech)</li> <li>- Strategy planning</li> </ul>	<ul style="list-style-type: none"> <li>- Press release development</li> <li>- Press release distribution (Businesswire)</li> <li>- Website release development</li> <li>- Media planning</li> <li>- Traditional &amp; online media education &amp; engagement</li> <li>- Social media calendar content development</li> </ul>	<ul style="list-style-type: none"> <li>- White paper development</li> <li>- Opinion Editorials in key industry journals (e.g., WebMD) &amp; consumer business outlets (e.g., Forbes)</li> <li>- Podcast placements (e.g., Cell &amp; Gene Podcast, Amplifying Scientific Innovation)</li> </ul>	<ul style="list-style-type: none"> <li>- Industry + Medical Conference Planning &amp; Engagement</li> <li>- Enhanced partnerships with leading patient advocate partners (e.g., ASGCT Clinical Trial Finder, ARM, PatientsLikeMe, Bethe Match)</li> </ul>



Continuous, comprehensive metrics & monitoring

\*Engagements are typically at least 6 months on a retainer basis based on optimal timeline for data-driven message amplification and heightened visibility.