

MAKING A MARK IN THE US: KEY CONSIDERATIONS FOR STRATEGIC COMMUNICATIONS AND MEDIA RELATIONS



Catherine London, newly appointed President of Consilium's US operations, discusses what it takes for healthcare companies to raise visibility in the highly competitive US media landscape.

Raising Reputational Dividend

Elevating the visibility and profile of a company and its executives has never been more competitive, particularly in the US where some of the highest impact financial outlets (The Wall Street Journal, Forbes, The New York Times, Bloomberg) and the majority of major science, pharma and biotech trade publications (Endpoints, FierceBiotech, Nature, BioWorld) are based. The keys to accessing media in the US and successfully pitching news are relevance, timing and relationships.

Communicating the Big Picture to Tell Your Story

If the research is newsworthy, exciting and cutting-edge, any editor will want that story and it doesn't matter if the company or source is located outside of the US. Some of the biggest science stories, from gene editing to infectious disease, are global. But too often the global angle isn't articulated. It is important to tell a concise story, not just offer data points and an executive spokesperson. What is the company's mission? Why is the research important and what problem is it trying to solve? How is this potential

treatment differentiated from what is already out there? What do the results of the study support (e.g., in terms of value to the patients, investors, intellectual property and current standard of care)? If approved, what impact will this treatment have on the way patients are treated and live their lives? What will the impact be on the global market for that therapeutic area?

Media Considerations for a Potential US Listing

For business and finance-focused stories, there are a number of key questions to consider: What is the US market potential? If it is a publicly traded company, is it traded on a US exchange or are there plans to list the company on a US exchange? Does the outlet, or the reporter, focus on micro-, small- or mid-cap companies or only big pharma? If the company is private, how does it stack up against its largest or public competitors? Is the company prepared to talk about potential plans to list on a US exchange, and how can this enable a capital raise due to strong liquidity and exposure? Is the company raising capital and how much? Do they have any current US investors? What type of US investors are they looking to speak with? What is the company doing in terms of licensing and business development in the US, as this can serve as solid validation of the target or platform technology, and who

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MONTHLY INTELLIGENCE

BANKING MOVES

- **James Black** and **Freddie Barnfield** are now co-heads of healthcare at Numis following **Michael Meade's** retirement

MEDIA MOVES

- **Chloe Lambert** has been appointed Health Features Editor at the Daily Telegraph
- **Harriett Russell** has been appointed as a Business Reporter at the Daily Telegraph
- Boston Business Journal appointed **Lucia Maffei** as a technology reporter covering startups, venture capital and tech in the Greater Boston area



US partners? Is there an M&A transaction potential with a US company? Does the company have offices in the US or is it planning to open US offices – i.e., will jobs be created? Where are the clinical trials being conducted and are there US sites?

Timing is Everything So Be Prepared

Timing is probably the most overlooked factor. Journalists are busy and giving them as much advance notice on a story as possible is important. Offering information and interviews under embargo or exclusivity for bigger news pieces can sometimes be the deciding factor for an editor on whether or not to agree to write on the story. It is also important to double check time zones and consider when the reporter will be available to speak with any company representatives and have that availability ready to enable smoother coordination of interviews.

Successful Media Engagement and Partnership

It's all about balance and serving as a trusted resource, not just calling when you need them. Developing relationships with the reporters in advance of news and maintaining those relationships as the company grows is critical. Do your homework – there are no short cuts.

Read their last five articles and see what topics and angles they covered. If they are covering your space, take careful note of the tone. It will help ensure the right reporter is connected, at the right time, with a story that is relevant to their beat on areas of interest, for a richer, more in-depth article. A reporter who focuses on drug pricing and health policy won't care about new data for an investigational oncology candidate, unless the company is prepared to talk about how that potential drug will be priced and the rationale for the pricing, or unless the company or spokesperson has a clear opinion on a particular health policy as it relates to their business.

Consilium US is Here to Help

With unrivalled knowledge of and relationships with US-based healthcare, trade and business media, Consilium Strategic Communications (US) Inc. is available to provide thoughtful communications strategy guidance and resources. We look forward to working with our clients to help them build these strong relationships in the US and reap the rewards as they look to raise their profiles in these busy and exciting times.

For more information, please feel free to get in touch with Catherine London, President of Consilium's US operations at london@consilium-comms.com.



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THURSDAY 13 JUNE
THE BREWERY, LONDON EC1



THIS MONTH'S MOVERS AND SHAKERS

- Kymab appointed **Simon Sturge** as CEO
- Ribometrix appointed **John Reardon** as CSO
- Minoryx Therapeutics appointed **Didier Le Normand** as CFO
- Polyphor appointed **Gökhan Batur** as CCO
- Vectura Group appointed **Kevin Matthews** to its Board of Directors as an Independent Non-Executive Director
- Akili Interactive appointed **Santosh Shanbhag** as CFO and **Jacqueline Studer** has been named Senior Vice President and General Counsel
- Oxford BioDynamics appointed **David Holbrook** and **Peter Pack** to the Board of Directors as Independent Non-Executive Directors. **David Williams** has stepped down from the Board as Non-Executive Chairman
- Oncimmune appointed **Dr Parag Mallick** to Scientific Board
- Ergomed PLC appointed **Roy Ovel** as CCO
- CinvaTec Group PLC appointed **Karim Bitar** as CEO, effective 30 September
- Alcon appointed **Timothy Stonesifer** as Senior Vice President and CFO
- Forma Therapeutics appointed **Frank Lee** as CEO
- Mirum Pharmaceuticals appointed **Chris Peetz** as CEO, to replace former CEO **Mike Grey**
- Stoke Therapeutics appointed **Stephen Tulipano** as CFO
- iTeos Therapeutics appointed **Joanne Lager** as CMO
- Epic Sciences appointed **Lloyd Sanders** as President and CEO
- OxStem appointed **Stuart Collinson** as chairman and CEO
- Elicio Therapeutics appointed **Robert Connelly** as CEO
- AdvaMed appointed **Kevin Lobo** as Chairman of the Board of Directors
- Artios Pharma appointed **Ian Smith** as CMO
- Xcovery appointed **Li Mao** as CEO and **Giovanni Selvaggi** as CMO
- Arvinas appointed **Andy Crew** as Chief Technology Officer and **Ian Taylor** as CSO
- WuXi AppTec appointed **Frederick Hausheer** as CMO
- Synlogic Therapeutics appointed **Scott Plevy** as CSO
- Daiichi Sankyo appointed **Sunao Manabe** as CEO, effective 17 June
- Prime Therapeutics appointed **Kenneth Paulus** as CEO
- IGF Oncology appointed **Gary Altman** as CEO
- Silence Therapeutics appointed **Rob Quinn** as full time CFO and **Giles Campion** as Head of R&D and CMO
- Synairgen appointed **Iain Buchanan** as Chairman of the Remuneration and Nomination Committee. **Paul Clegg** has stepped down from the Board as Non-Executive Director



HIGHLIGHTED FUNDRAISING ACTIVITY FROM MARCH TO APRIL 2019

COMPANY NAME	AMOUNT RAISED	TYPE OF FUNDRAISE	COUNTRY	DATE
PUBLIC COMPANY FINANCINGS				
CanSino Biologics Inc.	\$160.5 million	IPO	China	27-March-19
MyoKardia Inc.	\$251.2 million	Follow-on	US	27-March-19
Precision BioSciences Inc.	\$126.4 million	Follow-on	US	27-March-19
Blueprint Medicines Corp.	\$300 million	Follow-on	US	29-March-19
AstraZeneca PLC	\$2.69 billion	Placing	UK	30-March-19
NGM Biopharmaceuticals Inc.	\$106.7 million	IPO	US	4-April-19
Alcon	N/A	IPO	Switzerland & US	9-April-19
Homology Medicines Inc.	\$125 million	Follow-on	US	10-April-19
Autolus Therapeutics plc	\$100.8 million	Follow-on	UK	11-April-19
PRIVATE COMPANY FINANCINGS				
Imago BioScience Inc.	\$40 million	Series B	US	21-March-19
Abbisko Therapeutics Co. Ltd.	\$42 million	Series B	China	21-March-19
Arch Oncology	\$50 million	Series B	US	25-March-19
Elicio Therapeutics	\$30 million	Funding	US	27-March-19
Prevail Therapeutics	\$50 million	Series B	US	27-March-19
Polyneuron Pharmaceuticals AG	\$22.6 million	Series A	Switzerland	28-March-19
ATAI Life Sciences AG	\$43 million	Series B	Germany	28-March-19
Inivata Limited	\$52.8 million	Series B	UK	28-March-19
Cambridge Innovation Capital	\$150 million	Fundraising	UK	1-April-19
Karuna Therapeutics	\$80 million	Series B	US	1-April-19
SpringWorks	\$125 million	Series B	UK	1-April-19
Bridge Therapeutics Inc.	\$27.2 million	Series C	UK	1-April-19
Aura Biosciences Inc.	\$40 million	Series D	US	2-April-19
Fusion Pharmaceuticals Inc.	\$105 million	Series B	US	2-April-19
AgomAb Therapeutics N.V.	\$24 million	Series A	Belgium	3-April-19
Dyne Therapeutics Inc.	\$50 million	Series A	US	3-April-19
Inozyme Pharma Inc.	\$67 million	Series A2	US	10-April-19
Cullgen Inc.	\$16 million	Series A	US	10-April-19
Hope Medicine Inc.	Undisclosed	Series A	China	10-April-19
Sonde Health Inc.	\$16 million	Series A	US	11-April-19

2019

MAY

Deutsche Bank Annual Healthcare Conference, Boston (7-8 May)
ChinaBio Partnering Forum, Shanghai (8-9 May)
Anglonordic Life Science Conference, London (8-9 May)
Citi Swiss Healthcare Day, Zurich (9 May)
Anglonordic Life Science Conference, London (9 May)
FT US Pharma and Biotech Summit, New York (14 May)
New York BIO Annual Conference, New York (14 May)
Bank of America Merrill Lynch 2019 Healthcare Conference, Las Vegas (14-16 May)
Abraham Investor Conference, Cambridge (15 May)
BioEquity Europe, Barcelona (20-21 May)
UBS Global Healthcare Conference, New York (20-22 May)
RBC Capital Markets 2019 Healthcare Conference, New York (21-22 May)

JUNE

BIO International Convention, Philadelphia (3-6 June)
Jefferies 2019 Global Healthcare Conference, New York (4-7 June)
Goldman Sachs 40th Annual Global Healthcare Conference, Palos Verdes (11-13 June)
Bryan Garnier 4th Annual Oncology Day, Paris (17 June)
Citi 8th Annual European Healthcare Conference, London (18-19 June)
Next generation CAR & T Cell Therapies, San Francisco (18-20 June)
JMP Securities Life Sciences Conference, New York (19-20 June)
JP Morgan European Healthcare Conference, London (20 June)
Piper Jaffray Heartland Summit, Minneapolis (20 June)

JULY

LSE Future of Healthcare Investment Forum, London (10 July)

AUGUST

Canaccord Genuity Annual Growth Conference, Boston (7-8 August)

SEPTEMBER

Goldman Sachs Annual European MedTech & Healthcare Services Conference, London (4-5 September)
RW Baird Healthcare Conference, New York (4-5 September)
Wells Fargo Securities Healthcare Conference, Boston (4-5 September)
Goldman Sachs Annual Biotech Symposium, London (7 September)
Cell & Gene Therapy Manufacturing and Commercialization, Boston (9-12 September)
Boston BioTech BD Conference, Boston (10 September)
CAR-TCR Summit Boston 2019, Boston (10-13 September)
BAML Global Healthcare Conference, London (10-13 September)
Citibank Annual Biotech Conference, Boston (11-12 September)
Morgan Stanley Global Healthcare Unplugged Conference, Boston (11-13 September)
Rodman & Renshaw Annual Global Investment Conference, New York (TBD)
BioCentury Annual Newsmakers in the Biotech Industry, New York (TBD)

OCTOBER

ARM Cell & Gene meeting on the Mesa, Carlsbad (2-4 October)
LSX World Congress USA, Boston (8-9 October)
BIA UK Bioscience Forum, London (12 October)
Sachs Annual Biotech in Europe Forum, Basel (15-16 October)
Sachs Annual Medtech & Digital Health Forum, Basel (16 October)
BIO Investor Forum 2019, San Francisco (22-23 October)
10th Galien Forum, New York (24 October)
Cowen & Co. Annual Therapeutics Conference, New York (25-26 October)
Cantor Global Healthcare Conference, New York (23-25 September)
Ladenburg Thalman Healthcare Conference, New York (TBD)

NOVEMBER

FT Global Pharmaceutical and Biotechnology Conference 2019, London (11-12 November)
Credit Suisse Annual Healthcare Conference, Scottsdale (11-13 November)
BIO-Europe 2019, Hamburg (11-13 November)
Bryan Garnier 2019 Healthcare Conference, Paris (12-13 November)
Stifel Nicolaus Weisel Healthcare Conference 2019, New York (13-14 November)
Consilium Strategic Communications Annual Healthcare Conference, London (19 November)
Inv€stival Showcase, London (19 November)
Jefferies Healthcare Conference, London (20-21 November)
Canaccord Genuity Medical Technology and Diagnostics Forum, New York (21 November)
Piper Jaffray Annual Healthcare Conference, New York (27-29 November)