

Saving lives. Fighting disease. Promoting healthy living.

APCO Health

Faced with a constantly evolving operating environment, few industries are as intensely scrutinized by the public and policy-makers as health care. Regulators are becoming more cautious, legislators are exercising more control and litigators are more aggressively targeting health care companies. Stakeholders are demanding safer and higher quality health care, while increasing pressure to lower costs.

APCO Worldwide understands the complex public policy, regulatory, political and reputational challenges facing the health care industry. Our senior talent provides strategic counsel, while our global presence offers unparalleled reach to policy-makers and stakeholders in every market. APCO's team includes seasoned communication professionals from every sector, former senior executives from pharmaceutical companies, experienced health care administrators, medical device experts, and senior government and regulatory officials.

Our team takes an integrated approach to meeting clients' business, policy and communication objectives. Working closely with colleagues who specialize in grassroots and stakeholder outreach, crisis and litigation communication, issue management, corporate responsibility, advocacy and policy communication, government relations, policy development and corporate positioning, APCO Health leverages resources to help our clients positively shape their operating environment.

CAPABILITIES

Managing campaigns on high-profile health care issues

Our team helps clients reframe the debate on high-profile and politically sensitive health care issues. We also help avoid and manage crises, mobilize allies and educate national and local media about complex scientific topics. Through this work, APCO has strong relationships with leading top-tier health and science journalists and editors.

Message development

Our team works with clients to help them develop and refine their messages in connection with

products, issues and reputation. APCO Insight®, our in-house opinion research and message development team, conducts research among all stakeholder audiences, including difficult-to-reach audiences such as policy-makers, business leaders and medical thought-leaders.

Coaching spokespeople to face the media and government audiences

APCO trains and coaches corporate executives and third-party allies to ensure they can effectively deliver their key messages to the media, legislators, special interest groups and the public.

Preparing executives for government hearings and investigations

APCO's highly specialized team helps clients prepare for and navigate their way through challenging government and parliamentary hearings and investigations. Our strategic approach to anticipation, planning and preparation is driven by those with hands-on experience in the health care sector.

Developing thoughtful policy positions and solutions

APCO Health's policy experts help clients craft policy positions designed to foster an optimal operating environment that meets their business objectives. Our team helps clients develop strategic policy communication plans to educate policy-makers, the public, the media and other audiences.

Designing creative marketing communication solutions

APCO's creative group, StudioAPCO®, produces award-winning multimedia toolkits; online communication; Web site designs; media kits; marketing videos and advertising for the Internet, radio, TV and print. StudioAPCO has extensive experience designing creative campaigns for the health care industry.

Generating positive, "on message" media coverage

APCO's media relations experts secure visibility in major global, regional and national media outlets on behalf of clients and their offerings. APCO prides itself in delivering "on message" coverage that supports business goals.

Creating high-impact stakeholder communication programs

Organizations in all areas of the health care industry rely on APCO to design programs to communicate with their stakeholders - physicians, nursing staff, employees, shareholders, retirees and others. Utilizing innovative technologies, APCO designs engaging and visually effective internal communication programs.

Building allies with patient and physician communities

APCO's ongoing relationships with opinion-leading physicians and patient advocacy groups allow us to create partnerships to assist in achieving business and public policy goals. APCO is known for initiating innovative, nontraditional alliances that build support and bring positive results.

Planning launches for pharmaceutical therapeutics, biotechnology products, medical devices and medical services

APCO manages global, regional and national communication initiatives around new products. From the U.S. Food and Drug Administration to the European Medicines Evaluation Agency to the UK's National Institute for Clinical Excellence, APCO's team understands the regulatory environment, knows the key players, and designs and implements plans for communication and government relations to successfully launch medical products and services.

Managing communication around drug or device litigation

APCO has managed communication for some of the most complex health care litigation cases of the past decade in order to preserve the company's reputation. APCO's practitioners have served at the highest levels in the political, legal, corporate and regulatory worlds.

EXPERIENCE

Partnership to Fight Chronic Disease

To foster greater awareness among policy-makers, the media and politically active Americans that rising rates of chronic diseases are driving increases in health spending and harming affordability of care in the United States, APCO helped create a diverse national coalition of health care stakeholders. As a result, more than 80 active national partners are engaged and all of the leading 2008 presidential

candidates made chronic disease prevention and disease management a core plank of their health care platforms.

Merck Sharp & Dohme (MSD): Singulair

To change public perception of asthma medication in Asia and help Singulair become a leading product in Asia, APCO designed a strategic communication campaign to improve awareness and educate consumers in Hong Kong about the benefits of preventative asthma medication. APCO negotiated and secured a partnership agreement with a trusted nongovernmental organization and planned and implemented an outreach education program that raised the awareness of Singulair among the target audience through free doctor consultations. The program was so successful that MSD commissioned APCO to roll out the campaign in other areas of Hong Kong.

International Federation of Pharmaceutical Manufacturers' Association (IFPMA)

Facing a legal battle in South Africa over generic drugs and the upcoming WTO Ministerial Conference in Doha, the IFPMA hired APCO. Our team helped identify the most influential policy-makers who would determine the outcome of the WTO negotiations, communicate the IFPMA's core arguments, and demonstrate that the IFPMA was ready and willing to help address the health care challenge facing developing countries. APCO's work led to a successful defense of the intellectual property rights agreement at the WTO Ministerial Conference.

Novartis Pharmaceuticals: Glivec

To avoid potential funding and access issues in the UK associated with the earlier-than-anticipated launch of Glivec, a new treatment for leukemia, APCO developed a high-level briefing program to build personal relationships with a group of core UK decision-makers. As a result, all patients were offered access to the drug and no funding problems were experienced post launch.



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