



CASE STUDY

READY TO BE PUBLISHED? WIN PUBLICATION OPPORTUNITIES & INCREASE THOUGHT LEADERSHIP

SCORR Marketing utilizes our extensive, global network of relationships with industry publications and editors to gain coverage and visibility for our clients while helping subject matter experts establish credibility, build brand awareness, and generate leads.

Leveraging these established relationships with media partners around the world, we gain opportunities for our clients to supply interviews, quotes, and articles authored by their thought leaders. We also assist our clients with the development of these articles.

Publications include:

- > CenterWatch
- > Clinical Research News
- > Drug Discovery World
- > Group Practice Journal
- > Nephrology News and Issues
- > Pharmaceutical Outsourcing
- > Tablets & Capsules
- > The Medicine Maker

APPLIED
CLINICAL TRIALS

GEN Genetic Engineering & Biotechnology News

CONTRACT
PHARMA

Outsourcing
-Pharma.com

Drug Development
& Delivery

Pharmaceutical
Executive

epc

European Pharmaceutical Contractor

THE WALL STREET JOURNAL.

STRONG CONTENT, MEDIA RELATIONSHIPS ARE KEY

Getting published in a respected journal, either online or print, allows a company to showcase its expertise. However, this not only entails knowing what content which journal needs and in what format and when, but it also requires the ability to create thoughtful, original, and well-crafted content of interest to the journal's readers.

SCORR's public relations team, which is in touch daily with trade journals and trade associations across the globe, works closely with SCORR's creative and scientific writers to develop appropriate content and get it published on behalf of our clients.

Because these opportunities can only be earned, not bought, they allow our clients to improve their reputation while showcasing their expertise in ways that are not only tangible and original but also credible and trustworthy.





CROSTREE

The Client:

A global leader in guiding health science M&A, recapitalization, and growth financing strategies.

The Challenge:

Due to lack of exposure of the Crosstree brand in M&A news within the health sciences space, the company needed to increase awareness of its expertise.

The Solution:

SCORR developed a pitch platform highlighting Shane Senior, co-founder and managing director, as a subject matter expert offering an insider's look at M&A drivers in the health sciences industry. Using our established industry relationships, SCORR secured interviews with a key editor.

The Outcome:

- Senior was featured as an expert in Outsourcing-Pharma's [What's next for M&A? Precision medicine, diagnostics, new customers to disrupt pharma services market](#). Subsequently, he was included in a [Pharmaceutical Executive](#) article as a member of a panel of experts and then later featured in the same journal in [Surfing the Wave: The Patient-Data Puzzle](#), which appeared in both print and digital editions.

The Exposure:

- Published in Outsourcing-Pharma. This journal, which featured the "What's next for M&A?" article, covers the full spectrum of contract services to the pharmaceutical and biotechnology industries: 27,000+ unique website visitors per month and 28,000+ newsletter subscribers.
- Published in Pharmaceutical Executive. This journal, which featured the "Surfing the Wave" article, provides in-depth analysis of the pharmaceutical and biopharmaceutical industries for executives focusing on policy and business challenges: 21,500 print subscribers; 29,500+ website browsers; 29,000 newsletter subscribers.
- Additional promotion and exposure came from social media shares by the journals, Crosstree, and SCORR.

CROSTREE



Being interviewed in these journals has allowed us to showcase our expertise in a credible way to exactly the audience we are trying to reach. SCORR's industry and media connections made this all possible."

Shane Senior,
Co-Founder, Managing
Director, Crosstree
Capital Partners





PHARM-OLAM

The Client:

A mid-sized global CRO dedicated to helping sponsors create a healthier world through the development of life-changing treatment.

The Challenge:

Pharm-Olam was looking to publish content to gain increased exposure for its particular expertise in rare and orphan diseases.

The Solution:

After personally reaching out to our editorial contacts, SCORR's media team obtained an opportunity for Pharm-Olam to provide content for a special edition e-newsletter about rare and orphan disease drug development. SCORR quickly connected Pharm-Olam with the editor and worked with the client to craft answers.

The Outcome:

- Published in Outsourcing-Pharma. The journal's article, "[Natural history studies 'essential' for rare disease drug development](#)", prominently featured the client's associate medical director. In addition to being one of five articles highlighted in the special edition e-newsletter, this content was also posted on the Outsourcing-Pharma website and included in an additional editor's spotlight e-newsletter.

The Exposure:

- Published in Outsourcing-Pharma, which covers the full spectrum of contract services to the pharmaceutical and biotechnology industries: 27,000+ unique website visitors per month and 28,000+ newsletter subscribers.
- This article was shared by Pharm-Olam in social media as well as on the Outsourcing-Pharma editor's LinkedIn page.



We've been so impressed with SCORR's ability to connect with the right media and help us gain exposure. SCORR's connections and industry knowledge are our competitive advantage."

John Colby,
Executive Director
of Global Marketing
and Communications,
Pharm-Olam



RECRO GAINESVILLE

The Client:

A global CDMO dedicated to delivering solutions for its clients' most complex pharmaceutical development and manufacturing projects.

The Challenge:

Lacking brand awareness, Recro was looking to increase its visibility and strengthen its thought leadership.

The Solution:

SCORR developed and placed paid newsletter content in Tablets & Capsules to gain visibility for Recro and showcase its thought leadership. Based on the quality of the paid content, Tablets & Capsules offered Recro a full, expanded article in its print and digital editions.

The Outcome:

- With assistance from SCORR's scientific writers, an article written by Recro's chief scientific officer showcasing the company's considerable formulation expertise, was published by Tablets & Capsules and highlighted as the featured article in a subsequent newsletter.

The Exposure:

- Published in Tablets & Capsules. The journal's readership includes over 10,000 professionals involved in solid dosage, from R&D and product development to commercial manufacture and quality assurance.
- The article was promoted through the journal's Twitter, LinkedIn, and Facebook platforms. Additionally, the article was reprinted in a later newsletter.



Not only does SCORR help us identify the topics that would be of interest, they work directly with the journals to help us develop the articles that highlight our expertise."

Heather Sugrue,
Vice President,
Sales & Marketing,
Recro Gainesville



About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. Executing globally, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at www.SCORRMarketing.com.