



Senior Experience and Strategic Results Without Agency Overhead.

Public relations has come a long way from the days of P.T. Barnum: it is no longer enough simply to have your name in print. Today, success must be evaluated based on how PR and marketing communications initiatives help achieve your sales and marketing goals.

ckj Communications delivers strategic results that help drive your business. Our approach is that public relations can condition the market, reinforce credibility and create a receptive sales environment through education, promotion or motivation. This can range from awareness campaigns to advocacy briefings; from developing cooperative marketing programs to patient education tools; and last, but not least, innovative media campaigns that would make P.T. proud.

ckj Communications is a partnership of senior communications experts focusing on medical technology, including diagnostics, medical devices, health information technology, biotech and genomics. The team brings strong domain knowledge with experience garnered with such companies and clients as Acuson/Seimens, Xoft, Resonant Medical, McKesson U.S. Pharmaceutical, R2 Technology, U-Systems, VIDA Diagnostics, Compressus, Abbott Diagnostics, Dupont Medical Imaging, Transgenomic, Genentech, Medtronic, Cholestech, Toshiba America Medical Systems, Ketchum and more.

We can scale to meet your needs, bringing the right resources to bear when you need them, without the normal agency overhead. The result is the ability to bring years of healthcare agency and corporate expertise to provide the level of service you expect from a large agency, but with the dedicated senior attention that only a consultant can provide in a cost-effective manner.

We've told you why we think we're the right team for you. Now, we want to tell you what we look for in a client:

- Compelling technology with an obvious value and benefit
- A focus on patients, medical professionals and influential third parties – not just whiz bang features
- Strong management with vision and staying power
- Chemistry and a commitment to a strategic communications partnership

We invite you to read a few case studies detailing our approach to PR and marketing communications, as well as bios for key members of the team.

R2 Technology – Promoting Early Detection

CHALLENGE

Most radiologists and breast imaging experts believe mammography is the best tool available for the detection of breast cancer; however, controversial studies have been creating significant confusion in the market. Analogous to a spellchecker on a PC, R2 Technology's computer-aided detection (CAD) has been proven to improve the early detection of breast cancer by up to 23 percent. Well received by early adopters and breast imaging luminaries, CAD has low awareness among referring physicians and new competitors have created a highly competitive sales environment driven by price.

INSIGHT

Leverage R2 users' passion and dedication to early detection to promote the benefits of CAD to women, referring physicians, other radiologists and third-party stakeholders. Supplement this by establishing relationships with breast cancer advocates to influence public education and breast cancer detection policy.

SOLUTION

- Created Mark-IT! cooperative marketing program as value-add in sales process
 - Create partnership to position R2 Technology and users as breast cancer leaders
 - Develop turn-key materials and programs to help customers promote CAD capabilities locally
 - Provide Mark-IT! Binder/web page and PR support upon purchase
- Facilitated individual advocacy briefings with key breast cancer organizations

RESULTS

- Hundreds of R2 customers participate in the Mark-IT! program
 - Customer generated local media
 - 300 print and TV stories in 2002
 - More than 41 million impressions
- Mark-IT! has been instrumental in closing competitive sales deals
 - Viral marketing has resulted in many calls from competitive breast centers
- Strong Advocacy Support
 - Established awareness and support for R2 Technology and CAD
 - Submitted recommendations for revisions to the NCCN breast cancer detection guidelines to include CAD; pending review
- Making a Difference
 - More than 1,000 R2 ImageChecker systems installed
 - More than 7 million mammograms have been interpreted using the ImageChecker
 - Patient calls and emails: "You Saved My Life..."

Acuson Launches Revolutionary Ultrasound Technology

CHALLENGE

Each year, 100 million medical ultrasound exams are performed worldwide - second only to X-ray. Acuson, credited with revolutionizing ultrasound in 1983, was poised to do it again with a new system. Faced with perceived parity in the market, Acuson's future success was firmly riding on Sequoia. The challenge was to communicate the value and benefits of Sequoia - costing 40% more - with a worldwide product launch and global public relations program.

CREATIVITY

Maximize impact of Sequoia and reinforce Acuson's position as the technological leader:

- Arranged for a Sequoia system and the revolutionary 1983 platform to be accepted into the Smithsonian Institution.
- Created "Frontiers," a magazine-style Web site, featuring a first-of-its-kind virtual ultrasound exam, online quiz and diagnostic image gallery.

SOLUTION

- Global Launch and Media Tour
 - Leveraging medical trade shows and customer events, held six media events (Zurich, Milan, Tokyo, Sao Paolo, Beijing, Sydney) reaching media in 13 countries.
 - The program was customized to each country's cultural and media relations needs. For example, a press tour for Italian business/medical reporters was conducted in February, three months before the launch, to introduce Acuson and ultrasound to Italian reporters and prepare for the Sequoia announcement. Custom programs also were developed to support UK, France, Germany, Australia, China, Japan, and Brazil.
 - Advance Media Exclusives — Exclusive features were given to top-tier media: *Wall Street Journal*, *Scientific American Magazine* and *Diagnostic Imaging*, the most influential industry journal.
- Conducted analyst events in New York and London. More than 40 analysts attended these meetings, which resulted in favorable reports, upgrading Acuson's stock.

RESULTS

Since advertising began two months after the launch, the impact of PR is clearly visible:

- Over 10,000 physicians attended customer events in 13 countries. Tremendous momentum was generated, resulting in Sequoia systems sales that exceeded expectations by 50 percent.
- Nearly one billion media impressions were generated worldwide, including 60 million in the US, 30 million in Europe, Latin America and Asia/Pacific, and more than 900 million in China alone. Content analysis showed that 80% of coverage included all key messages.
- The *Wall Street Journal* headline announced: "Acuson bets it has the breakthrough device it needs." Acuson experienced 97% stock growth, while the industry showed 21% growth.

ckj Communications Team Clients

- Abbott Diagnostics (Chicago)
- Agile Software/Life Sciences Division (San Jose)
- Cholestech Corporation (Hayward, Calif.)
- Compressus (Washington DC)
- Dupont Medical Imaging/Ketchum (Billerica, Mass.)
- Kodak Health Imaging/Ketchum (New York)
- NeoMatrix (Irvine, Calif.)
- Ovion Inc. (Menlo Park, Calif.)
- Parallax Medical (Scotts Valley, Calif.)
- R2 Technology (Sunnyvale)
- Resonant Medical (Toronto)
- Sanarus Medical (Pleasanton, Calif.)
- Sleep Solutions, Inc. (Palo Alto)
- Symyx Technologies (Sunnyvale)
- Transgenomic, Inc. (San Jose/Omaha)
- Xoft, Inc. (Fremont, Calif.)
- U-Systems, Inc. (Sunnyvale, Calif.)
- VIDA Diagnostics (Iowa City, Iowa)
- Vital Images (Minneapolis)
- Zonare (Mountain View)

Select Team Experience

- Acuson / Seimens
- ADAC Laboratories
- Aetna Health Plans
- Applied Biosystems
- Athena Neuroscience/Elan
- American College of Cardiology
- Arthrocare
- Calypte
- Celara Diagnostics
- ChromaVision
- Genentech
- Guidant
- Health Net
- In Vitro International (Ropak Laboratories)
- Kaiser Permanente
- Medtronic – Neurologic and Cardiovascular Groups
- McNeil Consumer Healthcare
- Optiva/Sonicare
- Pharmacyclics
- Polaroid Medical Imaging
- QuadraMed
- Sonus
- Toshiba American Medical Systems

**Christopher K. Joseph, APR
Partner**

Christopher K. Joseph is a senior communications consultant, specializing in medical technology clients in the areas of diagnostics, medical devices, healthcare information and biotechnology. Recent clients include, R2 Technology, U-Systems, ZONARE Medical, VIDA Diagnostics, Vital Images, Xoft, and Abbott Molecular Diagnostics. At R2 Technology, Chris served as both a consultant and as Sr. Director of Corporate Marketing, responsible for domestic and international media relations, IPO-preparations, advocacy, market research and customer marketing support. Areas of focus include strategic counsel, reputation management, messaging and positioning, media relations and proactive stakeholder outreach.

Previously, Chris served as Group Vice President for Ketchum's California Healthcare division. He also managed the San Francisco healthcare team, which grew from a four-person team in 1994 to a staff of more than 20 in 2001. During his eight years at Ketchum, Chris developed and managed award-winning national and global product and corporate public relations programs for such clients as Acuson, ultrasound, catheter and PACS product and corporate support; ADAC, nuclear medicine product and corporate support; DuPont Medical Imaging, web site development and product support; Medtronic, FDA approvals and product launches for the cardiovascular and neurological divisions; Broadlane, e-procurement; and Transgenomic, corporate positioning.

Prior to joining Ketchum/San Francisco, Chris spent four years at Smith/Fischer & Partners (formerly Pollare/Fischer Communications) in Los Angeles. There, Chris developed and implemented local, regional and national public relations programs for a variety of healthcare, professional services, and consumer clients. His experience includes work with such clients as Toshiba America Medical Systems (TAMS). For TAMS, Chris managed the Toshiba Heart Scan, a national research study using ultrasound to screen high school athletes for hidden, potentially fatal, cardiac disorders which was featured in regional and national media, including *Sports Illustrated*, *the Los Angeles Times* and CBS This Morning.

Chris has also serviced such clients as HealthNet (HMO), Polaroid Medical Imaging Systems, Radiology Management, Inc.; Centinela Hospital Medical Center's Pain Relief Center; InVitro International, R&D company developing alternatives to animal testing; ReSound, makers of programmable hearing devices; Alameda County Clean Water Program; Monterey County Water District; Coors' Clean Water 2000 program; Westec Security; Heinz Pet Products (Reward Dog Food); and Reebok's Weebok division. Previously, Chris held positions at Burks Hamner Associates and Berkheimer Kline Golin/Harris, two Los Angeles-based public relations firms.

Chris is a graduate of the University of Southern California with bachelor's degrees in journalism and communications. Here, he founded Trojan Associates, a student-run public relations agency serving student groups and university departments. Under his direction, the agency grew from two founders to 35 students serving 10 clients and was incorporated into the School's curriculum.

Chris has served on the Board of Directors for the Cerebral Palsy Center for the Bay Area, where he has volunteered for more than 20 years. An Eagle Scout, Chris also serves as Cubmaster for his sons' Cub Scout Pack.