



## PPGx, Inc.

### The Challenge

- Formed as a joint venture of PPD, Inc. and Axys Pharmaceuticals, PPGx, Inc. provided technical and consulting expertise in the application of emerging pharmacogenomic and bioinformatics technologies to optimize and accelerate drug discovery and development.
- Headquartered in North Carolina's Research Triangle, PPGx marketed its services and products primarily to the biotechnology and pharmaceutical industry. The company also had developed DNA test kits that identified individuals who were at risk for adverse reactions and side-effects from common medications. The kits were marketed separately to healthcare professionals and consumers.
- PPGx retained Forge Communications' healthcare team to design its brand platform and coordinate communications to various stakeholders, including the investment community, healthcare professionals, industry thought leaders, consumers and key professional, business and mass media outlets (the executive team planned either to take the company public or attract a buyer within two years). Facing much larger, more established competitors, PPGx had few marketing dollars to invest in major advertising or marcom campaigns.

### Our Solution

- Working closely with the company scientific and executive management teams, our team designed a cohesive, compelling and concise message platform about PPGx and the promise of pharmacogenomic technology to improve drug development and prevent needless and potentially fatal drug reactions.
- Building on the company's scientific publications, we developed a national "concentric circles" media strategy targeting medical, business and mass media. In addition, we designed and produced an investor roadshow incorporating key media campaign's key messages and information.

### The Results

- PPGx was featured prominently over a year-long period in leading medical and healthcare outlets, including companion features in American Medical News, Medscape, WebMD and a cover story in Modern Healthcare, as well as business and general-interest media, including The News & Observer, Associated Press, MSNBC/Newsweek, The Washington Post and a nine-page feature article on pharmacogenomics in Fortune. When DNA Sciences purchase the company, PPGx's president and CEO credited our public relations efforts (especially the Fortune article) with boosting the company's valuation and final acquisition price by 10 to 14 percent.