



Street art from the collection, Preserving Innovation

# Healthcare Practice

Investor Relations  
Strategic Public Relations



## Sector Expertise

- Drug Delivery
- Generics
- Healthcare IT
- Insurance
- Life Sciences/Biotech
- Medical Foods
- Medical Devices
- Medical/Nursing
- Nutraceuticals
- Specialty Pharma
- Veterinary

To learn more about our services and firm, please visit [www.pondel.com](http://www.pondel.com).

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Over the past three decades, PondelWilkinson has represented a broad spectrum of premier emerging and established companies in the healthcare sector, focusing on various disciplines, including biotech, life sciences, medical devices, specialty pharma, among others.

Whether introducing a newly public company to Wall Street, gaining recognition for emerging medical technologies, building shareholder value or protecting a company's reputation in time of crisis, our professionals have a unique talent for understanding each client's communications needs. We create highly customized, integrated programs aimed at achieving defined, measurable results.

Since our team understands the science that represents the core of our clients' businesses, we communicate effectively with sophisticated audiences, both on the Street and off.

## Strategic Counsel

- Crisis Communications
- IPOs and Financings
- Reverse Mergers
- Acquisitions/Divestitures
- Restructurings
- Litigation Support

## Services

### Wall Street Positioning

- Sell-Side Analyst Following
- Buy-Side Institution Targeting
- Retail Investor Programs

### Shareholder Communications

- Corporate and Financial News
- Quarterly/Special Conference Calls
- Ongoing Liaison
- Annual and Special Meetings

### Media Relations

- Business and Financial Press
- Trade Media
- Social Media Strategies
- Executive Visibility
- Media Training

### Corporate Access

- National/International Roadshows
- Investor/Analyst Events
- Financial & Industry Conferences

### Capital Markets Insight

- Shareholder Analysis
- Perceptions Studies

### Collateral Material

- PowerPoint Presentations
- Fact Sheet, White Papers
- Corporate & IR Web Sites
- Annual Reports

### Corporate Governance Counsel

- Reg. FD and Disclosure Training
- Guidance Policies