

# Show and share the *full impact* of your brand to a wider audience with Public Relations and digital marketing



**Discover how RAliance Communications helped Medexus Pharmaceuticals, Inc. (Medexus Pharma) create stories that received massive press and social media coverage, improved patient education resources, and expanded their brand recognition into new markets**

## Challenges

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Medexus Pharma specializes in specialty and rare disease products. They had never done any intentional PR activities but were interested in working with an expert who could help them increase the visibility of their optical imaging agent used for glioblastoma resection procedures.

## Solution

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The Medexus marketing team was referred to Reba Auslander of RAliance Communications, and they clicked immediately. Medexus partnered with Reba and her team to develop media assets and a plan to increase product awareness in collaboration with hospitals and neurosurgeons in the U.S. and Puerto Rico, as well as extend marketing communications to glioblastoma patients.

## Results

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- » Generated widespread media coverage - online, print, radio, TV, social - throughout Puerto Rico and parts of Latin America
- » The highest number of impressions, shares, and engagement Medexus has ever seen on social media
- » Significant increase in product and brand exposure to the general consumer market, both in Latin America and Hispanic and non-Hispanic communities in the U.S.
- » Launched new product materials for Spanish-speaking patients
- » Created impactful video series showcasing a patient and her family's experience from diagnosis to surgery, recovery, and remission
- » Developed trust and deeper relationships between Medexus and a major hospital's PR team
- » Compelled high profile media, including Today.com, to cover the patient story
- » Increased product and brand recognition among medical professionals, patients and consumers

*"Reba's expertise in both science and PR is just invaluable to us, especially in the neurosurgery market. After just one conversation with Reba, our physician and hospital customers instantly respected her. She's a master at being able to build personal relationships quickly, while her network and her connections make it possible for her to do anything we need. The RAliance team is fast and nimble. I will never work with another PR person besides Reba again."*

**KATHY SUE BENNETT**

Prior SENIOR PRODUCT MANAGER, MEDEXUS PHARMA



See how RAliance Communications can help your company showcase the impact of your products and brand by visiting [raliancecommunications.com](http://raliancecommunications.com).

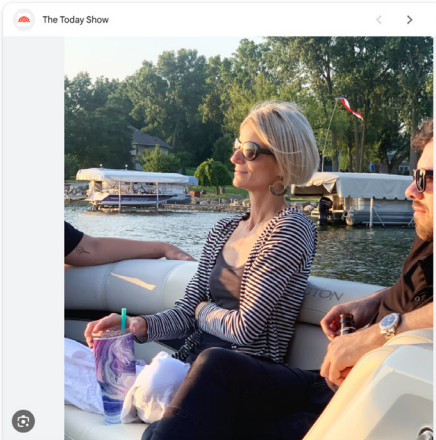
# A Glimpse Into Our Work and Results



HEALTH & WELLNESS

## Mom, 47, had 'excruciating' headaches, nausea. They were signs of brain cancer

"It never occurred to me to call in sick," she tells TODAY.com.



Mom, 47, Develops Severe Headaches, Survives Glioblastoma Twice

**Annie Mayol Del Valle** - 2nd  
President AMV Strategic Advisors

Súper orgullosa de mi hermano. Gracias a ti y a todos los médicos en la isla por todo lo que hacen para ayudar a los pacientes de aquí.

Proud of my brother. Thanks to him and all doctor in Puerto Rico for everything you do for patients in the island.

[See translation](#)

**Neurocirujano regresa a la Isla a dar calidad de vida a pacientes oncológicos**  
primerahora.com • 6 min read

Miguel Mayol Del Valle, MD and 217 others

8 comments · 9 reposts

**El Nuevo Día**

El neurocirujano Miguel A. Mayol regresó a Puerto Rico con la motivación de hacer la diferencia con una nueva herramienta que revolucionará el cuidado neuroquirúrgico.

**Nueva tecnología en la isla para operar ciertos tumores cerebrales**  
El Nuevo Día

Roxana Lissa and 195 personas más

24 comentarios · 28 veces compartido

Me gusta · Comentar · Compartir

**Dr. Miguel Mayol: su compromiso con Puerto Rico, su otra vocación**

Summary Canada Inc. · Hace 4 semanas

140 · 3 minutos de lectura

**behealth**

"Esé es mi llamado como médico: que vuelvan. Hay mucha necesidad, las instituciones están dispuestas a invertir en nosotros y están comprando tecnología nueva para que la usemos!"

**Dr. Miguel Mayol**  
Neurocirujano

Dr. Miguel Mayol, neurocirujano

**Telemundo PR**

Los síntomas para alertar sobre el tumor son similares a los de un derrame cerebral.

<https://trb.al/x8H2KZf>

**Llega a Puerto Rico nueva tecnología para extirpar tumores cerebrales**  
Telemundo PR

Roxana Lissa and 292 personas más

14 comentarios · 52 veces compartido

**Neurocirujano oncólogo regresa a la isla para marcar la diferencia**

Enero 30, 2023

**DOSE DE SALUD** **NUEVA TECNOLOGÍA BENEFICIARÁ A MUCHOS PACIENTES**

Noticia · Puerto Rico

**Neurocirujano regresa a la Isla a dar calidad de vida a pacientes oncológicos**

Contrario a la tendencia de éxodo que se viene dando por los pasados años, el doctor Miguel Mayol apuesta a ejercer en Puerto Rico con la más moderna tecnología.

**DBUSINESS**

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Daily News

**Henry Ford West Bloomfield Hospital Debuts Imaging Tech for Brain Tumor Surgery**

Henry Ford West Bloomfield Hospital, part of Detroit's Henry Ford Health, has begun using Gleolan, an optical imaging agent that illuminates a common and devastating type of brain tumor called glioma.

By **Jake Bekemeyer** · January 13, 2023

Facebook · Twitter

YouTube

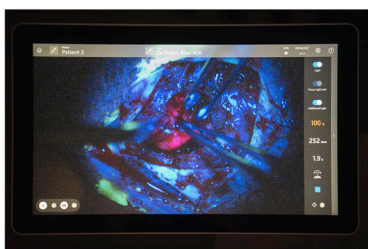
GET INSPIRED WITH

**PAYING IT FORWARD**

**KATE'S GLIOBLASTOMA STORY**

WATCH NOW

Kate's Inspiring Journey: A Two-Time Brain Cancer Survivor Paying It Forward - YouTube



Gleolan, now available at Henry Ford West Bloomfield Hospital and the Detroit Hospital, illuminates a common brain tumor called glioma to make it easier to see and remove. // Courtesy of Henry Ford Health

**PUERTO RICO**

**Llega a Puerto Rico nueva tecnología para extirpar tumores cerebrales**

Los síntomas para alertar sobre el tumor son similares a los de un derrame cerebral.

**DOSE DE SALUD** **NUEVA TECNOLOGÍA PARA EXTIRPAR TUMORES CEREBRALES**