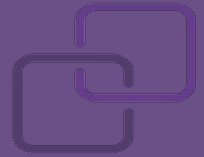


# Get more press and strengthen brand reputation with *compelling and strategic* corporate communications



Discover how RAliance Communications helped Theratechnologies Inc. (Thera) reach and resonate with a wider audience, boost the company's brand reputation, and land bigger media by upleveling its corporate comms and leveraging their internal expertise

## Challenges

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Thera is a clinical-stage biopharmaceutical company based in Canada that only markets in the U.S. It wanted to expand exposure of its two HIV treatments and its oncology pipeline, as well as increase company brand recognition, and therefore sought a public relations expert who deeply understood the pharma industry, science, and the U.S. media market.

## Solution

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Thera partnered with Reba Auslander, principal of RAliance Communications, who has the pharma, science, and U.S. market trifecta they were looking for and as a bonus also has experience and connections in Canada.

## Results

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- » Elevated messaging in all press releases and external corporate comms that showcases Thera's scientific thought leadership in ways that resonate with medical professionals, media outlets, stakeholders, and potential investors
- » Pick up in high-profile media outlets that were previously inaccessible
- » Elevated profiles and increased visibility of internal leaders, which has strengthened brand recognition and reputation
- » Seamless integration between RAliance and Thera's executive leadership, who view Reba and her team as a true partner
- » Ongoing access to an expert who provides insider expertise on industry standards and opportunities plus tactical support to deliver on new initiatives
- » A hand-picked team of professionals who know healthcare and a endless pool of connections for any additional needs that arise

*"Reba and her team are fantastic at getting the right information out to the right stakeholders at the right time. Reba truly understands the full picture of the healthcare industry and our business, and is able to provide the best communications and PR strategy because of it."*

**JULIE SCHNEIDERMAN**

SENIOR DIRECTOR, COMMUNICATIONS & CORPORATE AFFAIRS  
THERATECHNOLOGIES INC.



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See how RAliance Communications can help your company uplevel its communications by visiting [raliancecommunications.com](http://raliancecommunications.com).

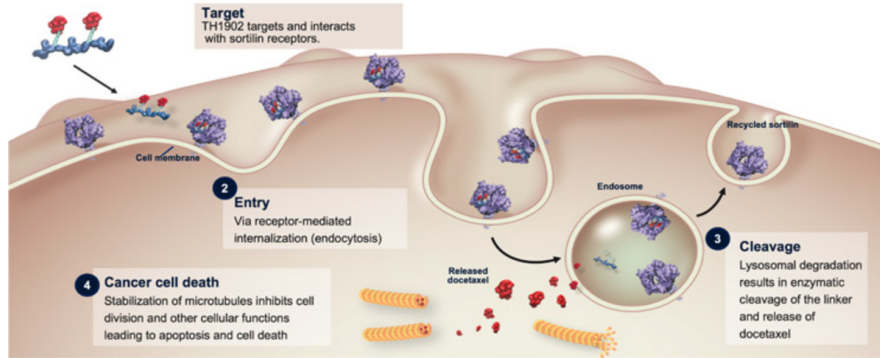
# A Glimpse Into Our Work and Results



Guest Column | July 3, 2023

## Targeting SORT1 To Unlock The Potential Of Peptide-Drug Conjugates In Oncology

By Christian Marsolais, Ph.D., and Michel Demeule, Ph.D., Theratechnologies



CAMPAINS

### Theratechnologies' I Am a Champion campaign combats HIV stigma among African Americans

The awareness effort from Theratechnologies highlights personal stories of African Americans living with HIV in the South.



MARKETING

Theratechnologies' 'Champions' showcases thriving, minority individuals living with HIV

By Ben Adams · Mar 30, 2023 04:16am

HIV Infection Theratechnologies



### ENDPOINTS NEWS



March 30, 2023 02:58 PM EDT Updated 06:22 PM Pharma, Marketing

### Real patient 'champions' living with HIV star in Theratechnologies campaign

Paul Levesque · 1st  
President and CEO at Theratechnologies Inc.

Leaving big pharma for a biotech is not a light decision! Here's what I learned. Thank you [Life Science Leader](#) for giving me the opportunity to share my perspective on career, the industry and my vision of [#leadership](#). [#CEO](#) [#Healthcare](#) [#Biotech](#) [Theratechnologies Inc.](#)

Making The Jump From Big Pharma To Biotech  
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This year's [#WorldAIDSday](#) theme is [#EQUALIZE](#). Equity and equality remain an uphill battle in the U.S., Canada and globally and need urgent attention. Supporting the [#HIV](#) community to achieve this goal must be a priority. ...see more

See translation

OUR PEOPLE ARE AT THE HEART OF WHY WE DO WHAT WE DO

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