

Young Biotech Company Generates Headlines with Revolutionary Alzheimer's Clinical Trial Result

The Customer



BioVie Inc. (NasdaqCM: BIVI) is a biotechnology company that focuses on developing innovative drug therapies for the treatment of neurological and neurodegenerative disorders like Alzheimer's and Parkinson's disease. The company is currently in Phase 3 trials of its molecule, NE3107.

Alzheimer's disease is one of many dementias that strike people in older age. **More than 6 million Americans** are living with the disease, for which there is no known cure. It is also increasing in prevalence: deaths have increased **145% since 2000**.

Numerous treatments exist to slow down the neurodegenerative process. However, BioVie's approach is unique. Instead of trying to slow down the progression of Alzheimer's, which is what most other treatments do, BioVie's goal is to reverse it. BioVie's Phase 1 and Phase 2 clinical trials yielded intriguing findings, suggesting that not only did NE3107 slow the progression, but it also, in fact, reversed some of the damage caused by the disease. Researchers are investigating whether the molecule could reverse up to three or four years' worth of degeneration in the brain.

The Challenge



BioVie is a smaller company that went public just a few years ago, but in the late fall of 2022, the company had some astonishing news to publicize.

Data from its Phase 2 clinical trials on Alzheimer's disease looked promising. Therefore, it was important to spread the news about the trial's results, putting it in front of the investor and medical communities.

The Decision



BioVie management chose Quantum Media to handle their public relations for several reasons. Quantum has deep industry expertise in biotech, good relationships with beat journalists, and an ability to newsjack, ensuring clients become part of big national conversations. Quantum also has a gift for cutting through the noise of the many companies clamoring about having Alzheimer's solutions.

The Solution

Quantum's job was to get the word out so that the company could raise the capital it needed and get its stock moving in the right direction. To accomplish that, Quantum changed the narrative to focus on fundamentals while lighting up multiple forums, including Discord, Telegram, LinkedIn, Stocktwits, and other entities.

Quantum led a robust PR campaign using the data released at the [2022 Clinical Trials on Alzheimer's Disease](#) conference. The plan included a media outreach strategy targeting Tier 1 outlets and publications, trade journals, and other relevant media.

Quantum first developed pitches and then leveraged its relationships with media and expert journalists interested in the space.

These media opportunities included hour-long background interviews with journalists and other representatives from multiple outlets, including Wired, Nature, and Good Morning America. Quantum also secured a booking on CNBC's Closing Bell, although it was bumped for breaking news. Despite the challenges, the agency effectively secured several existing and upcoming placements.

The Results

The media efforts earned BioVie multiple placements among major publications and outlets, collectively covering millions of readers and viewers. They included:

- Fox Business News' [Varney show](#), which is watched by hundreds of thousands of people and is Fox Business News' [second most-popular](#) show
- Nature Magazine
- [Newsweek](#)

As an upstart, newer company, BioVie garnered major headlines and got in front of many influential writers and media personalities. With BioVie no longer an unknown company, future outreach will be "warmer" than the cold outreach done in the initial campaign, and the company was able to raise \$35 million, thanks to Quantum's media efforts.



nature

Newsweek

To discuss how more media exposure will get you in front of the right audiences and how Quantum helps increase value:
Email ari@quantum-corp.com or Call 1-917-680-8765