

# CURA

S T R A T E G I E S

## TRANSFORMING HEALTH CARE

CURA

noun | cūra

*Latin. care, concern,  
healing, attention to others*

[curastrategies.com](http://curastrategies.com)



## INTRODUCTION

# ABOUT CURA STRATEGIES

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Founded in 2016, CURA Strategies is a bipartisan strategic communications and public affairs agency focused on one thing: transforming health care. Our name, CURA—Latin for care, concern and attention to others—exemplifies our mission to take exceptional care of our clients, so they can transform the health care system and improve lives. We do this by providing strategic communications and advocacy activations that break through the noise. The result is people are inspired to act, collaborate or change to transform the health care system for the better.

Our team includes communications and government relations professionals from diverse backgrounds—former Hill staffers, nonprofit employees, public health experts and public relations experts that have supported some of the nation’s largest companies.



**ANNE WOODBURY**

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Founder and CEO



**THY-ANN NGUYEN**

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Chief of Staff



**SCOTT LEEZER**

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Sr. Vice President,  
Government Relations



**JEN KELLY YOUNG**

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Sr. Vice President,  
Strategic Communications

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## WHAT WE DO

CURA Strategies isn't your average health care public relations agency, nor are we your typical government affairs or lobbying shop. We're the perfect mix of both, and we will tailor our resources and services to best meet your organization's needs.



### MARKETING AND COMMUNICATIONS

Campaign development and execution

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Media relations

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Social media

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Membership recruitment

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Paid advertising

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Brand development



### PUBLIC AFFAIRS

Government relations and lobbying

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Coalition building

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Grassroots development and activation

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Stakeholder mapping and engagement

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Hill fly-ins



### ORGANIZATIONAL DEVELOPMENT

Strategic planning

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Fundraising support

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Corporate relationship building

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Board relations

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KOL engagement

## ACCOLADES

# INDUSTRY RECOGNITION

Our work has earned us many of the industry's top awards.

2023



PProvoked Media North American  
Boutique Agency of the Year

2021



Insightscore Top 10 Most Trusted  
Healthcare PR Agencies



SABRE Award for Healthcare  
Campaign of the Year in  
Pharmaceutical/Rx



PRSA Silver Anvil (top award) for Public  
Affairs Campaign of the Year

2020



PRSA National Capital Chapter Public  
Service Campaign of the Year



PR News Top Places to Work in PR

2019



PR News Agency Elite Award for Media  
Relations Campaign of the Year

2018



PRSA Bronze Anvil (top award) for  
Twitter Engagement of the Year



PProvoked Media North American and  
Global New Agency of the Year

## CASE STUDY

# MOBILIZING MISSIONS OF PATIENT ADVOCACY GROUPS

The IgA Nephropathy Foundation, a volunteer-led nonprofit organization dedicated to supporting patients with a rare kidney disease called IgA nephropathy (IgAN), received an influx of funding in the fall of 2021 due to several drugs in the pipeline for the condition. The Foundation needed a partner to help their small team execute extensive communications initiatives sponsored by their pharma partners.

CURA serves as an extension of the team in executing and scaling the Foundation's communications capacity. **Working closely with the Foundation's leadership team, CURA developed and is currently implementing a robust communications strategy that includes:**

- Increasing the organization's membership through a robust email marketing campaign and targeted digital ads
- Helping the organization establish and promote their first medical and scientific advisory board and patient ambassador program
- Launching a stakeholder engagement strategy aimed at reaching East and South Asian populations, which are disproportionately impacted by IgAN
- Launching the world's first IgA Nephropathy Awareness Day on May 14 and securing dozens of state and federal proclamations recognizing the day
- Unveiling a grassroots advocacy activation tool to help IgAN advocates contact their policymakers

- Developing and redesigning the Foundation's sponsor prospectus package
- Managing a complete rebuild of the Foundation's website



CURA was the best decision we made in moving the foundation where it needed to be. Working alongside the CURA team has been **a game changer for our non-profit's growth**. We have accomplished many of the goals that are in our five-year projection due to the team's commitment to deliverables. The Foundation has grown so fast with their help. If you are looking to grow all areas of your foundation, we highly recommend going to CURA."

### BONNIE SCHNEIDER

Founder and Executive Director,  
IgA Nephropathy Foundation

## CASE STUDY

# PROTECTING ACCESS TO LIFE-SAVING ORGAN TRANSPLANT INNOVATION

CareDx, a publicly traded transplant diagnostics and patient management provider, approached CURA Strategies to develop a thought leadership campaign that would improve the lives of kidney transplant patients and build brand awareness and loyalty.

CURA created, launched and managed the Honor the Gift, a national patient-centered campaign supported by 32 kidney and transplant organizations, including the National Kidney Foundation, the American Society of Transplant Surgeons and Donate Life America. The goal of the campaign: to extend Medicare coverage of immunosuppressive medications for kidney transplant recipients through the passage of the Comprehensive Immunosuppressive Drug Coverage For Kidney Transplant Patients Act (the "Immuno Bill").

### Over the campaign's two-year course, CURA:

- Secured more than 140 Congressional cosponsors between the U.S. House and Senate
- Built a list of more than 10,000 advocates who sent more than 7,000 letters to their members of Congress
- Conducted Congressional outreach and Hill visits with advocates and secured a speaking spot for a Congressional hearing on the bill
- Created and managed a campaign microsite, HonorTheGift.org, that attracted more than 31,000 unique visitors
- Developed and managed the campaign's social media platforms, which reached over 1 million people
- Garnered several earned media placements, including in Kaiser Health News, NPR and STAT News





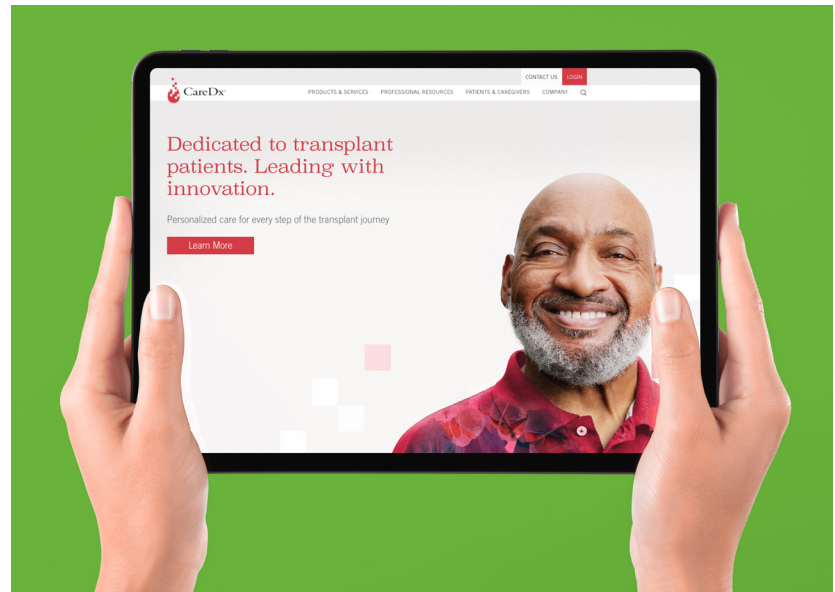
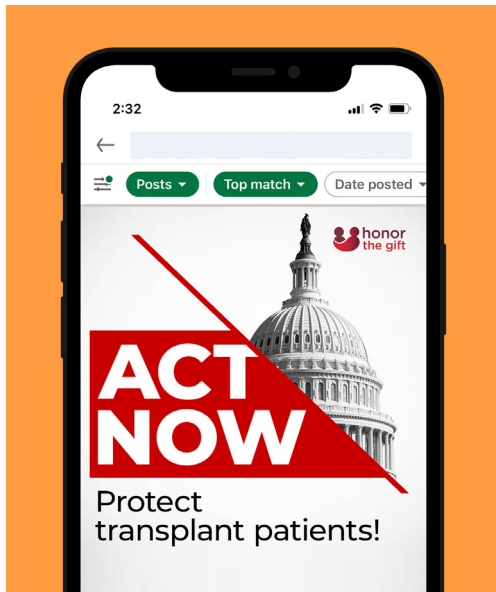
CURA has been a great extension of CareDx in Washington, D.C., and helping to elevate the patient voice to a long-standing issue in transplantation. While the results were exhilarating, the CURA team helped CareDx foster deeper relations in the kidney and transplant ecosystem and those relationships will last a lifetime.”

## PETER MAAG

Former CEO and Chairman of the Board, CareDx

Due to the success of Honor the Gift, CareDx reached out to CURA again to address a new issue related to restricted coverage of noninvasive biomarker tests, which are vital to post-transplant organ health. CareDx and CURA developed a patient engagement strategy that centered on re-invigorating the Honor the Gift coalition in spring of 2023, this time with a focus on state and federal policies. Our support of this new issue included refreshing the website

and developing content on the impact of payer restrictions on patients, recruiting transplant advocacy organizations to join the coalition, soliciting 12+ video testimonials from patients and providers, launching a patient survey that served as the relaunch media hook, conducting media trainings with 10+ third party patient and provider spokespeople, producing two Congressional letters and organizing a Hill day with seven Congressional offices.



## CASE STUDY

# ELEVATING THE PATIENT VOICE IN CORPORATE DECISION-MAKING

Mezzion Pharmaceuticals, a rare disease company trialing a first-to-market treatment for patients living with single ventricle heart disease (SVHD), sought CURA's support in clinical trial recruitment strategy and execution.

CURA counseled Mezzion Pharmaceuticals on their patient advocacy strategy during the late-stage clinical trial phase of its drug development program for udenafil, a treatment option for SVHD and Fontan circulation. With the launch of an additional confirmatory phase-3 clinical trial of udenafil in 2023, Mezzion approached CURA for help soliciting feedback from the Fontan community about the clinical trial recruitment materials.

Leveraging our strong network in the single ventricle heart disease space, CURA recruited 10 Fontan patients to participate in a patient and family advisory board (PFAB.) The PFAB provides ideas and feedback on Mezzion's clinical trial recruitment strategy as well as the development of a revamped, patient-focused corporate website. CURA is



responsible for PFAB membership relations, structuring and facilitating the meetings on a regular basis and providing action items and insights for Mezzion to inform their work. CURA has also counseled Mezzion on best practices for PFAB operational matters such as member compensation and personal health information privacy protection.



CURA has been a game changer for Mezzion in the rare congenital heart disease space, opening doors to top advocacy groups, providing creative marketing strategies and content that resonate with patients and providers, navigating and engaging the FDA and being core to clinical trial recruitment."

**JOHN PRESSER**

**Chief Commercial & Business Officer, Mezzion Pharmaceuticals**



## CASE STUDY

# DESIGNING A RARE KIDNEY REVOLUTION ROADMAP

Traverse Therapeutics, a rare disease biopharmaceutical company, has engaged CURA on several public affairs and patient advocacy initiatives spanning the last five years, including engaging stakeholders around consensus planning to accelerate rare kidney disease innovation in diagnostics and treatments with a particular focus on glomerular diseases.



CURA's understanding of the health care landscape and extensive experience working with the full spectrum of health care stakeholders sets them apart. From strategic planning and managing complex multi-stakeholder coalitions to simple policy one-pagers, CURA delivers. Real professionals with great results. I highly recommend."

### CHRIS PORTER

**Vice President, Government Affairs and Policy,  
Traverse Therapeutics**

In 2020, CURA worked with Traverse and NephCure, a nonprofit organization focused on rare kidney diseases, to host workgroups and a roundtable to foster a dialogue on key issues impacting the rare kidney disease community. CURA then helped develop a community call-to-action paper titled "Rare Kidney Revolution," outlining the recommendations and insights provided by workgroup and roundtable participants. In addition

to content support, we designed the paper and created a visual snapshot summary. To promote the paper, we developed a [landing page and videos](#) featuring notable quotes and speakers from the roundtable event and ran an email campaign to mobilize workgroup and roundtable participants to share the paper, as well as a Twitter ad campaign targeting Capitol Hill and other key stakeholders. In 2021, Traverse asked CURA to support one of the recommendations from the report related to elimination of the diagnostic odyssey. The first step in our support included a successful convening of a multi-stakeholder roundtable of KOLs, advocates and government leaders and developing a report based on this roundtable. CURA wrote and designed the report and worked with a roundtable participant to submit it to a journal for publication, which we expect soon.





## ADVOCACY EXPERTS

### ABOUT THE PROGRAM

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For government relations professionals who are tired of wasting time and resources on sparsely attended training webinars, CURA Strategies' award-winning advocacy team has created the Advocacy Academy, an on-demand virtual training course to empower bold and better advocacy from local advocate storytelling.

The Advocacy Academy is a virtual course to train non-professional advocates to effectively use Congressional meetings, social media and local news to shape policymaker decision-making.

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**The Advocacy Academy is the latest addition to CURA's Advocacy Accelerator—a resource hub of free and low-cost tools, frameworks and courses to help advocacy professionals achieve their policy goals.**

### WHAT YOU GET WITH ADVOCACY ACADEMY:

- 60-minutes of content delivered in nine video lessons taught by award-winning advocacy professionals
- Each lesson includes a short quiz to reinforce the key points as well as a report on advocates who have completed the videos and quizzes
- Flexible viewing options:
  - On-demand videos allow advocates to train when it fits with their schedule
  - Advocates can control the viewing speed of the videos
  - Closed caption videos are available
- Ability to customize the platform with your organization's branding



## OUR CLIENTS

Using our award-winning, client-centric communications and advocacy approach, we're proud to have helped mobilize the missions of leading changemakers in the health care industry.





# MOBILIZE YOUR MISSION


*FOR MORE INFORMATION*

**CONTACT US:**

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 [curastrategies.com](http://curastrategies.com)

 [info@curastrategies.com](mailto:info@curastrategies.com)

 2011 Crystal Drive, Suite 1005 | Arlington, VA 22202  
703.479.3663

