

## Case Study

### Company

#### Owlstone Medical

Owlstone Medical (Owlstone) has developed a breathalyser for disease that has the potential to revolutionise early detection and precision medicine, with applications in cancer and a wide range of other conditions. Breath Biopsy enables disease to be detected earlier, when treatments are more effective and more lives can be saved. By identifying patients most likely to respond to a particular therapy, Breath Biopsy can also ensure that the right therapy is given to the right patient at the right time, helping to reduce healthcare costs.

Owlstone Inc was founded in 2004 as a spin-out from the Engineering Department at the University of Cambridge, and is a profitable business selling FAIMS technology to military and industrial customers globally. Owlstone Medical was spun out from Owlstone Inc in 2016 to develop and commercialise FAIMS in medical applications.

Owlstone Medical is headquartered in Cambridge, UK.

### Objectives of the project/programme

To support Owlstone Medical with the development of a strategic PR and communications plan to establish the new spin-out as a standalone company and raise awareness with new investors, customers and potential partners in industry and academia. The program also needed to evidence breath analysis as a proven diagnostic test and position Owlstone as the leader in the field.

### Zyme's approach

Our approach has included:

- Facilitating a messaging workshop to define Owlstone's proposition and key messages that resonate with each key audience; drafted clear and consistent messaging to be used across all communications
- Providing strategic communications advice, in line with the communications objectives including recommendations for social media and the launch of a new website.
- Increasing coverage in business and trade press (life science and health science) with targeted press releases, award submissions, technical articles and face to face meetings with journalists where possible.
- Maximising effectiveness at key conferences and high profile industry events with media relations activities, including arranging interviews and media briefing meetings

### Achievement

Key achievements have included:

## highlights

- Secured interviews for Owlstone's CEO, Billy Boyle with national and international press resulting in coverage from The New York Times, The Sunday Times and The Economist (Technology Quarterly Sept '17 – Cancer)
- Consistently high numbers of opportunities for contributed articles and interviews secured in target trade publications including BioWorld Medtech, ClinicalOMICS, EP Vantage, GenomeWeb, Innovations in Pharmaceutical Technology (IPT), MedGadget, MedTech Insight and Pharmaphorum
- Regular coverage for news announcements in key media publications including BioWorld Medtech, Business Weekly, Cambridge News, Drug Discovery Today, Drug Discovery World, Fierce, GEN, GenomeWeb, Medtech Innovation and Technology Networks
- Reviewed website and made recommendations for development of a new site; worked alongside Owlstone's marketing team and web design agency to deliver a refreshed website to better meet business and communications objectives
- Supported entries for industry awards and accolades including submissions and PR for;
  - 'Invention of the Year in the 2017 Global Top 50 in Digital Health Awards' for Owlstone's ReCIVA technology
  - 'Royal Academy of Engineering's Silver Medal' awarded to Billy Boyle
  - 'Cambridge's 25 Most Influential Business People 2017' awarded to Billy Boyle
  - 'Cambridge Independent Entrepreneurial Science and Technology Awards 2017', Owlstone named as a runner-up in Medtech Scale-up category
  - 'Business Weekly Life Science Innovation Award 2016'