

## Case Story

Client: **Merck**

Period: **1998**

### The Task

- Co-operation with EURO RSCG Healthcare Zurich in distributing the results presented at CIBIS II on the treatment of chronic heart failure with beta blocker Bisoprolol information to selected press.

### Measures

- Adapting press information,
- Developing media list,
- Distributing press information,
- Follow-up of activities,
- Media monitoring and analyses.

### Results

- Strong and accurate media response especially in local health media