



# Prescott Medical Communications Group

Strategic Partner to  
Clients in the Worldwide  
Biopharmaceutical Industry





# Biographies

## Mary Prescott

### PRESIDENT

Mary Prescott founded Prescott Medical Communications Group in 2001 to provide strategic counsel, publication planning and continuing medical education (CME) services to clients in the pharmaceutical and biotechnology industries. The Company has over 30 employees, half of whom have advanced science degrees. Its headquarters are in Chicago.

Prior to the establishment of her own medical communications agency, Mary held a series of increasingly senior positions with agencies including Hill and Knowlton and the Hamilton Communications Group, with both client service and profit and loss responsibilities. She established and built the medical and health communications division of the

public relations agency BSMG Worldwide (formerly Bozell Public Relations and now known as Weber Shandwick), and was president of the division for nearly 13 years. In that capacity, she served clients including Merck, GlaxoSmithKline, Abbott Laboratories, Pharmacia, Amgen, The SNP Consortium, and the Human Genome Project. Her experience spans therapeutic areas including psychiatry, neurology, gastroenterology, cardiology, obstetrics/gynecology, pulmonology, nephrology, oncology, genetics, and genomics.

Mary graduated with honors from Princeton University with an AB in Biochemical Sciences and received a master's degree in administrative science (MBA) from The Johns Hopkins University.

## Jay Branson

### VICE PRESIDENT

Jay Branson joined Prescott Medical Communications Group in March 2002 and has responsibility for account/staff management, symposia, thought leader relations, advisory boards, roundtables, and marketing-related activities on behalf of clients. Additionally, he is involved with agency administration and management as well as new business activities.

Prior to Prescott Group, Jay was responsible for external and internal communications for Drafftcb. Previously, he managed healthcare accounts for more than 12 years at Weber Shandwick, serving clients including Abbott Laboratories (now AbbVie), AdvaMed, Astellas, Boston Scientific, DuPont Merck (now Bristol-Myers Squibb), Mallinckrodt, and Searle/Pharmacia (now Pfizer).

Earlier, Jay had advertising and public relations responsibilities with HY Connect. He also served as marketing specialist/promotional writer for Teradyne, with additional responsibility for employee communications. He began his career editing business magazines, books, and newsletters in education, finance, and marketing, as well as management publications covering transportation, construction, and material handling.

Jay earned a BS degree in Agricultural Communications from Purdue University. He has completed a communications seminar from the American Marketing Association, and a crisis communications seminar sponsored by *Businessweek*.

## Kristen Andersen, PhD

### SENIOR ACCOUNT DIRECTOR

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Kristen Andersen joined Prescott Medical Communications Group in September 2002. Her current responsibilities include project and staff management, development and oversight of strategic publication planning, medical writing and editing of manuscripts, supplements, product monographs, abstracts and posters. Additionally, Kristen has experience in developing FDA briefing documents and advisory committee materials, as well as Medical Science Liaison and sales force training materials in support of antiepileptic and anti-dementia drugs. In 2010, Kristen served as the primary writer for a consensus statement characterizing the genomic basis of drug-induced *Torsades de Pointes*, developed by the International Serious Adverse Event Consortium in

collaboration with the Wellcome Trust and the FDA. Kristen's main areas of therapeutic expertise include epilepsy, Alzheimer's disease, depression, long QT syndrome, anxiety, stroke, Parkinson's disease, restless legs syndrome, menopause, and diabetic neuropathic pain.

Prior to joining Prescott Group, Kristen was a postdoctoral research fellow in the Department of Medicine, Section of Cardiology at the University of Chicago, studying the biophysical changes caused by point-mutations in the voltage-gated ion channels implicated in Long QT syndrome.

Kristen earned a BS in biology with a minor in sociology from Bradley University and a PhD in neuroscience from the University of Illinois at Chicago.

## Jennifer Hepker, PhD

### SENIOR ACCOUNT DIRECTOR

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Jennifer Hepker joined Prescott Medical Communications Group in November 2001. She currently manages teams working in support of an antiepileptic drug, a migraine therapy, and dermatology products. She is also responsible for data interpretation, scientific writing/editing, and strategic oversight for those products. During her tenure at Prescott Group, she has worked in support of an antidementia drug and antidepressants, seeing them through prelaunch stage to postmarketing studies.

Jennie has experience in the development of FDA Advisory Committee slide presentations, briefing books, and Medical Science Liaison and sales force training materials. In 2010, she participated in the International Serious Adverse Event Consortium (in collaboration with the Wellcome Trust and the FDA) as one of the

medical writers tasked with developing consensus statements on standardized phenotypic definitions in order to characterize the genomic basis of specific drug-related adverse reactions.

Prior to joining Prescott Group, Jennie was a senior account executive at Weber Shandwick Public Relations (formerly BSMG Worldwide), where she began her medical and health communications career in 2000. She gained valuable industry experience prior to that while employed as a technical specialist on the hepatitis C business team at Abbott Laboratories.

Jennie is a *cum laude* graduate of North Central College, earning a BS degree in Chemistry. She received her PhD from the Department of Biochemistry, Molecular Biology, and Cellular Biology at Northwestern University.

## Paul Ferguson

### ACCOUNT DIRECTOR

Paul Ferguson joined Prescott Medical Communications Group in September 2005. His responsibilities include management of day-to-day activities in support of publication planning, technical writing/editing of manuscripts, abstracts, posters, and slide presentations. He has a high-level ability to organize, analyze, and interpret clinical data and generate new ideas for publications. He has over 8 years of medical writing experience, with a strong medical knowledge and expertise in several therapeutic areas, including chronic pain conditions, Alzheimer's disease, depression, bipolar disorder, and schizophrenia.

Prior to joining the Prescott Group, he was an instructor and course coordinator at the University of Illinois at Urbana-

Champaign in the School of Molecular and Cellular Biology. His responsibilities included teaching molecular genetics, biochemistry, immunology, histology, and microbiology courses as well as managing the teaching laboratories and training graduate teaching assistants and preparatory staff.

His graduate research focused on investigating the molecular mechanisms of neurotoxicity in neurodegenerative disease, specifically focusing on the role of the angiotensin type II receptor in modulating glutamate excitotoxicity.

Paul earned his BS in biology from Southeast Missouri State University in Cape Girardeau, Missouri, and his MS in biology from the University of Illinois at Urbana-Champaign.

## LeAnn Berens

### PROJECT DIRECTOR

LeAnn Berens joined Prescott Medical Communications Group in April 2002. Her current responsibilities include managing publication planning activities, logistics associated with the submission of abstracts, development of posters for major medical meetings, as well as tracking manuscript activities and overseeing the budgeting/invoicing process for multiple clients. She also manages logistics for roundtables, advisory boards, and product theaters, and conducts competitor intelligence at major scientific meetings.

Prior to overseeing publication planning logistics, LeAnn managed the company's continuing medical education (CME) business. She was also an integral part of a unique initiative in Hispanic psychiatry whereby the goal was to identify, educate, and train a specialized group of psychiatrists

in various cities throughout the United States.

LeAnn previously held positions in healthcare public relations at Weber Shandwick Public Relations (formerly BSMG Worldwide/True North Communications), public relations in the technology sector, corporate communications, and media relations. She began her career as a journalist, holding various positions as managing editor and news reporter for daily and weekly community newspapers serving the Chicago and Portland (OR) areas.

LeAnn earned her BS from Illinois State University where she double majored in communications (broadcasting) and political science.

## Leah Richmond

### *PROJECT DIRECTOR*

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Since joining Prescott Medical Communications Group in August 2006, Leah Richmond has supported project activities on several accounts in a number of therapeutic areas, including fibromyalgia, depression, schizophrenia, epilepsy, HIV, and menopause. Leah serves as the liaison between key thought leaders and the client, and manages abstract submissions, poster development, slide preparation, and logistics for medical meetings, advisory board meetings, and roundtables. She is also responsible for developing strategic publication plans, preparing annual budgets, tracking expenditures, and

ensuring projects are completed on-time and within budget.

Prior to joining Prescott Group, Leah served as a marketing manager to a national commercial development company where she managed the Southeast marketing and sales. Her duties included management of client event logistics, direct mailer campaigns, and new business proposals.

Leah is a graduate of the University of North Carolina at Greensboro, where she earned her BS in business administration, with a concentration in marketing and a minor in economics.



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