

Jump Starting Attention with Analysts, Investors and the Financial Media

Situation Analysis: A medical device company received FDA approval of an advanced technology. Yet by the spring of the following year, its story had not gained meaningful traction with the investment community. Furthermore, the company had virtually no visibility in the financial press, its market cap remained unchanged at approximately \$150 million and trading volume averaged only 75,000 shares per day. LHA's challenge was to "jump start" investor attention, creating the initial momentum that could gradually be leveraged into greater interest and analyst coverage.

LHA's Solution: Our strategy initially centered on promoting the technological superiority of our client's device, including to those following a high-profile competitor's new technology. We accomplished this by publicizing the results of clinical trials via news releases and trade media outreach, and by inviting analysts to attend live case procedures at medical conferences. Early work resulted in the client's technology being favorably discussed in several "industry overview" reports by analysts who did not cover the company, and in expanded sell-side coverage later in the year.

As interest increased and the stock advanced, LHA initiated a financial media program focused on major outlets. We subsequently developed messages and materials to communicate an important shift in the client's growth strategy from maintaining operating profitability to maximizing revenue growth and market share.

Results: All key objectives were exceeded, including:

- Analysts – Within less than a year, sell-side coverage increased from one to nine analysts, seven of whom had positive ratings. Importantly, all the analysts supported the company's strategy of investing for growth.
- Conferences – Within a three-month timeframe, the company presented at five investment conferences, fulfilling another key objective.
- Financial Media – LHA placed a positive profile in *Business Week*, the CEO had a featured appearance on CNBC's Squawk Box, and the company's technology was highlighted in industry reports in *Investors Business Daily* and *The New York Times*.
- Valuation – After one year, the company's stock price increased by approximately 100% and average daily trading volume rose 200% to 230,000 shares.