

## ANALYZE THIS: ATTUNE TURNS PANEL SESSION INTO PR PLATFORM FOR BIOINFORMATICS STARTUP, PARADIGM4

### BACKGROUND

In March 2015, bioinformatics startup Paradigm4 was looking to connect with top media at BioIT World Conference & Expo, the foremost industry event for life sciences, pharmaceutical, clinical, healthcare and IT professionals. Co-founded by 2015 Turning Award winner Michael Stonebreaker, the company had a limited PR program to date relying instead on a small industry network to drive awareness. Paradigm4 CEO Marilyn Matz was selected to present at the BioIT World event with customer Dr. Eric Neumann of Foundation Medicine on the topic of accelerating cancer informatics and highlight how Paradigm4's scientific database enables such analysis. With limited public customer success stories, Attune was hired to capitalize on the opportunity to connect Paradigm4 with key press at the event, introduce Marilyn as an industry resource and showcase the company's customer traction.

### STATE OF PR/CHALLENGE

- + No established media relationships.
- + Short time frame to execute – just four weeks from contract start to show kickoff!
- + Limited registered press list.

### OBJECTIVES

- + Connect Paradigm4 and Marilyn with the top bioIT industry editors; client asked for two media meetings out of a press list of only 10 targets.
- + Create buzz at the conference for Paradigm4's unique database.
- + Demonstrate tangible customer use cases.

### SOLUTION

Combining Attune Communication's long standing relationships with bioIT industry press and unique understanding of media requirements for successful pitching to influential yet niche outlets, we superseded expectations for media meetings and future coverage opportunities. Our expertise in leveraging customer references for PR helped to extend the value of each media interaction. As a result, Paradigm4 was able to validate their position as an innovator in the marketplace and establish themselves as an editorial resource in the context of the industry's most relevant trends.

### RESULTS

- + Secured briefings with editors of **five major publications.**
- + Generated **multiple follow on opportunities** for coverage including two thought leadership byline articles, a customer feature, and an ongoing conversation with the editor of a highly influential industry publication.

“Attune gets the job done. I have found them to be aggressive and successful in their pursuit of “ink.” The partners are personally accessible and great communicators. You get them - two veterans of the high tech world - not junior helpers. I recommend them to my clients without reservation.”

– Susan Roberts, *Managing Principal*  
Strata Consulting Services