

Agency Writing Exam

Part 1:

At Ketchum, we are passionate about healthcare. Our clients are involved in all aspects of improving human health - from sharing scientific discoveries to developing and marketing new medicines, raising awareness about diseases and providing the public with information about insurance coverage. We are looking for people who can share our dedication to creative and effective communications on behalf of our clients in industry, advocacy and government.

Please share what inspires you by telling us in one to two paragraphs about a health issue that is important to you either personally or professionally. For example, someone you love may have had to go through a complicated cancer treatment, or you may have worked for a health advocacy organization.

Part 2:

Our client, Pedosave Pharmaceuticals, has researched and developed a new drug to treat tripolepsy, a chronic muscle atrophy condition that can lead to serious clumsiness and disability. Research has demonstrated that 65% of patients that take the drug, called Wokawell®, achieved significant increase in muscle tone, balance and mobility after six months of treatment.

The U.S. Food and Drug Administration (FDA) is a government agency that reviews the safety and effectiveness of drugs in development and approves new drugs to be made available for prescription. Please draft a press release that Pedosave Pharmaceuticals will release announcing the FDA's decision to approve Wokawell for the treatment of tripolepsy.

Feel free to invent and include pertinent information, such as facts about the tripolepsy and quotes from stakeholders such as company officials, researchers, or advocacy groups.

Part 3:

Our client is conducting healthy parenting seminars across the South for new mothers to help promote a new virus-resistant baby bib. The seminars will feature a leading author/expert on germs. They are looking to Ketchum to help get the word out and attract attendees. Please list five different ways that you could reach women in these communities and motivate them to attend the seminars.