



**CASEBIA**  
THERAPEUTICS

CASE STUDY: **HEALTH CARE + LIFE SCIENCES**

# Casebia Therapeutics

## CHALLENGE

Casebia Therapeutics, an innovative gene editing company discovering and developing curative treatments for genetic diseases, required comprehensive communications support to maximize its impact at the American Society of Gene & Cell Therapy (ASGCT) annual conference, one of its most significant of the year.

## STRATEGY

Slowey/McManus crafted Casebia's overall narrative for ASGCT and developed a press outreach and social media strategy to raise the company's profile at the conference as well as promote its presentations and appearances based around the 10 abstracts accepted by the conference.

## OUTCOME

Awareness of Casebia's presence at the conference and across the biotech industry soared. The company's presentations were both well attended and received. They enjoyed robust Twitter engagement throughout the conference, with abundant likes and retweets as well as a dramatic increase in followers. Casebia's LinkedIn profile skyrocketed with new followers, impressions and likes and their news from the ASGCT appeared in all of their most consequential media outlets, including BioPharma DIVE, S&P Global Market Intelligence, GEN Genetic Engineering, and many more.

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