

Oz Healthcare Communications appointed agency of record for Mirena from Bayer Schering Pharma

Oz Healthcare Communications have been appointed to manage the PR and medical promotion pertaining to Bayer Schering Pharma's Intra-Uterine System, Mirena, which can be prescribed as a contraceptive, for the management of heavy menstrual bleeding and dysmenorrhea and as HRT. "We are extremely excited and flattered at this vote of confidence from Bayer Schering Pharma which, we trust comes partly as a result of our work on Bayer Schering Pharma's Men's Health Portfolio." says Lynne Zurnamer, MD of Oz Healthcare Communications, a specialist healthcare communications agency that has been operational since 1995.

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