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Fractured Truth Campaign Wins Bronze Pearl Award for Content Marketing Excellence in the Healthcare/Pharmaceutical Industry

WALTHAM, Mass., Dec. 11, 2017 (GLOBE NEWSWIRE) -- Radius Health, Inc. (Nasdaq:RDUS) today announced that Fractured Truth—an unbranded patient campaign aimed to educate younger postmenopausal women about risks associated with osteoporosis—won the Bronze Healthcare/Pharmaceutical Industry Pearl Award at the Content Council 2017 Pearl Awards and Winter Conference in New York City.

"We are extremely pleased to receive this important recognition among our marketing peers," said Kate Hermans, Vice President of Marketing, Radius Health. "There remains a great need to educate patients about the serious health concerns related to osteoporosis—a condition of enlarged bone spaces from decreasing estrogen levels, along with increased bone porosity and fragility. It is also important that the link between fractures and postmenopausal osteoporosis is addressed."

The Fractured Truth campaign was created to literally fracture the common misconceptions around osteoporosis, educate women on the facts, and urge them to speak with their doctor about the seriousness of such an undervalued and underappreciated condition. The multichannel, hyper-targeted campaign purposefully took a content strategy approach to reach women and captured their attention with explosive imagery and provocative messaging to elevate the conversation around bone health.

The campaign has reached over 3.5 million people, and the message is getting through. Women are actively sharing the content with friends, commenting on social media, and talking to their doctor. When asked what message they took away from the campaign, urgency to treat ranked highest.

The Pearl Awards are presented by the [Content Council](#), the premier non-profit organization representing content marketers globally. Since the first Pearl Awards were held in 2004, they have been universally recognized as the industry standard bearer for content marketing awards and are held in New York City every year.

The Pearl Award is the third recognition that Radius has received within the last several weeks. Honors include:

- | 2017 Rx Club Awards: Rethink Osteoporosis, the unbranded professional campaign, won a Silver Award for Envelope Mailer/Campaign and Awards of Excellence for Posters/Announcements & Professional Education/Campaigns. The Fractured Truth campaign won Awards of Excellence for Best Consumer Website — Other (unbranded) & Integrated Campaigns — Launch Campaigns.
- | Clio Health Awards: The Rethink Osteoporosis campaign was shortlisted for Poster Design & Art Direction in Print Technique.

As an emerging leader in osteoporosis, Radius Health has been partnering with healthcare practitioners, professional organizations, advocates, and women living with osteoporosis to help close the awareness, diagnosis and treatment gaps through these campaigns. The Company is fully committed to providing education to help enhance the understanding of the diagnosis, treatment, and management of patients with osteoporosis.

On behalf of the Executive Leadership Team, congratulations to the Radius Marketing Team for this impressive recognition.

About Postmenopausal Osteoporosis

Osteoporosis is a silent disease, often displaying no signs or symptoms until a fracture occurs, leaving a majority of patients

undiagnosed and undertreated. Osteoporotic fractures create a significant healthcare burden, and represent a significant unmet medical need. The majority of osteoporosis-related fractures in the U.S. among those 50 and older (71 percent) occur in women.

The National Osteoporosis Foundation (NOF) has estimated that nearly 8.2 million women in the U.S. over the age of 50 have osteoporosis, and nearly one in two women over the age of 50 will have a fragility fracture (or low-impact fracture that is often the result of a fall from standing height or lower) in her remaining lifetime.

The annual incidence of osteoporotic fractures is higher than that of stroke, heart attack and breast cancer combined; osteoporotic fractures also account for more hospitalizations and associated costs than cardiovascular disease and breast cancer.

About Radius

Radius is a science-driven fully integrated biopharmaceutical company that is committed to developing and commercializing innovative therapeutics in the areas of osteoporosis, oncology and endocrine diseases. For more information, please visit www.radiuspharm.com.

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