

The Do's & Don'ts of Biotech Investor Relations & PR



When a single clinical trial result, regulatory decision, or shift in market sentiment can significantly impact a biotech company's future and valuation, how should biotechs position themselves for long-term success? In an industry defined by volatility, integrated Investor Relations (IR) and Public Relations (PR) services will play a critical role in enhancing business strategy and communications through articulating value, aligning stakeholders, elevating your company's story, and building market confidence. From milestone data results to full-scale reputational shifts, discover what sets biotechs that sustain lasting stakeholder confidence and market trust apart from those that struggle to maintain it. Here are some principles that offer a clear guide for building and maintaining trust at every stage:

Do's

- ✓ **Engage Stakeholders Early:** Brief investors, analysts, media, advocacy groups, and other key audiences on clinical trial designs, development milestones, data readouts, and regulatory strategies to set clear expectations and strengthen stakeholder alignment.
- ✓ **Build a Unified Message Map:** Establish credibility by aligning messaging tied to clinical and regulatory milestones with results, relevant details, and a clear strategy, across all channels.
- ✓ **Lead With Facts:** Communicate clinical progress and regulatory strategy with a cohesive narrative through consistent updates to best position your company to earn stakeholder trust and maintain long-term support.
- ✓ **Invest in Educational Content:** Provide accessible, educational materials, such as primers, FAQs, and media briefings to prepare audiences, set expectations, and empower scientific, clinical, and commercial leaders.
- ✓ **Prepare for Challenges Proactively:** Develop proactive issue management plans so your team can respond quickly and with a unified voice when unexpected developments arise, helping reduce confusion and manage expectations.
- ✓ **Stay Anchored in a Long-Term View:** By reinforcing the same strategic narrative across all touchpoints through consistency, intention, and credibility, your company can build lasting trust and long-term confidence, supporting valuation stability and overall growth.

Don'ts

- ✗ **Don't Let IR & PR Operate in Silos:** Disconnected messaging across press releases, social content, and thought leadership commentary can signal a lack of strategic alignment, erode stakeholder confidence, and create unnecessary confusion.
- ✗ **Don't Exaggerate Results:** Inflated claims may generate short-term attention but ultimately undermine credibility with investors, analysts, and the broader public.
- ✗ **Don't Assume Stakeholders Already Understand the Science:** Clarity and credibility must be actively earned through understandable content. Complex data that is not accessible leaves investors and the media to fill in gaps on their own.
- ✗ **Don't Go Quiet When the News is Complex:** Reduced visibility during challenging periods signals uncertainty. Sustained, honest engagement, even when outcomes are less than ideal, establishes more durable trust.
- ✗ **Don't Treat Every Milestone the Same:** A Phase I data update and a pivotal trial readout carry very different implications for investors and the media. Tailoring your communications to the significance of each milestone demonstrates strategic oversight and credibility.
- ✗ **Don't Overlook the Patient & Advocacy Audience:** IR and PR strategies that focus exclusively on investors and analysts miss an integral voice. Patient advocacy groups and disease community organizations can amplify your story and strengthen your business reputation in ways financial audiences alone cannot.

Partner with Precision AQ For Your IR & PR Needs

Effective IR and PR in biotech aren't about individual moments; it's about building sustained stakeholder trust that supports long-term growth. At Precision AQ, our **Investor Relations and External Communications (IREC) team** brings deep life sciences expertise and a proven, integrated approach to help companies tell their story with clarity, credibility, and confidence. **Connect with our IREC team** today to learn how Precision AQ can strengthen your IR and PR strategy.