

Kirin McCrory

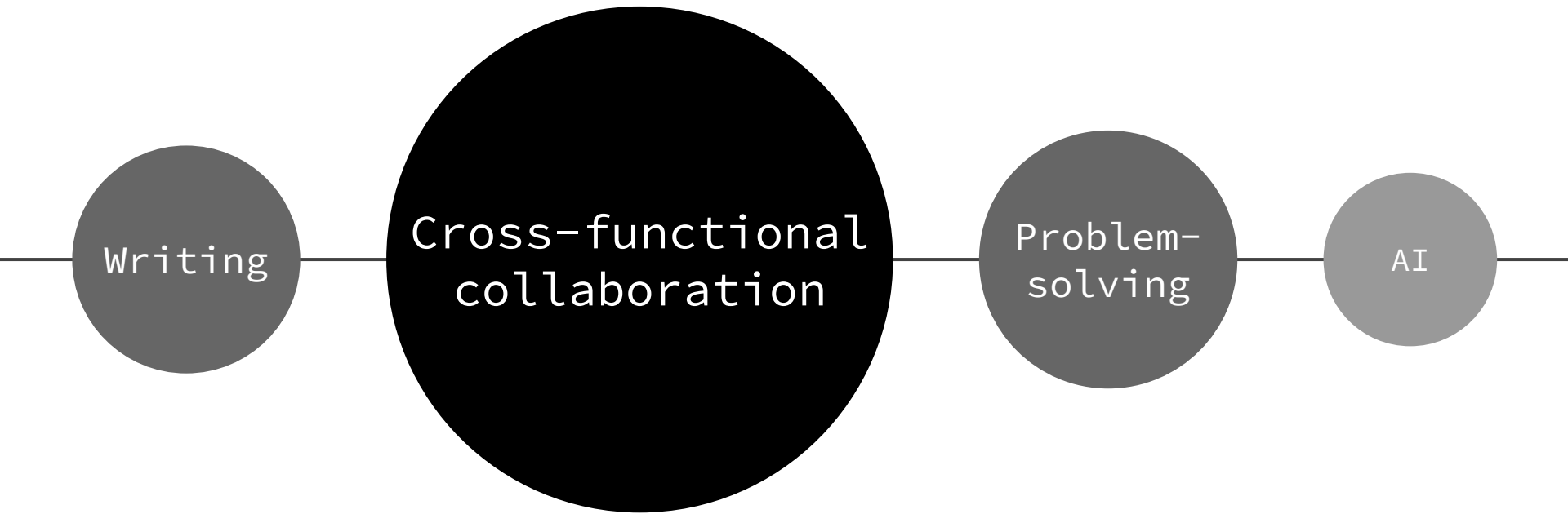
collaborative wordsmith

About me

Award-winning multidisciplinary writer with 15+ years' experience in marketing, creative, and academic positions. Collaborative, efficient, reliable. Quickly synthesizes information; acutely understands a wide variety of client needs and positions; delivers high-quality work on tight deadlines. Proactive, problem-solving team player skilled at receiving, interpreting, and implementing feedback. Huge proponent of and adept at fostering and managing remote work teams and culture. Proficient in AI. Experience in HCP, DTC, and market access, as well as AOR and DAOR experience. MFA in creative writing.

Outside of work, you can find me reading, running, crocheting, or watching horror movies with my spouse and our dog.

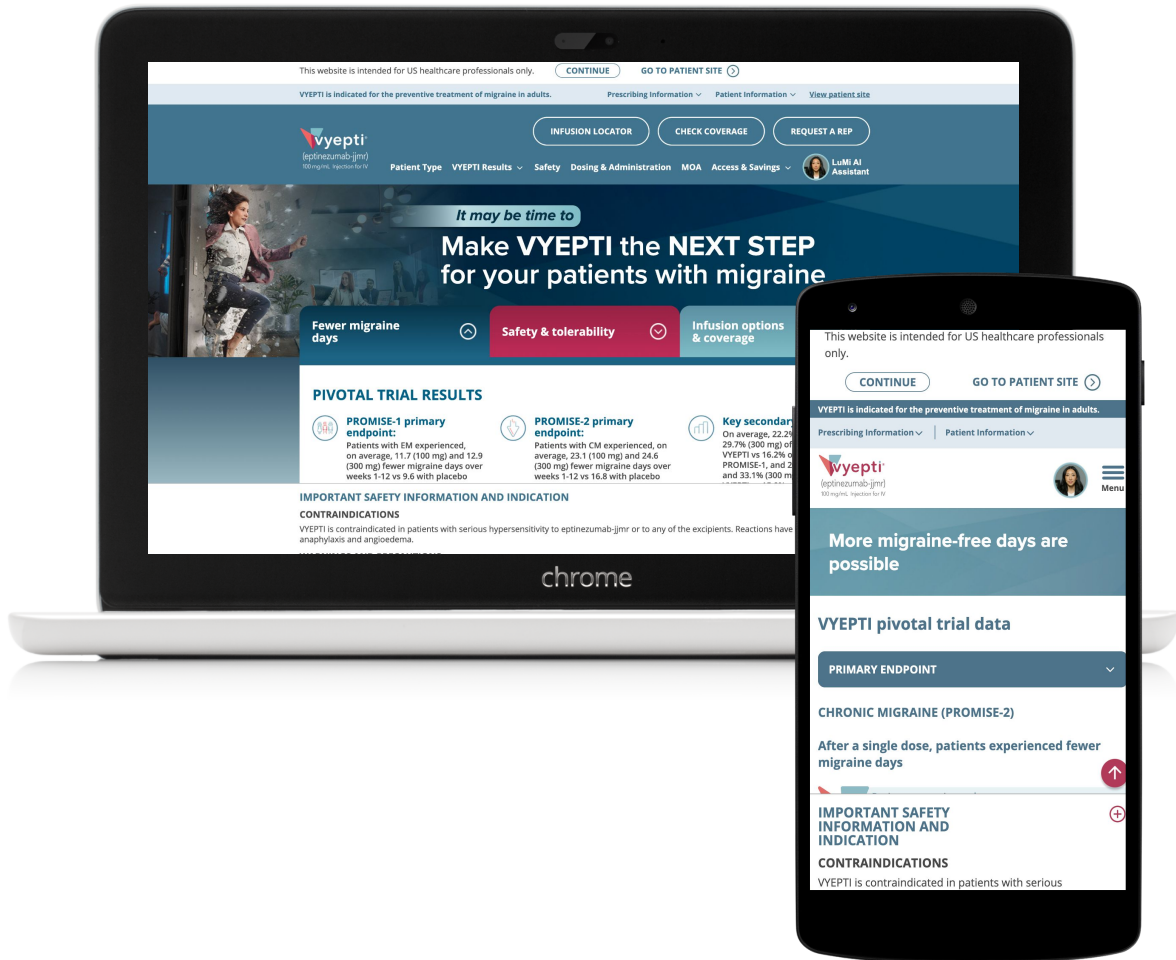
Skills & expertise



Portfolio samples

Web

Extensive experience working on HCP, DTC, and market access websites for cardiology, oncology, and neurology. Comfortable working actively in Figma. A strong UX-focused copy partner.



NPC Knowledge Hub > How to Talk to Your Doctor if You Suspect NPC

HOW TO TALK TO YOUR DOCTOR IF YOU SUSPECT NPC

 [Share Article](#)



Not an actual patient.

Symptoms with no answer? It's time to see your doctor

If you suspect that any of your or your loved one's symptoms might be related to Niemann-Pick type C (NPC), talk to your doctor as soon as you can. Because NPC is an ultra-rare disease and most doctors have never treated it, it may not be the first thing a doctor considers. Making that appointment is the first step toward getting a diagnosis and starting treatment as early as possible.

The challenges of recognizing NPC

FOR US RESIDENTS ONLY HCP Site >

Important Safety Information Prescribing Information Medication Guide 1-833-4-LEQEMBI (1-833-453-7362)

[Home](#) [Getting LEQEMBI](#) [Support Programs](#) [Additional Resources](#)

Eisai offers support by providing information and resources to help you get access to LEQEMBI.



Getting LEQEMBI

Resources to help you determine your insurance coverage for LEQEMBI and learn where to access your medication.

[Learn more >](#)



Support Programs

Information about Eisai Patient Support and other programs that may help you manage your out-of-pocket costs for LEQEMBI.

[Learn more >](#)



Additional Resources

Programs and tools to assist you throughout your treatment.

[Learn more >](#)



Enroll in Eisai Patient Support

[Click here >](#)

WHAT IS LEQEMBI?
LEQEMBI is a prescription medicine used to treat people with Alzheimer's disease. It is not known if LEQEMBI is safe and effective in children.

IMPORTANT SAFETY INFORMATION
What is the most important information I should know about LEQEMBI?

[EXPAND](#)

U.S. Full Prescribing Information, including **Boxed WARNING** Medication Guide Indication U.S. Healthcare Professionals **REMS Program**

 Symptomatic Obstructive HCM Considering CAMZYOS Taking CAMZYOS MyCAMZYOS Patient Support Resources & Patient Stories [Sign Up Now](#)

IF YOU'VE HIT A WALL WITH SYMPTOMATIC OBSTRUCTIVE HCM

YOU MAY HAVE AN OPENING WITH CAMZYOS®

A DIFFERENT TREATMENT OPTION

CAMZYOS—The first and only FDA-approved treatment of its kind—targets the source of symptomatic obstructive HCM. Ask your cardiologist if CAMZYOS may be right for you.

*CAMZYOS is a cardiac myosin inhibitor.

[See How CAMZYOS Works](#)

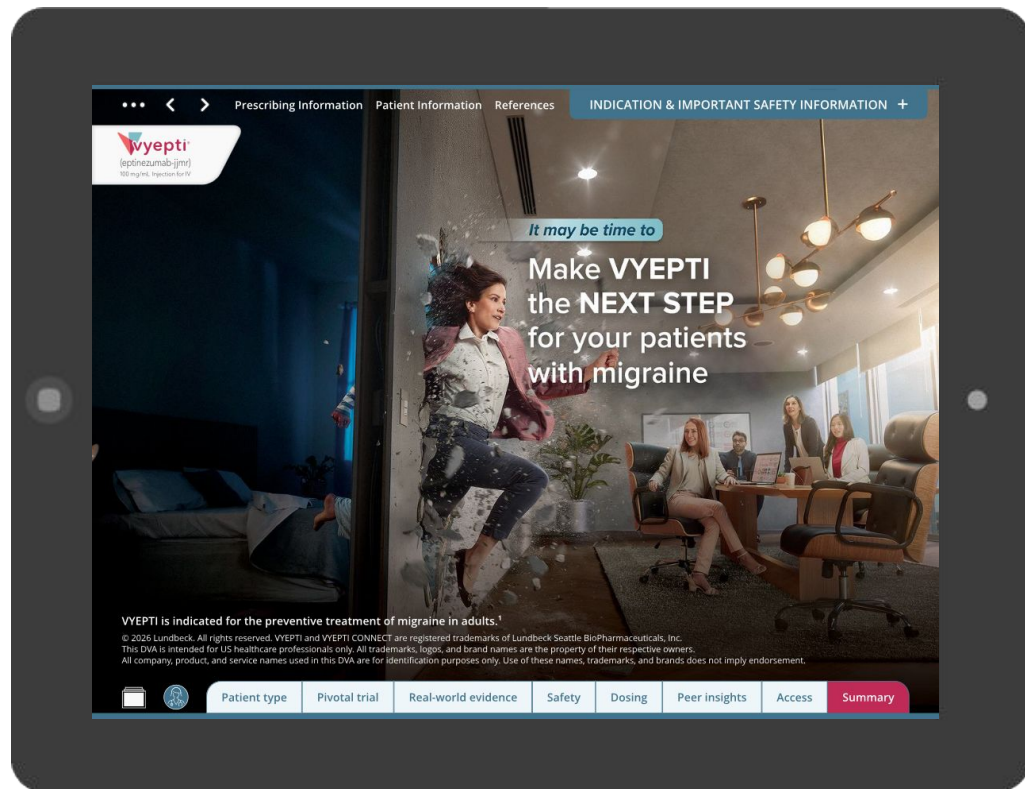
[+ More Important Safety Information](#)

Select Important Safety Information

CAMZYOS (mavacamten) may cause serious side effects, including: Heart failure, a condition where the heart cannot pump with enough force. Heart failure is a serious condition that can lead to death. You must have echocardiograms before you take your first dose and during your treatment with CAMZYOS to help your healthcare provider understand how your heart is responding to CAMZYOS. People who develop a serious infection or irregular heartbeat have a greater risk of heart failure during treatment with CAMZYOS. Tell your healthcare provider or get medical help right away if you develop new or worsening shortness of breath, chest pain, fatigue, swelling in your legs, or a racing sensation in your heart.

Visual aids

Extensive experience working on HCP visual sales aids for cardiology, oncology, and neurology. Comfortable working actively in Figma. A strong UX-focused copy partner.



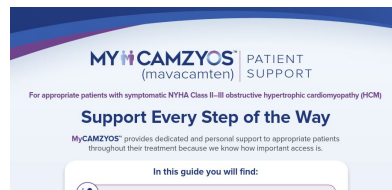
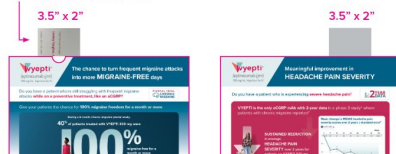


Select Important Safety Information WARNING: RISK OF HEART FAILURE

CAMZYOS may cause serious side effects, including **heart failure**.
Heart failure is a condition where the heart cannot pump with enough force. It is

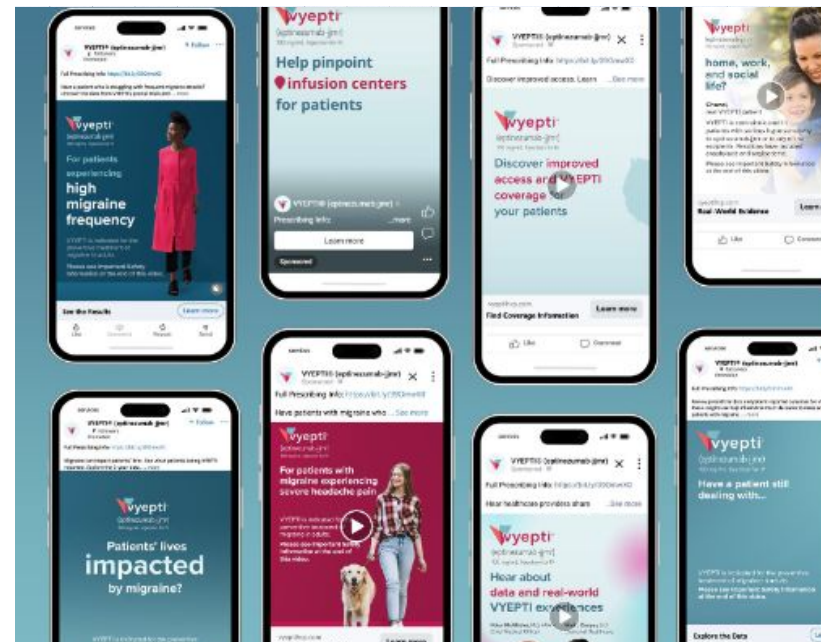
Because of the serious risk of heart failure, CAMZYOS is only available through a restricted program called the CAMZYOS Risk Evaluation and

*Card faced with logo down
so name can be visible (vertical)



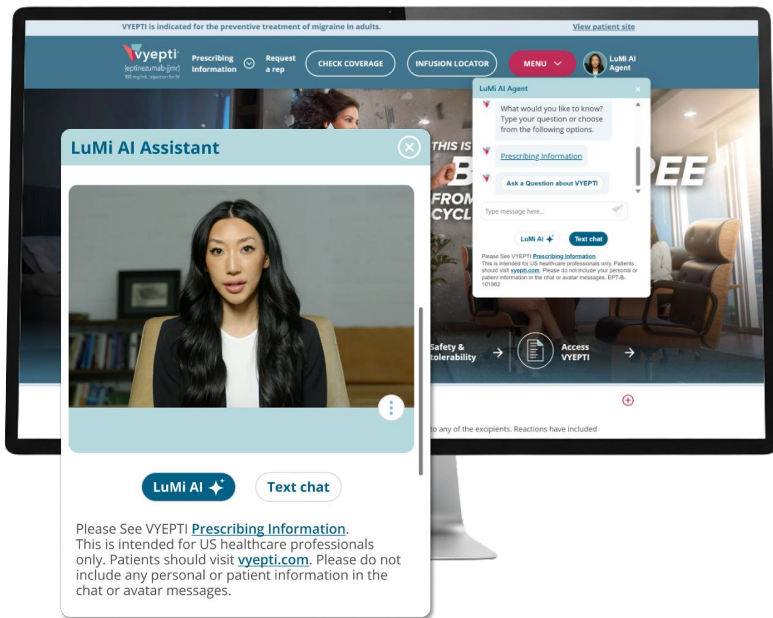
Print

Versed in print from leave-behinds to conference materials.



Banner & social

Expert at refining copy for small real estate deliverables.



AI

Experience working on and with AI tools, including website integration, banner and email creation, and daily efficiencies.



Concepting

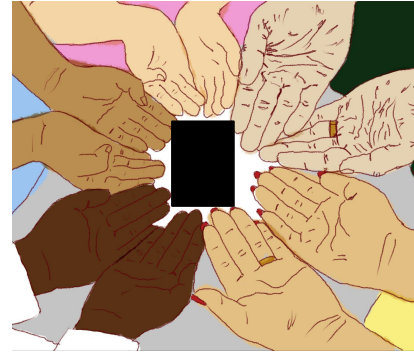
Wide range of campaign and tactical concepting experience across high sciences. More examples on the next page.

Lean on [REDACTED] for the long-term

Help your patients with NPC live life on their own terms for longer by prescribing [REDACTED] which stopped disease progression at 12 months.



Together,
we can
preserve
what's
precious



NPC symptom control that keeps *his light*
shining for longer



His light is in your hands—MIPLYFFA puts NPC symptom control in yours by stopping disease progression at 12 months.

Agency Awards

Impact Award

EVERSANA INTOUCH

Team-nominated

May 2026

Outstanding Employee Award

BGB (now BGBX)

Team-nominated

December 2022

— — —

Don't take my word for it:

“Most impressive team reviews I’ve seen in 15 years.”

“Proof that leadership can be thoughtful, measured, and quietly transformative.”

“An absolute force.”

“Senior clients ask for Kirin by name.”

“Acts with a sense of urgency while maintaining close attention to details.”

“The red thread and glue to our brand. We’d be lost without her.”

“Writer, medical guru, unicorn, everything: there is no equivalent to Kirin.”

“Challenges assumptions with logic, sees through noise with ease, and grounds decisions in reason and organization.”

“Kirin protects time, truth, and team sanity with a composure that feels almost heroic.”

Contact

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