

# JUICE Pharma Worldwide

## Company Profile

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JUICE Pharma Worldwide is a full-service, creative-strategic communications company in New York City, specializing in healthcare professional, patient, and consumer promotion. Six floors, 60,000 square feet, and in-house production capabilities that are second to none. An owner-operated, independent agency offering its clients “the entrepreneurial advantage”—customized, business-building solutions unencumbered by the demands of a holding company.

## Services and Offerings

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The JUICE Center of Excellence in Emerging Technology and Media accelerates the integration and adoption of new media into pharma communications, providing progressive clients with the opportunity to capitalize on these advances in support of their brands. The goal is not only to help the industry integrate new media platforms, but to leverage advances in technology to help clients achieve greater efficiencies.

Passionate about achieving the ultimate user experience, JUICE starts by unearthing customer insights that drive key decisions in the development of mobile-based platforms. This insight mastery is integrated into the development of all digital initiatives, driving a direct and powerful connection with the targeted customer.

Even the slightest modifications can have a huge impact on the user experience; navigation, clean design, and user flow can make or break the success of a program. The agency’s mobile-first approach creates the most efficient human-centric design by distilling the primary needs of the user, making programs more compelling and easy to use—thereby increasing engagement.

Offering a dedicated team of digital strategists, developers, motion graphics artists, 3-D animators, video and sound producers, business analysts, information/user experience architects, and SEO experts, as well as a state-of-the-art, in-house production studio, JUICE sets the standard for creating innovative, mobile-based marketing solutions.

## FASTFACTS

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**JUICE**  
PHARMA WORLDWIDE

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New York, NY 10001

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**New Business Contact:** Roxana Bannach-Lin,  
EVP, Strategic Planning/Business Development

**Year Founded:** 2002

**Employees:** 200

**Holding Company:** Independently owned,  
WBENC-certified

**Sample Clients:** LEO Pharma, Inc., Merck & Co., Inc.,  
National Cancer Institute, National Hemophilia Foundation,  
Novartis Oncology, Vertex Pharmaceuticals Inc.

## Case Study

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To create a hemophilia mobile app, JUICE conducted research to identify actionable insights for our primary target, the hard-to-reach young male. Like others their age, they have difficulty managing their time, making disease management challenging.

JUICE developed a mobile app with easy-to-use management features, enabling these patients to record their symptoms with date, time, location, and reason for infusion. The app is password protected with the ability to share reports with their HCP or care team. It also helps patients organize treatments and back up information via iCloud®.

Results exceeded expectations: The JUICE mobile app is the #1 downloaded app for hemophilia.