

ICC Lowe Pace

Company Profile

ICCLowe Pace is a diversified healthcare communications company—as adept at branding the MOA for a novel orphan drug as infusing existing brands with medical relevance and creative life. One of three ICC Lowe offices in Parsippany, NJ, Pace has a hands-on senior team with broad category experience, augmented by an ICC Lowe medical team of more than 20 full-time physicians, PhDs, and PharmDs, as well as its full strategic and digital resources.

Services and Offerings

ICC Lowe Pace distinguishes itself with scientific acumen and customer insights, yielding branding and creative campaigns that reach into the hearts and minds of audiences, both professional and patient. We develop strategies and tactical executions that focus on fostering high-impact dialogues between sales representatives and healthcare providers; healthcare providers and patients; and patient support agents and patients. We can also help our clients build direct relationships with their customers through multichannel engagement.

Core Capabilities

Discerning an unmet medical need that can be fulfilled is where we begin for every brand, at any stage of its life cycle—whether it's a targeted therapy or a generic. We then use that medical story to engineer shifts in customer behavior, beliefs, and attitudes.

Collective Pace experience includes orphan diseases and a range of specialty and primary care categories: oncology, hematology, cystic fibrosis, myelofibrosis, rheumatology, diabetes/endocrinology, hypertension, stroke, acute coronary syndrome, hypertriglyceridemia, dermatology, CNS diseases, hepatitis C, pain management, and ophthalmology, as well as men's and women's health.



What will be the game-changing trend over the next five years?

As orphan drugs become common targets for drug development, pharma and biotech companies face new marketing challenges. Since many such products have genomic origins, there is a common need to elevate the genomic literacy of healthcare providers and payors, as well as patients and caregivers.

There is no boilerplate for entering a specific rare disease category. Experience with several such products provides us with insights for activating stakeholders. Each brand demands innovative thinking appropriate to that market in scale and costs, as well as leveraging technology to connect and engage with customers.

ICC Lowe Pace is what many would consider a boutique shop—known for the personalized attention that clients want and expect for their brands. “Boutique” also describes the intimate and specialized atmosphere of a team energized not only by the science behind the brand, but also by helping clients succeed. The agency cultivates responsiveness to client needs and thrives on a code of mutual respect between coworkers of every level.

ICC Lowe Pace has current and past experience with global launches and re-launches, as well as co-promotions. During branding and other large marketing initiatives, we bring together multiple stakeholders through strategic workshops that gain consensus. We can work seamlessly with ICC Lowe offices around the world for local implementation.



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Employees 50 **Holding Company** Interpublic Group of Companies