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AGENCIES



AT THE HELM
Don Young, group
managing director

PERFORMANCE
A “successful” 2014

HIGHLIGHTS
Picked up orphan
and specialty drugs
from Abbott, Nordion,
Questcor Pharma-
ceuticals, Astellas,
Biogen and Otsuka

Celebrated eight
account wins in 2014

CHALLENGES
Staying focused on
its growth plan

For contact details, ser-
vice offerings and client
roster, see Agency A to Z,
beginning on page 183

“WE FOCUS ON
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SPECIALTY SECTORS.
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—KRISTIN KELLER

DISCOVERY USA

A new identity proved to be a chance
for this agency to rediscover its roots



**Reorganization of the specialty healthcare mar-
keting and communications shop Discovery USA**
sparked a path of personal discovery. The agen-
cy’s leaders are in a comfortable spot—one they
worked hard to create—but do not intend to rest
on their laurels.

Last year marked the Publicis Healthcare
Communications Group agency’s first full year with
a new identity, and a shinier version of the same
focus it has had all along. “We focus on the orphan
and specialty sectors,” discloses Kristin Keller, EVP
of client engagement. “Our approach resonates
with our clients and our focus is just what they look
for with that patient population.”

Group Managing Director Don Young acknowl-
edges that creating a new type of agency often
takes on a life of its own, full of challenges and
exciting breakthroughs. Winning new clients and
strengthening momentum with current clients has
kept the train moving forward. “As we transform
who we are and the work we do through our clients,
we’re amazed at the impact we can make on peo-
ple’s health,” he states.

Reporting a successful 2014, agency leaders expect
the growth trajectory to continue in 2015. The agen-

cy celebrated eight account wins last year, mainly
with mid-tier pharma and biotech companies.

“Our clients look for integrated strategies across
multiple channels, more analytics and better program
performance,” Keller states. “Our ultimate vision is
to better the world and to improve patient care.”

Agency leaders saw opportunity in reinventing
themselves. It gave them a chance to see where the
industry is headed and adapt their approach to keep
up. “We’ve watched pharma pivot from a blockbus-
ter focus to zero in on specialty, high-value, high-
touch products,” Keller observes. “That’s always
been our focus and continues to be our focus.”

The agency is uniquely prepared to accommo-
date the shift. The orphan drug arena is no longer a
small sector that people dabble in. It’s a huge need
and Discovery is more than equipped to step up.
“There is so much opportunity to make a difference
and change patient perspective,” Keller asserts.

Discovery aims to be an agile partner that can
assist a client’s brand throughout its life cycle. “We
offer strength and support beginning in the pre-
clinical phase,” Keller says. A few of the clients the
agency services in the orphan- and specialty-drug
category include Abbott, Nordion, Questcor Phar-
maceuticals, Astellas, Biogen and Otsuka.

The agency’s focus on “bettering”—bettering the
world, the experience, the method—was conceived
to encourage action and to make a difference. Its
bettering the world focus extends beyond clients.
“Our employees like being part of a purpose-driven
organization moving forward,” Young says.

With offices in Philadelphia and Chicago, the
challenge is keeping the team on the same track.



Sanofi Pasteur’s Fluzone high-dose influenza vaccine (above
left) and ONCsultation (above) numbered among its clients

“We think of ourselves as one agency, two loca-
tions,” Young reveals. This is not a new thing for
them—the agency is well rehearsed. “We find ways
to make connections across our two locations and
global affiliates,” Young reports. “The leadership
team is cross-functional and cross-locational.”

Discovery USA has set a clear course. “We’re
focused on staying on plan and doing our best work
possible for our clients and doing what we can to
improve the patient experience,” Keller concludes.
—Rebecca Mayer Knutsen