



AT THE HELM

Garnett Dezember, founder and CEO

PERFORMANCE

Relatively flat revenue, but a 70% win rate

HIGHLIGHTS

New clients included AMAG Pharmaceuticals, Synta, Cadence, Regeneron and Sanofi

Digital work increased, and agency formed partnerships with Google and Microsoft

Relationships with inVentiv siblings were developed and strengthened

CHALLENGES

Work on Omontys was lost due to a safety recall

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

The Navicor Group

A broader scope opens the path to a new set of opportunities



New business and expanded work beyond oncology therapeutics made it a very good year for The Navicor Group, despite relatively flat revenue. The Columbus, OH-based inVentiv Healthcare agency also won more than 43 awards for creativity, digital expertise and innovation. “We’re taking our oncology focus into other areas such as diagnostics, patient outreach, managed care and supportive care,” says founder and CEO Garnett Dezember.

The agency had an impressive 70% win rate and onboarded new clients such as AMAG Pharmaceuticals, Synta Pharmaceuticals, Cadence Pharmaceuticals, and Regeneron and Sanofi. The AMAG business included AOR assignments for oncology supportive care product MuGard (oral mucositis) and for Feraheme (iron deficiency anemia). Synta also awarded AOR work on the launch of a new anticancer treatment (ganetespib).

Regeneron and Sanofi awarded project work on Zaltrap (metastatic colorectal cancer). After winning an assignment from Cadence to develop an interactive visual aid for Ofirmev (pain management) in 2013, Navicor was awarded more work on the brand this year.

Work supporting promotional projects was won from the Ohio State University Comprehensive Cancer

Center-Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (aka “The James”).

Work on Omontys (approved for anemic dialysis patients) was lost early this year after it was pulled from the market due to safety problems.

Digital work continues to be an expanding area of expertise for Navicor. Assignments range from web deployment to sales aids, and the agency partners with Google and Microsoft.

Dezember also notes outcomes-based performance expectations are increasing across the industry, and he feels measuring success by qualitative and quantitative assessments will be essential going forward. “Hospitals and physicians are going to be assessed on how well patients do under their care,” he says.

Later this year, Navicor will celebrate its 10th anniversary. Though Dezember says he has no plans to retire at this point, his role shifted from president to CEO at the beginning of 2014. Dave Querry, formerly SVP, managing director, was named president, and he is now leading the agency on a day-to-day basis.

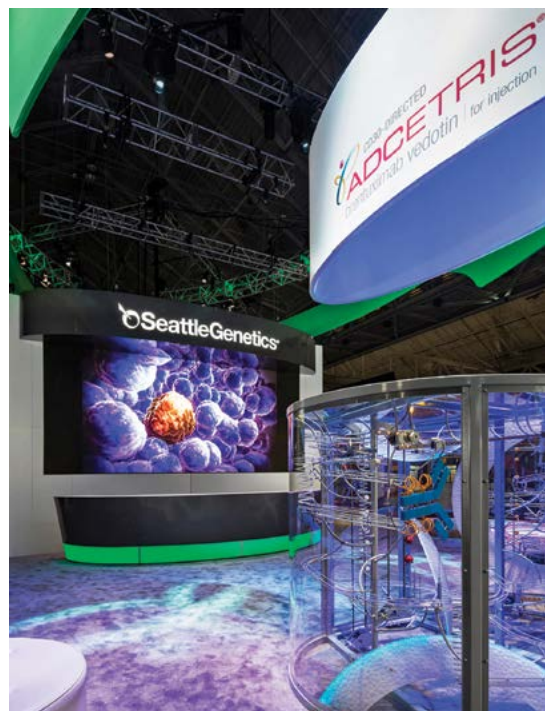
Marvin Bowe was promoted from SVP, executive creative director to COO, overseeing client services as well as creative. Rich D’Ginto was named SVP, executive creative director and is leading the creative department. Former VP account director Damon Owens was promoted to SVP, strategic services.

New pieces of business won this year include AOR assignments from Incyte Pharma and Sunesis.

Dezember notes that the agency is continuing to develop and strengthen synergistic relationships with inVentiv Health siblings. “Our combined capabilities are opening new opportunities for clients we share and for new clients,” he adds. —Tanya Lewis

“We’re taking our oncology focus into other areas”

—Garnett Dezember



Navicor’s projects included a Prosigna ad (left) and a convention display for Adcetris (above)