

QBFox Healthcomm

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Year seven is now in the books for QBFox Healthcomm, the full-service agency that Steve Viviano, CEO, Stacy Patterson, chief medical officer, and Chet Moss, chief creative officer began on the heels of their 20-plus-year connection. According to these leaders, “7” has been a prime number for growth and enhanced client relationships.

“Our unique offering of senior, experienced talent operating in a nimble and efficient agency environment really speaks to the needs of clients,” Viviano says. “We began our agency focusing on early commercialization clients who are staffed with senior experienced teams themselves and when faced with ‘start-up’ challenges, need fast, effective answers to their problems. Today we are finding that more and more companies want that same thing and are demanding a different perspective from their agency partners.”

Managers say that delivering faster and smarter work requires more than just a philosophical commitment. They claim an agency has to be deliberate about it, and consciously strip away meaningless processes leaving only what is truly essential.

“Most existing agencies with their legacy departments and layers of management can never do that,” Viviano says. “For them, agility is trying to jam more work faster through an ineffective, overly burdened system. This leads to burnout, costly overruns and unhappy clients and agency staffers.”

Viviano and the leadership team insist that QBFox was purposefully built for agility and is able to apply it to what clients need most: powerful brand development, an actionable online presence, medically astute content marketing, and targeted outreach to key audiences – healthcare professionals and patients alike.

“Over these seven years, we’ve been honored as an ‘Agency To Watch,’ a ‘Most Innovative Startup,’ an ‘Elite Strategist,’ and a multi ‘PharmaVoice 100’ winner,” Moss says. “We’ve had our share of industry creative acknowledgments but more importantly, we have been awarded business by clients who have migrated to new companies and brought us along. We think that’s as strong

Working fast and smart for our clients is at the center of who we are.

QBFox. Come jump with us.

(top row left to right) Chet Moss, chief creative officer; Megan Lugo, account services; Chris Viviano, creative/copy
(middle row left to right) Steve Viviano, CEO; George Abdy, ACD/art lead; Mark Vespolo, senior VP, account services; Laura Miller, editor
(bottom row left to right) Taylor Ullrich, account services; Gustavo Estrella, creative/art; Stacy Patterson, M.D., chief medical officer; Jonathan Richter, chief content officer

a testament to what we’re doing as just about anything.”

And as year eight unfolds, agency leadership states that QBFox is in high gear.

recent accomplishments

Leaders point out that one of the best examples of how QBFox’s approach is helping clients is the continued growth of the three new assignments won last year in the areas of addiction and mental illness. The work spans brand promotion for both healthcare professionals and patients across multiple platforms. “We answered an RFP that was specifically looking for an agency who could work as an ‘agile’ partner with them,” Viviano notes. “This spoke directly to the QBFox value proposition, so we were thrilled when we were selected to join their roster.”

For one of those brands, a project assignment working alongside another AOR, has now led to QBFox being named the sole agency and full AOR. “Once this client saw how efficiently we were able to deliver on our projects and assignments, especially working right next to another traditional AOR, it didn’t take long for them to approach us and ask if we could take on the entire assignment in 2025,” says Mark Vespolo, senior VP, group account supervisor and the leader of the account. “And beyond that, a fourth brand has also been assigned to us from an additional brand team who’s been watching what we’ve been delivering and has asked that we do the same for them.”

According to executives,

building brands from naming to design remains a fundamental expertise of QBFox. In 2024, QBFox tackled a new assignment in the area of ophthalmology. QBFox was asked to develop the branding for a potential new product in the area of Stargardt disease. “[What] has often been the case for the agency, these early branding assignments often expand to more work, even a full AOR relationship once the brand moves through its clinical stages,” managers say, adding that they will be watching closely as this product has the potential to help many patients currently suffering with few options.

“For us, branding first comes from understanding patients and in-depth category knowledge,” Patterson says. “Digging into the technology and science – finding a unique hook – helps inform creative people about how to develop distinguishing design. We do everything we can to make branding meaningful to stakeholders.”

“A brand icon doesn’t come with an explanatory libretto,” adds Moss. “So design, color palette, typography, etc., become ‘vital signs’ for a company. And using those elements to underscore the scientific narrative is more vital than ever.”

Agency leaders note that once again, 2024 was notable for several significant web-based client initiatives, both branded and unbranded, including a new yet-to-be-rolled-out patient campaign for one of the brands. They add that this, along with the application of work into social media, YouTube Channels, etc., was a result of a tightly knit and expert team led on the creative side by Jonathan Richter, chief content

officer/creative director, George Abdy, assistant creative director/art lead, and Gustavo Estrella, senior designer, who heads up digital design.

structure and services

According to leaders, a visit to qbfox.com quickly gets to the core of how the agency operates: small enough so leadership thoroughly knows each client, brand, and its customers, and experienced enough to make the right calls. “Fast and smart remain the hallmarks of QBFox,” executives say.

“Our industry is moving faster than ever. So are our clients,” Viviano says. “And agile agency partners have never been more sought after or valued by those clients. New technology platforms and expectations have

exponentially accelerated the pace.”

“Want to stay ahead of the curve?” asks Patterson. “You have to continually and intimately know the marketplace and its audiences, and what’s coming down the pike.”

“The agency has a definite positive vibe,” adds Vespolo. “Our team experiences zero turnover, and we are simply adding to it with more superstars as needed. We succeeded because we have a fantastic, growing team, and a shared appreciation for what’s important. It’s amazing what those strong internal connections do for the work.”

These leaders say the key to success throughout this (and every) year remains founded on the agency’s commitment to nimbly respond to client needs, while honoring strategic vision, creativity, senior proximity to the work, and having fun with clients and each other.

future plans

The fundamental plan from 2018 remains the plan for 2025, agency leaders state: QBFox continues to engage with potential new clients and is committed to growth that allows it to maintain its intimate approach and high-touch service model.

“We love the new clients we’ve partnered with – and grown with – this past year, and look forward to meeting new clients who think the way we do and want what we have to offer,” Viviano says. “And we’re always looking for talented, like-minded individuals who want to shed the tired old ways of working in an agency; people who know the model has to change and want to reach for better.”

According to agency leaders, while seven years have a way of flying by, QBFox is soaring into year eight by staying true to what got them here. **medadnews**

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