

DR. STACY PATTERSON

The Right Prescription for Advertising

Stacy Patterson, M.D., had just completed medical school when she decided to transition from clinical medicine to the pharmaceutical and agency side of the healthcare field.

“After graduating from Duke University Medical School, I realized that my passion was in medical communications and marketing, so I made one of the biggest decisions in my life to take the path less followed,” Stacy recalls. “I could not be happier that I did as it has given me a very fulfilling career.”

And what a career it has been. While at Integrated Communications Corp. (now ICC Lowe), Stacy created the agency sector’s largest medical department and pioneered a new offering — medical strategist — within the agency framework.

“With an intimate knowledge of the audience and a deep understanding of disease state and data, a medical strategist is able to bring nuance insights and strategies to clients,” she says.

Now, as chief medical officer of QBFox Healthcomm, she brings clients top-tier medical and strategic thinking that ultimately translates into world-class creative. She oversees the strategy of every brand the agency works on, not only mastering the ins and outs of a brand’s data, but also its competition. Colleagues say she excels at finding that riveting medical hook that instantly makes sense to an audience.

Stacy is known for being able to bridge the traditionally siloed strategic and creative teams, keeping work grounded in the truth of science and on brief, and remaining a staunch supporter of big conceptual ideas.

Stacy inspires others by setting a high bar and holding herself accountable to the same standards. She is an involved leader and mentors her team on how to best meet that bar.

“I have a tremendously high bar

Raising the bar... by encouraging others to strive for excellence

for quality and put so much of my personal self into my work that I don’t settle for results that are less than amazing,” she says.

Her clients and colleagues say Stacy’s presence on their teams and business lifts the team and also the work product.

Colleagues also say Stacy is smart, funny, and down to earth. She cares about the people she works with, from clients to her co-workers and teammates.

“I love collaborating with my QBFox colleagues and clients, it’s extremely motivating,” Stacy says. “I love working with all of them, and it makes my job fun.”

When challenges arise, Stacy injects some levity into the situation and rolls up her sleeves

alongside her teammates so they don’t feel that they are in it alone.

“I never expect others to do anything that I would not do myself, and I also provide autonomy with a safety net,” she says. “I don’t stand over your shoulder, but I’ll always be there to encourage, lend advice, and troubleshoot.”

Stacy embraces her role as mentor to those in the advertising field and loves to bring medical professionals over to her side of the business.

“One of the most satisfying areas of my career has been mentoring others,” she says. “Since I’ve been at the forefront of medical directors and strategists within an agency, I often have new M.D.s, Ph.D.s, and Pharm.Ds

THE DOCTOR’S IN THE HOUSE



without any agency experience ask for advice on making the transition from clinical or the bench to this side of the business. It’s been rewarding to work with some of these folks over the years and see them build a fulfilling career in this industry.”

Stacy has built an outstanding career while raising two daughters. To this day, she measures success three ways: when her clients’ goals have been exceeded and they are happy; when her team feels proud of their work; and when her daughters say they are proud of their mom.

“It’s a challenge to be a working mother and feel that you are giving your all to both your family and your career,” she says. “I knew I did something right when my oldest, who just graduated Swarthmore College as Phi Beta Kappa, told me that while it was hard at times not having me home all the time, it made her realize that she could follow her dreams and do anything she set her mind to.” PV

EXEMPLARY. ENGAGING.

Stacy Patterson, M.D.

TITLE: Chief Medical Officer

COMPANY: QBFox Healthcomm

INDUSTRY AWARDS: 2019 Elite Strategist, PM360