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New Healthcare Agency Lands Three New Assignments

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StrikeForce Communications, a six-month old healthcare agency, has landed three assignments from Alcon Laboratories. These new assignments are in addition to StrikeForce's other major projects with Wyeth, Abbott, Sepracor, and Pozen Pharmaceuticals.

Mike Rutstein, president of StrikeForce, noted in a statement that he believes the agency's success is due to the its unique business model: "StrikeForce is the first dedicated open source healthcare agency in the marketplace. Our business model is based on the idea of 'precision pairing,' where we hand pick top level talent from an established pool and pair them with the specific demands of each assignment."

Dawn Thompson, Senior Product Manager of Practice Performance at Alcon expressed her delight at working with StrikeForce in a statement, "We've been working with them since they opened their doors and we've developed a high level of satisfaction and trust. Their structure allows them to deliver more cost effective solutions, which helps us to drive our business forward."

In addition to working on consumer advertising for prescription drugs, StrikeForce Communications also specializes in OTC and medical device advertising. For more information on StrikeForce visit www.striceforcenyc.com.