

MedAdNews **insider**

StrikeForce targets clients' needs with marksman precision

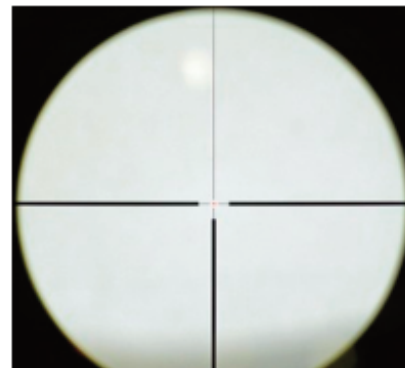
October 28, 2009 – 12:41 pm by Gina Monari

An ad agency is an ad agency is an ad agency. Or is it? Year over year, healthcare advertising agencies and their overarching networks define and redefine the identity of the traditional healthcare advertising agency, corporate structures, as well as traditional business processes.

One new agency, founded by Mike Rutstein called **StrikeForce Communications**, has adopted a sharpshooter approach to target clients' needs and trim costs in healthcare marketing. Mr. Rutstein says StrikeForce uses a "SWAT Team" model, deploying a select group of talented industry people to pinpoint problems and deliver effective solutions.



Much of Mr. Rutstein's existing DTC approach was honed during his years at DraftFCB, where he was simultaneously executive VP, director of consumer healthcare and chief growth officer, and at **JWT**, where he was senior partner, business development, and managing director at Health@JWT. Clients included pharmaceutical giants, such as Merck & Co., Roche Laboratories, and Boehringer Ingelheim GmbH; and more specialized operations, such as Barr Laboratories, Alcon Laboratories, and Cord Blood Registry.



Stay tuned for more detail about StrikeForce Communications in the December issue of *Med Ad News*.

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