

## StrikeForce Quadruples Business With Three New Wins

Six-month-old Healthcare Agency Credits Growth to Precision-based Business Model

NEW YORK, Jan. 12 /PRNewswire/ -- Celebrating the new decade with a business structure that has tongues wagging throughout the pharmaceutical marketing industry, StrikeForce Communications has picked up three new assignments from Alcon Laboratories, effectively quadrupling the agency's work within the eye care category.

The agency was also commissioned to do work for Wyeth (now part of Pfizer), Abbott Laboratories, Sepracor and Pozen Pharmaceuticals.

According to Mike Rutstein, president of StrikeForce, the surge of business is a direct result of the agency's approach to the multi-layered structure and costs that have slowed down the industry today. "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," he said.

The agency's model of providing access to the best talent with the best cost structure has already produced strong results for Alcon. "We're delighted to increase our business with StrikeForce," said Dawn Thompson, Senior Product Manager of Practice Performance at the Forth Worth-based ophthalmology company. "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."

"Our clients have one thing in common," said Rutstein. "They are looking for more customized solutions tailored to their brands, and they are looking for fewer layers of bureaucracy and less overhead."

Many of the most talented people, he added, prefer to be independent today. "We're harnessing that independence and allowing them to do the quality work they really want to do, without intermediaries to hamper their efforts."

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