

NEWS from StrikeForce Communications

For Immediate Release

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MIKE RUTSTEIN LAUNCHES STRIKEFORCE COMMUNICATIONS

**Founder of New Healthcare Agency Adopts Sharpshooter Approach to
Target Client Needs and Trim Costs in Healthcare Marketing**

*New York, NY, October 19, 2009, —*Reflecting the huge shift in healthcare advertising that has engulfed the pharmaceutical marketing industry, Mike Rutstein, a 40-year-old visionary with a track record of success in client growth, has created a new kind of agency for today's economic climate.

Called ***StrikeForce Communications***, the company is designed to eliminate the bloated agency structure and costs that threaten to stifle healthcare marketing today. Modeled on a "SWAT Team" approach, StrikeForce, according to Rutstein, uses a select group of talented people to pinpoint problems and deliver effective solutions.

Alcon Laboratories is one of the agency's first clients.

"We believe in the power of precision. It's the advantage of using a scalpel instead of an axe," explained Rutstein, who has devoted his entire 18-year career to bucking the norm. "That means that every client or project is linked to exactly the team it needs. With no wasted time or resources, there are no cookie-cutter solutions and no unnecessary costs. The results are faster, more affordable and more effective."

In addition to precision pairing, the new agency uses behavioral science rather

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than packaged goods strategies to reach consumers. “Product marketing focuses on awareness,” Rutstein said. “That’s fine for Coke, but not for a medication designed to treat a condition that’s embarrassing or scary. For the pharmaceutical manufacturer, the challenge is to turn awareness into action, encouraging the patient to seek treatment.”

Much of Rutstein’s current DTC approach was honed during his years at DraftFCB, where he was simultaneously EVP, 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, Roche Laboratories** and **Boehringer Ingelheim**, and more specialized operations, such as **Barr Labs, Alcon** and **Cord Blood Registry**.

During his years at DraftFCB, the agency won countless awards—including Consumer Healthcare Agency of the Year—and Rutstein himself was named one of the top 100 most influential people in the life science category by a leading magazine.

A graduate of Syracuse University’s Newhouse School of Public Communications, he began his career in market research at Sudler & Hennessey and since then has devoted most of his career to developing strategy and growth for clients in the areas of DTC, OTC and professional marketing. He has worked at a number of other agencies, including Bates USA and Harrison & Star.

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