

# M&M

## MEDICAL MARKETING & MEDIA

NOVEMBER 2009

### SOCIAL MEDIATION

What to watch for in the FDA's social media hearings

### ORPHAN'S TALE

How one firm found success launching a drug aimed at fewer than 10,000 patients

### SALES FORCE SUPPORT

Annual guide to services and offerings of sales force supply firms

Joe Regan, VP, US sales (left) and Christophe Bianchi, EVP of commercial operations, both of Millennium: The Takeda Oncology Company

# THE ONLINE REP

How pharma firms like Millennium: The Takeda Oncology Company are using the web to get some quality sales time with the doctor



## PEOPLE

### AT WORK WITH...



**Mike Rutstein**  
Founder and president,  
StrikeForce Communications

### What was your big break?

Meeting Barry Siegel, market research director at Sudler & Hennessey. With only a banana, a newspaper and \$150 to my name, I was hired as a temp, based on my "ability" to type. Despite my keystroking incompetence, (Barry said: "Mike, you can't type and you make lousy coffee, but there's something about you"), he mentored me for two years.

### What was your greatest professional challenge?

Starting StrikeForce Communications in this economy. It's turning out to be an ideal time for an "open source" model, and clients who recognize the value of this paradigm are coming on board.

### What's the best part about your job?

The ability to really focus on doing great work.

### What in others inspires you?

Curiosity. I think it drives everything we do and where the great ideas come from. I also admire people with guts and the courage of their convictions.

### How do you inspire others?

I try to create an environment that fosters openness. I believe building that trust and sense of safety allows people to realize their true potential and motivates them to put a stake in the game.