

Who's who in agency healthcare PR

The Top 50

The issue of prescription drug coverage has dominated much of the debate during this year's presidential election.

As the spotlight continues to shine on the broader issues of healthcare, the role of the public relations consultant becomes increasingly important to the pharmaceutical and medical industries.

Thus, today's healthcare PR practitioner must master a challenging combination of scientific, technological, public policy and marketing disciplines.

The agency healthcare PR consultants who are featured on the following pages represent the most ambitious and successful practitioners in the field today.

Individually, they have worked on projects including nonprofit consulting, managing the biotech explosion and the launch of headline-grabbing pharmaceutical products like Viagra.

Many have backgrounds in life sciences, or working in-house for a pharmaceutical company. A number of them serve as volunteer board members for healthcare non-profits, and one even does pro-bono PR work for organizations that are close to her heart.

The familiar names of the larger agencies are all represented, but within them are people of diverse backgrounds and specialties.



Katherine Rothman

COMPANY: KMR Communications
TITLE: President and CEO

A mid-career switch propelled Rothman from the glamour of entertainment promotion to the less exotic, but challenging, world of healthcare PR. As an account supervisor with Amanda Uhry PR, she worked with plastic surgeons and dermatologists and developed the skills and contacts necessary to launch her own medical PR firm at the age of 28. KMR was launched in June 1999 and includes a client base consisting of plastic surgeons, ophthalmologists, cosmetic dentists and dermatologists. With a full-time staff of 12, the agency recently launched a beauty and fitness division.