



**Raquel Krouse**  
**Vice President, Director of Healthcare**  
**Interpublic Emerging Media Lab**

Raquel serves as healthcare director for Interpublic Emerging Media Lab. The Emerging Media Lab provides all Interpublic companies and their clients with a physical and virtual space in which to experience the trends and technologies that are shaping the consumer media experience, today and into the future. Raquel works with Interpublic agencies and healthcare clients to ensure they are at the forefront of technology adoption trends among healthcare professionals and consumers. She explores the best use of digital solutions in pharmaceutical sales and marketing; prioritizes emerging media healthcare channels, tools and activities; and helps to manage emerging media programs. Since joining the Lab, Raquel has worked with marketing teams at GSK, Novartis, Merck, BMS, Amgen and Ortho McNeil to incorporate interactivity into seamless marketing initiatives.

Prior to joining the Lab, Raquel was a digital marketing consultant, providing strategic direction and planning support to traditional agencies looking to leverage the digital landscape for their healthcare clients. She specialized in interactive strategy, design and development services for numerous high-profile clients, including Pfizer, Novartis and Bayer.

Throughout her career, which includes tenures as a senior project manager at Omnicom's CDMiConnect and as interactive program director at Omnicom's LLNS, now Lyonheart, Raquel has honed her extensive expertise with all aspects of interactive development and deployment technology. She was instrumental in pioneering some of the early pharmaceutical digital efforts, including electronic and tablet PC detailing programs, and online direct-to-consumer (DTC) efforts. She has also worked with some of the leading products in the pharmaceutical industry.

[Click Here to Ask Raquel Krouse a Question – Questions will be addressed live at the DTC in the Era of Consumer Choice Conference. Don't miss this chance to shape the agenda and have your questions answered by industry experts!](#)