



# 2018

## Top 25 DTC Marketers & DTC Hall of Fame Ceremony

PatientPoint 

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**DTC**

# Hall of Fame Inductees

CONGRATULATES:

# Cynthia Rothbard

EVP, Creative Director  
*FCB Health*



**CLAIM TO FAME:** The Cymbalta “Depression Hurts” campaign.

“Advances in technology and the changes in consumer consumption will continue to propel DTC advertising to become more personalized and experiential, creating deeper relationships with our consumers.”

**-CYNTHIA ROTHBARD**

CONGRATULATES:

# Christine Sakdalan

Vice President Marketing, Bone and  
Cardiovascular Business Unit  
*Amgen*



**CLAIM TO FAME:** I am blessed and honored to work on innovative brands/devices and with passionate people across multiple organizations to drive impactful, insightful communications all with the purpose of leading the way toward genuine patient centricity.

“More than ever, we have the great privilege and responsibility in healthcare to positively impact people’s lives. To make a meaningful difference in patient outcomes, we must purposefully lead with compassion and empathy, engage in relevant dialogue, and foster partnership across the healthcare ecosystem.”

**-CHRISTINE SAKDALAN**

CONGRATULATES:

# Gary Scheiner

EVP, Chief Creative Officer  
*ghg | greyhealth group*



## CLAIM TO FAME:

Earning my clients' trust enough to try something different and differentiating.

“Twenty years ago, DTC revolutionized marketing by empowering patients. The next revolution will be led by those clients brave enough to defy convention and the agencies passionate enough to push them beyond the wall.”

**-GARY SCHEINER**



CONGRATULATES:

# Tatyana Tsinberg

Vice President, Cross Therapeutic  
Area Brand Lead  
*Pfizer*



**CLAIM TO FAME:** From Viagra’s “Woman” campaign, to Zoloff’s “dot” ads and Detrol LA’s “Gotta Go,” I’ve had the privilege to work on some memorable campaigns that have inspired millions of patients.

“You treat a disease, you win, you lose. You treat a person, I guarantee you, you’ll win, no matter what the outcome.”

**-PATCH ADAMS**

**CONGRATULATIONS**  
to all 2018  
Top 25 Marketers and  
Hall of Fame inductees!



Script. Script.  
Hooray!

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