

## Access to Experts

### **Sarah M. Larcker**

Sarah M. Larcker is vice president of account planning at Digitas Health. She specializes in social media research, especially the importance of listening to the rapidly growing digital conversation around health and wellness issues, as well as crafting response strategies with particular consideration for the legal, regulatory, and ethical challenges of the healthcare industry.

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## Publications by Sarah M. Larcker

### Director Notes

- [What Do Corporate Directors and Senior Managers Know about Social Media?](#)  
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