

# Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

VOL. 32, No. 3  
APRIL 2023



## Humanitarian Recognition

*Celebrating the industry's most charitable people*

KATELYN ALDERFER  
KATERYNA (KATE) BEHEY  
DAVE BRASKEY  
ALLISON CERASO  
CARMINE V. DEO

DIANA DI GIOIA  
GARIMA GOEL  
JEFF FORSTER  
CAMILA GINI  
HELEN HOYE

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## Dear Healthcare Marketer,

**B**ack after a three-year hiatus, the Humanitarian Recognition issue is here. It feels so good to acknowledge all the work our fellow colleagues do on a personal level for humanity. Especially because so many charities and causes have suffered in the last few years due to COVID, it's inspiring to know so many people have returned to or are still doing their part to change the world for good.

I am back working on a local cause for women who have breast cancer. Founded in 2004, it's called **Minette's Angels**. Minette was a nurse who passed away from breast cancer. Her courage, strength, and determination during her 10-year battle were the inspiration for the Foundation. As a nurse, Minette continued to devote herself to other patients in her care throughout her own battle.

The Mission of Minette's Angels is to keep the spirit of Minette alive by supporting breast cancer patients and survivors. The organization assists those in treatment, funds research, and promotes breast health awareness, essential to saving lives. They also offer nursing scholarships. I'm very proud to volunteer for this organization that helped my best friend Pat, who lost her battle against breast cancer after 12 years. Minette's Angels were there to help her, providing food, flowers, or a fuzzy robe. If you would like to learn more, please message me. I'd be happy to share how you, too, can support women dealing with breast cancer.

We approached this Humanitarian issue a little differently this year. We've shifted from Humanitarian Awards to Humanitarian Recognition because we believe everyone who gives back is a winner. So, every participant was entered into a random drawing for a donation toward their favorite charity. We're delighted to announce **the winners of the Humanitarian Recognition Drawing are Kateryna (Kate) Behey and Helen Hoyer**. Congratulations! You'll find their stories on pages 12-13. They're both honoring their roots through their efforts in vital support of Ukraine.

And if you're looking for other ideas to reach out a helping hand, you'll find plenty in the following pages. Read on to learn how **Peter Kirk** is experiencing new purpose as a cancer survivor running thousands of miles to support medical innovation through **Be Your Possible**, a charitable organization he founded. **Jeff Forster** finds tremendous hope through various causes that put him in touch with extraordinary people doing extraordinary things. **Carol Soreca** was at the forefront of making donations on behalf of clients in lieu of sending gifts and also supports a number of critical causes. **Carmin V. Deo** was inspired to support and now directs Community Hope, serving adults with serious mental illness, Veterans, and Veteran families. **Garima Goel** puts her efforts toward Sayodhya – A Home for Women in Need NGO (Non-governmental organization), offering short-stay homes for women and families escaping abuse. **Allison Ceraso** put together a website and social media posts, while **Gary Scheiner** spearheaded the efforts of several agencies to help spread the word about colleague **Terri Passick's** need for a kidney donor.

**Austyn Thorne** dreams of having her own animal rescue and, in the meantime, has fostered and rescued over 35 cats and dogs. **Camila Gini** guides low-income high school students through the journey of applying to college. **Dave Braskey** offers his time and energy to a transitional housing program for women right in his neighborhood. **Debrianna Obara** works closely with Congo Restoration to elevate the women and girls of Congo through education. **Diana Di Gioia** couldn't wait to get involved with Habitat for Humanity from a young age. Now she supports them through volunteering and outreach so others can join her efforts. **Katelyn Alderfer**, having experienced infant loss, recruits volunteers for an organization that provides heirloom quality photographs to others who share a similar loss. And thanks to **Jennifer Basso Smith** for participating in this month's *Personal Exchange*.

Sometimes the needs we hear about can feel so overwhelming. Yet, these stories serve as a powerful reminder of the difference each of us can make. And we at The Exchange will keep spreading this kind of good news.

*Let's continue to be the good we want to see in the world,*

*Nancy*



My best friend Pat and me in our early days.

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Send your submissions to Nancy at [NALeonard@HMEExchange.com](mailto:NALeonard@HMEExchange.com) or call 973-420-1192 to discuss.

\*All submissions will be entered into a Random Drawing to win a Yeti cooler.



# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**AbelsonTaylor** has announced the appointment of **Sharlene Jenner** as Vice President of Engagement Strategy.

**Acadia Pharmaceuticals, Inc.**, has announced the appointment of **Kristin Stross** as Associate Director, Marketing – Rare Disease. She can be reached at [Kstross@gmail.com](mailto:Kstross@gmail.com).

**Amgen** has announced the appointment of **Brian Heath** as Vice President and General Manager of the U.S. Oncology Business Unit.

**Bliss Bio Health** has announced the appointment of **Lisa Davidson** as Executive Vice President in their New York City, NY, office.

**Calcium** has announced the appointment of **Josh Righter** as Associate Managing Director. He can be reached at [josh.righter@calciumusa.com](mailto:josh.righter@calciumusa.com).

**CMI Media Group** has announced the following appointments: **Matthew Gunther** as Senior Vice President, Media; **Ari Wexler** as Senior Vice President, Group Media Lead; **Alan Ramos** as Director, Paid Social; **Matthew Haran** as Associate Director, SEO; **Anis Abunimeh** as Director, Data Analytics; **Kelly Baker** as Project Manager; **Amber DiCarlo** as Analyst, Paid Social; **Chand Patel** as Senior Analyst, SEM; **Melissa Rutz** as Director, Media; **Jessica Freeswick** and **Lindsey Shreiber** as Associate Media Planners; **Emily Smeriglio** as Associate Analyst, Paid Social; **Theresa Kressel** as Director, Project Management; and **Rachael Ngoge** as Associate Analyst, Data Analytics.

**Digitas Health** has announced the appointment of **Erik Wennerod** as Vice President, Director, Business Strategy. He can be reached at [erik.wennerod@digitashealth.com](mailto:erik.wennerod@digitashealth.com).

**EyeBio** has announced the appointment of **Anthony P. Adamis, M.D.**, as Chief Scientific Officer. **Dr. Adamis**, who cofounded **EyeBio** (2021) and **Eyetechn** (2002) with **EyeBio** CEO and cofounder **David Guyer, M.D.**, previously served as Senior Vice President of Product Development and Development Innovation at **Genentech**, a member of **The Roche Group**. Also joining the company is **Loni Da Silva** as Chief Regulatory Officer, **Frances Betts** as Global Head, Clinical Operations, **Mike Davies** as Chemistry, Manufacturing and Control Lead (CMC), Drug Development, and **Eric Ng, Ph.D.**, as Senior Vice President, Biology.

**FCB Health New York** has announced the promotion of **Bill Yorio** to Managing Partner.

**Fingerprint Group** has announced the promotion of **Tom Gilmour** to Director, MarTech Operations. He can be reached at [tgilmour@fingerprint.com](mailto:tgilmour@fingerprint.com).

**Gilead Sciences** has announced the appointment of **Eric Powell** as Director – COVID-19 Marketing.

**GSW, powered by Syneos Health**, has announced the appointment of **Jessica Pantzer** as Vice President, Project Management and Operations.

**Guideline Central** has announced the appointment of **Dr. Tabitha Michaud, M.D.**, as Guidelines Coordinator. She can be reached at [TMichaud@GuidelineCentral.com](mailto:TMichaud@GuidelineCentral.com). **Emily Bittner** was appointed Guidelines Sales Coordinator and can be reached at [EBittner@GuidelineCentral.com](mailto:EBittner@GuidelineCentral.com).

**Havas Health & You – Village X** has announced the appointment of **Federico Chiesa** as Chief Strategy Officer.

**Iovance Biotherapeutics, Inc.**, has announced the appointment of **Anne Michaud Brooks** as Senior Vice President, U.S. Commercial, and **Jim Meyer** as Vice President, Global Commercial. **Jim** can be reached at [Meyer998@me.com](mailto:Meyer998@me.com).

**Mayne Pharma** has announced the promotion of **Vincent Mesolella** to Associate Director, HCP Marketing and Digital Media, Women's Health Division. He can be reached at [vincent.mesolella@maynepharma.com](mailto:vincent.mesolella@maynepharma.com).

**medical leverage, a communications company**, has announced the promotion of **Chad Durham** to Senior Creative Director. He can be reached at [cdurham@medicalleverage.com](mailto:cdurham@medicalleverage.com).

**Merck** has announced the appointment of **Ryan Monahan** as Director, Global Oncology Marketing and Operations.

**Mindshare** has announced the appointment of **Natalie Kowalinski** as Manager, Programmatic. She can be reached at [natkowalinski@gmail.com](mailto:natkowalinski@gmail.com).

**MJH Life Sciences** has announced the appointment of **Stephanie Ciano** as Director, Event Management and Operations.

**Omnicom Media Group** has announced the appointment of **Raechel Eliassen** as Associate Director.

**PeerDirect** has announced the appointment of **Kelli Colabella Brooks** as Vice President.

**Publicis Health Media** has announced the promotion of **Julia Walsh** to Senior Associate, Partner Direct.

**Publicis N2** has announced the appointment of **Christoph Bakke** as Vice President Direct/Emerging and Programmatic. He can be reached at [Christoph.bakke@publicisn2.com](mailto:Christoph.bakke@publicisn2.com).

**Regeneron** has announced the promotion of **John Kramer** to Executive Director, Ophthalmology Marketing. He can be reached at [John.kramer@regeneron.com](mailto:John.kramer@regeneron.com).

**RevHealth** has announced the appointment of **Kristine Lang** as Copy Supervisor.

**SSCG Media Group** has announced the appointment of **Ashley Dark** as Multichannel Media Planner.

**Soleo Health** has announced the appointment of **Susan Faust** as Chief Strategy Officer.

**Sound Healthcare Communications** has announced the promotion of **Kristen Pilkiewicz** to Executive Vice President, Executive Creative Director. She can be reached at [Kristen.Pilkiewicz@sound-hc.com](mailto:Kristen.Pilkiewicz@sound-hc.com).

**TBWA\WorldHealth** has announced the appointment of **Sonoko Jacobson** as Executive Director of Strategy.

**Veradigm** (formerly known as Allscripts Healthcare Solutions, Inc.) has announced the promotion of **Tom Langan** to President and Chief Commercial Officer. He can be reached at [Thomas.langan@veradigm.com](mailto:Thomas.langan@veradigm.com).

**WildType Health** has announced the appointment of **Michell Perez** as Associate Director of Project Management.

## NEW & NOTEWORTHY

awards • mergers • approvals

**Concentric Health Experience** and **Scout** announced that the two agencies are coming together to form **ConcentricLife**, a unique “common-center” agency model built to help brands answer rising consumer demands in rare disease, health and wellness. **ConcentricLife** represents the realized vision of interagency collaboration between leaders at **Concentric Health Experience**, a 9X Agency of the Year; **Scout**, the longest-running rare disease agency; and **Scout Consumer**, a creative-drive shop focused on Insurgent brands in food and wellness.

**Eli Lilly and Company** has received U.S. FDA approval of an expanded indication for **Verzenio®** (abemaciclib), in combination with endocrine therapy (ET), for the adjuvant treatment of adult patients with hormone receptor-positive (HR+), human epidermal growth factor receptor 2-negative (HER2-), node positive, early breast cancer (EBC) at a high risk of recurrence. High risk patients eligible for **Verzenio** can now be identified solely based on nodal status, tumor size, and tumor grade.

**GSK** has received U.S. FDA approval of **Jesduvraq** (daprodustat), an oral hypoxia-inducible factor prolyl hydroxylase inhibitor (HIF-PHI) for the once-a-day treatment of anaemia due to chronic kidney disease (CKD) in adults who have been receiving dialysis for at least four months. **Jesduvraq** is the first medicine for anaemia treatment in over 30 years and the only HIF-PHI approved in the U.S., providing a new oral, convenient option for patients with anaemia of CKD on dialysis. **GSK** has also received U.S. FDA approval for its programmed death receptor-1 (PD-1)-blocking antibody **Jemperli** (dostarlimab-gxly) to treat adults with mismatch repair-deficient (dMMR) recurrent or advanced endometrial cancer. **Jemperli** has been designed to attach to the PD-1 receptor and blocks its interaction with the PD-L1 and PD-L2 ligands.

**Publicis Health** has announced the debut of **Insagic**, a distinct insights and advisory business unit designed to help pharma companies and other health-adjacent organizations thrive in the current data-and-analytics era. **Insagic** is structured to address the overabundance of data. **Larry Mickelberg**, Chief Commercial Officer, has returned to the company to better align the organization's data and insights capabilities.





# NEXUS 30 YEARS AWARDS

Join us for the 30th  
Nexus Awards Celebration!

Nominations and voting are underway.  
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**Re-envisioned HME Humanitarian  
is back for Nexus 2023.**

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PETER KIRK

# Humanitarian Recognition NOMINEE

## A Personal Story That Led to Global Medical Research Advancement

**D**iagnosed at the height of COVID-19 with Acute Myeloid Leukemia (AML), I was given almost no chance of survival with my body failing in the ICU and doctors preparing my family to say goodbye. Through the power of medical advancement, I was given a second chance at life when a 25-year-old man, my amazing donor Sam, donated 850 million lifesaving stem cells. Five months post-transplant, I found myself joyfully ripping off my patient wristband as I crossed the finish line of the 2021 New York City Marathon. It was then I knew my life's work had only just begun.

### RUNNING FOR A MILLION

Today, I am a cancer survivor with a renewed purpose to pay it forward through **Be Your Possible** ([www.beyourpossible.com](http://www.beyourpossible.com)), a new type of charitable organization raising awareness and funds for medical research. Through Be Your Possible, my story continues with 1,000 half marathons to raise \$1 million for stem cell transplant research at Memorial Sloan Kettering Cancer Center, while creating a movement to inspire



2022 New York City Marathon.

others to live up to their greatest potential – whatever that may be. I will run 13,100 miles or 21,100 kilometers in total. That's like running from New York to Tokyo... and back...to hopefully motivate millions globally! Supporters can fund



Inaugural Run with Peter, Run for Research. June 12, 2022.

the future of stem cell transplants by making a small donation (starting at just \$.50!) for each half marathon completed.

### FINDING YOUR POSSIBLE

My hope is that by sharing my story, others might also be energized to work towards their possible. Finding your "possible" is about taking one small step at a time. It's about pushing through the pain and struggle you may feel to reach the goals you set for yourself whether that is through exercise, education, or personal growth. It only takes two things to accomplish big goals. Get started and don't quit.

Be Your Possible is also about leveraging the power of digital to unite people wherever they are in our mission to advance medical research. Our first event, Run with Peter, is the perfect example of this. Our inaugural run took place in June of last year. It attracted thousands of physicians from around the world. We unlocked a \$250,000 donation from Sermo towards the medical research causes most important to doctors. These include Memorial Sloan Kettering Cancer Center, Global Solutions for Infectious Diseases, and the World Heart

Federation, among others. All of this will advance and contribute to lifesaving treatments for patients globally.

### UNITING TO ADVANCE

I am so humbled to have been part of mobilizing physicians globally to lace up and make an impact on the causes that matter most to them. Run with Peter put patient outcomes at



Kirk Family, 2022 New York City Marathon.

### NOMINATED BY

Erin Fitzgerald, CMO, Sermo,  
[erin@sermo.com](mailto:erin@sermo.com) or 646-969-6802.



## PETER KIRK, CONTINUED



the forefront of our collaboration, and allowed us to truly make strides, together, on our shared mission of true medical innovation. As a global healthcare community, we reminded ourselves that we can make a difference – no matter

**Peter and his amazing stem cell donor Sam, who saved his life.**

how big or small our own footsteps may seem. When combined with others, our impact is exponentially greater. Together, we can move medical research forward *and* get a little closer to “our possible”!

To learn more, visit [beyourpossible.com](http://beyourpossible.com) and tune-in to A Life Worth Running, a three-part docuseries sharing Peter Kirk's cancer to stem cell transplant to 1,000 half-marathon journey for medical research.

**Peter Kirk** is CEO, Sermo, and Founder of Be Your Possible, 200 Park Avenue South, Suite 1310, New York, NY 10003. He can be reached at [peter@beyourpossible.com](mailto:peter@beyourpossible.com).



DEBRIANNA OBARA

## Humanitarian Recognition NOMINEE

### Revitalizing the Congo by Supporting Women

I visited the Democratic Republic of Congo in 2018 with my good friend and Congo Restoration founder, Dawn McMullan. While I loved my trip to this dynamic country – I saw that systemic sexism and poverty affected women and girls to a disproportionate level.

Witnessing the inequities was haunting. It was clear that very little effort could go a very long way in Congo, and in villages where many girls receive nothing at all. People don't realize that in places like Congo school is not compulsory or free. Parents have to pay tuition in order for their kids to attend school, which also requires buying uniforms and books. Because of this, most parents will prioritize educating their sons over daughters.

**The mission of Congo Restoration is to revitalize the Democratic Republic of Congo by restoring hope to women and children left vulnerable from decades of conflict and civil war.**

#### BEGINNING CONGO RESTORATION

Gorethy Nabushosi fled the DRC in 1997 when it became unsafe for her family (including six children ages 3 to 11) to stay there. As a well-known women's rights attorney, in a country where women had none, she became a target of the combatants fighting to overthrow the Congolese government.

In 2007, while the war still raged, a grade-school friend told Gorethy that her country needed her. So she went back.

She returned to find a country devastated by war. Starting with 30 children who had lost their parents to a rebel attack on their village, Gorethy did what she could to put the pieces back together. She took the children in, gave them a house, found caretakers, and Congo Restoration was born.

#### EDUCATION ELEVATES

Today, most of the orphans are teenagers or in their early 20s, being supported by extended family with help from Congo

Restoration. As they finish secondary, we send them to college if that is their desire.

From the original orphan program, Congo Restoration has grown into a transformative mission with the goal of lifting up the women and girls of Congo through education.

In 2010, we started a sewing school to empower women.

In 2017, we began funding college for our orphans and other young adults with the Congo Restoration Collegiate Scholars program. In 2019, we opened the Congo Restoration Girls School of Compassion – offering free primary school education.

I joined the board in 2019 and strongly believe in the empowerment of education. I believe this is how the women and children of Eastern Congo change the trajectories of their lives, their family, their community, and their country.

Under the guidance of the venerable Gorethy, we can fundamentally transform the lives of women and girls through education, food security, and support. I urge people to visit [congo restoration.org](http://congo restoration.org) and choose to sponsor a child, help a woman learn vocational skills through our sewing school, or simply donate. Every dollar goes directly to women and girls, and we also support the community by employing teachers, construction workers, and maintenance staff. We are making a difference.

Visit Congo Restoration – [congo restoration.org](http://congo restoration.org)

**Debrianna Obara** is Senior Vice President, Media, CMI Media Group, 3200 Bristol Street, Costa Mesa, CA 92626. She can be reached at [dobara@cmimediagroup.com](mailto:dobara@cmimediagroup.com) or 714-975-9005.



Board member Debrianna Obara at Congo Restoration's 10 Year Anniversary Celebration.





AUSTYN THORNE

# Humanitarian Recognition

## NOMINEE

### Fostering, Rescuing, Adopting

**M**y animal rescuing and fostering journey started in 2018 when I rescued my first cat, Curie. She was initially found totally alone at four weeks old in a car engine. Our friends who found her were really active in foster and rescue, so it sparked an interest in me. I grew up my whole life with animals, so evolving my love of animals into activism was an easy jump.

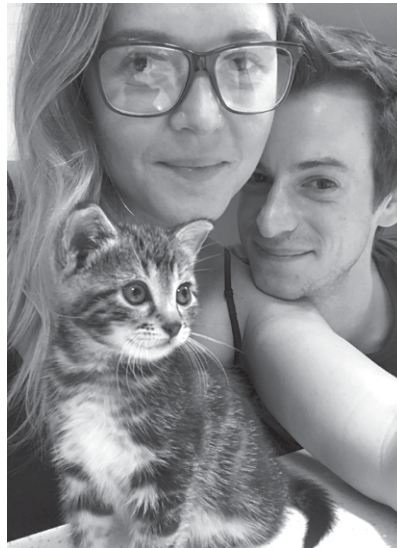
#### THE FOSTER JOURNEY



The day we found Curie in a car engine.

rescues in the way that they are required to accept any ani-

When Curie was little, we worked with **Philadelphia Animal Welfare Society (PAWS)** to get her vaccines and surgeries, and they were really incredible. I reached out about fostering and getting more active in the animal rescue community in Philadelphia, and they pointed me in the direction of **ACCT Philly**, unfortunately a kill shelter in Philadelphia. People don't understand that kill shelters are different than



Curie, my husband Alex, and me.

mal brought to them, which means they have to make shelter space somehow for new intakes. My PAWS contact let me know that if I wanted to really make an impact right away, fostering through kill shelters saves lives – so that's exactly what I did.

Since then, I have become a registered foster at three different organizations, fostering, rescuing, and adopting out over 35 cats and dogs. I have a small zoo at home with two cats and two dogs and – whenever fosters come through – it's a delightful mad house. Most of my friends and family now have fosters or rescues that I finally got to help save.

**PASSIONATE ABOUT THE CAUSE**  
It's an extremely tiresome and sometimes heartbreaking process, but fostering makes a difference and saves lives. It's so hard to give up a foster, but know-

ing they will be taken care of for the rest of their lives is exactly why I do this. At this point, I've been looking to leverage my professional experience and help plan events that raise larger sums of money for these organizations, as well as try my hand as a board member. The bigger the impact, the better. A big dream of mine is to have my own rescue in a part of the city that feels approachable. I'm passionate about bringing awareness to these causes that help so much in the Philadelphia area, and don't plan on stopping anytime soon!



Our foster fail puppies that we adopted, Monk and Pope, and me.

*Austyn Thorne is Chief of Staff, CMI Media Group, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at [athorne@cmimediagroup.com](mailto:athorne@cmimediagroup.com) or 856-382-2151.*

#### Volunteer organizations:

Primarily ACCT Philadelphia – @acctphilly  
PAWzabilities PA – @pawzabilitiespa  
PAWS – @phillypaws

#### Favorite local organizations we also get involved with in other ways besides fostering are:

City of Elderly Love – @cityofelderlylove  
Philly Rescue Angels – @phillyrescueangels  
Philly Bully Team – @phillybullyteam  
Pennsylvania SPCA – @pspca  
Philly Urgents – @phillyurgents

#### NOMINATED BY ELLEN O'BRIEN

The title "animal lover" does not even begin to describe Austyn and her efforts in improving the lives of Philly's furry friends. Not only does she bring these animals into her home, she actively works to promote foster and adoption efforts via social media, helping to elevate the needs of those most vulnerable pets in dire situations. Her outreach encouraged me to adopt my own 11-year-old senior cat, Leo, last year, and made this self-described dog person into a now two-time cat mom,

with the more recent adoption of my 12-year-old rescue, Utley. In my mind, no one is more deserving of HMEExchange Humanitarian Recognition, and I know it will only encourage and fuel her more to continue her good work.

*Ellen O'Brien is Director, Media, CMI Media Group, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-298-9315 or [eobrien@cmimediagroup.com](mailto:eobrien@cmimediagroup.com).*

# The scores are in and *Annals of Internal Medicine* remains in FIRST PLACE!

## Internal Medicine Journal Standings

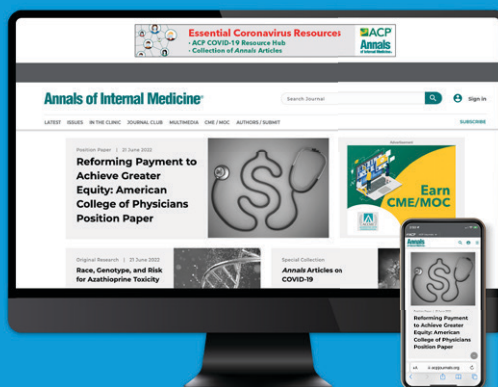
<b>Scores</b>	Received (%)	Total Readers (%)	4 out of 4 Readers (%)	Projected Avg Page Exposures	Approx Minutes Per Month (millions)
<b>Annals of Internal Medicine</b>	<b>76</b>	<b>55</b>	<b>22</b>	<b>21</b>	<b>5.38</b>
<b>Competitor A</b>	<b>39</b>	<b>24</b>	<b>8</b>	<b>7</b>	<b>2.03</b>
<b>Competitor B</b>	<b>69</b>	<b>43</b>	<b>17</b>	<b>17</b>	<b>3.10</b>
<b>Competitor C</b>	<b>66</b>	<b>44</b>	<b>17</b>	<b>21</b>	<b>2.16</b>
<b>Competitor D</b>	<b>62</b>	<b>39</b>	<b>14</b>	<b>15</b>	<b>3.82</b>

***Annals of Internal Medicine*** is the #1 read medical journal for Internal Medicine physicians.\*

Check out ***Annals*** first place standings:

- ***Annals*** reaches more internal medicine physicians than any other medical journal.
- More internal medicine physicians are likely to read ***Annals*** than any other medical journal.
- More internal medicine physicians read each issue of ***Annals*** than any other medical journal.
- More internal medicine physicians spend more time on Annals.org than other medical journal websites.

\*Source: Kantar Media, May 2022 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 204, 402, and 403



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# Humanitarian Recognition

## NOMINEES

### I Needed a Hero!

I got news nobody would ever want to hear...I needed a kidney transplant. Thanks to my industry friends, my kidney donor search started. They provide unwavering support and great humanitarian spirit.

#### CAMPAIGN TO FIND A KIDNEY

Normally I am a resourceful person but hearing I needed a transplant – I froze and I was in a fog. First, my friend and colleague **Allison Ceraso**, President and CCO at Havas Life Plus, kick-started me. Allison quickly and thoughtfully created a website and a series of social media postings, “Hero Needed.” We’d talk at night and on weekends, and she shared her family’s healthcare journey. She was an empathetic ear. I soon became very public about my story using the materials Allison created.

Shortly after that, a longtime friend and former colleague, **Gary Scheiner**, Executive Vice President, Executive Creative Director, at CDMP, gathered and led a cohort of my friends and former colleagues from our early career days at Ogilvy, along with current colleagues, to develop a campaign to further spread the word of my donor search. Gary and I know each other many years, from our early career start – he was a Copywriter, and I was

an Account Executive at Ogilvy. Later, I worked for Gary at Rosetta, where he was CCO and I was Senior Vice President, Creative and Customer Experience Operations.

Gary knew nothing about transplants, but quickly educated himself. He was relentless in his desire to help me. He checked in with me always.



Terri Passick

The campaign developed was “Hiring a Hero,” which paired marketing techniques with recruitment strategies and tactics. The campaign tapped senior talent from many networks – IPG, Omnicom, Dentsu, Havas, and WPP – as well as independently owned companies such as O2kl and freelancers alike. It included strategy, media, and creative talent. Gary also tapped into the Omnicom Health PR team. He kept the group engaged and coordinated the efforts. Gary was able to get many healthcare agency industry publications to share my story. He was determined to help me not just to survive but to be able to fully live.

It’s not often that competing agencies work together, but for me they did. As a result, my story was

out there and shared. I received many notes of support and heard about others’ healthcare challenges too.

#### SO MANY THANKS

I have been overwhelmed by the kindness and generosity of everyone. I am grateful to all who wished me well, prayed for me, published my story, reposted my story, those who shared their personal healthcare journeys, those who tested to see if they could donate, the Columbia New York Presbyterian professionals who take care of me, the Renewal organization for all their hard work, the Lyfebulb organization for educating me.

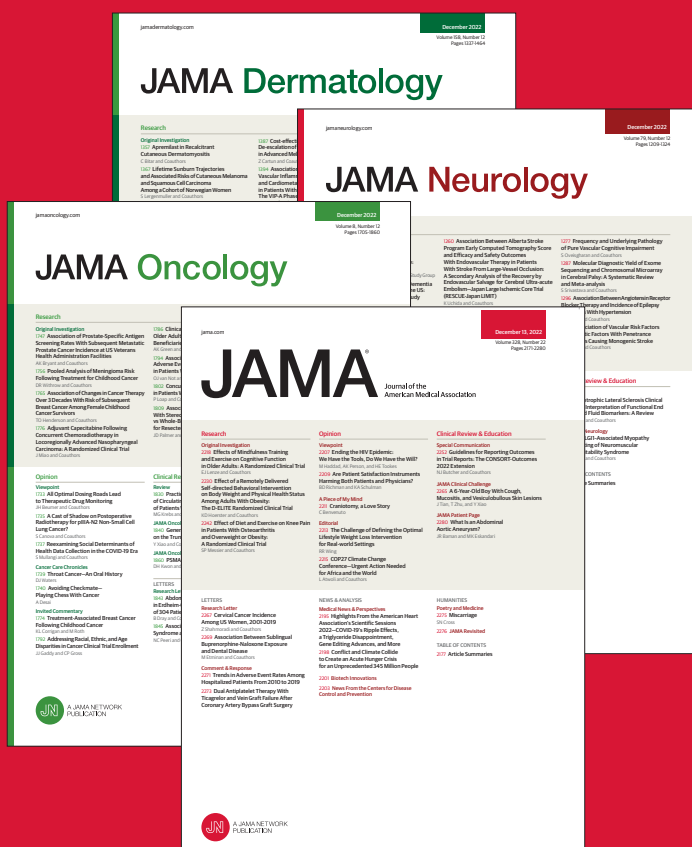
My kidney transplant happened on 12/31/2022 and was a success. Special thanks to Allison Ceraso for kick-starting me and to Gary Scheiner and friends for the campaign that spread my story. Both showed great humanitarian spirit to me. I am forever grateful to know these people.

*Terri Passick is Senior Vice President, Talent Acquisition, Havas Health & You, 200 Madison Avenue, New York, NY 10016. She can be reached at [terri.passick@havas.com](mailto:terri.passick@havas.com).*





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# Humanitarian Recognition

## NOMINEES

KATERYNA (KATE) BEHEY HELEN HOYE

## Taking Action to Help the People of Their Native Ukraine

**W**hen Russia invaded Ukraine in February 2022, the attack hit deeply and personally for AbelsonTaylor employees Kateryna (Kate) Behey and Helen Hoye.

Both were born, raised, and educated in Ukraine and have family and friends there. At first stunned by the invasion and unsure how to help, they quickly turned their skills and love of country into powerful humanitarian action. Here's how they pursued different paths to the same goal: providing much-needed aid to the people of their homeland.

### MOBILIZING GRASSROOTS ACTION IN CHICAGO

Kate Behey, a marketing intelligence strategist at AbelsonTaylor's Chicago headquarters, started a grassroots effort that began with a call from friends in Dnipro who were driv-

ing medical supplies to southeast Ukraine. They asked if she could get them body armor.

With the help of donations from family, friends, and coworkers, Kate bought four sets of armor – ballistic vests, helmets, eye-wear – and packed them in five large suitcases. Polish airline LOT flew them to Warsaw at no charge. Then a chain of volunteers successfully relayed them to her friends in Ukraine.

### A WISH LIST FOR SUPPORT

That mission set the stage for what quickly became an efficient grassroots



Helen (back row, in glasses and headband) volunteered with Nova Ukraine after supporting the organization at the 2022 Bay to Breakers run in San Francisco.

humanitarian effort led by Kate. It follows a simple system. Supported by her AbelsonTaylor coworkers and many other individuals, Kate maintains an Amazon "Support Ukraine" wish list of needed items and uses social media to encourage purchases from the list. As packages arrive at her home, she sorts the donations and packs them in large boxes. Then, each week, she ships an average of 300 pounds of medical supplies, hygiene products, and other vital aid to Ukraine.

The operation is so informal it lacks a name, but it functions with high efficiency. When one of Kate's friends set up a temporary orphanage for 42 infants and toddlers, Kate put formula,



Kate's living room serves as a warehouse and packing center. She sends roughly 300 pounds of relief aid to Ukraine every week, often dipping into her savings to cover shipping costs.



Kate rushed shipments of baby products to Ukraine when a friend set up a temporary orphanage for 42 infants and toddlers.

## KATERYNA (KATE) BEHEY AND HELEN HOYE, CONTINUED

diapers, and baby cereal at the top of her wish list, issued an urgent appeal for donations, and succeeded in helping the orphanage feed and care for the babies during the weeks before they were safely evacuated.

With the help of her AbelsonTaylor coworkers and a community of mostly local supporters, Kate has sent more than 16,000 pounds of humanitarian aid to Ukraine since the start of the war. Although she hasn't tallied up the total monetary value of the goods, a shipment of 1,000 portable water purification systems was valued at \$20,000 and 700 combat tourniquets cost \$21,000. While some items on the list cost hundreds of dollars, many others cost less than \$10 each, giving donors the ability to contribute no matter how limited their budgets.

Those who wish to support Kate's grassroots efforts in Ukraine can do so by visiting her "Support Ukraine" wish list ([www.amazon.com/hz/wishlist/ls/2KDRFSL59EW-F3?ref=wl\\_share](http://www.amazon.com/hz/wishlist/ls/2KDRFSL59EW-F3?ref=wl_share)). Current needs include OTC medicines, hygiene products, hiking backpacks, and touchscreen gloves. Larger needs not on the list are medical equipment and portable medical equipment sterilizers. Kate also welcomes donations to offset shipping costs.



Medical Aid	Medical Aid
<b>Advanced imaging and diagnostic equipment:</b> <ul style="list-style-type: none"> <li>• 27 X-ray machines</li> <li>• 57 Ultrasound machines</li> <li>• 2 Angiography-fluoroscopy systems</li> <li>• 18 Endoscopes</li> <li>• 10 Colonoscopes</li> </ul>	<b>Surgical equipment:</b> <ul style="list-style-type: none"> <li>• 18 Electroculation devices</li> <li>• 14 Surgical microscopes</li> <li>• 20 Refrigerators for blood products</li> <li>• 26 Operating tables</li> <li>• 360 VAC machines and supplies</li> <li>• 6,600 External fixation devices</li> </ul>
Medical Aid	Medical Aid
<b>Neonatal medical equipment:</b> <ul style="list-style-type: none"> <li>• 10 Fetal maternity monitors</li> <li>• 68 Incubators</li> <li>• 33 Neonatal ventilators</li> <li>• 17 Labor and delivery beds</li> </ul>	<b>Dedicated intensive care equipment:</b> <ul style="list-style-type: none"> <li>• 52 Adult ventilators</li> <li>• 9 Anesthesia machines</li> <li>• 40 Patient monitors</li> <li>• 10 Defibrillators</li> <li>• 20 Bronchoscopes</li> </ul>

Nova Ukraine has provided substantial humanitarian aid to Ukraine since the start of the war.

### HELPING BUILD GLOBAL SUPPORT WITH NOVA UKRAINE

Helen Hoyer, an AbelsonTaylor associate social media director based in San Francisco, began her humanitarian support of Ukraine through her love of running. She participated in the 2022 "Bay to Breakers" run on a team supporting Nova Ukraine, a California-based nonprofit dedicated to providing humanitarian aid to Ukraine and increasing awareness of the nation.

Impressed by the passion and commitment of the people she met, Helen looked more closely at Nova Ukraine and realized how substantively it was helping the people of her homeland. Supported by partners including UNICEF USA, Amazon Smile, Uber, Airbnb, Veritas Investments, Benevity, K Health, Funds2Org, the University of Nebraska Medical Center, and many others, Nova Ukraine has provided \$63.5 million in humanitarian assistance to Ukraine since the war began.

More than 3,000 volunteers focus on a wide variety of humanitarian initiatives. These include supplying professional medical equipment to hospitals, providing food and basic hygiene products to residents, rescuing and providing veterinary care to animals, delivering first aid and basic medicines, and providing refugee assistance.

Helen volunteered her social media expertise to Nova Ukraine's volunteer marketing team. Using the same skills she uses in her work at AbelsonTaylor, she helped develop a new social media strategy for the organization that addresses all the elements of a successful campaign, including messaging, publishing cadence, and performance analytics. The

Social Media - Purpose, Principles and Journey
<ul style="list-style-type: none"> <li>• Provides updates on Nova Ukraine's important work -&gt; bringing funding</li> <li>• Promotes events that benefit Nova Ukraine</li> <li>• Content is in English</li> <li>• 5 Platforms: FB, INSTA, Twitter, LinkedIn, YouTube</li> <li>• Follows NU Social Media Strategy and Weekly Schedule</li> <li>• Post frequency varies</li> <li>• Individual Posts and Campaigns aligned by:               <ol style="list-style-type: none"> <li>1. Type/mood (emotional stories and facts, gratitude and inspiration, updates, events, programs)</li> <li>2. Spending Category (Medical, Refugees, Evacuations, Food and Basic Needs, Infrastructure)</li> </ol> </li> </ul>

Helen created a new social media strategy for Nova Ukraine to showcase the nonprofit's humanitarian efforts and help drive donations.

strategy is now Nova Ukraine's "north star" for social media, helping increase awareness of the organization's mission, achievements, and new initiatives.

To learn more about Nova Ukraine and opportunities to contribute to its humanitarian efforts, visit About Us – Nova Ukraine ([novaukraine.org/about-us](http://novaukraine.org/about-us)).

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KATELYN ALDERFER

## Humanitarian Recognition

N O M I N E E

## Now I Lay Me Down To Sleep

One of the organizations I contribute to, and am fully passionate about, is **Now I Lay Me Down To Sleep**. In the past several years, I have contributed monetarily, participated in 5K events, but over the past several months I had the opportunity to really work with this organization to help in their recruiting efforts.

Now I Lay Me Down To Sleep (NILMDTS – [www.nowilaymedowntosleep.org](http://www.nowilaymedowntosleep.org)) is an organization that provides heirloom quality photographs to parents experiencing the loss of a baby, at no cost to them. Our family first learned about NILMDTS when we experienced a loss of our own, which is what has made me so passionate about this charity.

## OUR JOURNEY

In 2018, I found out I was pregnant. At our eight-week ultrasound, we were shocked to find out we were having twins! At 14 weeks, I learned I was going to be a boy mom and I was absolutely overjoyed, coming from a family of all girls. At our 20-week scan, I learned my boys were absolutely perfect, but my body wasn't handling the weight of twins very well, so I went on bedrest. At 23 weeks, I went into labor and experienced a very traumatizing delivery, not once, but twice. I heard my boys cry for the first time, but then those cries quickly stopped.

We lost our twins, Liam and James, before we even got to know them. We wouldn't have the opportunity to see them grow up, or really see them at all for that matter. A blessing that we were not expecting was that one of our nurses took some pictures of Liam and James. NILMDTS stepped in and retouched those images so we would always remember our boys as the perfect little angels they are.

## GIVING AFTER RECEIVING

I am passionate about NILMDTS because it allows me to give back to the organization that allows us to always see our boys, and to pass that opportunity along to other families who are suffering a loss.

If you or someone you know is a photographer, please reach out to NILMDTS. So many families could use this blessing.

Now I Lay Me Down To Sleep  
[www.nowilaymedowntosleep.org](http://www.nowilaymedowntosleep.org)



One method I use to recruit volunteers is through postcard campaigns.

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DAVE BRASKEY

## Humanitarian Recognition

N O M I N E E

## Supporting Women in Need of Housing

My name is Dave and I support **The House: Phoenixville Women's Outreach**. I'm lucky enough to live in the same neighborhood as this organization, making it an easy opportunity to contribute something back to the world and a group of people who have already given me so much.

The Phoenixville Women's Outreach program empowers women to have self-sufficiency, stability, and independence by providing a comprehensive transitional housing program, affordable housing, supportive services, advocacy, and education. After decades of distributing meals, clothing, and care to those in need, the founders of the program met women living in tents by the river in the winter's cold. At the time, Phoenixville had shelters for men and families, but nothing for women. An immediate call was felt as the founders began to spread the news to other inspired volunteers who rallied the support of agencies, churches, and organizations. They committed to establishing a transitional housing program for single women. "The House" welcomed its first participants in January 2015.

I contribute to this cause by providing the type of support that would simply mean I'm a decent neighbor. Whenever possible, I try to help by offering my time and energy through whatever it is that I have to offer. This could mean helping with

yard work, maintenance around the house, shoveling the snow throughout the winter, participation in fundraising events, or even monetary donations. I think it can be easy to find needs out there, right in front of us, but it could be difficult to see them with the chaos of our own lives spiraling by. I don't think offering your time or efforts to a cause outside of your own immediate needs or desires needs to come in the form of an officially sanctioned volunteer opportunity. There are plenty of chances to contribute back to those less fortunate in our everyday lives.

The support of women, especially those who have fallen on unfortunate times, is an important cause to me for many reasons. While I think women are some of the strongest individuals on this planet, it's not difficult for someone to find themselves in a time of need. I think all women deserve a safe home and I am more than happy to help make that happen, especially since the opportunity is right in front of me.



Helping with the upkeep of housing.

**The House: Phoenixville Women's Outreach**  
Andrea Blue, Executive Director, [Andrea@phxhouse.org](mailto:Andrea@phxhouse.org)

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CAMILA GINI

# Humanitarian Recognition

NOMINEE

## A Passion for Helping Students

In October 2022, I volunteered for **Minds Matter NYC**, an organization that provides low-income high school students with the necessary tools to embark on a successful college journey. My role with the organization entails guiding two students through the college application process during their final years of high school. Every Saturday, I meet with my mentees to discuss important life developments, assist with pre-college applications, and advise on what to expect, while serving as a supportive guide through a stressful process.

My passion for education began when I was still in high school. I had just started my first job as a preschool teacher's assistant, and I fell in love with the notion that I could truly make a difference in the lives of the next generation. I took this love for teaching and decided to give back throughout my own college journey. This consisted of two trips to Guatemala, where I volunteered to help build a school in an impoverished town called Xepocol.

Later on, I continued to volunteer at a local charter school in Neptune, New Jersey. At the charter school, I quickly noticed

that most students just need someone to listen to them. This is an understanding I continue to leverage today, and I believe the best approach is crafted around each individual student, focused on their unique needs. The only way to determine how best to help is through an unfiltered understanding, which is best attained through listening.

Then, the pandemic hit. Knowing how hard it was for me as an adult brought to light how difficult it must be for students who are already navigating so many life changes. I knew I wanted to give back, and one of the best ways to do that is through pulling from my own life experiences to help the youth of today.

Throughout my time at Minds Matter, I've learned so much about the resilience of the human spirit. Students from all different

backgrounds are taking the time to surpass expectations, and that's what truly matters.

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A photo from my days volunteering at a charter school in Neptune, New Jersey.



DIANA DI GIOIA

# Humanitarian Recognition

NOMINEE

## Habitat Home for Families

**H**abitat for Humanity offers chances for families to have a safe home they can own.

I have contributed to Habitat for Humanity in numerous ways throughout the years. I served as a Habitat Young Leaders and Professionals member for the Greater Trenton area. It allowed me to participate in meaningful ways such as fundraisers, outreach, and social activities to become involved and spark interest in others to join. I have also participated in builds with Coastal Habitat for Humanity of NJ, ranging from working on building the roof of a home to painting exterior walls. Every time Habitat comes up, I'm there wanting to support in any way I can.

### HANDS-ON VOLUNTEERING

Ever since I was in high school, I was very interested in the hands-on experience volunteering with Habitat for Humanity offered. I was not 18 years old yet, and without my parents' permission to sign slips – I could not yet become involved. It stuck with me for a long time until I could go after my passion once more. I dove right in during my college years with a local young leaders organization.

When volunteering for Habitat, I love being able to see the people I am helping and hear their stories. I want to learn more about their lives, how I can help, or how anybody can step in to

help. With all my work with Habitat, it sparked my interest to volunteer in other realms as well – always wanting to be boots on the ground, meeting more people, and hearing more stories. It's a passion of mine to connect directly with people and be there for them the best way I can.

### CONNECTING THROUGH STORIES

A memory that always strikes me is when I went on a project to paint the exterior of a home. The family came during our lunch break. I loved hearing their stories of how Habitat helped them so much over the years, provided a safe home for them and their family. I get emotional thinking about how a day's work of our time had such a profound impact on this family. A group of strangers instantly become family to you because we are there supporting each other. I feel like it is the least individuals can do to help each other out. It grows my passion to become more politically involved as well as to ensure our government

also does their due diligence to help families like the ones I have met. So we can make the strongest impact possible.

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Learning how to safely use power tools while working on the roof of a new construction home.





CAROL SORECA

# Humanitarian Recognition

NOMINEE

## The Gift of Giving

Through the years I have seen firsthand, particularly in our industry, the depth of empathy and commitment so many of you have. We are all here on this earth to serve each other. As I've always believed, success is not the letters or title after your name, not the house you live in or where you live, not the miles you have traveled, but rather how we give of ourselves for others. What's most important is how we can make a difference in others' lives.

### SHOWING CLIENT APPRECIATION

It has always been important to us at Haymarket to thank our clients for their commitment and support all year round. We were among the first to discover the best way we could thank our clients for their support was to support others who are facing challenges in their lives. So through the years, during the holiday season, our organization has been making donations on behalf of our incredible, supportive clients. We've received so many notes thanking us for these charitable contributions, letting us know these charities were so worthwhile and how much our clients appreciated the thought behind the donations. Also, in the name of our clients, we have donated to the local community in which their company resides.

### GIVING TIME

This year, for example, as a way to give back to the Paramus community, one of our corporate office locations, we partnered with Hackensack Riverkeeper to clean up the banks of the Hackensack River and surrounding parkland. The Hackensack Riverkeeper mission is to defend the Public Trust resources of the Hackensack River Watershed through a four-fold strategy of environmental action, advocacy, education, and litigation. The organization employs that strategy on behalf of the people and wildlife that depend on the river and its watershed for life. It was a beautiful way to give back to our local area, ensuring clean waters. Spending the day surrounded by my colleagues to support such a worthwhile endeavor was a very rewarding experience.

### WORTHY CAUSES

There have been several charities that my husband and I try to support throughout the years, including the following.

**Tunnels To Towers Foundation ([t2t.org](http://t2t.org))** was started by Frank Siller. He began the foundation as a tribute to his brother Stephen Siller, a firefighter who lost his life to save others on 9/11/2001. Together the family made the decision to create goodness out of this tragedy, setting up the Tunnels to Towers Foundation to support the greatest Americans who go out and

serve our country – the police officers, firefighters, and first responders who everyday work to protect us all.

The **Wounded Warrior Project ([woundedwarriorproject.org](http://woundedwarriorproject.org))** started off as a small grassroots effort to provide simple care and comfort items to the hospital bedsides of wounded servicemen back in 2003. Since then, the organization has evolved into so much more, providing services and programs that help improve the lives of our warriors and their families.

**Saint Jude Children's Research Hospital ([stjude.org](http://stjude.org))** is another important charity. Children are our most precious gifts from God. When they are struck with such devastating illnesses, we can look to institutions like Saint Jude working to advance cures and means of prevention for pediatric diseases. I know how important my children and grandchildren are to me. And I can only imagine the fear, uncertainty, and excruciating pain parents experience when their children are afflicted with childhood cancer and other life-threatening diseases.

### COMPANY AND PERSONAL DONATIONS

While I donate to these charities personally, I have been very lucky to have my employer Haymarket Media, Inc. (HMI), committed and dedicated in supporting many of the same causes as well as others. In addition, I am thankful for people in the industry like **Jeff Forster** and **Lee Maniscalco** who have committed themselves through the years to also give personally, matching every dollar.

Giving is not about grand gestures, it's about giving back in any way you can.

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My colleagues and me, including Alyssa Mogavero and Jeff Forster, at Hackensack Riverkeeper cleanup.

### NOMINATED BY JEFF FORSTER

**Carol Soreca** is a former colleague of mine at Medical Economics and Haymarket. She has made it a personal priority of hers to support a variety of charitable causes, especially at the holidays, and to do so in lieu of sending gifts to clients at that time of year. She was one of the first, as far as I can recall, to switch from buying "stuff" for customers to honor-

ing worthy organizations. The industry has followed suit in an admirable way.

*Jeff Forster is a quasi-retired medical writer and editor living in New Milford, NJ. He can be reached at [jeff.forster@haymarketmedical.com](mailto:jeff.forster@haymarketmedical.com).*





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JEFF FORSTER

## Humanitarian Recognition

N O M I N E E

## Find Your Favorite Charities and Give, Give, Give

**T**hose of us who have been fortunate enough to enjoy a career in healthcare communication have the capacity to give back, to be generous to others with our time, talents, and resources.

We all owe a big debt of gratitude to Nancy Leonard and Healthcare Marketers' Exchange for celebrating and encouraging the humanitarian spirit in our industry. Thanks to them, we now have an ongoing, ever-growing database of human experience, a treasure trove of stories to inspire and guide us.

I've been surrounded by caring, giving souls throughout my 40+ years in medical publishing, people whose selflessness motivates me to follow suit (see Carol Soreca's story elsewhere in this issue). Inspiration also comes at full strength from my family – my wife Cynthia, daughters Hilary and Meredith and their guys, Jon and Eric.

Cynthia and I make modest donations to a large number of charities throughout the year and larger donations – along with gifts of time and effort – to a select few. She is in charge of everything related to animals, not just dogs and cats but also gorillas, elephants, birds. You would not believe how many horse – and donkey – rescue organizations are out there.

We have a few favorite causes, all with compelling reasons:

1. **Domestic violence intervention.** Twenty-five years ago, when I was editor of *Medical Economics* magazine, a local DV agency reached out for help with its newsletter. That volunteer work led to a 10-year stint on the Board of Trustees of the Center for Hope and Safety. This organization has provided emergency shelter and a pathway to safe, independent living to victims of family violence in Bergen County, New Jersey for 47 years. Their vital work is needed today more than ever. Best gig: Flipping burgers at the annual picnic for former clients and their kids, a warm and welcoming family reunion of survivors.
2. **Kids.** As a parent, and as one who had the privilege of working for *Contemporary Pediatrics* magazine for nearly a

decade, anything related to children's health and well-being strikes a meaningful chord. My parents were active in supporting the Boys and Girls Club of Lancaster, Pennsylvania, my hometown. When my younger brother Gary died last summer, we designated the club as a recipient of memorial donations and took a tour of their clubhouse. The positive energy among kids and staff would light up a city. Nelson Mandela said, "History will judge us by

the difference we make in the everyday lives of children."

3. **Global health and disaster response.** For those of us working in healthcare, supporting Doctors Without Borders, a Nobel Peace Prize-winner, is a logical, natural choice, among many worthy organizations (UNICEF, etc.) making the planet a better, brighter, safer place for all.

4. **Local education.** For

the past 10 years, we have "adopted" the classroom of Matt Coonan, a dynamic, innovative teacher of writing at my high school alma mater in Lancaster. I have sat in his classroom and watched him work his magic, and we've become good friends.

5. **Suicide prevention and mental health first aid.** Years ago, on vacation at Maryland's Eastern Shore, we saw a canister in a canoe rental shop accepting donations for the Jesse Klump Memorial Fund. Named for a high school student who died by suicide, this grassroots rural organization (Jesse's mother Kim is president) does remarkable work to raise awareness and teach effective interventions. Attending their annual fundraiser, taking canoes out on the Pocomoke River – as Cynthia, Hilary, Jon, and I did last summer – is to be welcomed into a circle of love.

Sadly, many families have been touched by suicide, as my valued colleagues and friends Janis Cohen and Monique Michowski wrote so movingly in the February issue of this publication. As one who has struggled with mental health issues myself, I am all in favor of opening the conversation and eliminating the stigma.



Haymarket team lends a helping hand to the Hackensack Riverkeeper with a creek-side cleanup.

## JEFF FORSTER, CONTINUED

6. **Cancer care and prevention.** Virtually every family has been touched by cancer. Thirteen years ago, I was treated for prostate cancer at Fox Chase Cancer Center in Philadelphia. Dr. Robert Uzzo, now CEO, went out of his way to be of help back then and was there to support us once again as my brother Gary faced metastatic disease. Can't applaud and thank them enough. They define the art and science of caring.

7. **The arts.** Cynthia is Director of the Division of Cultural and Historic Affairs for Bergen County, energetically dedicated to supporting community arts and historic preservation initiatives. She inspires me to do the same. If you are ever in the DC area (Bethesda, MD, actually) check out Glen Echo Park, a family park of the arts, on the grounds of an old amusement park, complete with neon and a 100-year-old carousel. Our daughter Meredith ran educational programs there for 15 years and now works for a community arts and music organization in the San Francisco Bay Area.

8. **Dogs rule!** Our daughter Hilary, whose day job is directing a division in the U.S. Department of Health and Human Services, volunteers at a county animal shelter in Virginia. She and her husband Jon are ardent supporters

of the national organization Best Friends. We're all long-time adopters of rescue dogs.

9. **Going local.** We believe in supporting our local fire departments, ambulance corps, libraries, and food banks.

10. **Taking cues from colleagues.** For 15 years my boss, Haymarket CEO Lee Maniscalco, and I made personal donations at the holidays to supplement donations employees made to their charity of choice. In this way, we learned about countless organizations making a difference and flying under the mass media radar – everything from Trinity Place Shelter, a refuge for homeless LGBTQ youth in New York City, to 100 Black Men of America, Fanconi Anemia Research, and the Women's Prison Association.



Canoeing on the Pocomoke River, Maryland, in support of Jesse's Paddle, a suicide prevention and education program.

Volunteering for and donating to worthy causes will open your eyes to overwhelming human need – locally, nationally, and globally. It will put you in touch with extraordinary people doing extraordinary things and, in a time of creeping cynicism, give you infinite hope.

*Jeff Forster is a quasi-retired medical writer and editor living in New Milford, NJ. He can be reached at [jeff.forster@haymarketmedical.com](mailto:jeff.forster@haymarketmedical.com).*

### NOMINATED BY CAROL SORECA

When I heard **Jeff Forster** nominated me for the Humanitarian Recognition edition of HMEExchange, I thought, *Oh my God, he is the one who should be nominated.* Jeff has been the example for me all these years and with that...I am so proud to nominate Jeff Forster for his charitable efforts.

I have known Jeff over 30 years since my days at *Contemporary Pediatrics*. As long as I have known him, I have watched him tirelessly contribute to so many worthwhile causes, too many to even name! Jeff doesn't just donate monetarily, but he gives of himself with his time and his talents. He doesn't just limit himself to the human causes but is just as committed to animals, nature, and the like. And when I think about Jeff, his giving is not just limited to group causes. Jeff has been a mentor to so many people, including myself. He's provided guidance, support, and nurturing and has been such a positive influence on so many of us, all of which speaks to his incredible charitable and giving spirit.

Jeff is the all-around Renaissance man of our day! He has never been concerned about materialistic things. His focus has always been on supporting others in any way he can. Whether it's making a donation or using his God-given, incredible writing talent to support charitable organizations in their public awareness messaging. Just recently, a dear friend of mine, Alyssa Mogavero asked me to volunteer to help clean up Coles Brook in Hackensack. As the group of volunteers gathered, it was no surprise to see our dear Jeff Forster amongst the volunteers. It was another example of Jeff's commitment to the community in supporting efforts in recovering pollution from the surrounding floodplain. There are so many people with charitable spirits and kindness that help others, but Jeff leads the pack.

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CARMINE V. DEO

# Humanitarian Recognition NOMINEE

## Community Hope – Life-Changing Support

**C**ommunity Hope's mission is to be a beacon of hope in our community, connecting individuals and families with life-changing support, services, and housing that foster the independence and resiliency to live their best lives. Since 1985, Community Hope has been helping adults with serious mental illness by providing housing and support services. Since 2004, we created a number of Homeless Services for Veterans and their families. We operate in 15 New Jersey counties and our main office is in Parsippany, NJ. More information can be found at [www.communityhope-nj.org](http://www.communityhope-nj.org).

### REBUILDING, REGAINING, OVERCOMING

Community Hope serves adults with serious mental illness, homeless Veterans in recovery from a mental illness or substance use problem, Veteran families who are either homeless or at-risk of homelessness, women Veterans, Veterans at risk for suicide, and households facing eviction. We help these individuals by providing housing, support services, case management, mental health resources, addiction services, legal services, and linkages to federal, state, and local programs and benefits. The goal of the assistance is to help people honorably rebuild their lives, regain independence, and overcome the challenges that led to their situation. Each year, we help over 1,000 individuals with housing and support so they can truly live their best lives.



At the 2022 Sparkle of Hope Gala with Peggy Banko, Community Hope.

of dedicated and skilled professionals who manage all of the organization's operations. I work closely with an all-volunteer Board of Directors to ensure not only the daily and near-term successful operations but the future sustainability of our organi-

zation. This includes strategic planning with a focus on inspired and engaged people, innovative services, financial strength, and operational excellence.



Carmine Deo with Congresswoman Mikie Sherrill, Carolyn Perry, Community Hope, and Congressman Trone.

### PASSION TO ACTION

I'm passionate about my work for a number of reasons. I realized early on in my career that being a direct service provider enabled me to help others but that I would be limited in the number of people I could help. The opportunity to help the most people would come if I chose to manage and lead others who would provide the direct care. That led me on a journey to not only maximize my social work degree but to supplement it with a Master's in Business Administration. I also

have a number of family connections to this work and have been able to assist many family members and friends over the years. And finally, I had several great mentors early in my career who shined a light on a path that became my journey. I recently learned of a proverb that I believe affirms the foundation of my passion: "Our world is most negatively affected not by the actions of bad people but by the good people who fail to act."

### COMMUNITY HOPE THROUGH THE YEARS

My personal connection to Community Hope happened when I was first employed here. I was straight out of college,



Bernards Township PBA presents Karen Campbell, Community Hope Board Member, and Carmine Deo with a donation at the Annual Field of Honor.

my first job in the mental health field, and quickly connected with the mission of the organization and its people – both those serving and those being served. The family members who founded Community Hope had created an environment where caring and kindness were the key. People with the most serious mental illnesses were given the opportunity to leave the State Psychiatric Hospital and build a life for themselves.

### Join Community Hope on socials:

[www.linkedin.com/company/community-hope/](http://www.linkedin.com/company/community-hope/)

[www.facebook.com/CommunityHopeNJ/](http://www.facebook.com/CommunityHopeNJ/)

[www.instagram.com/CommunityHope\\_HopeForVeterans/](http://www.instagram.com/CommunityHope_HopeForVeterans/)

[twitter.com/communityhopenj/](http://twitter.com/communityhopenj/)

## CARMINE V. DEO, CONTINUED

The agency was small then, just a few homes in Morris County, but I knew right away I would be a part of it for the long haul. That meant leaving Community Hope for a period of time to pursue a Master's degree and become a licensed clinician. Then I had the opportunity to return as a Clinical Director, so I jumped at the chance to return to the inspiration that started it all for me. For the last 20 years, Community

Hope has grown to serve more than 1000 people a year and operates in 15 NJ counties. I'm extremely proud to be a part of that legacy.

*Carmine V. Deo, MBA, MSW, LCSW, is Executive Director Community Hope. He can be reached at 973-463-9600, ext. 305, or cdeo@communityhope-nj.org.*

### NOMINATED BY KAREN L. CAMPBELL

**Carmine V. Deo** is one of the most selfless people in the nonprofit world and the true definition of a humanitarian.

He has spent his entire career helping people in need. Carmine's primary concern is for the health and well-being of those served by Community Hope, making sure their needs are met, that they can live safely and independently with the care and support they need, and have the opportunity to honorably rebuild their lives and overcome challenges.

Carmen takes time to listen to the people in Community Hope's programs as well as each of its 150+ employees. He

sacrifices his own personal time to ensure the safety of each individual and he is truly kind. He is considered one of the best mental health leaders in New Jersey because of his compassion and skills. Our world would be better with more people like Carmine Deo.

*Karen L. Campbell is Senior Vice President, Senior Management Supervisor, Ogilvy Health, 400 Interpace Parkway, Parsippany, NJ 07054. She can be reached at 973-352-2029 or karen.campbell@ogilvy.com.*



GARIMA GOEL

## Humanitarian Recognition N O M I N E E

### Helping Women in Need

I work with **Sayodhya – A Home for Women in Need** NGO (Non-governmental organization) based in Hyderabad, India. Sayodhya is an initiative started in 2010 by a group of women activists working with children at risk. We felt impelled to start this home after witnessing increased incidences of violence against women and their children, leading to destitution, desertion, and homelessness.

Together, we established a short-stay home, a transit refuge center for women and children who are escaping a range of abusive situations – physical, sexual, and emotional – who have no social support systems to rely on. Our mission is to address women in distress, specifically to provide the victims of domestic violence and sexual abuse with a short-stay home (from one day to a month). We strive to accomplish this mission by offering services that include 24-hour availability of emergency shelter.

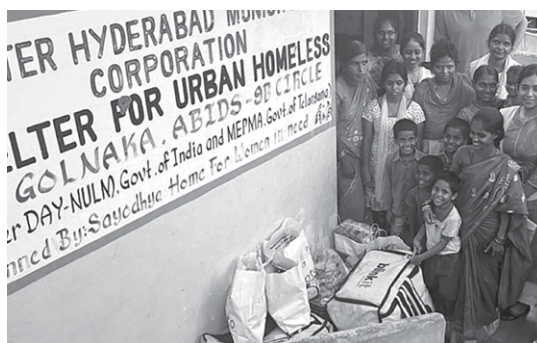
Since its establishment in 2010 to date, Sayodhya has provided emergency shelter to more than 3,000 women and young girls. But it has not been an easy journey to get where we are now! It has taken courage, sleepless nights, passion, compassion, and sensitivity to support homeless women with their kids without any strong support system, recognition, and acknowledgement. It has taken immense effort to be recognized by the State Government, community-based organizations, and other regulatory bodies.

We as a society, deal with so many social causes – wiping out poverty and inequality, improved access to healthcare, increased access to education particularly for marginalized communities, promoting and protecting human rights, environmental protec-

tion, criminal justice reforms, economic justice, women's safety and protection, gender-based violence, and so many others. But how many of the real heroes authentically working towards these humanitarian concerns and community problems are recognized and appreciated for their work? Many of the efforts made by individuals and small organizations go unnoticed, despite their significant impact on communities and individuals in need. This has been my experience and that of many others.

It has been a tremendous challenge to feel motivated and positive as we've tried to develop the cooperation required to continue our fight against social evils, rebuild the dignity of women, and bring the change in society we all want to witness. But we have not given up and will continue to dedicate ourselves to the work of Sayodhya. Find out more at [sayodhya.org](http://sayodhya.org).

*Garima Goel is Vice President, Program Delivery at Norima Consulting, Inc., Bangalore, India. She can be reached at 91-7042957668 or [garima.goel@norimaconsulting.com](mailto:garima.goel@norimaconsulting.com).*



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# Jennifer Basso Smith

**Birthplace:** Yonkers, NY  
**Currently Resides:** Mamaroneck, NY  
**Marital Status:** Widowed  
**Children:** 1 Daughter  
**Job Title:** Senior Vice President, Client Success  
**Years in Industry:** 25  
**College:** Manhattan College

*"Never let the fear of striking out keep you from playing the game."*

— Babe Ruth



## WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

*I feel as we navigate life, especially our careers, there will be many mentors we encounter, at different stages. My first mentor was my father. He owned his own business when I was growing up and was the ultimate salesman. He knew the importance of building relationships, making connections with clients. I get that side of myself from him.*

## WHAT IS THE BIGGEST OBSTACLE YOU HAVE OVERCOME?

*The passing of my husband in 2013 and learning how to navigate a new life as a young widow and only-parent.*

## WHAT WAS YOUR FIRST JOB?

*Scooping ice cream at a Häagen-Dazs – their Coffee and Double Belgian Chocolate Chip flavors are still my favorites!*

## DO YOU HAVE ANY PETS?

*Piper, the world's fluffiest calico cat.*

## WHAT IS YOUR FAVORITE RESTAURANT?

*Parc in Philadelphia. No matter if it's breakfast or dinner, everything they make is excellent. I make sure I go anytime I'm in Philly. It's like a little slice of Paris, especially when you sit outside in the spring, overlooking Rittenhouse Square.*

## HOW DO YOU STAY FIT?

*Try to watch what I eat, and my Peloton.*

## HOW DID YOU GET STARTED IN THE INDUSTRY?

*I graduated from college with a Communications-Journalism degree. My first job post-college was as Managing Editor of a local newspaper, but what I really wanted was to work for a magazine in the city. I remember applying for jobs posted in "The New York Times" classified section and one was for a junior copywriter position at Rapp Collins Worldwide (now RAPP). Working in advertising, at a big agency, didn't seem too far of a turn from working at a magazine, and would still put my degree to use. Turned out the position was in their Traffic Department, which I knew nothing about, but you have to start somewhere! One year in and I was drawn more to the Client Service Department than to the creative side and became an Assistant Account Executive on the Pfizer account. The rest is history! Rapp is also where I met my husband and will always be a special place to me.*

## WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

*Perceptive, Resilient, Badass (my daughter helped with this last one!).*

## WHAT IS THE LAST GOOD BOOK YOU'VE READ?

*"The Seven Husbands of Evelyn Hugo" by Taylor Jenkins Reid.*

## WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

*www.underscoremarketing.com of course!*

## DO YOU HAVE ANY HOBBIES?

*I love to cook and travel.*

## WHAT ONE LITTLE THING ALWAYS MAKES YOU HAPPY, OTHER THAN YOUR FAMILY?

*Driving over the causeway onto Long Beach Island. There's something about seeing the bay, opening the windows to smell the salt air, that makes any tension and worry just disappear. LBI is my happy place.*

## WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

*Healthcare inequity.*

## WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

*Always the last one!*

## WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

*Too many! "Only Murders in the Building," "Ted Lasso," "Marvelous Mrs. Maizel," "The Morning Show," "Succession," "The Crown."*

## WHAT DO YOU KNOW FOR SURE?

*Tomorrow is not guaranteed.*

## WHAT IS YOUR FAVORITE VACATION SPOT?

*Anyplace with crystal blue waters and a drink in hand! Mexico and Punta Cana are favorites.*

## IF YOU COULD DO A GUEST ROLE ON A TV SHOW, WHICH ONE WOULD IT BE?

*I'd love to be a charter guest on "Below Deck" or a guest judge on "Top Chef," either one includes amazing travel and fabulous food.*

## WHAT ARE SOME THINGS ON YOUR WISH LIST WHEN YOU RETIRE?

*To be content, proud of the life I've lived and provided for my daughter, to be healthy, surrounded by family and friends who are also healthy, preferably on a beach somewhere.*



Jenn with her daughter Sophie at a recent trip to London over the Christmas holiday break.

*Jennifer Basso Smith, Senior Vice President, Client Success, Underscore Marketing, 90 Broad Street, 2nd Floor, New York, NY 10004. She can be reached at 646-442-0997 or [jennifer.smith@underscoremarketing.com](mailto:jennifer.smith@underscoremarketing.com).*





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\* The Matalia Group, Reader-Trust 360 Report, 2018. NEJM Subscriber Satisfaction Survey, April 2021.

† NEJM Trust and Value Survey, July 2022