

Next Month  
All About Pets!

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

Vol. 27, No. 12  
JANUARY 2019

## MIND • BODY • SPIRIT

**CMI/Compas: Supporting the Whole Person**  
Julia Missaggia

**SSCG's Fit for a Cause**  
Rachel Pennington, Christine Boylan, Debbie Renner

**Brandy Colangelo's Health and Happiness Journey**

**Tips from Chuck Hyde, Stephen R. Savat,  
Brandon Buttrely, Morayea Pindziak**

**Hope from Kim Kleinberg**

**Personal Exchange with Michelle Perkel**



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Dear Healthcare Marketer,

Boy, when it comes to health and fitness, times really have changed since I was younger. I remember when Cheez Whiz and Spam weren't frowned upon. Nowadays, one of the greatest detriments to our diets is the habit of eating out frequently, which used to be reserved for a special treat when I was a kid. And, when it came to business, it used to be steak and martini lunches at The Palm. We weren't thinking about healthier options. Take sushi, for example – that wasn't even a word I knew when I was in my 20s!

Also back in the day, I certainly wasn't familiar with regular yoga, let alone all the new twists that are offered now: Hatha, Vinyasa, Bikram. And, get this, have you ever heard of goat yoga? I just went on a shoot last week with my daughter, who was doing a project for one of her college courses. She covered a class on goat yoga, where goats interacted with the yogis. There was even a special appearance from a pig!

Although I am not entirely clear on the benefits of having goats in a yoga class, I do believe that nurturing your body, mind, and spirit is the key to peace and happiness. One of my favorite quotes from the poet Maya Angelou is, "If you don't like something in life, change it. My mission in life is not merely to survive, but to thrive, and do so with some passion, some compassion, some humor, and some style. Try to be a rainbow in someone's cloud." These days, I find some of the most upsetting issues revolve around mental health, especially for our children. Considering all the things that are posted on social media, bullying, and opioid addiction, it is not an easy world to navigate. How we got here...I wonder.

The silver lining is that many companies are realizing more and more that a healthy employee is a happy employee, and they are taking steps to improve the overall well-being of their workers. A few of the stories on the following pages highlight what some of the companies in our industry are doing to help their employees with balance and overall health. **Julia Missaggia** of CMI/Compas shares the company's top three rules for employee health. **Rachel Pennington**, **Christine Boylan**, and **Debbie Renner** discuss the comprehensive steps to good health SSCG Media Group offers. And **Morayea Pindziak** tells of the efforts on HealixGlobal's part to ensure they support the health of their employees. She also gives her top personal tip for fitness. **Brandon Buttrey** gives us a peek inside his good health routine. **Chuck Hyde's** got some habits he's sharing, along with a recipe for delicious nutritious overnight oats. Looking for some fitness motivation? We've got a story of transformation from **Brandy Colangelo**. **Stephen R. Savat** finds his happy in the D.R. And **Kim Kleinberg** inspires us all as she shares the difficult journey with her son that has led to tremendous hope, faith...and a tattoo. Thanks to **Michelle Perkel** for giving us a glimpse into her life in this month's *Personal Exchange*.

As I say every year, I am going to make an effort to take better care of myself. It has been a bit of a rough year, so I plan to find ways to calm my stress by developing healthier habits, including some of those I learned from the articles in this issue. As always, my friends and colleagues in this industry continue to energize and encourage me. Take a deep breath and thrive!

Happy, Healthy New Year,

*Nancy*



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# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**Area 23** had announced the promotion of **Becky Swenson** as Senior Vice President, Management Director. She can be reached at 917-265-2623.

**CMI/Compas** has announced the appointment of **Kylieann Smith** as Media Planner; **Steven Bonitatibus** as Senior Media Planner; **Megan Sullivan**, **Samantha Ricca**, and **Anjelica Grebenschikoff** as Associate Media Planner; **Justine Hulcher** as Specialist, Digital Ad Operations; **William Royal** as Associate Analyst, Social Media; **Iman Griffin** as Analyst, Social Media; and **Gabriela Ramos** as Supervisor, Media. They can be reached at 215-588-5944. **Alireza Jamzad** has been appointed Associate Director, Information Architect, and **Briana Mullery** as Media Planner. They can be reached at 646-840-0717. **Aidan Paggao** has been appointed Associate Analyst, Search Engine Marketing, and **Brian Post** as Associate Director, Media. They can be reached at 484-322-0880. **Andrea Simone** has been appointed Office Coordinator. She can be reached at 856-667-8577.

**Evoke Group** has announced the appointment of **Beth Beck** as Group Managing Director for Philadelphia and Chicago and **Collette Douaihy** as Chief Creative Officer. They can be reached at 267-765-4992. **Shelley Rahe** has been appointed EVP, Global Client Partner and **Michael Cole** has been appointed Chief Strategy Officer. They can be reached at 212-228-7200.

**Gilead Sciences** has announced the appointment of **Daniel O'Day** as CEO, effective March 1, 2019.

**John Wiley & Sons, Inc.** has announced the promotion of **Samantha Connelly** to Senior Manager, ERP Business Process. She can be reached at 201-748-6000.

**Scout** has announced the appointment of **Ayubu Azizi** as Creative Director. He can be reached at 312-361-1640.

**Solve(d)** has announced the appointment of **Nancy Pantaleo** as VP, Media Director. She can be reached at 800-776-8090.

## NEW & NOTEWORTHY

awards • mergers • approvals

**AbbVie** and **Roche** have announced the FDA accelerated approval of Venclexta (venetoclax) in acute myeloid leukaemia (AML). Specifically, the BCL-2 inhibitor is indicated for use in combination with azacitidine, decitabine, or low-dose cytarabine (LDAC) to treat patients newly diagnosed with AML, who are 75 years or old, as well as those ineligible for intensive chemotherapy. For more information, visit [www.abbvie.com](http://www.abbvie.com).

**Astellas Pharma** has announced the FDA approval of Xospata (gilteritinib) in use for adults with relapsed or refractory acute myeloid leukaemia (AML) with a FLT3 mutation as detected by an FDA-approved test. For more information, visit [www.astellas.com](http://www.astellas.com).

**AXON** has announced that its holding and management company, **AVENIR GLOBAL**, has acquired **Cherry**, a large independent healthcare creative agency in the U.K. The acquisition will allow **Cherry's** clients to benefit from the wider network, including a U.S. presence. For more information, visit [www.axon-com.com](http://www.axon-com.com).

**Bayer** has announced that it will cut approximately 1,250 jobs from its pharmaceutical division as part of a wider staff reduction plan that will lead to the loss of about 12,000 positions from the global workforce by the end of 2021. For more information, visit [www.bayer.com](http://www.bayer.com).

**Celltrion** and **Teva** have announced the FDA approval of Trumxima, a biosimilar of Roche's Rituxan for the use as monotherapy or in combination with chemotherapy in adults with CD20-positive, B-cell, non-Hodgkin's lymphoma (NHL). The approval marks the first clear-

ance of a biosimilar version of Rituxan in the U.S. For more information, visit [www.celltrionhealthcare.com](http://www.celltrionhealthcare.com).

**GlaxoSmithKline** has announced an agreement to acquire **Tesaro**, gaining the company's PARP inhibitor Zejula, which is currently approved in the U.S. and Europe as a treatment for adults with recurrent ovarian cancer who are in response to platinum-based chemotherapy, regardless of BRCA mutation or biomarker status. For more information, visit [www.gsk.com](http://www.gsk.com).

**Novartis' Sandoz** unit and **Pear Therapeutics** have announced the FDA clearance of reSET-O, marking the first FDA-cleared prescription digital therapeutic for patients with opioid use disorder. For more information, visit [www.sandoz.com](http://www.sandoz.com).

**Pfizer** has announced the FDA approval of Daurismo (glasdegib) in combination with low-dose cytarabine (LDAC) for the treatment of newly diagnosed acute myeloid leukaemia (AML) in patients at least 75 years of age, or who have other chronic health conditions or diseases that may preclude the use of intensive chemotherapy. For more information, visit [www.pfizer.com](http://www.pfizer.com).

**Roche** has announced that its Genentech unit has entered into a definitive agreement to acquire **Jecure Therapeutics**, obtaining full rights to **Jecure's** entire preclinical portfolio of NLRP3 inhibitors. For more information, visit [www.roche.com](http://www.roche.com).

**Sima Sherman** has announced the launch of **Sherman Medical Marketing Group**, a rep firm that will focus on marketing and sales services in the medical community. She can be reached at 610-529-0322.

**Takeda** has announced the acquisition of **Shire**, the largest acquisition Japans history, making **Takeda** and **Shire** the 9th largest drug company in the world. For more information, visit [www.takeda.com](http://www.takeda.com).



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# THE 3 RULES

## For Happy and Healthy Employees

BY JULIA MISSAGGIA

A happy and healthy employee is a productive employee – and that’s good for everyone. But there are many things that impact well-being, including physical health, mental health, financial health, stress levels, and the health of loved ones. And when one or more is out of whack, it can affect everything else. We feel employers and employees should pay close attention not only to physical health, but to all aspects of health. We have been employing this process and have found there are essentially three rules to follow to be on the right path.

### Rule #1 – Recognize that health means more than physical health

Someone who has a significant financial burden may find it hard to concentrate at work. A parent with a sick child may be more impacted than when they personally are sick. And we’ve all experienced how it feels to be overwhelmed with stress. All of these things affect our lives, including how we show up at work. People are more than just their jobs. That’s why we prioritize not only health benefits but those that help people find balance in their lives. We’ve found some of the things that work for us include:

- **Frequent fun events** – particularly those that are actually in the office during core office hours, so all are able to attend without impacting their personal schedules
- **Easy ways to recognize the impact of your colleagues** – we employ YouEarnedIt, which gives a bank of credit to every employee that they can award to others. The credits are then traded in for gift cards. We also hold Employee of the Month Awards at the corporate level and encourage teams to create their own awards



CMI/Compas believes in supporting the whole individual, and the company’s core values include a spirit of giving, balance, and a family feel. The mantra: Brilliant Minds. Big Hearts. Bold Opportunities.

- **Alternative work arrangements** – including flex schedules and the ability to work from home
- **Opportunities to volunteer/impact the community** –

we do this also at the corporate and individual level, holding initiatives with partner non-profits as well as encouraging our colleagues to volunteer for causes most important to them

- **Employee centricity** – we take a moment to stop and ask, “What’s in it for the employee?” when holding meetings. For example, rather than our “typical” 401(k) info sessions that went into the basics, we asked employees what they wanted

to hear about and offered up that content. We aim to address the needs of each person rather than making assumptions about what they want

- **Work/Life Balance and Mental Health programs** (EAP – Employee Assistance Programs) – to help people with important decisions and situations in their life with free employee counseling sessions included. This could be dealing with grief, student loans, child or elder care needs, and more. This also includes daycare discounts and free [care.com](http://care.com) accounts for our employees
- **Legal support** – in some office locations we are piloting a program offering a legal services benefit to employees

### Rule #2 – Don’t judge

One person’s flex need is just as important as another’s. We all have different challenges and know what we need to make life more manageable. For one employee it may be about working certain hours. For another, it may be working from home more frequently. One employee may need to

*Continued on page 9*

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\*Source: 2017 Journal Citation Reports, Clarivate Analytics, 2018

# MY JOURNEY TO HEALTH & HAPPINESS!

BY BRANDY COLANGELO

My health journey began on July 5, 2018. During this time, I was feeling the effects of being a full-time working mom of two – pouring myself into my kids, work, and everything else but myself. I was eating for convenience, exhausted, and becoming uncomfortable in my own skin. Feeling stuck! This had a ripple effect on my mood – it impacted my family, job, and relationships. I knew I needed a change and I was desperate.

## CHANGE BEGINS

Luckily for me, my friend and now Health and Business Coach had the hope and tools to help me begin making changes for myself. One healthy habit at a time...

Within a few weeks on my health journey, I knew my life would never be the same. I found hope, empowerment, and a community that embraced and challenged me to become the best version of myself. I lost 25 pounds in just a few months and I gained a life of freedom that I never imagined was possible. Little did I know that what I thought was “just another diet” was actually my ticket to a new story of personal development and the joys of helping others!

## A THRIVING LIFE

Throughout my journey, I have learned how to fuel my body the right way with food and what I need to function at my optimal best. I learned portion control. I learned how to train my thoughts. I learned how to stay positive and optimistic. I learned to dream again...set and accomplish goals! Most importantly, I have learned daily healthy habits that have set me up for long-term success. Today, I absolutely love being active in my family's life. Instead of hiding behind my kids, I can keep right up with them! I have become much more confident. I sleep more soundly. I have energy to get through the day and then some. And I have a different relationship with food. I think about my choices, I plan ahead, and I know what I am putting into my body. I am no longer just surviving each day. I am thriving!

## PAYING IT FORWARD

I believe so much in my program that I am committed to paying it forward as a health coach. I have the opportunity

to support others, who are feeling hopeless and stuck just like I was, in achieving their optimal health. It has been such a joy and a blessing seeing others transform and live a life they love again!

Here are a few healthy habits I've learned that everyone can and should incorporate into their daily routine!

## DAILY HEALTH TIPS

### Stay Hydrated!

✓ Drink at least 64 ounces of water or half your body weight in ounces a day!

It is so important to keep our bodies hydrated. Our bodies cannot hold on to water, we need to constantly keep replenishing. Water helps maintain a balance of body fluids, it flushes out toxins, helps your kidneys, improves digestion, helps control calories, energizes the muscles, and keeps your skin glowing!

### Keep Moving!

✓ Choose healthy movements throughout your day!

Some people think embarking on a healthy lifestyle means signing up for a gym membership, but you can also just make subtle, better decisions in your everyday life to burn those extra calories – take the stairs instead of the elevator, park far away, take a long walk.

### Healthy Eating Habits!

✓ Stay consistent!

Learn how to fuel your body efficiently – through small meals every three hours. Choose low-glycemic carbohydrates, lean proteins, and healthy fats. When possible, buy locally grown produce. Arm yourself with a shopping list before you enter any sort of grocery store to avoid impulse buying.

### Healthy Mind!

✓ Choose to be grateful and positive!

Write down what you are thankful for every day! Say yes to personal growth and development. Be prepared to change and challenge yourself.

Continued on page 9



Four months into my healthy lifestyle I am more energetic, confident, and able to enjoy every second with my family!

# 3 Tips for Healthy Living

BY BRANDON BUTTREY

There are three things I do every day to keep me feeling relaxed and balanced.

- 1 Take a 20+ minute walk, first thing in the morning. This helps me wake up, gets my heart moving, and relaxes any stresses I have about the upcoming day. I walk the same route each morning with my English Golden Retriever, Sydney. This is a time of prayer and silence for me to cast all my cares on God.
- 2 Deep breaths throughout the day...intentional, long breaths. I take time to pause and count to ten, slowly. It's something my doctor told me to do throughout the day when things are stressful.
- 3 Intermittent Fasting – This helps me digest more effectively and gives me energy. I started this five months ago. I learned from Dr. Jason Fung through an association video. The regimen simply consists of periods of fasting and periods of feeding throughout the day. Typically, this is done in a 16/8 window – 16 hours of fasting and eight hours of eating.



Brandon Buttrey is New Business Director and Director of Philanthropy at RSW/US, Underscore, 6725 Miami Avenue, Floor 2, Cincinnati, OH 45243. He can be reached at [Brandon@RSWUS.com](mailto:Brandon@RSWUS.com) and 513-559-3105.

## My Journey Continued from page 8

### Make time for yourself!

✓ Invest in you!

Enjoy some quiet time with you and your thoughts. Keep the promises you make to yourself. You are your greatest asset. When you take care of YOU, your life takes care of itself.

I will never regret saying YES to making myself a priority and choosing health. I know my story does not end here because this is just the beginning of my journey. It is never too late to work towards being the healthiest YOU!



Before, I always would hide behind my kids in pictures or avoid pictures altogether.



Brandy Colangelo is Senior Director, Buying Services, Compas, Inc., 3 Executive Campus, Suite 430, Cherry Hill, NJ 08002. She can be reached at 856-667-8577 and [bcolangelo@compas-inc.com](mailto:bcolangelo@compas-inc.com). If you'd like to hear more, contact Brandy at <https://www.facebook.com/brandy.colangelo> or 609-707-5822. She'd love to help you reach your fitness goals!

## 3 Rules Continued from page 6

leave by 4:30 to pick up kids from daycare or even log back on to finish up what they need to in the evening. Another may need to leave by 4:30 for a yoga class that helps them feel centered. We trust that our employees can make responsible decisions personally and professionally. We don't ask why.

### Rule #3 – Measure and be ready to change

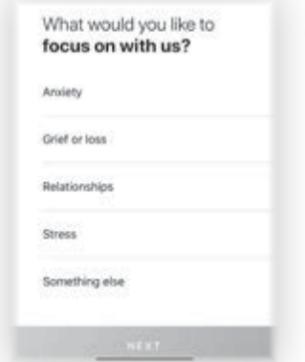
Sometimes even the best-intended plans don't work out. So – just like in our work for clients – we don't “set it and forget it.” Measurement is a critical part of success.

- We conduct a large-scale employee survey and exit interviews as many firms do. But we also do “stay interviews,” to get a real-time look at how things are going for our loyal staff and learn how we can do better.
- We also experiment with different benefits, and then check to see how those are being received. For example, research shows that exercise is beneficial for many reasons, including preventing postpartum depression, so we have negotiated gym discounts. As another example, we are piloting the [Ginger.io](https://ginger.io) app in a few of our offices. It's a mobile app that offers support for mental health and self-care, but it's different from the EAP we already offer in that it's totally smartphone-based. And while this is perhaps the toughest to implement of all the benefits we provide, we aim to ensure every manager is administering policies fairly. We frequently share our core values and best practices in regular manager meetings as well as maintain an open-door policy in HR and among our leadership team.

Among our core values is “Be Awesome” and “We Are Family” and we take those to heart. We value our employees as humans, and that's why we have the perks we have. We prioritize benefits that help our people no matter what they are struggling with.



Julia Missaggia is Director, HR, CMI/Compas, 3 Executive Campus, Cherry Hill, NJ 08002. She can be reached at 856-667-8577 and [jmissaggia@cmicompas.com](mailto:jmissaggia@cmicompas.com).



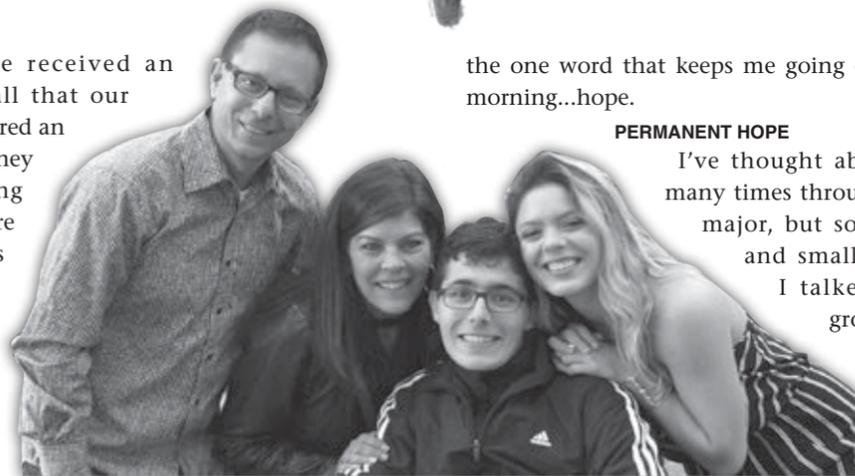
CMI/Compas continually tests potential benefits and services for employees. They are currently piloting [Ginger.io](https://ginger.io), a smartphone-based service offering support.

# Faith hope Alex

BY KIM KLEINBERG

One year ago, we received an unimaginable call that our son Alex had suffered an anoxic brain injury. They weren't sure how long he was down, anywhere from 15-30 minutes and it took eight minutes to bring him back. The doctors prepared us for the worst...if he did wake up, the probability that he would have severe brain damage was high...he may never walk, talk, or have cognitive abilities. I truly believe the power of prayer brought Alex back to us.

I've questioned God so many times with Why? What is the purpose? While we cannot talk of any details at this time as to what happened, I believe there is a greater purpose for Alex and us through this journey. It has yet to come to full clarity, but I have faith that it will. While every day is a challenge and a rollercoaster and we have a long way to go, there is hope in even the slightest progress. We take it one day at a time. I have been reflecting this week on how grateful and blessed we are to have our family intact. I realize many are not as fortunate to have their children here with them and think of you all often. Thank you to everyone this past year for your love and support. We could not have gotten this far without all of your love and prayers. Many thoughts come to mind every day, but



"Celebrating life" – Allen, Kim, and Alex visiting Emma in Nashville.

the one word that keeps me going every night and every morning...hope.

### PERMANENT HOPE

I've thought about getting a tattoo many times through the years; nothing major, but something meaningful and small. My girlfriends and I talked about going as a group and getting a tattoo done. I guess we just never found anything worth permanently putting on our bodies. As the anniversary of Alex's injury approached, I found myself (as we often do) thinking back to where we were a year ago and how life changed for all of us so quickly. I remember, after weeks of being prepared by the doctors for the worst, Alex began to show signs of movement. When Alex put a "thumbs up" on command, the entire hospital staff was

in tears. One of the nurses was hugging me and saying, "Have Faith, there is Hope." I have lived by those words every day since. One of my dearest friends, Kim Boyd, asked me how I was feeling as the anniversary approached and I told her that I was considering finally getting that tattoo. So, on November 8, Kim came to support me by having "faith" tattooed on her wrist and I had "hope" (in Alex's handwriting) tattooed on mine.



"Celebrating Hope and Faith" – Kim and her best friend Kim getting their tattoos.



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# The Good Life in the D.R. and NJ

BY STEPHEN R. SAVAT

We bought a condo in 2007 in the Dominican Republic when I retired from ACNielsen/HCI after 24 years. We are located on the south/Caribbean shore in a town called Juan Dolio. It is located 35 miles from the capital Santo Domingo and, as you can tell from the photo, the condo/apartment is right on the beach. We are part of Aqua Tower, a community of 31 apartments. Since we are so close to the "city" – population 4.5 million in Santo Domingo – the place is almost empty during the week. Most owners/residents come for the weekends only. We spend six months here from October through April, which is the Dominican "winter," so even on the weekend it is not crowded. The water temp is about 85° as is the pool. When we want it, the hot tub is warmer. It is also post hurricane and the dry season.

My wife is Dominican and she has an extensive family here, so we are busy. There are many restaurants close by. We go into the capital weekly to shop, see family,



As good as it gets – not bad for a kid from Brooklyn.

movies, concerts, and city things. We also have a condo in the city, which makes our visits easy and convenient.

Juan Dolio is very quiet and very safe during the week. The sunrise – when we get up that early – is beautiful and the sunset, with drink in hand, is also stunning. Spending all that time there is relaxing and rejuvenating. We hope to be able to do it for many more years – swimming, walking the beach, and cleansing

the pollution of working.

And, for those in New Jersey, New York, etc., there are NO real estate taxes!



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# Choices in Fitness

BY MORAYEA PINDZIAK



Consider my glass of wine the cornerstone of my healthcare regimen. (Really, I just use the noted health benefits – antioxidants, immune boost, reduced risk of heart diseases and stroke, etc. – as an excuse to enjoy wine!) Also outside of work, I do a weekly "relaxing flow" yoga class with a friend at YogaLove in Yardley, Pennsylvania. It's all about de-stressing and refocusing – I love it. And afterwards, we cross the parking lot to Continental Tavern where we have a glass of wine and catch up. The whole evening is therapy for the soul.

While my wine and yoga are enough for me, others love the gym benefits and variety of other wellness programs HealixGlobal offers, including an in-office gym and dis-

counts at area fitness centers. We also have discretionary time off (unlimited PTO) and dynamic days. As a parent, there's nothing worse than missing your kid's five-minute school presentation on the 15th president (because they inevitably invite the parents as if nobody works!), but dynamic days give you the ability to work from home. This way you can pop over to school so you don't have to miss out on all those proud (yet somewhat mind-numbing) moments. There are also a number of employee assistance programs available at no cost, ranging from smoking cessation to mental-health counseling.



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# FIT FOR A CAUSE

BY CHRISTINE BOYLAN, RACHEL PENNINGTON, AND DEBBIE RENNER

The month of October was certainly a busy one for SSCG Media Group! Employees were working hard to *outstep* 14 other Omnicom Health Group (OHG) agencies across both the United States and Europe, competing in the **2018 OHG Fit Charity Challenge**. This was a month-long challenge in which OHG agencies were tracked and ranked by their average number of Fitbit steps each day. All rankings were viewable 24/7 in a mobile dashboard to keep things exciting (and nail-bitingly competitive)! After a fun and invigorating challenge, SSCG Media Group was honored to walk away with 4th place!

**AND THE WINNERS ARE...**

Not only were we motivated to try to achieve high scores against our peer agencies, we were also highly motivated to donate to a charity of our choice. Each agency within OHG contributed \$1,000 for a total of \$15,000. OHG matched the total contribution dollar for dollar for total prize money of \$30,000.



Debbie Renner, CEO of SSCG Media Group, squeezes in some steps between meetings.

**GIVING AND TRANSFORMING**

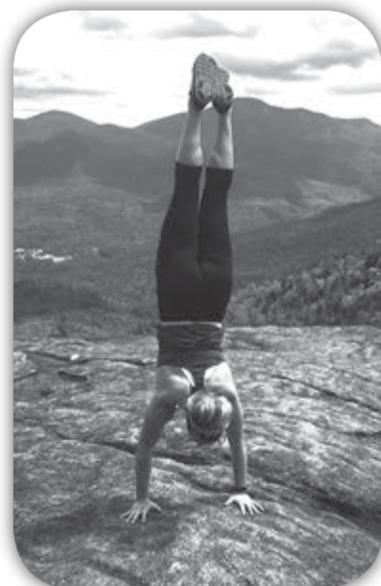
The OHG Fit Challenge completely transformed the way our employees viewed health and fitness, even before hitting the gym. The challenge not only helped us better “quantify” the steps we’re already taking, but also pushed many of us to think about how we can maintain healthier lifestyles throughout our personal lives AND during the workday. Small – and often spontaneous – decisions all added up to garner additional steps for the day! Many people reported walking in New York City rather than taking the subway. Other employees got their steps in by taking their dogs on an extra-long walk every day. SSCG employees with children were shocked to realize how many steps they recorded after a full day of chasing after their kids. We even bought a treadmill desk at work so we could be productive while getting those steps in during the workday!

To keep each other extra driven throughout the challenge, SSCG created a single-elimination bracket challenge in which we battled against another fierce competitor (and potential desk neighbor!) over the course of several days. If you were knocked out of the elimination bracket, you were then placed into the “Losers Pool,” where you raced against other “Losers” to see who could take the most steps over the course of the challenge.

Through our **2018 OHG Fit Charity Challenge** we learned a lot of tips on how to live an active and healthy lifestyle. Here are some of our team’s favorites:

- Take advantage of nice weather by taking your meetings on-the-go. Walking meetings are a great way to get your steps in during the long business day.
- Use a standing (or a treadmill!) desk if you have access to one.
- You can get a significant amount of exercise just commuting to the office, but if you work from home, make sure to schedule walking breaks and time to hit the gym!

Continued on page 13



Christine Boylan goes out for a hike to get her steps in and see the world from a new perspective.

## The Food-Fitness Balance

BY CHUCK HYDE

Eating healthy *all* the time is just not sustainable for me. Generally, I’m “good” at breakfast and dinner. Lunch is more of a struggle, as I often eat out with clients at a restaurant. I balance this with exercise, which allows me to “carb out” quite a bit, and it wakes me up and relieves stress too. I exercise six days a week, running and lifting weights on three of the days and just lifting on the other two days. I have added playing “pickleball” to my routine on occasion as well. My treat is popcorn at night; I’m addicted to cheese popcorn. Thankfully, with the advent of white cheddar popcorn, my fingers are no longer constantly stained orange.

Here are a couple of things I do to make staying healthy and de-stressing a little easier:

- 1) **Workout immediately in the morning.** Usually I can start my workout before my brain is awake, and thus work out before my brain has time to create excuses to not work out. As my IQ is low upon waking, this works for me most days.
- 2) **Prep my breakfast for the week on Sundays.** I usually prepare an “overnight oats” type breakfast and sim-

ply add milk the night prior. This limits my quantity and increases my quality with little effort.

**Overnight Oats Recipe**  
(one serving)

**INGREDIENTS**

- ½ cup oatmeal
- 2 scoops protein powder (whatever flavor you prefer, I like cinnamon)
- 1 tbsp flax seed
- 1 tbsp chia seed
- 1 tsp Maca powder
- 1 tsp creatine
- ½ cup milk, coconut, or almond milk

**DIRECTIONS**

1. Layer all ingredients in a jar with a lid or food storage container of choice.
2. Pour about ½ cup milk into the one-serving container the night before you’ll eat. Refrigerate.



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Fit for a Cause *Continued from page 12*

- Family bonding! Go chase your kids on the playground or take a post-dinner walk with your significant other.
- Take your furry friend out for an *extra* walk – they will love you for it.
- Travel! Not only will you get a chance to vacation and see the world, you’ll get a lot of steps in as you sightsee.
- The gym isn’t your thing? Bring a book to read while sitting on the bike or climbing the StairMaster to make the time fly.



Johanna Jarvis, Associate Partner of SSCG Media Group, stayed competitive in the challenge by using the treadmill at work and chasing after her kids at home.

- Have a long commute and need to take public transportation? Get off a few stops early and enjoy a longer walk to and/or from the office.
- Rather than send a chat message or email a coworker within the office, get up and walk over to speak with them in-person.
- Get up, couch potato! Walk in place or get in a few sit-ups during commercial breaks of your favorite TV show.
- Break out the dancing shoes with your friends.

Although the challenge has ended, SSCG employees continue to improve their health and fitness on a daily basis. We often inspire each other to *get up and move!* The work we do every day encourages healthy behavior, so now we are definitely walking the talk.

How will you improve your health?



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# Michelle Perkel



**Birthplace:** Philadelphia, PA  
**Marital Status:** Married to Ben Perkel for 7 years  
**Job Title:** Supervisor, Media  
**Years in Industry:** 12  
**College:** Rutgers University

*"If you don't ask, you don't know."*

## WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Traveling the world is huge on my bucket list. While I'd love to do it in one shot, until I win the lottery, I'll settle for checking off little pieces of the globe, one by one. Specifically, going to Red Rocks is high on that list. My second item is competing in a triathlon.

## WHAT WAS YOUR FIRST JOB?

In high school, I was a camp counselor. My first non-high school job was as a photographer at the entrance of a theme park. Being on the receiving side of some rude guests, I quickly learned the importance of being polite and letting people do what they need to get their job done.

## DO YOU HAVE ANY PETS?

I have a rescue dog named Chloe Dancer. She was named after the Pearl Jam Chloe Dancer/Crown of Thorns Mother Love Bone cover.

## WHO DO YOU MOST ADMIRE FOR THEIR HUMANITARIAN OR CHARITABLE EFFORTS?

Everyone who does something for others. While there are some amazing people who do things on the larger scale, I'm most impressed by the people who make these efforts in their own communities. If we all made a little effort, the results would be huge.



After completing 10 miles of Rocky 50k Fat Ass Run 2016.

## WHAT IS YOUR FAVORITE RESTAURANT?

Hardest question ever. I'm a huge foodie and typically break out my top spots by category. If I have to pick just one, I'm going to go with Tony's Baltimore Grill in Atlantic City. It's a dive bar, but the pizza is to-die-for. It's also a special place because my family has been going there for over three generations.

## HOW DO YOU STAY FIT?

I love working out. My first passion is cycling and I have ridden in six Bike MS: City to Shore rides. I've recently gotten the running bug and have completed four half marathons since 2017. I supplement my runs and rides with spin classes, yoga, some TV time on the elliptical, and swimming whenever I can access a pool.

## HOW DID YOU GET STARTED IN THE INDUSTRY?

To be honest, I didn't know what I wanted to do right after college. A friend of mine got a job as a media buyer, so I took my first broadcast buying job because of that. It turned out I really enjoyed it and found a passion in media planning and account management.

## WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

TRAVEL. I would start checking places off my extensive bucket list left and right. I would also become an active financial donor to charitable organizations and causes that have a special place in my heart.

## DO YOU HAVE ANY HOBBIES?

Running and cycling are my main active hobbies, but I'm also an avid concertgoer. When I'm able to travel to see a concert, I've hit the jackpot. This past summer, I saw three Pearl Jam shows in three different European cities. I also like trying different cuisines and craft beer. I love when I can integrate a few of these hobbies together.

## WHO WAS YOUR FAVORITE TEACHER?

Steve Miller, the Director of the Undergraduate Studies in Journalism and Media Studies (JMS) at Rutgers, is my favorite teacher. Aside from teaching several great classes and being an excellent resource while I was in school, he is actively involved with the JMS alumni. It's not only me that he's made an impact on; I've recently come across several Rutgers Journalism alumni through business and, aside from discussing our dorms and favorite stomping grounds, Steve Miller always comes up with the highest of regards as part of our undergraduate experience.

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

Sushi. If I'm having a bad day, I'll call a "code sushi" to make me feel better.

## IF YOU COULD SEE ANYONE IN CONCERT, WHO WOULD IT BE?

I've been very lucky to see so many concerts in my lifetime. I regret not seeing Tom Petty when I had the opportunity before he passed in 2017. Realistically, I'd really love to see Foo Fighters – it just hasn't happened yet. Of course, I would always love to go to a Counting Crows concert – to date I've seen them live 68 times.

## WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

My husband gave me my grandmother's engagement ring, which she gave to him before he proposed to me. It is my most treasured possession.

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