

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

VOL. 25, No. 10
NOVEMBER 2016



HEALTHCARE MARKETER'S EXCHANGE

2nd Annual

Humanitarian Awards

Celebrating the industry's most charitable people and companies

*And the
winners are...*

2nd Annual

Humanitarian Award Winners

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*Source: Kantar Media, June 2016 Medical/Surgical Readership Study, Internal Medicine Office & Hospitals Combined, Table 110



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For their focused effort to prevent the leading cause of infant death....

See page 6



RICHARD NORDSTROM

For his dedication to changing the trajectory of underserved at-risk students...

See page 8



A special thanks to the judges...



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John F. Kamp, J.D., Ph.D.



Peg Dougherty
Marcus, CMP



Marty McNamara



Maureen Regan

For judges' biographies, go to www.hmexchange.com/judges.html

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DEAR HEALTHCARE MARKETER:

Welcome to the 2nd Annual HEALTHCARE MARKETER'S EXCHANGE Personal and Company Humanitarian Awards issue! In a world that seems a little off kilter and, let's face it, even a bit depressing, we're pleased to bring you an issue full of uplifting stories that are sure to inspire you.



Last year, we decided it was time to celebrate the good things people in our industry do, either on their own or through their companies. So we invited companies and individuals to submit HME Humanitarian Awards nominations. Through a panel of judges and based on a rubric, this distinction is awarded to the company and individual who go above and beyond to make the most positive impact on the welfare of humankind through their contributions, time, actions, and dedication.

Here are a few of the comments we received from our judges as they sifted through the nominations:

- "The scope of successes and scale of the impact of this nominee's efforts are in an area that are critical to the future of our nation and its youth."
- "The humanitarian efforts engaged in by all of the companies nominated are worthy of recognition and emulation."
- "The work being done by each of these nominees is more than just commendable. It is an example to each of us."
- "I am thrilled that such a test for congenital heart disease (CHD) exists. It should be standard operating procedure for all healthcare practitioners."
- "...literacy is a stepping stone out of poverty."

This year, like last year, we received nominations that made it extremely difficult to pick one winner in each of the categories. Truly, every one of our nominees deserves an award for their dedication to making the world a better place. The work is extraordinary.

Among the charitable efforts are:

- A successful effort to advance a simple blood test that can prevent congenital heart disease (CHD), the leading cause of infant death due to birth defects in America.
- Educational programs that deliver opportunity and reading programs that deliver books to the underserved, at-risk students of our nation.
- Programs that make wishes come true and ensure families experience the joy of the holidays.
- Up-close and personal service – including reading, cooking, providing medical assistance, encouragement, respite, and more – to the sick, the elderly, the poverty-stricken, the hopeless.
- Far-reaching, even global efforts to stem the tide of suicide and improve medical care that impacts whole nations, such as Africa.
- Care for animals that are neglected, abused, and in dire need of a home.

We celebrate everyone who was nominated and give special recognition to this year's winners. Congratulations to:

HME Personal Humanitarian Award winner – Richard Nordstrom, Liberate Ideas, Inc.
HME Company Humanitarian Award winner – Sandbox

Last year, we were delighted to join the AMM (Association of Medical Media) to bring the Nexus Representative of the Year Awards and the HME Humanitarian Awards together for a beautiful celebratory evening. It was a night of powerful stories, awesome industry-wide connection, and unadulterated joy. This year, we are excited to partner with AMM again. You won't want to miss this event. So stay tuned for details on the exact date and time of the party to be held in March 2017.

And speaking of celebrations...In case you haven't heard, February 2017 marks our official 25th Anniversary. Wow! I can hardly believe it. We would love you to celebrate with us. So please check out page 28 to find out how you can join in the fun. You'll also find Announcements in this issue and *Personal Exchange* with Theresa Dolge.

Grateful to all of you for all you do!

Happy Thanksgiving,

Nancy



*It's not for money, it's not for fame,
It's not for any personal gain,
It's just for love of fellow man,
It's just to give a helping hand.*

*It's your reward in your heart,
it's a feeling that you've been a part,
of helping others far and near.
That makes you want to
VOLUNTEER*

Many thanks for all your help

–Unknown

Take a new look at an old friend.
GA Communication Group is now Sandbox
but our values and commitment remain the same:
Play nice. Work harder.

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sandb  **x**



Sandbox + The Children's Heart Foundation – Perfect Together

"The good thing is it doesn't have to be too late if you look for it early."

Geoff Melick, Chief Innovation Officer, Sandbox

Congenital heart disease (CHD) is the leading cause of infant death due to birth defects in America, affecting approximately one in 100, or 40,000 newborns each year. It accounts for 28 percent of deaths due to birth defects in the first month of life and about 50 percent of deaths during the first two to 12 months of life. Approximately 25% of children born with a CHD will need heart surgery or other interventions to survive. Although it is potentially fatal, if it is detected early, it can sometimes be corrected. Sadly, the condition is often overlooked by either/both physicians or/hospitals, so many of these undetected cases leave the hospital without even knowing they have a CHD – until it's too late.

CHD – THE PERSONAL SIDE

At Sandbox, both Geoff Melick, Chief Innovation Officer, and Ryan Van Pelt, Senior Vice President, Managing Director, have had children born with CHD. Ryan was fortunate in having a son named Jack, who survived. Though it was touch-and-go and an emotional roller-coaster for the first three months, Jack had 10-hour open-heart surgery that corrected the defect.

Geoff and his wife were not so lucky. In his words, here is the story that inspired his ardent support of CHD...

"When a child you've carried for nine months, named, and waited excitedly for dies shortly after birth, the devastating after-

effects – psychological, emotional, and even physical – take years to heal. Back in 1987, my wife Karyn and I were expecting the birth of our first child, Matthew. He arrived right on time, but with a heart defect, something they call a congenital heart defect (CHD). This is a potentially fatal heart condition that, if detected early, can sometimes be corrected. While all parents wish for a healthy baby, no one – especially those who are young and healthy – ever really expects something serious, much less fatal, to happen.

In fact, everything was fine throughout Karyn's pregnancy, right up to the time of delivery. But as she went into labor, the baby's heart rate suddenly shot up, becoming unusually high with an abnormal rhythm. Concerned, the doctor immediately ordered an ultrasound – which in the late '80s wasn't yet a standard practice. The imaging revealed a serious heart defect that couldn't be fixed. And so we had to endure the pain and heartache of losing our first child."

Little is known about the cause of most of these heart diseases. And there is no known prevention or cure for any of them.

However, advancements in research and treatment have made it possible to correct and/or treat many of them...if they are detected early. But left undetected, they can lead to severe health problems – and in some cases, death.

Fortunately, Geoff and Karyn went on to have three beautiful, healthy girls – but both they, and Ryan and his wife, wanted to shed light on the defect and save other people from the pain of living through what they had.

A SIMPLE INEXPENSIVE TEST THAT CAN SAVE LIVES

Since Geoff and Ryan's own personal experiences, there have been many advances in treating children with CHDs. Among them is a simple, inexpensive blood oxygen test called pulse oximetry that can detect at least 50% of CHDs in newborns. The test, which costs between \$5 and \$14, takes mere minutes and can identify some infants with a CHD before they show any signs, so they can receive the treatment they need before it's too late.

A PARTNERSHIP FOR GOOD

Hoping to bring education and understanding to others who suffered a similar loss, Sandbox reached out 10 years

ago to the Children's Heart Foundation (CHF). Through a team effort, the agency spearheaded a plan to promote awareness of congenital heart defects and the importance and cost effectiveness of at-birth testing for CHD in newborns to physicians and hospitals. CHF is the leading organization solely committed to advancing the diagnosis, treatment, and prevention of congenital heart defects, helping fund millions of dollars of research each year.

Sandbox and CHF have worked together now for more than a decade, with Sandbox helping CHF raise money and promoting an understanding of CHD, as well as after-effects

Other Sandbox Pro Bono Work

While CHF is one of Sandbox's more long-lasting pro bono relationships, it is not the only one – by a long shot. The entire staff, which has a culture of "giving back," is involved with many other charitable organizations, giving of their time, expertise, and financial support. Among them:

- **Santa's Helpers at Mercy Homes for Boys and Girls** – A youth residential program for children from inner-city neighborhoods where poverty, violence, gangs, and crime are everyday dangers. Sandbox employees purchase, wrap, and send presents to ensure each child will get the gift of his or her dreams.
- **University of Chicago Medicine Celiac Disease Center** – A leading celiac disease research center focusing on gluten-free care and finding a cure. Sandbox employees handle the Center's website and social media campaigns and created a video for "Spring Flours" Gluten-Free Gala.
- **Operation Care Package** – Supporting U.S. troops in Afghanistan, Sandbox sends 500 packages with toiletries and necessities, as well as games, videos, and other goodies to be sent overseas.
- **Misericordia** – Sandbox employs members of this community of persons with mild to profound developmental disabilities, many of whom are also physically challenged.
- **JDRF Diabetes Foundation** – Employees volunteer and donate to support life-changing research for the millions affected by type 1 diabetes.
- **Cancer Support Center** – A community-based, volunteer-driven, donor-supported organization that gives strength, guidance, and support to patients living with cancer and their loved ones. Managing partner Joe Kuchta is on the Center's Board of Directors.
- **Concordia Place** – Sandbox financially supports this community center that provides services to children, their families, and seniors citizens within Chicago's Avondale neighborhood.
- **Housing Forward** – Helping indigent, homeless people with support to establish independence.
- **The Rehabilitation Center of Chicago** – Helping people with addictions through an integrated treatment model.

of the conditions. Sandbox's staff of creative and innovative production and project management people have spent untold hours of their time, producing a plethora of interactive and educational materials, developing and maintaining the CHF web presence, creating print and interactive materials. They've developed and maintained the CHF web presence, created print and interactive materials, and promoted events and corporate sponsorships.

REACHING OUT WORLDWIDE

This year, Sandbox and CHF linked up with MDLinx, a medical web resource with a community of physicians worldwide, to expand the program further. Targeting FPs/GPs, internists, ob/gyns, and pediatricians, Sandbox employees developed a series of banner ads, emails, and videos – including informational landing pages and downloadable materials – to encourage physicians to visit CHF's website to learn more about CHD and the need for early screening.

Sandbox also developed a video with the participation of two of the nation's leading physician specialists who served as spokespeople, explaining CHD and its treatment. This video, directed to physicians, was combined with a messaging program underscoring the necessity of early screening and explaining the importance of pulse oximetry. It also emphasized the importance of CHD screening for adolescent athletes who failed to get the screening as infants.

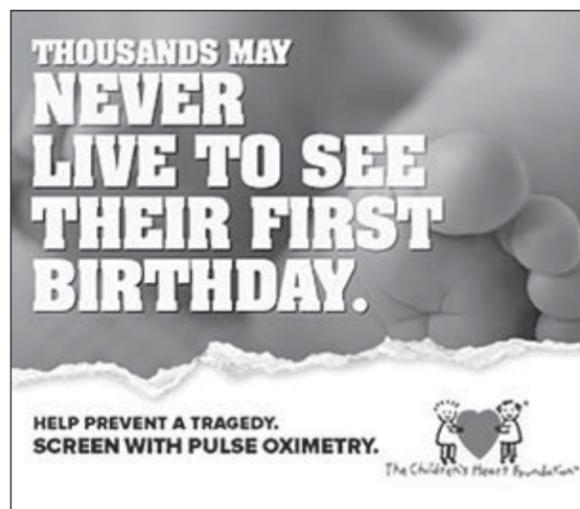
The results have done Sandbox proud. In the first three months of this year's campaign, banner ads generated nearly two million impressions, while the physician video generated over 2500 total engagements among physicians in all 50 states.

According to Geoff Melick, "The good thing is it doesn't have to be too late if you look for it early. When you learn more about early-on screening for heart defects, you begin to understand the difference that days and even hours can make – and the lifetime health consequences that detection, or failure to detect, has on the babies and their families."

Sandbox is located at One East Wacker Drive, Chicago, IL 60601. For more information about their charitable efforts, contact Amy Sheridan at 312-803-1900 or asheridan@sandboxww.com.



Sandboxers hit the streets of Chicago for the benefit of Misericordia.



Sandbox created this banner for placement on the MDLinx website to create greater awareness of CHD (congenital heart disease) among physicians.



Care packages are assembled this past summer in the agency's offices for U.S. troops in Afghanistan.



Forging Their Future – For Our Future

For more than eight years, Richard Nordstrom has been helping save tens of thousands of disadvantaged young lives across the nation and in his home state of New Jersey. His passionate cause is *Jobs for America's Graduates (JAG)*, an innovative, state-based national non-profit dedicated to preventing dropouts among young people who are most at-risk.

SERVING JAG

Richard has devoted hundreds of hours to JAG over the years in a wide variety of volunteer capacities – and continues to do so – from serving on its National Board of Directors, directing numerous new national communications initiatives; meeting with state JAG programs in New Jersey, Michigan, Indiana, Arkansas, Montana, and Louisiana to understand the needs of the local JAG Specialist and to hear from students; and as a founding member of its New Jersey affiliate.

KEEPING AT-RISK KIDS IN SCHOOL

Richard is a powerful evangelist for JAG's extraordinary mission: JAG engages over 50,000 of the most high-risk middle school through high school youth in 34 states/territories/reservations in well over 1,000 schools each year. The JAG holistic educational model starts with JAG Specialists and faculty, in each participating school, identifying children who aren't expected to graduate – and through highly involved, advanced programming – challenging these students academically, personally, and emotionally to keep them in school through high school graduation. JAG then tracks them for one year post graduation to measure the outcomes.

Our U.S. educational challenges are enormous. Youth unemployment is at a record high, especially for disadvantaged teenagers who have not graduated high school. This

not only impacts their lifetime earning potential but also their prospects for a productive life and realizations of their dreams. The fundamental issue driving this unemployment are the unacceptably low high school graduation rates. There are still many high schools in the U.S. that graduate less than 50% of their students in four or five years.



For more than 35 years, Job for America's Graduates (JAG) has helped over one million young people graduate high school and enter the workforce.

RECOGNIZING A LACK OF TALENT DEVELOPMENT

This is how Richard intersected with JAG. Spending years deeply involved in talent development for communications companies on a global level, Richard recognized that the pharmaceutical industry and their service companies' advancing talent requirements were, and are, increasing. The pipeline of young people in the U.S. was not and is not growing at a rate that will meet the global

industry needs.

Richard became devoted to JAG in early 2008 upon visiting a local program in Little Rock, Arkansas. There he learned that since 1981, JAG has been delivering consistent, compelling results – helping over one million young people stay in school through graduation, pursue post-

secondary education, and secure quality jobs leading to career advancement opportunities.

IMPRESSIVE NUMBERS

Richard explains: "JAG's phenomenal program achieves remarkable outcomes. JAG Specialists are incredibly devoted teachers who invest personally

in steering the success of these students. In a metrics-driven world, JAG delivers extraordinary results."

For example, the JAG class of 2015 graduation rate nationally was 94% (vs. 81% HS nationwide average); with 82% of these JAG graduates either working, in college, or both – one year post graduation. Job placement was 61% with 73% working full time – both rates the highest for JAG

in 20 years. JAG provides a full 12 months of intensive support after graduation to help ensure a successful transition to work, college, or – for about half the students – both.

BRANDING AND BUILDING AWARENESS

Accompanying Richard on the JAG Board of Directors are consummate business and government leaders, including 11 governors – more than any other non-profit board in the nation. Richard's primary responsibility for JAG on the national board focuses on providing pro bono branding and communications to gain awareness of the fantastic work that JAG does. In the crowded, non-profit field, this is no easy task. Richard has responded in several ways, including running professional development workshops on communications and social marketing at JAG's annual National Training Seminar to help local affiliates increase grass-roots awareness to grow financial support.

To date, Richard's innovative branding/communications/fundraising initiatives for JAG involved retaining the nationally recognized EdVenture Partners to execute a national college social media contest. University marketing departments were identified to participate in a senior/graduate level challenge to create a communication strategy and affordable social media tactical program that JAG could implement. Richard worked closely with the professors and students in each program every week over the course of the fall semester culminating in a winner-take-all presentation to JAG Board members in Washington, D.C.

Richard comments, "For many of these college students, it was their first hands-on marketing experience simulating an ad agency pitch process. Fantastic learning for them. And for JAG, the contest yielded a realistic, research-based marketing plan including social media – unanimously approved by the JAG Board – that is being implemented over the course of several years."

LOCAL INFLUENCE AND SUCCESS

Richard is most gratified by the successful expansion of JAG in New Jersey. He engaged alongside the National JAG team to inform NJ state officials in the Departments of Education and Labor as well as Governor Chris Christie and his staff. After two years involving meetings, reports, and private sector efforts, JAG was finally accepted into the Garden State for school year 2013-2014, funded by both the DOE and DOL. Three NJ JAG pilot schools were selected – because they had among the worst 2012 graduation rates in the state:

- Asbury Park HS – 49%*
- Camden HS – 43%
- Newark Barringer HS – 52%

The JAG national and state team overcame many hurdles in initiating a JAG program within these existing public school systems, including a reluctance to change and/or adopt outside programs, as well as unions.

Since overcoming these challenges, NJ JAG has demonstrated immediate, positive impact. When the 60 young people in its JAG program class of 2015 were tracked for one-year post HS graduation, here are the results vs. their HS peers:

- Newark Barringer – graduation rate 35%. JAG program participants (15) 86.7%
- Camden – graduation rate 46.6%. JAG program participants (48) 100%

These amazing results prove how effective the JAG curriculum and JAG Specialists are at executing their program. JAG is uniquely positioned for broader expansion in New Jersey and, in 2017, JAG will expand to 11 schools.

In 2016, a Public-Private partnership has been established with the New Jersey Chamber of Commerce Foundation to manage JAG in NJ and they are deeply committed to the program's success. Richard believes these young people have enormous untapped potential. Their stories are his inspiration. JAG allows him to help impact tens of thousands of young people every year to fulfill their dreams.

Richard Nordstrom is Founder and CEO, Liberate Ideas, Inc., 26 Park Street, Suite 2056, Montclair, NJ 07042. He can be reached at 973-509-4671 or richard@liberate.com. Donations are accepted at JAG.org.

Note: For more on Richard Nordstrom's charitable efforts, go to: http://hmexchange.com/archive/Nordstrom_1114.pdf. And here for a video on JAG: <http://www.jag.org/node/220>

**Asbury Park did not participate in JAG in 2015.*

Congratulations to the Humanitarian Award Winners

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FOR MORE INFORMATION

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Compassionate Corps – Delivering Hope to Injured Vets

More than 2,000 people who have served in the military have been diagnosed with infertility after suffering from major injuries. However, when active members of the U.S. military and U.S. Veterans injured during service are faced with infertility, they become an underserved population. According to law, the Department of Veterans Affairs is prohibited from covering in vitro fertilization treatments for injured Veterans, therefore creating a gap in



Alex and Holly are one of the many military couples who have benefitted from the Compassionate Corps program.

FILLING THE GAP

Compassionate Corps provides IVF stimulation medications at no charge for up to two cycles for qualifying applicants. Compassionate Corps is the first patient-assistance program to provide IVF fertility medications for eligible U.S. Veterans who are infertile due to a service-related injury. The treating clinic also agrees to treat

injured Vets at reduced cost prior to receiving medications.

SERVING THE UNDERSERVED

Since launching less than two years ago, EMD Serono's Compassionate Corps program has helped more than 100 Veterans obtain medication for IVF/advanced reproductive technology (ART), and over 50 fertility clinics in the U.S. have signed up to partner with EMD Serono to provide access to the program.



Compassionate Corps helped Alex and Holly start on their way toward building their family.

EMD Serono's wide-ranging Compassionate Care program, which helps uninsured, income-eligible patients receive discounted fertility medications, has helped more than 30,000 underserved patients gain access to fertility medications. Of these, more than 1,400 are active U.S. military or Veterans.

EMD Serono is located at 1 Technology Place, Rockland, MA 02370. For more information about their charitable efforts, contact the marketing department at fertility.marketing@emdserono.com.

"The inspiration for Compassionate Corps came from a nurse who worked on a military base. I asked her one day what was her favorite part of her job? She told me she really enjoyed helping injured Vets start families. At that very moment, I had a lightning bolt go through me. I knew that this was an opportunity for EMD Serono to show its support for injured Vets."

ASHLEY DRUM

THOUGHT LEADER LIAISON

coverage for their fertility benefits and significant cost barriers. In July of 2014, Compassionate Corps launched to raise awareness of fertility coverage gaps and to help alleviate these cost barriers by developing a program tailored for injured U.S. Veterans.

A LACK OF FAMILY-BUILDING RESOURCES

With more than a million Gulf War Veterans living in the U.S., many of whom are still of child-bearing age, the Veteran community is significant in number and highly in need of increased access to family-building resources. Through the Compassionate Corps and Compassionate Care programs, EMD Serono has advanced the mission of advocating for people who want to have a child.

For more information and insight into the EMD Serono Compassionate Corps program, check out these videos:

- <https://www.youtube.com/watch?v=atW2bu5Fpoo>
- https://www.youtube.com/watch?v=F_ToHHSO9Vc
- <https://www.youtube.com/watch?v=j0III07PSYc>

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RE Cares – Cultivating a Giving Community

RE CARES – CHAMPIONING COMPANY-WIDE CHARITABLE WORK

Elsevier has a strong history of dedication to the communities it serves and works in through RE Cares, their employee-driven outreach program. Contributing to local and global communities is considered both an opportunity and a responsibility; one that Elsevier takes seriously but

A unique and key component of RE Cares is Two Days, a program that gives all full-time employees two days' paid leave a year to participate in volunteer work of their choosing.

approaches with positivity, creativity, and energy. All of their charitable work – from corporate giving to individual office events – is designed and managed by RE Cares Champions, a network of 200+ staff members from

all levels of the company who volunteer their time to find important causes, run exciting events, inspire coworkers, and help Elsevier do their share in the community.

RE CARES – SUPPORTING THOSE BATTLING ILLNESS, POVERTY, HOMELESSNESS, AND MORE

RE Cares has helped Elsevier partner with a number of impressive and important foundations and organizations. The **Ronald McDonald House** (rmhc.org) provides a home away from home for families who have a seriously ill or injured child who is being treated far away from home. Elsevier employees volunteer as Guest Chefs, spending their evenings crafting “home-cooked” meals. This allows families in residence to focus on rest and recovery instead of cooking and cleaning. Elsevier also awarded \$10,000 in



NYC RE Cares volunteered in the Bowery Mission.

grant funding to the **Ronald McDonald House** for a “Loaner Laptop” program to help replace outdated computers with 15 laptops, five tablets, a color printer, Wi-Fi boosters, and security consoles to ensure families could stay in touch with loved ones and keep up with their work places.

Elsevier employees have also donated their time at **New York's Bowery Mission** (bowery.org) by prepping, serving, and cleaning up after almost 200 meals in one evening to the homeless, hungry, and poor at this halfway house.

RE Cares also has a strong partnership with the **Alex's Lemonade Stand Foundation** (alexslimonade.org), supporting this amazing organization that helps battle childhood cancer for more than 10 years through a variety of fundraising events. In 2008, Elsevier upped their participation by signing on as a corporate sponsor.

Other organizations the company works with on a regular basis include **Cradles to Crayons**, the **American Red Cross**, the **Leukemia Foundation**, the **Susan G Komen Foundation**, and **MANNA**. Each year, Elsevier employees

across the world are able to vote to select a global charity partner for a two-year period. Currently, they're committed to raising funds and supporting **SOS Children's Villages** through 2017.

A BROAD RANGE OF SUPPORT

Elsevier's RE Cares runs a wide variety of charitable events with an aim to find ways all employees can become involved. This network hosted 36 events in 2015, about 20 percent of which supported organizations that focus on health. These events included blood drives, supply drives (everything from calculators to flip flops), fundraisers, and awareness events. From climbing stairs for the American Lung Association to enjoying a cookie to support pancreatic cancer research, RE Cares strives to continually find fun ways to shine a spotlight on important causes and encourage all staff to support them.

Elsevier's grant-giving process is also managed through RE Cares, and employees in the group are encouraged to nominate charities for funding from a budget voted on by RE Cares Champions.

Though most of Elsevier's efforts involve donating time and funding, they also offer up access to their products and services when needed. During emergencies and disasters, such as the recent earthquake in Italy or the outbreak of the Zika virus in South America, Elsevier has provided local healthcare professionals free access to ClinicalKey. This online program provides

searchable, evidence-based clinical content and other medical information that empowers professionals who are treating victims.

GLOBAL GIVING BACK

While Elsevier's charitable activities run year-round, each September, Elsevier celebrates all employees who have taken the time to participate, showcase some of the organizations they've worked with over the past year, and ignite excitement for the events ahead through RE Cares Month. The month culminates with Global RE Cares Day, which inspires community action across their global group. In 2015, Elsevier celebrated with 24 Hours of Caring events at all main office sites in six countries and seven time zones.

Elsevier, Inc., is located at Suite 800, 230 Park Avenue, New York, NY 10169. For more information about their charitable efforts, contact Denis Conlon at 215-313-7052 or D.Conlon@elsevier.com.



recares

Oftentimes our team's solutions extend beyond addressing the challenges of our Clients...

Elsevier Pharma & Life Sciences Solutions celebrates our dedicated employees in our RE Cares program, and honors all nominees for the 2016 Healthcare Marketer's Exchange Humanitarian Award.



Pharma & Life Sciences Solutions
elsmediakits.com



Building Positive Change in the World Around Us

Over the last several years, The Bloc has made a significant commitment to serving charitable organizations, donating the company's marketing smarts and creativity to promote their endeavors, raise funds, and attract supporters. Employees of The Bloc have developed campaigns to promote **Rock and Roll for Children**, in support of **The Children's Inn at NIH**, and to drive enrollment and donations for **The Arthritis Foundation's California Coast Classic** bike ride.

Most significantly, for **The Coore Foundation**, a small non-profit dedicated to helping at-risk girls realize their potential, The Bloc built a new brand: **Girls Right of Way**, or **GROW** (girlsrightofway.org). The agency team created an umbrella identity to bring together the foundation's various programs – **GROW Sisterhood**, **GROW Health**, **GROW Literacy**, **GROW Rhythm**, and **GROW Sole** – and relaunched the organization with a campaign that mixed traditional advertising, guerilla tactics, live events, and social media to create a multichannel causal campaign. The Bloc helped **Girls Right of**

Way raise funds, collect thousands of shoes and musical instruments, and form important new partnerships with organizations like **The American Red Cross**.

A COMMITMENT TO BETTER HEALTH FOR ALL

Last year, The Bloc launched **Caregivers Speak Up** (caregiverspeakup.com), the first social platform focused exclusively on the caregiver community. With more than four in 10 adults acting as a caregiver for someone requiring assistance, The Bloc saw an opportunity to serve this often overlooked population. Engagement wildly exceeded expectations, with over 12,500 followers on Facebook and over 1,500 on Twitter. Facebook posts have received over 150,000 likes, over 2,000 comments, and almost 6,000 shares. The Bloc videos have been viewed more than 500,000 times. The total reach of these social tactics is over three million, with more than 4.4 million total impressions – proof that there was a real need for a forum where caregivers can share their fears, hopes, frustrations, and triumphs. The program is now moving beyond the virtual world, and The Bloc has already hosted a series of Meet Ups in New York, enabling caregivers from the local area to lend each other mutual support.

The Bloc also launched a new social media initiative called **HealthAwareNext**, to counteract the human tendency to be reactive about disease. Every month, the platform focuses attention on a different disease condition or therapeutic area to create a **"Year of Disease Awareness."** Through infographic posters, contributed articles, videos, retweets, and hashtags, the **Year of Disease Awareness** inspires healthy actions in daily life.

A COMMUNITY THAT RALLIES TO GIVE BACK

The Bloc offers a 100% match for money donated, and in 2015 contributed \$42,000 to charities that staff members believe in and support, including **Doctors Without Borders**, **the Leukemia & Lymphoma Society**, **the National MS Society**, and more. In the last year alone, people at The Bloc have banded together to run, walk, and ride, raising funds along the way for multiple causes, including **Cycle for Survival**, **Team For Kids**, **Light The Night**, **Walk for Epilepsy**. Perhaps most impressive is the **Gotham City Rollers** bike team, who rode from San Francisco to Los Angeles in eight days on the **California Coast Classic** in support of the **Arthritis Foundation**. Last year's ride alone raised over \$30,000.

The most-loved charitable initiative is the wildly popular **Silent Night, Auction Night** event in December. Employees auction off talents and time, and at the last event, more than

70 items went up for bidding, including music lessons, custom artwork, gourmet meals, pet-

sitting services, and an astrological reading. It was truly one of the most special events of the year and, with a matching donation from The Bloc, employees raised a total of \$13,000 for **Doctors Without Borders**. During the holidays, The Bloc collects **Toys For Tots**, and warm outerwear for the **NY Cares** coat drive. The Bloc donates on behalf of clients to **Habitat for Humanity** and **Doctors Without Borders**. And The Bloc has also welcomed students from **Queens College**, the alma mater of **Rico Viray**, one of The Bloc's founding partners, to participate in a mentorship program, providing support and guidance as they start their careers.

The Bloc actively looks for ways to support employees in maintaining good health and facilitating work-life balance. New offices in New York were designed with employees' well-being in mind and awarded the **IFMA New York City Award for Excellence in Design & Construction**. There is **Moving Meditation** on Wednesdays. A **Bloc Brew Cart** on Thirsty Thursdays supports a different cause each month that Blocers donate to as staff members enjoy their well-earned refreshment. A **Summer Friday** program enables employees to leave the office at 1 p.m. **Flex Fridays** give employees the flexibility to get their work done offsite, one day a week, so long as it works for their team, client, and manager. Proud to Be **BlocGreen**, The Bloc is also committed to reducing their carbon footprint with the establishment of a **Green Team**.

The Bloc is located at 32 Old Slip, New York, NY 10005. To find out more about their charitable efforts, contact Jennifer Matthews at 212-524-6206 or jmatthews@thebloc.com.



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*Source: Kantar Media, June 2016 Medical/Surgical Readership Study



Numbers Are Just the Beginning

4: number of inner-city Philadelphia students who attended award-winning college prep high school, **Cristo Rey**, graduated in May, and are headed to college after having their schooling sponsored and being employed by CMI/Compas. **36:** families who had Christmas/Holiday toys and clothing because of the generosity of CMI/Compas employees. **238:** diapers donated during a food drive that emphasized the dire need of diapers not covered by food stamps (also several dozen cans of food donated during the drive). **47:** cell phones donated to the **HopeLine** program, helping victims of domestic violence. **125+:** CMI/Compas employees who participated in the MLK Day of Service, volunteering in animal shelters, schools, and creating cards for hospitalized children. **50:** number of students CMI/Compas aims to sponsor through the **Liguori Academy**.



CMI/Compas employees take a break from painting the walls of a school during MLK Day of Service.

The numbers tell a lot, but there's so much more to #CMICompasWish. It began more than 20 years ago with the Adopt-A-Family program, where employees donated money and time to provide holiday gifts to local families. Each year since, the program grows, so the company is able to help more families. Giving has become an integral part of the culture, and is critically important to CMI/Compas people.

CRISTO REY – A COLLEGE PREP SCHOOL FOR THOSE WHO CAN'T AFFORD A TOP QUALITY EDUCATION

When **Cristo Rey** was about to launch in Philadelphia, CMI/Compas got involved as early as they could. The school specializes in helping inner-city kids get the chance they need to have their best lives. Companies can sponsor a student's tuition and can also employ the student so he or she can gain real-world experience, beginning with resume creation and an interview. CMI/Compas sponsored four students and had the heart-bursting pleasure of watching them graduate this year. Each student was accepted to their university choice and served as inspiration – not just to the students who have taken their place at CMI/Compas, but to all who've had the opportunity to work by their sides.



Gifts were purchased and wrapped by employees in each office to share with local families in need during the company's #CMICompasWish year of giving.

FIRSTHAND EXPERIENCE
As Ron Zawora, Senior Help Desk Technician, says, "It's easy to come to work and just do your 9-5, but here our leadership asks us to dig deeper to enrich our culture. To

bring someone along with you as you climb the corporate ladder.

With **Cristo Rey**, we can give work experience but also experience that's essential in a highly successful life. Our culture supports this; even people who don't work directly with the interns will stop in to say hello and ask if they need anything.

The influence of our intern, James, on our team was felt immediately. No one side gained more than the other. And

that's when you've reached a true moment of altruistic intention, when you can't sit down and determine which side benefitted more from the exchange. Sometimes giving isn't seeing results, it's having faith that the giving will have an impact.

LIGUORI ACADEMY – GETTING AT-RISK STUDENTS BACK ON TRACK

Liguori Academy is the latest addition to CMI/Compas' philanthropic efforts. This was a natural progression, as the **Liguori Academy** serves **Cristo Rey** and many of the other inner-city kids CMI/Compas has aimed to help over the years. **Liguori Academy** uses technology to enable students to improve. The **Liguori Academy** staff monitors students' progress in real-time, every day, every minute. That data is instantly shared with teachers along with constructive suggestions regarding how to approach learning challenges. Teachers are allowed a higher level of monitoring students' success, as well as more tools to address issues, correct learning problems, and get students back on the path to success. Little problems are caught before they become big problems. CMI/Compas has recently launched an initiative with the goal to sponsor 50 students through the program in the 2016/17 school year.

CMI/Compas has 6 locations in New York, New Jersey, Pennsylvania, and North Carolina. For more information, contact Carly Kuper at 610-731-5409 or ckuper@cmicompas.com.

#CMICompasWish

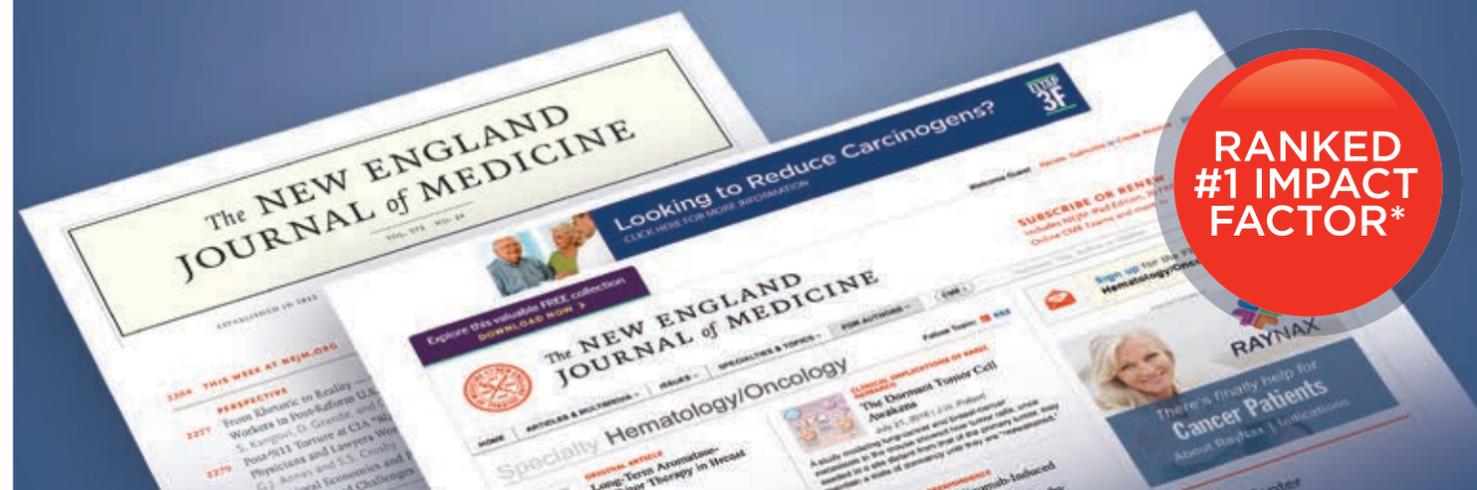
Each month in 2016, CMI/Compas has focused on a giving initiative, which has ranged from food drives to fundraisers.

Employees donate time, money, and in-kind goods to a number of organizations, including:

- **Adopt-A-Family** – Contact Gia Mauriello for more information at gmauriello@cmicompas.com.
- **Cristo Rey High School** – cristoreyphiladelphia.org/ 215-219-3943
- **Liguori Academy** – liguoriacademy.org/ 267-571-1952
- **Narberth Community Food Bank** – narberthcommunityfoodbank.org/ 484-278-4579
- **Career Wardrobe** – careerwardrobe.org/ 215-568-6693
- **Verizon HopeLine Program** – verizon.com/about/responsibility/domestic-violence-prevention

Go to the CMI/Compas Facebook page and [cmi_compas](#) Instagram to see more.

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*NEJM ranked #1 among General Medical Journals. Institute for Scientific Investigation, 2015.
**"The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness." comScore, Inc. July 2016.



Humanitarian Awards

PHYLLIS HASSARD



Five Feet of Pure Inspiration!

Anyone who knows her would agree that Phyllis Hassard (consultant to UBM Medica, a division of UBM Americas) is one-of-a-kind; a spitfire of a woman with the endurance of the Energizer Bunny® and a heart as big as Mount Everest! For many years now, Phyllis has made it her mission to mentor young, under-privileged women encouraging them to wholeheartedly embrace success and see it as an attainable goal for themselves. She is a role model, helping find ways to overcome obstacles and inspire young women to follow their ambitions.



Phyllis with two "Girls Surviving" participants at a Drew University picnic.

Phyllis has tirelessly dedicated herself to working closely with two non-profit organizations: **Girls Surviving** in Morristown NJ, and **Covenant House of New Jersey**. As part of her commitment to **Girls Surviving**, Phyllis speaks directly to these young women, sharing her own story of conquering life's challenges, as well as sharing her, "Twelve Priorities for Success and Happiness." If you've ever heard Phyllis speak, you know how compelling and inspiring her words are!



Phyllis at Morris Arts celebration with Girls Surviving teaching artist Carolyn Hunt and Dr. James Gallagher.

who, facing dire circumstances, take to the streets as their only option for survival. Every year, Phyllis graciously opens her home overlooking Lake George in order to provide a weekend retreat for some of these girls. In this informal setting, Phyllis shows them that, with perseverance and resili-

ence, their futures can be bright and filled with happiness even if their current circumstances are less than ideal. Her "never give up" attitude is infectious, and serves as a roadmap for young women to achieve their own goals, even in the face of frequent hardships and obstacles.

JOY-FILLED GIVING BACK

Most inspiring about Phyllis' exceptional work with these two groups is listening to her talk about the young women themselves. It's awesome to see her face light up with joy as she describes her interactions with them. Her eyes twinkle and she swells with pride describing the successes she's seen – the girls who were

once homeless now college graduates, and the girls who dropped out of high school now supporting themselves in careers they enjoy.

It's humbling to see how one tiny woman can have the impact of a 50-foot giant to help turn the lives of troubled young women around. With Phyllis at their side, that road is a lot easier.

For these reasons, and for countless others, Phyllis Hassard is the perfect candidate for consideration as the winner of the 2nd Annual HEALTHCARE MARKETER'S EXCHANGE Humanitarian Award.



Phyllis at the Lake George cruise boat with two young women from Covenant House, both of whom are now living independent lives.

Phyllis Hassard is a Consultant to UBM Medica, a Division of UBM Americas, Iselin, NJ. She can be reached at 518-321-6363 or phyllis.hassard@ubm.com.

“The purpose of life is not to be happy. It is to be **useful**, to be **honorable**, to be **compassionate**, to have it **make some difference** that you have lived and lived well.”

—Ralph Waldo Emerson

UBM Medica congratulates

Phyllis Hassard and Greg Byam

On their nominations for the 2016 Healthcare Marketer's Exchange Humanitarian Award, and making the world a better place.



www.ubmmedica.com



GREG BYAM



Reach Out and Read – Building Literacy

Reach Out and Read (ROR) prepares America's youngest children for school success with a "prescription for shared reading" as a key element of a pediatric well-child visit. As a result of this literacy intervention, Reach Out and Read families read together more often, and their children enter kindergarten better prepared for school, with larger vocabularies and stronger language skills.

"As a pediatrician, I see how much these books mean to the kids in our clinic. For some of them, these are the only books they have at home. The Reach Out and Read program is one of the best tools we have to support the social and educational development for our most at-risk kids and families."

children enter kindergarten better prepared for school, with larger vocabularies and stronger language skills.

THE PEDIATRICIAN LINK

The program builds on the unique relationship between parents and pediatricians; doctors incorporate Reach Out and Read's evidence-based model into regular checkups by advising parents about the importance of reading aloud and giving new, developmentally-appropriate books to children to take home and keep. The program begins at the six-month checkup and continues through age five, with an emphasis on reaching children growing up in low-income communities.

Reach Out and Read is providing a trusted messenger – the family's pediatrician – to promote the importance of reading aloud, talking, singing, and playing with their babies. As *The New York Times* journalists and Pulitzer Prize Winners Nicholas Kristof and Sheryl WuDunn wrote in their book, *A Path Appears* (2014), "Getting a doctor to hand out books and prescribe reading aloud is an absurdly simple and cheap intervention yet it has astonishing impact."



By providing books and encouraging families to read together, Reach Out and Read helps families create language-rich home environments.

By providing books and encouraging families to read together, Reach Out and Read helps families create language-rich home environments.



Greg Byam loads up his car with gently used books to deliver to health clinics providing Reach Out and Read to their young patients.

IMPACTING MILLIONS

Reach Out and Read serves 4.5 million children and their families annually across the country. In New Jersey, approximately 70,000 young children are served each year in almost every county of the state at more than 80 health centers, clinics, hospitals, and private practices.

For many years, Greg's volunteer job has been delivering gently used books. Reach Out and Read's program gives new books to all children at their well-visits, but they also distribute many gently used books to be used for older children, sick visits, and siblings. Books are collected by civic groups, corporations, scout troops, and religious groups. They need to be sorted and delivered to the 80+ health centers, clinics, hospitals, and private practices that provide ROR to their families. Greg's station wagon has hauled a lot of books over the years.

In short, reading to an infant or toddler is a doable assignment: the book is there, the child is there, and it only takes a few moments. Parents are learning that they can change the trajectory of their child's life simply by opening a book and talking. As Greg, the Reach Out and Read delivery guy, says, "The reward comes when I see a smiling child walking out of his doctor's office with a book clutched under his arm."



The American Academy of Pediatrics recommends pediatric providers promote early literacy development as an important evidence-based intervention at health supervision visits for children beginning in infancy.

Greg Byam is Director, Managed Markets Solutions, UBM Medica, 485F Route 1S, Iselin, NJ 08830. He can be reached at 973-294-0999 or greg.byam@ubm.com.

Note: Greg's wife, Kim Byam, is the State Director of Reach Out and Read – New Jersey.

Check out this Youtube video on Reach Out And Read:
<https://www.youtube.com/user/ReachOutandRead>



VIRA KATOLIK



Making Her Mark

In the world of pharmaceutical advertising, it's no secret that powerful women in the industry are assuming more leadership roles. But what's truly special is when these roles are filled by women with a true sense of compassion and a tireless commitment to giving back to others.

A LONG HISTORY OF GIVING BACK

Vira Katolik, a member of the account service team at Fingerpaint in Conshohocken, Pennsylvania, has spent her adult life prospering professionally while continuously pursuing her passion for philanthropy. She's a leader in many ways, and when it comes to rallying support for a good cause, she's always one of the first to step up and the last to leave.

VARIETY IN VOLUNTEERING

At Fingerpaint, Vira heads up several pharmaceutical accounts and is seldom at her desk. She's either jet-setting to a client, prepping for a pitch, or collaborating with her team. Not one to sit still, Vira also has a long list of volunteer engagements. These range from feeding the hungry and mentoring teens to preserving land and water, assisting the elderly and caring for cats. Vira shares her excitement for philanthropy with her coworkers, motivating them to get involved too.

In addition to the energy she puts into her work and philanthropy, Vira loves to run. She currently holds an active role on the **Manna on Main Street's 5K** committee. She plans and fundraises for this annual event that provides food, social services, and community outreach to the Lansdale, Pennsylvania, area. She serves meals in their "soup kitchen" and she enjoys sharing meals and connecting with those served by the organization.

Vira has also raised over \$1,300 a year for the **Wissahickon Valley Watershed Association** as team captain, planning and volunteering at cleanup and planting days. She loves the camaraderie of fellow trail runners and their mutual passion for preserving the Green Ribbon Trail.

For 10 years, Vira has volunteered for **Stray Cat Blues**, an organization that provides stray, abandoned, and feral cats in Montgomery and Bucks Counties with spaying, neutering, and adoption. She loves the reward of nursing a cat to good health, socializing it, and seeing it get adopted into a loving home.

Vira also loves spending time with people, young and old, volunteering through the holidays as a visiting companion at **Little Brothers, Friends of the Elderly**, and on the other end of the spectrum, as a mentor to high school students at Wissahickon High School.

"I love seeing the smile on an elderly person's face when I show up with a holiday meal and a small gift, and spend time talking with them for a few hours so they are not isolated on a holiday," Vira said.

Vira loves the connection that comes from doing good, and she's thrilled to now be spreading the love through her office at Fingerpaint. Together with Fingerpaint philanthropy and colleagues, Vira is spearheading food drives, team runs, volunteer efforts, and other regular initiatives that help keep coworkers connected to the community.

Vira Katolik is the kind of woman whose energy and goodness fills the room. She is kind, intelligent, and determined. She goes after what she wants with grace, and she gives passionately to what she loves. Vira is a true humanitarian and an amazing human being, and Fingerpaint is proud to have her on its team.



Vira and Fingerpaint team kicking off Hunger Action Month with Philabundance.

Vira Katolik is Account Service at Fingerpaint, 181 Washington Street, Suite 300, Conshohocken, PA 19428. She can be reached at 484-381-4100 or vkatokik@fingerpaintmarketing.com.



Vira runs on kindness.

For everything you do to lift up humankind, to care for those around you, and to make the world a more inhabitable place, we admire and respect you. Congratulations from your Fingerpaint family!



fingerpaintmarketing.com



KATHY DELANEY



The Quiet Champion of Social Good

Through the lens of possibility, vision, and grace, Kathy has continued to raise the bar for a range of causes, including homelessness, poverty, hunger, pet welfare, public safety, and suicide prevention. Not only providing creative excellence, Kathy has had the wherewithal to insure that these efforts have the greatest overall impact in helping others.

With the ever-increasing desire to further social causes within health and wellness, one could easily get the impression that serving others simply takes one big idea. While creative breakthroughs are certainly essential to facilitating social good, so much more is required to truly make a difference. Transformative solutions not only require conceptual brilliance, but also organizational insight, relationship building, and critical decision-making. It's all these characteristics combined with gentle persistence that can be found in Kathy Delaney, Global Chief Creative Officer at Saatchi & Saatchi Wellness and Publicis Health, and why she is an outstanding nominee for the HEALTHCARE MARKETER'S EXCHANGE Humanitarian Award 2016.

Over the past three years, Kathy's involvement with social causes at Saatchi & Saatchi Wellness has covered an impressive span of activities, including:

- Creating ideas with breakthrough communications, events, and films that promote awareness, engage individuals, increase participation and donations
- Overseeing and inspiring discussion panels, meet-ups, film and photo shoots for charitable efforts
- Developing strategies to emotionally stimulate teams into action – all of which include writers, art directors, photographers, illustrators, film directors, film editors, and film crews
- Forging relationships that invite media planning and donations of media placement. For one **Crossroads Community** project, Kathy's guidance resulted in more than \$1.5 million in free media exposure
- Demonstrating to agency leadership the importance and value to current clients, prospective clients, and staff employees of giving back to the community

These creative projects as well as others have received more than 200 awards and honors from 2014-2016, including Cannes Lions, CLIO Awards, Communication Art Award of Achievement, The Shorty Awards, The Care Awards, The ACT Responsible Tribute at Cannes Lions, The New York Festivals, Epica Awards, W3 Awards, Graphis Advertising Annual, The Creative Floor Awards, and The Global Awards.



Kathy Delaney discusses ways to help erase hunger with the Crossroads Community team.

Beyond the creative, Kathy's efforts have led to awareness-building that's no less than impressive, all of which have resulted in sizable increases of donations and gift giving to various causes. For example, the "Street Fare" campaign for **Crossroads Community** alone has seen a successful 25% increase in donations and 50% increase in groceries given to food insecure New Yorkers in 2014-15.

The success of these projects comes from a sense of generosity that's so apparent in working with Kathy day-to-day. You can feel the inspiration and heart when you work by her side. And naturally, you see its effect on others around her. Her passion for doing good is quite frankly contagious, yet quietly powerful. When one embodies purpose-driven values as Kathy does, making a difference happens. And the world is a better place for us to inhabit.

Kathy Delaney is Global Chief Creative Officer, Saatchi & Saatchi Wellness & Publicis Health, 355 Park Avenue South, New York, NY 10010. She can be reached at 646-746-5075 or Kathy.delaney@saatchiwellness.com.

Here are some of the projects spearheaded by Kathy and her respective teams:

- **Crossroads Community "Street Fare" Homeless Advocacy Campaign** – Building awareness and support for a local soup kitchen, food pantry, and women's shelter. <http://www.foryourconsideration.xyz/#/new-gallery>
- **The Jed Foundation Emotional Support & Student Suicide Prevention** – Strengthening resilience and fostering understanding of substance abuse, mental health issues, and suicide at The Moth Storytelling Event. <https://www.youtube.com/watch?v=n6HJMmrlpdA> [GetMeHome.com](http://www.getmehome.com)
- **Lost Pet Prevention & Recovery Program** – Supporting dog and cat owners in the loss of their pets due to circumstance or disaster. <http://www.getmehome.com/Pages/default.aspx>
- **Take Down Gun Violence Public Safety Initiative** – Providing practical tips and advice in case of a public shooting. <http://www.foryourconsideration.xyz/#/take-down-gun-violence>



ROBERT BRITTING, SR.



AIMing to Help Tens of Thousands

Robert Britting, Sr., is not only someone who is admired greatly, but by all accounts, he will be a symbol of hope to tens of thousands of Africans in remote villages and medical professionals in Uganda. After a highly successful career as a Chief Healthcare Strategist and Vice President in the Healthcare Communications industry, Robert is the President and Founder of his own company, Health Initiatives, since the year 2000. But, that is not why he is considered a role model. It has all to do with his altruistic endeavors in Africa. The institution he founded, the **African Institute of Medical Education (AIM)**, is a non-profit organization that delivers world-class, advanced Western medical education to remote parts of Africa, starting with Uganda.

A HUGE IMPACT ON PRE-EMERGING COUNTRIES

Helping those who cannot help themselves is what drives Robert Britting, Sr. Africa seemed like an excellent place to start. It's democratic. The people are smart. They are engaging. They want very much to learn. They simply do not have the resources that are available to us. They do not have the wherewithal to reduce mortality and morbidity rates and increase the quality-of-life of their families – like we do in Westernized countries. That is something Robert AIMs to change.

Robert developed a business partnership with Michael Kiyaga, CPA, formerly of Uganda, and the grandson of the first Prime Minister of Uganda. They endeavored to create a non-profit that went far beyond just helping a few individuals...or only those individuals who could afford it. An important distinction. On top of the "Ebola: Surviving a Scourge" program, Robert developed and paid for most of the program, "Survival of Childbearing and Pregnant Women and Their Babies," that covered critical medical issues such as: HIV/AIDS, Malaria, TB, Diabetes, Malnutrition, and many other diseases and conditions that can affect women and children in Africa. One out of every five babies dies in Uganda before they reach the age of five years old. These programs help reduce mortality and morbidity rates and increase quality-of-life for them. Many of the villagers relied on witch doctors for medical guidance. Robert added experts to create and implement an independent accreditation system for medical



Successful Medical Education training in Uganda, Africa.

professionals through which ALL Ugandans and other Africans can benefit – insuring good science and medicine are being practiced. He paid for a pediatrician from Drexel University to co-train with a gynecologist, and the Health Minister in Uganda.

MAXIMIZING REACH

Robert is bringing state-of-the-art Western medicine to developing nations in Africa. He was partially funded by

a program powered by Johnson & Johnson and is reaching out to other pharma companies that have the same interests in elevating countries that need our support. In September 2016, he was chosen as keynote speaker at the Ugandan North American Association in Boston, MA, USA. He has since been invited to the Embassy by the Minister to discuss



Pediatrician, Dr. Elizabeth Thomas, diagnosing mother and baby.

ways of rolling out his programs on a nationwide basis to millions of Ugandans. Kenya is next on his list of countries that he thinks will benefit from advanced medical education.

A WEALTH OF SUPPORT

Over the last year, Robert added advisors that include ambassadors, health ministers, United Nations 3rd secretaries, pharmaceutical executives, solar energy executives, platform developers, nutritionists, dentists, and

others to the advisory board. He is also reaching out to build relationships in the pharmaceutical and other industries.

A DEVELOPING INITIATIVE

Now that Robert has completed the first two phases, having trained 80 medical professionals, he intends to roll out the program to hundreds more medical professionals in Uganda and other surrounding countries. AIM is not designed to touch a few, but hundreds of thousands of people who cannot help themselves. While most of the programs are financed primarily by Robert, to expand, he is seeking additional funding with individuals and companies who see the value of AIM.

For more information, call 609-306-1078 or visit <http://www.AIMFORPROGRESS.org/>.

Robert Britting, Sr., is President, Health Initiatives, and co-founder of The African Institute for Medical Education (AIM), P.O. Box 575, Furlong, PA 18925. He can be reached at 609-306-1078 or Robert.Britting@TheHIEdge.com.



Humanitarian Awards

SANDY SZLACHTIANCHYN WILSON



A Tireless Trainer for Our Canine Friends



Meet our **HEALTHCARE MARKETER'S EXCHANGE 2016 Humanitarian Award nominee, Sandy SzlachtiANCHYN Wilson, Senior Director, Strategic Planning, at PulseCX.**

Sandy and her husband, Matt, who works in medical contracting with the Department of Defense and serves as a CW2 Chinook helicopter pilot for the Pennsylvania National Guard, recently welcomed their first child, Nikolas, into the world. Well, Nikolas is their first *human* child. Nikolas joins their little family of three, counting Theo, the beloved

them). Although 1.4 million of these shelter dogs are eventually adopted, an astounding 1.2 million of them end up being euthanized each year.

According to Jenn Raster of **Salfid Kennels**, they do their best to find a good home for every dog in their care. They regularly transport their most adoptable dogs – puppies and younger dogs – to adoption events at local pet stores and other venues. Their website, SalfidRescue.org, is the vehicle they use to show off their available dogs. "Sandy's always been there for us," says Jenn. "I call her the dog whisperer. Especially in training the older dogs, many of whom might have behavioral or socialization issues because they've lived in a shelter instead of a home environment for so long, Sandy's help is invaluable in making these dogs more adoptable."

Sandy has recruited many of her PulseCX co-workers to volunteer, adopt, serve as foster parents, and otherwise support the noble cause of dog rescue. PulseCX volunteer Ellis Zaritsky was recruited while he was just an intern at the agency. "It was hard at first, seeing all of the dogs who needed homes," he says. "But Sandy told me that they ALL needed love, so between the two of us, we played with every single dog there, despite the rain and mud that day." Since that visit, Ellis has volunteered at four of **Salfid Rescue's** adoption events, returned for more volunteering, and recruited his friends and girlfriend to volunteer there as well.

Another PulseCX adopter is Arianna Schimek. According to Arianna, "You can see that Sandy and Theo are connected by a special bond, but their relationship took some serious time and work. She's such a dedicated trainer. Her strategic capabilities in her work naturally extend to her passion for dogs, so she became a certified trainer to help rehabilitate the shelter dogs. The more she learns, the more she inspires others."

We'd all like to think that every dog is planned for and wanted. We'd like to think that they all start – and end – their lives with all the comforts of a good home. But that's not reality, and man's best friend deserves better than life in a shelter cage. Sandy demonstrates how one person truly can make a difference, and that's why she is being nominated for this award.

Sandy SzlachtiANCHYN Wilson is Senior Director, Strategic Planning at PulseCX, 211B Progress Drive, Montgomeryville, PA 18936. She can be reached at 215-699-9200 or szlachtiANCHYN@pulsecx.com.

six-year-old pit bull mix who Sandy adopted from a shelter in Harlem, NY.

A DOG-FRIENDLY ATMOSPHERE

Sandy is an Animal Behavior College-certified dog trainer. Her lifelong love for dogs and her ongoing advocacy for shelter dog rescue and adoption have had an immeasurable effect on the staff of PulseCX, as well as on the dogs she loves. PulseCX is a dog-friendly agency, and Sandy's dog, Theo (see photo), always gentle and well-mannered, is as much a part of our agency family as the people who work here.

PASSION AT WORK

Sandy's story doesn't end with Theo. Sandy is a regular volunteer with **Salfid Rescue** in Souderton, PA, a no-kill shelter that rescues dogs from overpopulated shelters as far away as Virginia in an effort to find them loving homes. Until late in her recent pregnancy, Sandy worked with the **Salfid Kennel** dogs two nights a week and every weekend. Her commitment to the organization has made her an important part of their volunteer team, and she has significantly impacted the dogs in their care.

COMMUNITY SUPPORT

Through Sandy's influence, PulseCX has regularly supported the shelter with donations raised from various agency events. The proceeds of our holiday fundraising last year, totaling more than \$1,000 from holiday basket raffles and our Christmas Jar, were awarded to **Salfid Kennels** after our staff voted for **Salfid** as their charity of choice. The familiar, emotion-driven television ads, with their heartbreaking images of abused and neglected dogs, are hard to watch, but sadly, they don't lie. An estimated 3.9 million dogs enter community animal shelters each year as strays, rescues, or "surrenders" (animals whose owners can no longer care for



Sandy and Theo enjoying a mid-day stretch at the PulseCX office.

GREAT ALONE TERRIFIC TOGETHER

peanut butter & jelly
ham & eggs
apple pie & ice cream
spaghetti & meatballs
bread & butter
milk & cookies
planner & data

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JENNIFER DEE



#worthliving: the orange project to Prevent Suicide

When someone you love commits suicide, there's no handbook, no rules, no guidance for how to handle it. No one explains how to deal with the guilt or the grief or the questions. Nobody tells you how to sift through the darkness and come out on the other side.

A VERY PERSONAL IMPACT

For Jennifer Dee, Vice President, Director of Integrated Production, at McCann Torre Lazur, when the unspeakable happened – when her partner lost a lifelong battle with depression – out of anguish and loss she found the courage to break the silence, challenge the stigma, and get people talking about something that no one wants to talk about: suicide.

EXPOSING THE TRUTH

Suicide is a global epidemic that claims more than one million lives every year. After she took time to grieve, Jenn knew she had to do something. Something to commemorate her boyfriend's life and the lives he touched, something to try to prevent others from committing suicide or suffering through the aftershocks of a loved one doing so. Her idea: to use social media to ask people to post images and videos showing that life is worth living.

For the past 21 years, Jenn has been part of McCann Torre Lazur, a healthcare communications agency in Parsippany, NJ. Working with creative professionals with expertise in speaking about health-related information, Jenn knew she was in the right place to get the message out. And literally within minutes of first pitching the idea, a core group at MTL wanted to join in. It was extraordinary to see how many people had a connection to suicide, but because of the stigma surrounding it, just don't talk about it.

THE CAMPAIGN TAKES OFF

Our campaign began on September 10, World Suicide Prevention Day 2014, with the launch of the hashtag #worthliving. With a single tweet, #worthliving quickly outstripped our expectations by generating more than 18 million social media impressions around the world, with individuals sharing personal images and comments to show why every day is worth living. The following year, for World Suicide Prevention Day 2015, we launched #attemptlife, encouraging those who are suffering to share videos of themselves trying something new – attempting life rather than suicide. The #attemptlife campaign, with support from the International Association for Suicide Prevention, has rolled up more than 10 million social media impressions so far.

TARGETING YOUTH SUICIDE

This year, Jenn and the #worthliving team are taking on suicide in our youth – the third-leading cause of death

among adolescents – by working with students across the world. Using the orange sticky note as a visual vehicle to speak out for suicide awareness, the newest campaign will use digital and social media as well as face-to-face educational events to connect with young people and encourage them to communicate openly about suicide and learn how to spot and respond to the five signs of potential suicide in friends and peers.

The origin of this idea, named #worthliving: the orange project, came from a partnership with the Ideas Foundation, a UK-based group dedicated to inspiring creativity and growth in young people. Kids from three schools, plus MTL interns, were challenged to pitch professional-grade ideas to a McCann Health senior leadership panel across two rounds of competition in the U.S. and UK. Additional partners have come on board to help make #worthliving: the orange project a success. A web

landing page based on this idea can be found at worthliving.today, with integration to general social media sites. The goal is to break a Guinness World Record for the largest online album of handwritten notes.

At the launch event on September 17, Matt Nakoa, a well-known folk singer and musician, performed a song he wrote for the occasion, while audience members participated by hand-writing words of encouragement and hope on orange sticky notes and posting them on a wall. 50% of the profits went to the American Foundation for Suicide Prevention, with the other half going to the event organizers, Ethical Brew. Additionally, the team is working on partnerships with local New Jersey schools with the goal of creating face-to-face educational programs for students.

Everyone will experience a personal tragedy at some point in their lives; it is how they deal with it that defines their character. Jenn took the suicide of her partner and inspired a team to create a global movement bringing positivity, openness, and hope into this space.

For more information on #worthliving: the orange project, please visit: <http://worthliving.today>.

Jennifer Dee is Vice President, Director of Integrated Production, McCann Torre Lazur, 20 Waterview Boulevard, Parsippany, NJ 07054. She can be reached at 973-263-9100 or jennifer.dee@mccann.com.



Leading the #worthliving: the orange project, in the hopes of saving a life.



SHERRI WILKINS



Giving Is a Part of Living

Sherri Wilkins has a big-tree philosophy of service. Service shouldn't be a once-a-month, check-the-box type thing, but a way to live your life. When Sherri was asked to describe this point-of-view, she said, "I think you should try to be a giving tree, with a lot of limbs, trying to make a positive impact on all those you touch." You'll see that there is not just one, or even a few, organizations to which Sherri gives her time, but a multitude of them. "It's important to me to be involved with lots of different things, not just one big thing," Sherri said. This way of living means trying to consistently and continually improve the lives of those around you. And for Sherri, it has meant trying to give back wherever she could throughout her life and career.

A PHILOSOPHY OF GIVING

Young in her life and career, she was inspired to help others. "When you have the capacity to serve, then you have a responsibility to serve," Sherri said. As a young editor and writer, that began naturally enough with helping those who struggle with learning and literacy. While living and working in New York City, she served as a Nyack College Adult Continuing Education tutor, helping adults who struggled with reading and writing to achieve greater things. When she moved to San Diego in 2005, she continued this mission by getting involved as a San Diego Council on Literacy/READ volunteer. Today, she continues to emphasize the importance of education and literacy by supporting Traveling Stories, a non-profit that helps cultivate the joy of learning and improve literacy rates before fourth grade, with a focus on children in need. Sherri has volunteered as a Reading Role Model by reading to children at local Story-Tents; organizing her alumni group to read as a service-day project; and heading up "Book Bucks" toy collection efforts at Carling Communications and elsewhere.

Serving has meant different things throughout Sherri's career. In 2007, Sherri acted as her agency's AFC Corporate Challenge Team Leader, raising money and awareness for Boys and Girls Clubs of Greater San Diego. For the past nine years, she has been a member of the Junior League of San Diego, for which she serves on the Transition-Age Youth (TAY) Task Force. Through TAY, Sherri is currently working with other League and community members to

create and implement a financial literacy program for San Diego youth who are homeless and/or exiting the foster-care system. A Tar Heel born and bred, Sherri gets a lot of satisfaction out of volunteering for and through The University of North Carolina General Alumni Association. Serving as Chair of the San Diego Carolina Club since 2013, she was honored as an inaugural-class recipient of the UNC GAA Carolina Club Leaders Ambassador Corps. Sherri has also served as a Founding Board Member and Advisor of

COMPASSION IT, a nonprofit organization and global social movement that inspires daily compassionate actions. COMPASSION IT believes that when you "compassion it" in your daily life, you can positively impact the entire world. Sherri is incredibly proud of COMPASSION IT leadership and the organization's growth in just a few years, having now reached people on six continents, in more than 50 countries, and in all 50 U.S. states. Habitat for Humanity is another cause close to Sherri's heart, where a few years ago she served as a summer volunteer in the San Diego Administrative Office and as a Women Build site volunteer.

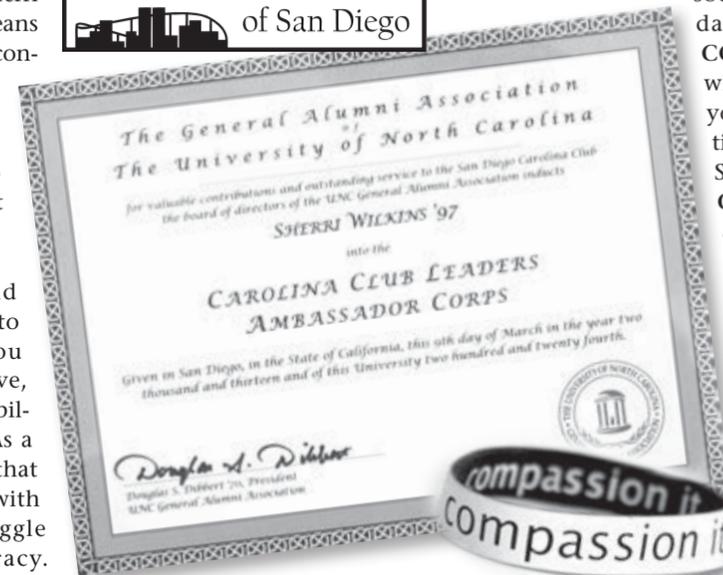
GENEROUS IN EVERY WAY

Above all, though, Sherri tries to lead a life where her gratefulness is expressed into bettering the lives of those around her. "Whatever you can touch, how you live your life, should be to help the people and community around you," Sherri said.

"Sherri is an outstanding nominee because she helps from the heart – not because she has been asked to, or for any recognition," said Nicole Blazie, HR Manager for Carling Communications. "This extends from her work here at Carling to her life at home and in the community. She has more compassion than anyone I know."

"There are so many ways to help, to give back. People think giving back has to be about money or generous amounts of time. It really isn't. Even the simple things like a smile in the hallway or a 'hello' to a complete stranger can work miracles for someone. I really believe that," Sherri said. "The bonus is, it makes you feel good, too."

Sherri Wilkins is Chief Creative Officer, Carling Communications, 2550 Fifth Avenue, Suite 150, San Diego, CA 92103. She can be reached at 619-794-1345 or Sherri.Wilkins@carling.com.



Sherri Wilkins proudly serves The Junior League of San Diego; The University of North Carolina at Chapel Hill GAA; and COMPASSION IT.

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

Join the Healthcare Marketer's Exchange 25th Anniversary Celebration!

It's official, this February marks our 25th anniversary and we'd love you to be part of it. There are lots of ways to participate.

Choose one or choose them all!

- Send your old industry pics – MHMA, PAC, HBA, PMRG, Sports Days, Christmas parties, special events, golf outings, charity events, company functions, etc.
- Share how THE EXCHANGE has impacted you, personally or professionally.
- Send us your congrats, greetings, memories from the past 25 years.
- Reflect back:
 - 25 years ago, where were you? And where are you today?
 - When and how did you join the industry?
 - What has been the biggest change you've seen in general and/or in the industry over these 25 years?
 - How do you think we're better off than we were 25 years ago? Worse off?
 - What do you think is the greatest invention of the past 25 years?
 - What is the greatest medical breakthrough over the past 25 years?
- If you've got a way you'd like to participate that we haven't thought of let us know!

Send your greetings, pics, and responses to Denise Pecora at dpecora@HMEExchange.com.

Or go to our online 25th Anniversary Poll at <http://www.hmexchange.com/contests.html>.

Advertisers: Don't forget to include this issue in your media plans for 2017



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

2e Creative has announced the appointment of **David Molho** as Creative Director, **Christopher Schlarman** as Vice President, Director of Client Engagement, **Marisa Lather** as Content Engagement Strategist, **Matt Turner** as Medical Editor, and the promotion of **Brandon Chuang** to Vice President, Strategic Development, and **Lynda McClure** to Vice President, Creative. They can be reached at 314-436-2323.

Fingerpaint has announced the appointment of **Frank Edwards** and **Jason Capello** to their Creative Team. They can be reached at 518-693-6960.

Giant Creative/Strategy has announced the promotion of **Kristina Ellis** to Executive Vice President, Executive Creative Director. She can be reached at 415-655-5200.

Huntsworth Health has announced the appointment of **Frank Galella** as Chief Financial Officer (CFO). He can be reached at frank.galella@hhealth.com.

new¬eworthy

awards
mergers

Amgen, Inc., has received FDA approval for Amjevita (adalimumab-atto) as a biosimilar to Humira (adalimumab) for multiple inflammatory diseases. For further information, visit www.amgen.com.

ASH Clinical News has announced their 2017 Expansion Plans to go from 12 to 14 print issues, including a January 20th edition focusing on the ASH Annual Meeting and a second additional issue on July 20th featuring highlights from the Spring Conferences. Reach and readership will increase to over 4,500 Medical Oncologists. **ASH Clinical News** now reaches over 42,000 HCPS three times per week with highly read eNewsletters. For further information, contact **Nick Luciano** at nluciano@ashclinicalnews.org to take advantage of our expanded reach and frequency.

Bayer has received FDA approval for Kyleena (levonorgestrel-releasing intrauterine system) 19.5 mg, a progestin-containing intrauterine system (IUS), for the prevention of pregnancy for up to five years. Kyleena will be available by prescription only in October 2016. For further information, visit www.bayer.com.

ContextMedia: Health has announced the launch of a content development partnership with the **Heart Rhythm Society (HRS)**, the country's leading resource on heart rhythm disorders. The partnership will bring content from the HRS educational library to patients in **ContextMedia: Health's** network of 25,000 practices by way of **ContextMedia: Health's** suite of digital waiting room and exam room platforms. For further information, visit www.contextmediainc.com.

eHealthcare Solutions (EHS) announced an exclusive partnership with **TrendMD**. EHS will be the sole pharmaceutical representation for sponsored links across **TrendMD's** extensive network including hundreds of prestigious medical publishers such as **BMJ Group**, **Elsevier**, **LWW**, and **HighWire**. For further information, visit www.ehealthcaresolutions.com.

Frontline Medical Communications (FMC) announced the launch of **Hematology News** in print, debuting December 2016 and publishing monthly in 2017 because of the wide acceptance of the online edition. For further information, contact **Stuart Williams** at 201-529-4004, swilliams@braveheart-group.com (print), and **Devin Gregorie** at 516-381-8613, degregorie@frontlinemedcom.com.

Healio Gastroenterology has announced the members named to its inaugural edition of the **Healio Gastroenterology 200** – a select group of 200 gastroenterology and hepatology specialists whom **Healio Gastroenterology** has identified as leading innovators in the field of medical and surgical gastroenterology and hepatology. Members of the **Healio Gastroenterology 200** will be invited to contribute ideas and guide editorial content for the

publication. For further information, visit Healio.com/Gastroenterology, or contact **Lee Gaymon**, Vice President, Marketing and Audience Development, at lgaymon@slackinc.com, 856-848-1000, ext 356.

Liberate Ideas, Inc., has announced that **Alcon** has signed on with **Liberate Health** for eyecare professional patient education and engagement. **Med-Immune** has signed on with **Liberate Health** for hospital-based patient education and engagement. For further information, contact **Richard Nordstrom** at Richard@liberate.com.

Lundbeck has received FDA approval for Carnexiv (carbamazepine) injection as a short-term replacement therapy for oral carbamazepine formulations in adults with certain seizure types when oral administration is temporarily not feasible. Carnexiv received orphan drug designation for this indication and will be the first available intravenous (IV) formulation of the antiepileptic drug (AED) carbamazepine. **Lundbeck** plans to make Carnexiv commercially available in the United States in early 2017. For further information, visit www.lundbeck.com/us.

Ogilvy CommonHealth Worldwide announces the expansion of the health economics and outcomes research practice within the Payer Marketing Group. For further information, visit www.ogilvy.com.

The Wyanoke Group, holding company of **SLACK Incorporated**, announced the acquisition of **TellTale Health**, a programmatic advertising company. The acquisition immediately allows advertisers the opportunity to extend their targeted advertising campaigns to healthcare professionals across the web. As part of the agreement, **TellTale Health** President **Zach Gursky** joins **SLACK** as Head of Programmatic Advertising. For further information, contact **Zach Gursky** at 415-290-8581 or zgursky@slackinc.com.

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For more information, contact **Nick Vroom** at nick@harborsidepress.com or 631.935.7677

Theresa Liddy Dolge



"In the end, only three things matter: how much you loved, how gently you lived, and how gracefully you let go of things not meant for you." —Buddha

Birthplace: Philadelphia, PA

Marital Status: Married

Children: Three children (Marissa, Angelina, and Domenic)

Occupation: Vice President, Media Relations Director

Years in Industry: 17 years

College: Temple University

What are two things on your bucket list?

I would love to one day open up a state-of-the-art hospice, and I would also love to spend a couple of weeks at Canyon Ranch in Arizona.

What is the biggest obstacle you have overcome?

Having to let go of my amazing little girl, Angelina, when she was in heart failure. She was born with a rare disease so I truly understand the obstacles that rare disease patients and their caregivers face. When you lose a child you look at life through a completely different lens and can oftentimes see people's true selves more clearly.

What was your first job?

My very first job was when I was 14 and I worked at a Rita's Water Ice on the boardwalk in Sea Isle City, New Jersey.

Do you have any pets?

I have a dog named KC, who we rescued. We think he is a Lab/Greyhound mix.

If you could do a guest role on a TV show, which one would it be?

I would love to be on *The Walking Dead* because I, of course, like all of America, think I could fight zombies.

Who do you most admire for their humanitarian or charitable efforts?

My sister-in-law and her husband who founded The Matthew Renk Foundation in honor of their son (and my nephew), who died from brain cancer at 15.

If you could have lunch with any person, living or dead (other than a relative), who would it be?

God – I am pretty sure that needs no explanation ☺

How do you stay fit?

I get up at 5 a.m. four days a week and go to the gym and I take a yoga class one night a week.

What is your favorite quote?

"In the end, only three things matter: how much you loved, how gently you lived, and how gracefully you let go of things not meant for you." –Buddha. This is how we should be trying to live our lives even when it is so hard.

How did you get started in the industry?

My aunt worked in the industry and suggested I look into it.

What three adjectives best describe you?

Determined, respectful, and fair.

Last good book you've read?

Dave Ramsey's *The Total Money Makeover*.

What is your favorite movie?

Lovers of the Arctic Circle.

What would you do or buy if you won the lottery?

I would create a state-of-the-art hospice facility.

What is your pet peeve?

Lack of self-awareness.

What do you think is the most important issue facing us today?

Foreign relations. We need to start anticipating issues before they happen. We need people who are more intuitive and have better inherent people skills.

What was the best present you ever received?

My husband is so thoughtful and often gives the best gifts. Recently, he had one of our original wedding photos professionally framed and gave it to me for my birthday.

What do you collect?

I love tree figurines. I feel like trees are a universal sign of life and longevity.

Theresa Dolge is Vice President, Media Relations Director, Tonic Life Communications, One South Broad Street, 9th Floor, Philadelphia, PA 19107. She can be reached at 215-928-2748 or Theresa.Dolge@toniclc.com.

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- Convention Center Wifi
- Advertising Meter Board
- Promotional banners
- Clinical Skills Center activities
- Lanyard for meeting identification badge

Directions:

- Take Internal Medicine Meeting 2017, ACP's annual scientific meeting
- Add Internal Medicine Meeting 2017 support opportunities
- Advertise in *Internal Medicine Meeting 2017 News*, our daily convention paper, available in the Convention Center and on shuttle buses
- Bake in San Diego, California, from March 30 through April 1, 2017
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