

# Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

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## 4th Annual Humanitarian Awards

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TBWA\WORLDHEALTH • RYAN TERRY FROM EDUCATIONAL RESOURCE SYSTEMS •  
ROBIN SHAPIRO FROM TBWA\WORLDHEALTH • MATTHEW PAULS FROM  
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HEALTHCARE MARKETER'S EXCHANGE

4th Annual

# Humanitarian Award Winners



## RYAN TERRY

For dedicating countless hours to give back to children and adults with Type 1 Diabetes.

See page 4



## AVENIRGLOBAL

For devoting nearly 6,000 pro bono hours to 130 unique nonprofit organizations worldwide in 2017.

See page 6

A special thanks to the judges...



Jeffrey Erb



Lisa Lewis



Patty Scott

### HEALTHCARE MARKETER'S EXCHANGE

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Welcome to our 4th Annual Healthcare Marketer's Exchange Humanitarian Awards issue!

We are so excited to share with you some inspirational stories of the good deeds those in our industry do to make this world a better place. Congratulations to our winners and nominees who have given their time and energy selflessly through their philanthropic efforts. We are delighted to tell their stories on the following pages!

The winners were chosen anonymously by a panel of judges who used a rubric to determine the scores in each of a variety of categories. Those scores were then added to come up with a total for each nominee. This year's decisions were particularly close. Each judge emphasized how hard it was to choose only one winner in both the Company and Individual Humanitarian Awards categories because every nominee has made such a huge impact in the lives of others. When you read through the pages of this uplifting issue, we're sure you'll agree that everyone is a winner when it comes to their tremendous dedication to impacting this world for the better.

Congratulations to the individual nominees **Robin Shapiro** from TBWA\WorldHealth, **Matthew Pauls** from Strongbridge Biopharma, **R.J. Lewis** from eHealthcare Solutions, and **Monique Michowski** from Frontline Medical Communications, and to the company nominees **CMI/Compas**, **TBWA\WorldHealth**, **SCOUT**, and **Cambridge BioMarketing**. Outstanding and impressive charitable efforts include giving youth the tools they need to lead a successful life through mentoring, fundraising for the arts, and an after-school program focusing on financial literacy; helping the homeless, walking to cure arthritis, supporting our nation's bravest - first responders and military; and spreading awareness about rare diseases.

I am in awe of all of our nominees and look forward to celebrating this year's winners at the AMM Nexus/HME Humanitarian Awards dinner on March 28 in New York City. This event is always an evening of inspiring stories, great industry-wide connections, and lots of fun. You won't want to miss it, so keep your eyes open in the coming months for details on how you can attend!

I celebrate and appreciate all of you who make such a difference in the world.



With sincere thanks,

*Nancy*



# Humanitarian Awards Winner



## RYAN TERRY

### Forging a Path to Living Well with Diabetes

Ryan Terry is not new to supporting families of children with Type 1 Diabetes and fundraising for research efforts to help find a cure. He has spoken at four Juvenile Diabetes Research Foundation (JDRF) Annual Galas, helping to raise over \$250,000 at each as a lead into the “live” Fund a Cure event. He has been the spokesperson and recipient of other charitable organizations’ donations who have chosen JDRF for their fundraising efforts as well.

When Ryan was diagnosed with Type 1 Diabetes at four years of age, during a routine well visit at his pediatrician’s office, life suddenly became anything but “routine.” What did become routine for Ryan from that day forward was the multiple finger sticks to check his blood sugar, three to five insulin shots a day to maintain his blood glucose levels, and the constant concern of low blood sugar and fear of too many high blood sugars and its damaging effect on his body near term and longer term.

#### MORE QUESTIONS THAN ANSWERS

Newly diagnosed children with Type 1 Diabetes find out they have T1D in a variety of ways. Many are rushed to

diagnosed with Type 1 Diabetes they and their parents are confused, not sure what to do, asking a million questions of their healthcare provider. At the end of the day, parents just want to be reassured that their son or daughter will be okay and they will be able to live a “normal” life. “This scenario has played out for many of the families who I speak with when I am first contacted by a parent of a newly diagnosed child. I have been working with these families for the last several years, first as a young teenager and now as a young adult spearheading the **Young Leadership Committee (YLC)** with fellow local JDRF New Jersey and Rockland County Chapter members,” says Ryan.

#### BRIDGING THE GAP FROM CHILD TO ADULT WITH T1D

Recently, Ryan identified a gap in the care and continuation of life as a young adult with Type 1 Diabetes. “When a child leaves his pediatric Endocrinologist at 18 years of age and moves onto an adult Endo, the treatment paradigm shift is incredible. Many of the adult Endos are clearly very familiar with treating Type 2 Diabetes. However, when it comes to the young adult patient with Type 1 they are not as well versed.”

Feeling the frustration in his newfound treatment landscape and realizing that he probably wasn’t alone, Ryan and his fellow co-chairs decided to take matters into their own hands. Through the local JDRF chapter, Ryan was able to reach out to young adults (19-30 years old) across the New Jersey metro area and speak with them about their treatment, their lifestyle, and how they are managing their own T1D treatment. Seeing that there was really no “voice” for this group and recognizing a need to keep these young adults informed and engaged in ongoing new treatments, new devices, and JDRF fundraising and research efforts inspired Ryan and fellow chapter leaders to launch the Young Leadership Committee, YLC.

#### COLLABORATING FOR HEALTH, INFORMATION, AND FUNDS

“It started with a couple of cold calls and emails to people just like me looking for a common ground with like-minded individuals concerned about their ongoing T1D care, actively trying to maintain a healthy lifestyle,

and looking to support JDRF efforts along the way.” Ryan reached out to local gyms and was able to get the support of The Atlantic Club, located in Red Bank and Manasquan, New Jersey. “My co-chairs and I had surveyed our committee members and identified a strong interest to learn about fitness as well as participate in exercise events and programs. I then contacted the CFO and Executive Director of The Atlantic Club in hopes of collaborating with a health club to create and host a special fundraising event. Our mission was to show that a proper fitness regimen and basic understanding of nutrition concepts are essential pieces of a healthy lifestyle; especially for T1 Diabetics.” Ryan championed the “Spin-a-thon and Nutrition Lecture,” bringing in nearly \$3,000 for Diabetes research. Upon witnessing the success of Ryan’s



Ryan and members of the YLC post the “Spin for a Cure” event. The Young Leadership Committee raised nearly \$3,000 for Type 1 Diabetes research.

event, the YLC and The Atlantic Club have made tentative plans to host fitness-focused events and fundraisers for JDRF on a biannual basis.

#### THE ULTIMATE GIVE-BACK

Ryan continues to work with newly diagnosed children and their parents as well as spearhead additional outreach events for all T1D patients. Raising awareness and supporting a healthy life-

style for all children and young adults with Type 1 Diabetes is not only his commitment, but on a personal level the ultimate give-back.

*Ryan Terry is Strategic Account Manager at Educational Resource Systems, Inc., 2 Bridge Avenue, Building Six, Second Floor, Red Bank, NJ 07701. He can be reached at 732-842-0202 or [rterry@educationalresource.com](mailto:rterry@educationalresource.com).*



Ryan accepting the first-ever “Family of the Year” award on behalf of his family at the 2016 NJ JDRF Gala. Ryan, Justin, Debra, and Gregg Terry (left to right).



Ryan and members of the JDRF Young Leadership Committee (YLC) at the “Spin for a Cure” bike-a-thon – nutrition lecture.

the ER with blood sugars in the several hundreds. They are experiencing full on hyperglycemia – sweating, excessive thirst, weight loss, frequent urination. When children are

ERS proudly **CONGRATULATES** Ryan Terry for winning the **Healthcare Marketer’s Exchange 2018 Humanitarian Award**




For more information, contact Gregg Terry at:  
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# Humanitarian Awards Winner

AVENIRGLOBAL

## Going Above and Beyond... Making Way for Company-wide Giving

**A**VENIR GLOBAL is a Montreal-based holding and management company that includes several international communications agencies (NATIONAL Public Relations, NATIONAL Equicom, AXON Communications, Madano, SHIFT Communications, and Padilla). AXON UK and Madano have been named among the UK's best workplaces, while AXON US and SHIFT Communications were named Top Places to Work by PR News Group. Across the firm, AVENIR GLOBAL offices have devoted nearly 6,000 pro bono hours to 130 unique nonprofit organizations worldwide in 2017. The firm has supported numerous charitable organizations through either direct volunteerism, fundraising efforts, or pro bono services, including the Canadian Cancer Society, Cancer Research Society, Food Bank for Westchester, the Eastern PA Chapter of the National Hemophilia Foundation, Ronald McDonald House Charities (RMHC) of Eastern New England, RESOLVE: The National Infertility Association, MAGIC Foundation, Seniors Secret Service Society of Alberta, Second Harvest Food Bank, the Royal Trinity Hospice, WE Charity, West End House, and various others internationally.



Sarah Gould with the food collected during the 2017 Thanksgiving food drive.

### FIGHTING HUNGER

Hunger relief is an area in which AVENIR GLOBAL is particularly invested. For example, NATIONAL Quebec City conducted a large food drive called "Marchands de Bonheur" (purveyors of happiness) during the holiday season and distributed food baskets with a value of \$250 each to 145 families – a total of 600 people. Additionally, NATIONAL's Ottawa office provided public relations and communications support to the Ottawa Food Bank during the holiday season. The team worked with the nonprofit's leadership and communications team to develop a clear and compelling message for the promotion of the release of its Ottawa Hunger Report 2017: Fighting Hunger. For the second year in a row, the NATIONAL Toronto office supported Second

Harvest, an organization that collects and repurposes food throughout the city. By splitting up into four teams and competing to see which team would sell the most tickets, the office raised a total of \$3,276.25.

### SUPPORTING PRO BONO WORK

As a part of the AXON US office, the work that has been the most personally impactful for me as an employee is the 10 hours per month AVENIR GLOBAL sanctions for my pro bono work with Family-to-Family, a Westchester-based nonprofit organization focusing on the area of hunger relief.

Their flagship program, Sponsor A Family, facilitates food assistance to some of the poorest communities across the U.S.

The program provides over 30,000 meals per month to roughly 2,160 struggling moms, dads, and kids in 36 American communities across 17 states. Family-to-Family's programming has also facilitated sponsorships of 37 refugee families, 15 elderly Holocaust survivors, and several veterans. In acknowledgment of the organization's incredible work, Family-to-Family was named an "Outstanding Nonprofit" by *Westchester Magazine* in 2018.

### FAMILY-TO-FAMILY – A PERSONAL PASSION

I have worked with Pam Koner, the Founder and Executive Director of Family-to-Family, for a year now as a volunteer grant writer. I conduct background research on grant opportunities, prepare

Letters of Intent (LOIs), and draft grant submissions. Pam has been a joy to speak with during our weekly status updates. Her deep empathy and love of her work is palpable, even over the phone. So far, Family-to-Family has received \$5000 from the grants I've helped them submit – an amount that has helped provide approximately 5670 meals to around 60 hungry families, or 270 individuals. As someone with a background in public health, I understand how food insecurity can have severe physical, emotional, and psychological impact throughout an individual's life course. Therefore, assisting AVENIR GLOBAL's hunger relief efforts through Family-to-Family was a role to

which I was particularly drawn. Despite Westchester being a wealthy county, pockets of severe need exist. Approximately 200,000 people are at risk of hunger or facing food insecurity in Westchester, 33% of whom are children. I am proud that my work with Family-to-Family has helped individuals in need in local communities, and I look forward to continuing my work with Family-to-Family for the foreseeable future.

In addition to my work with Family-to-Family, AVENIR GLOBAL also granted me time to organize a food drive last Thanksgiving. We sponsored a drive throughout not only the AXON US office but also the larger building in which our office is housed. We collected over 100 pounds of food for the Food Bank for Westchester, the nonprofit organization that supplies 95% of all the food distributed annually across the region's food pantries, soup kitchens, shelters, and daycare and residential programs.

### DEDICATED TO HIGH IMPACT

I believe the time AVENIR GLOBAL has offered not only to me, but also to its multitude of employees, to do truly

impactful work on both a local and international scale makes my company a strong candidate for HME's Company Humanitarian Award.

Valérie Beaugard, the Executive Vice President, says, "We bring [our values] to life through our active participation in the communities in which we work day after day. Knowing we're making a positive difference in people's lives is what instills motivation in us to always go the extra mile." I couldn't agree more. The network's 750+ employees strive to embody the network's commitments to ethical conduct, social investment, environmental performance, and human capital development out of a sincere desire to create positive change. Our ongoing work with the organizations mentioned and more is a clear demonstration of that goal.

AVENIR GLOBAL's home base is located at 1155 Metcalfe Street, Suite 800, Montreal, QC H3B 0C1, Canada. For more information, contact Sarah Gould at 914-701-0100, ext. 5359, or [sgould@axon-com.com](mailto:sgould@axon-com.com).

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**ROBIN SHAPIRO**



## Championing the Dreams of the Next Generation

With a passion to see the next generation achieve their full potential, Robin Shapiro, Global President at TBWA\WorldHealth, is dedicated to championing and mentoring young people who have dreams of advancement and success. Robin's philosophy in life is fueled by her passion to give back. She stays balanced by focusing on others and helping to make the world a better place. She's an encouraging guide who exudes positivity and is committed to assisting young people navigate the road towards their future dreams.

### COLLEGE ESSAY BOOT CAMP

For six years, Robin has mentored dozens of high school students from Waukegan, Illinois, where she created a unique College Essay Boot Camp that helps students in the Waukegan to College program achieve dreams of higher education by earning college scholarships. Robin's association with Waukegan to College began while serving as Vice President of Social Justice at her synagogue.

"Writing an essay is a gift that I thought I could give to these students," added Robin. Since 2012, Robin has mentored and helped dozens of students, many of whom are still in touch with her and continue to ask for advice.

### JOSUE PASILLAS – SCHOLARSHIP

In 2012, Robin met her first mentee, Josue Pasillas, a Waukegan High School senior, who was named a Gates Millennium Scholar and has since graduated from Pitzer College. Robin spearheaded the College Essay Boot Camp, nicknamed the "Gates Workshop" because the prestigious Gates Millennium Scholarship was like winning the jackpot. "Robin has been a volunteer for years, spending time with the students, despite her demanding career. She is masterful at seeing the potential in students and helping them realize how extraordinary they truly are. Her work with first-generation students at W2C, helping them to apply to full-ride scholarships, has enabled many students to have the life-changing opportunity of a college education," said Elyse Danckers, Executive Director of Waukegan to College.

"She has mentored several students, helping them realize their full potential and move into successful careers. She has taken on leadership roles, organizing workshops with many volunteers at her synagogue, Congregation Solel. Because of Robin's dedication, many students have a brighter future," added Danckers.



Robin with mentees and Waukegan High School counselor for a night out in Chicago.

### GILBERTO COLIN – INTERNSHIPS AND GRADUATION

A college counselor introduced Robin to Gilberto Colin during a break at the College Essay Boot Camp. Gilberto commented, "Robin not only helped me get into DePaul University, but she stayed connected with me through all four years. She even visited me on campus my first week of school and came to my graduation!"

Robin's commitment to these young students goes beyond their college acceptance. "Waukegan to College is about developing long-term relationships," said Robin. Gilberto added, "The level of mentorship increased. Robin helped me with career advice, interview preparation, cover letters, how to dress for interviews – everything! I completed three finance internships during college." Gilberto graduated from DePaul University with a degree in finance, and he's currently attending Marquette University's MBA program and working as a Financial Analyst at CNH Industrial.

### ADRIAN PEREZ – SELF-CONFIDENCE

When Adrian Perez was in high school, Robin served as his mentor. "It's people like Robin who tell younger students that they're capable of grander heights that allows them to truly prosper," said Adrian.

Robin offered Adrian, an English/Psychology major at Lake Forest College, the opportunity to shadow her for a day at TBWA\WorldHealth. He earned an internship as a copywriter on his own merits. "The leadership skills I gathered at TBWA will carry forward into the many roles I take part in this semester," added Adrian.

"The impact Robin has made in my life has motivated me never to be 'too busy' to help and give back," said Gilberto. "I am on the board of trustees for the Waukegan Public Library and on the board of Waukegan to College. Words cannot describe how much Robin has helped me and influenced my outlook on life. I am truly blessed to have Robin in my life."

"Robin is an incredible person. She pushed me to be better, to work harder, and to make connections that will last a lifetime. Robin gave me the greatest gift that I believe anyone could ever receive," said Adrian. "Robin gave me the gift of self-confidence."

"Robin is an incredible person. She pushed me to be better, to work harder, and to make connections that will last a lifetime. Robin gave me the greatest gift that I believe anyone could ever receive," said Adrian. "Robin gave me the gift of self-confidence."

*Robin Shapiro is Global President at TBWA\WorldHealth, 220 East 42nd Street, New York, NY 10017. For more information, please contact Katie McChesney at [katie.mcchesney@tbwaworldhealth.com](mailto:katie.mcchesney@tbwaworldhealth.com).*

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June 2018 Medical/Surgical Readership Study, Tables 111 and 211

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# Humanitarian Awards Nominee

**MATTHEW PAULS**



## Passion – Personally and Professionally

I am nominating my friend and colleague, Matthew Pauls, who serves as President and Chief Executive Officer of Strongbridge Biopharma, because I truly admire his passion for the people around him. People – and importantly, patients – are at the heart of what drives Matt in both his personal and professional life. He has a genuine desire to make a lasting impact on the community around him – a critical requirement for someone at the helm of a company focused on addressing the unique needs of people with rare – and ultra-rare – medical conditions.

### DEDICATED VOLUNTEERISM

While Matt's energy and passion in the workplace are both admirable and infectious, outside of the office is where he really shines. Matt is a volunteer board member of The Pennington School in Pennington, New Jersey, and previously for the Boys and Girls Clubs of Philadelphia. Matt was formerly on the board of directors of the Adidas Junior Phenom Camps for three years, and was chairman of the Prime-time Shootout for five years, both are programs that identify and develop talented youth basketball players.

### WE R1 – FUN

Matt is passionate about making a difference in the lives of our youth and does so through directing a program he founded called WE R1, which is an affiliate of a nonprofit 501(c)(3) organization that was formed in 2010 by combining two successful basketball programs – East Coast Elite and Team NJABC. Matt Pauls and professional basketball player and coach Terrell Myers realized they had a shared vision on how to run a top grassroots basketball development program, which primarily serves disadvantaged young people with the potential to play in college. The vision was to create an initiative that focused on working with young people so they are positive contributors to society – using basketball as the point of contact – while also using the investment of time, life experience, and patience to positively impact young people.

This was a perfect fit for Matt, who has been coaching basketball for over 20 years at the high school and AAU (Amateur Athletic Union)/grassroots level. He has coached and trained over 80 current and former college basketball players, including approximately 45 D1 players, and has won numerous tournaments throughout the country.

Highly reflective of Matt's personality, WE R1 uses the acronym "F.U.N." as its vision for building high academic standards, character, and competitive basketball skills:

- **F** Family "a group of people united by common values"
- **U** Unity "continuity without deviation or change"
- **N** Networking "the exchange of information and experiences"

The most important aspect of the program is the ICE (Individual Character Enhancement) Academy, developed by Matt's co-founder, Terrell Myers, where players learn and understand the importance of their education. They are expected to participate in mandatory programs to keep their education at the forefront of their existence (i.e., S.A.T. Prep Sessions, Reading Assignments, Seminars, Tutoring/Mentoring Sessions, etc.).

Matt's vision for WE R1 also reflects the way he leads Strongbridge. During meetings, he often reminds us that we're in a unique position to create value for all of our stakeholders. We can do well as a company and for our employees, while also doing meaningful things for society as a whole. In fact, our company's internal "mascot" is the Underdog (from the 1960s' cartoon series), which Matt adopted to reflect not only our small size and market entry position back in 2014, but also our desire to serve the "underdogs" when it comes to healthcare. We serve those communities that are often overlooked and underserved in the drug development and commercialization process.

### SERVING THE UNDERSERVED

What sets Strongbridge apart from other biotech companies is our focused efforts on rare diseases with significant unmet needs. This focus allows the company to bring awareness, education, and resources to the niche communities that would continue to be largely underserved prior to our involvement. Under Matt's leadership, patients are always at the heart of what we do.

A little further background...Matt played Division 3 basketball for one year in Michigan, and graduated with BSBA and MBA degrees from Central Michigan University, as well as a Juris Doctorate degree from the Michigan State University College of Law. He has also taught at the college level as an adjunct faculty member at The College of New Jersey, University of Indianapolis, and Davenport University, instructing business and management courses. He currently serves on Strongbridge's board of directors as well as on Savara Pharmaceuticals' board. In September 2018, Matt was an honoree at the 2018 PharmaVOICE 100 awards dinner in New York City, a designation that recognizes the most inspirational, motivational, and transformational individuals throughout the life-sciences industry. In 2016, Matt was named a finalist for the Ernst & Young Entrepreneur Of The Year® Award in the Greater Philadelphia area.

our involvement. Under Matt's leadership, patients are always at the heart of what we do.

*Matthew Pauls is President and Chief Executive Officer of Strongbridge Biopharma, 900 Northbrook Drive, Suite 200, Trevose, PA 19053. For more information, visit [www.strongbridgebio.com](http://www.strongbridgebio.com).*



WE R1 athletes compete at national events all over the country, including playing on the Under Armour Association (UAA) Grassroots Circuit. Matt (third from left) co-founded WE R1 in 2010.

# 1



The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2016, according to Altmetric.

- |    |   |    |   |    |   |
|----|---|----|---|----|---|
| 1  | United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama ( <i>JAMA</i> )                                       | 39 | Association of Hormonal Contraception With Depression ( <i>JAMA Psychiatry</i> )  | 81 | Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults ( <i>JAMA Internal Medicine</i> )  |
| 5  | Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents ( <i>JAMA Internal Medicine</i> )        | 41 | The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform ( <i>JAMA</i> )  | 87 | Pharmaceutical Industry–Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries ( <i>JAMA Internal Medicine</i> ) |
| 7  | The Association Between Income and Life Expectancy in the United States, 2001-2014 ( <i>JAMA</i> )  | 57 | Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality ( <i>JAMA Internal Medicine</i> )                              | 88 | National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 ( <i>JAMA Pediatrics</i> )       |
| 8  | Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial ( <i>JAMA</i> ) | 61 | Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis ( <i>JAMA Pediatrics</i> ) | 98 | Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement ( <i>JAMA</i> )                             |
| 19 | The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) ( <i>JAMA</i> )  | 68 | Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 ( <i>JAMA</i> )   |    |   |

See the full top 100 list at [altmetric.com/top100](http://altmetric.com/top100).

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# Humanitarian Awards Nominee

**R.J. LEWIS**



## Dedicated to Changing Lives

**R.J.** believes making a positive impact on the welfare of humankind is the single greatest responsibility we have. R.J. says, "There is a joy that comes from helping other people that is unmatched anyway else."

### LONG-STANDING ROTARIAN

R.J. has a long history of giving back to the community. He has been a member of Rotary for 17 years (Rotary is a global network of people committed to the betterment of the community). In Rotary, he has served as president, board member, and chairperson for the District's Ambassadorial Scholarship program. He's also served as a board member and Chairperson for Trenton Rotary Club, as well as for the Trenton Rotary Foundation. In his 17 years with Rotary, R.J. has participated in hundreds of community, youth, and even international projects.

### COMPANY-WIDE SUPPORT

R.J. encourages his employees at eHealthcare Solutions to become actively involved in several charitable events throughout the year, always providing a match to whatever can be raised. eHealthcare Solutions' employees have joined charitable causes including food drives, assembling hygiene kits for the homeless, serving lunch at the Trenton Rescue Mission, and helping out the Boys and Girls Club of Mercer County.

### RUN FOR KIDS CLUB

R.J.'s most recent personal mission is his commitment to creating an after-school program that teaches entrepreneurialism and financial literacy to build character and help ensure participants are productive members of society.

Along with Bill Sheehy, a fellow Trenton Rotarian and financial planner, R.J. founded the "Run for Kids Club" to raise money for the Boys and Girls Club of Mercer County's after-school program. In 2017, they ran in the Trenton Half Marathon with a fundraising goal of \$50,000. R.J. and Bill's passion enabled them to recruit 24 other runners/fundraisers to support the cause. Through hundreds of generous supporters, Run for Kids Club raised a whopping \$160,000 in its inaugural year.

Entrepreneurialism, coaching, and mentoring are very near and dear to R.J. As a part of Entrepreneurs Organization (EO) New Jersey, R.J. meets monthly with other entrepre-

neurs to share his experience in business. As an active angel investor, R.J. advises and connects dozens of entrepreneurs. Bill Sheehy sees the challenges created by a lack of financial literacy. Together, R.J. and Bill created the Run for Kids Club with the dual mission of teaching underprivileged children both entrepreneurship and financial literacy to correct recognized gaps in the educational system. They're devoted to giving children the opportunity to practice skills in these two fields.

R.J. believes if they impact just one life, it's well worth it. He's not shy about telling others about this organization. R.J. says he never knows where support will come from, but he is inspired to inform others of the mission of this program. Generally, R.J. says people not only understand the need, but wish to know more and feel good about participating. R.J.'s tactic for getting others involved: "It's always fun to challenge someone with a stretch goal that takes them out of their comfort zone and then watch them grow as a result. Many of our first-time runners never thought they

could do a half marathon and are more confident once they achieve that goal."

Though challenging, R.J. ran miles and miles every week in preparation for the Trenton Half Marathon. He believes his persistence and perseverance are the most important qualities he has brought to the Boys and Girls Club. Running a half marathon is not easy, but the same consistency R.J. practices in his businesses, he applies to this organization.

Last year at the Trenton Half, R.J. crossed the finish line, arm-in-arm with Bill and other runners, with an overwhelming feeling of accomplishment. More than that, R.J. feels responsible for continuing something bigger than himself.

R.J.'s ultimate hope is to change lives. He is more motivated than ever to continue efforts for the Boys and Girls Club. Someday, R.J. hopes he is approached by a child whose life was changed because of this club. That vision gives R.J. the determination to keep fighting for this worthy cause.

*R.J. Lewis is Founder and CEO, eHealthcare Solutions, 810 Bear Tavern Road, #102, Ewing, NJ 08628. He can be reached at [rlewis@ehsmaail.com](mailto:rlewis@ehsmaail.com) or 609-882-8887.*



R.J. greeted by his family at the finish line after the October 2017 Trenton Half Marathon.

# Humanitarian Awards Nominee

**MONIQUE MICHOWSKI**



## Always Giving More

**M**onique is a person who naturally cares about others and finds ways to volunteer her time through various causes over the years. Aside from the wonderful efforts she and others perform on behalf of the annual AMM Bowling for Breast Cancer fundraiser and annual holiday party event that benefits Toys for Tots, Monique has been involved in other valued endeavors.

### IN SUPPORT OF DONOVAN ARTS

For the past three years, as Vice President of DARTS (Donovan Arts), Monique was responsible for raising money for Donovan Catholic High School Arts Program. In a school with about 1,000 students, 25% were devoted to the arts, whether it was musical theater, show choir, band, or fine art. As a private school, Donovan didn't always have the funds available to replace or provide what was needed for their theater program. Monique chaired a committee of enthusiastic and committed parents who worked to develop a food and wine pairing at a local restaurant. Together, they raised about \$14,000 over three years that helped to purchase a lighting console for the stage, new draperies, and new microphones/headsets for the actors.

*Although Monique is no longer fundraising for the school, she has devoted her time and effort for the past seven years, painting sets for various productions – including *Beauty and the Beast*, *Once Upon a Mattress*, *The Wizard of OZ*, *Les Misérables*, *Hello, Dolly!*, *Guys and Dolls*, *Fiddler on the Roof*, and more. Monique likes that she can*

spend time late into the night or on weekend mornings for a community she loves, but more importantly, the shows' directors and students truly appreciate her efforts.

### CARING FOR THE DISABLED

Not surprisingly, Monique has instilled this spirit in her children as well. For the 21 Foundation, which raises funds to help enhance the quality of life among those with

disabilities, she joined forces with her 17-year-old daughter. Together, they entered a lip sync competition with several of their favorite people as the Spice Girls. While having fun learning and performing a professionally choreographed dance routine, they helped raise a total of \$35,000 and WON the competition as well!

### DEVELOPING A SCHOLARSHIP FUND

Monique's most recent volunteer job is to help raise money for the Nicholas Paggi Scholarship Fund. Nick was a super young man with a great future, and Monique's

neighbor. He passed away in 2017 from a tragic fall at the age of 24. He was a graduate of MIT and working as a grad student at MIT when it happened. She is committed to working with his parents to help raise money for an annual scholarship fund for Donovan Catholic High School. The scholarship will be awarded to a child/family in need who can't meet the tuition on their own. In August, a neighborhood wine and cheese pairing raised over \$5,000, exceeding expectations!

### HONORING MONIQUE'S COMMITMENT TO SERVE

Like others who volunteer their time, Monique is not satisfied with all she does; to her it seems "never enough." She calls it "volunteeritis." But to see Monique speak about her efforts, you can see the compassion she has for others and the almost longing desire to do more. Her seemingly endless energy in these contributions is admirable, but her ability to motivate others to get involved is also tremendously inspiring. Her commitment both in and outside of our industry is so valuable and she deserves to be acknowledged and celebrated.

*Monique Michowski is Director of Business Development for Frontline Medical Communications, 7 Century Drive, Suite 302, Parsippany, NJ, 07054. She can be reached at 732-278-4549 or [mmichowski@mdedge.com](mailto:mmichowski@mdedge.com).*



Monique with youngest daughter Mia at the Lip Sync competition as Posh and Scary Spice.



Monique painting the set for *Guys and Dolls* performed by Donovan High School Theater Arts students.



## Philanthropic at its Core

At CMI/Compas, philanthropy is a major component of the company's identity that is woven into their core values. At some point, every employee is part of a philanthropic initiative. Whether it's raising money for kids to get a better education via Liguori Academy, shopping for or wrapping gifts for kids in need through the Adopt-A-Family program, or volunteering time during the MLK Day of Service, all employees are happy to lend a helping hand. The CMI/Compas IT team, including Mike Alcorn, Lorraine Molins, Ron Zawora, Andy Lam, and Angela Durante, is one department that has gone above and beyond in showing their dedication to these causes. They are often the ones to step up to lead a fundraiser or rally colleagues when someone is in need.

### SANDWICHES AND SOCKS

For years, CMI/Compas has been committed to fundraising for organizations such as Liguori Academy and CMI/Compas' Adopt-A-Family initiative. The IT team aims to keep fundraising efforts unique. In the past, the team held an all-office BBQ fundraiser and a Bingo fundraiser. But that's not all. Office birthday celebrations are huge at CMI/Compas. Each month, the company's offices celebrate the birthday employees from that month by providing everyone with lunch. One month, the IT team decided to change up the celebration. The team suggested that the office utilize their birthday celebration budget to make sandwiches for the homeless. Employees attended the lunch and, instead of eating the food themselves, they used their lunch time to make sandwiches for the local shelter. The IT team was thrilled to change the game for this CMI/Compas birthday celebration and ecstatic that they were able to provide their coworkers with another opportunity to give back. Lorraine Molins, Associate Director, IT, recalls that the shelter indicated lunch-meat sandwiches are a treat – this is due to the countless donations of PB&J sandwiches. The IT team provided the shelter with that special treat by immediately purchasing the necessities for lunch-meat sandwiches. They brought the supplies to the office and got to work.

After the sandwich making, word got around that there was still budget left over from that birthday celebration.

Lorraine didn't want this money to go to waste, so she took the remaining balance and hit the local dollar store. Necessities such as socks and gloves were purchased with the remaining money. Lorraine truly felt the impact that her team was making on the lives of these individuals when she dropped the sandwiches and socks at the shelter.



CMI/Compas employees making sandwiches for a homeless shelter. Guided by core values centering around community, philanthropy, and "being awesome," they are always willing to lend a hand.

### FUNDRAISING – A DIFFERENT APPROACH TO DONATING

The team also uses their specialized IT skills to take a different approach when it comes to collecting donations. With a large number of employee laptops, which are in great condition but considered "retired," the team knew there was a way these laptops could assist in their philanthropic initiatives. Lorraine explained that the IT team was consistently approached by employees who wanted to buy back their old laptops for personal use. Mike Alcorn, Vice President, IT, decided to ask for donations for these

laptops. 100% of the money from employees "buying back" laptops goes directly to charity. Although not a part of their job duties, Lorraine and her team work on removing all company information from the laptops before giving them to employees. Lorraine's team also researches the current cost of the laptop to let the receiver know exactly what they're getting. This aids employees in choosing a reasonable donation amount.

The CMI/Compas IT team also works with HIAS PA and was able to gift eight laptops to local refugee families, just in their first round of donations. In the team's second round of donations, 15 more laptops were donated to HIAS PA. These laptops are used for students' homework, keeping in touch with family back home and in refugee camps, job searches, photos, and more.

A dominating core value at CMI/Compas is "We Are Family." Through their philanthropic efforts, CMI/Compas attempts to unite all families, and assist them in creating a better tomorrow for themselves and their loved ones.

CMI/Compas has offices in Philadelphia, PA, King of Prussia, PA, Cherry Hill, NJ, Parsippany, NJ, Chapel Hill, NC, Chicago, IL, and New York, NY. For more information, contact Carly Kuper at 484-322-0880 or [ckuper@cmicompas.com](mailto:ckuper@cmicompas.com).

# The Scores Are In!

Internists prefer *Annals of Internal Medicine*.

## Internal Medicine Journal Standings June 2018

	Percent Received <sup>1</sup> (%)	Total Readers <sup>2</sup> (%)	Average Issue Readers <sup>3</sup> (%)	4 out of 4 Readers <sup>4</sup> (%)	High Readers <sup>5</sup> (%)
<b>Annals of Internal Medicine</b>	<b>81</b>	<b>64</b>	<b>48</b>	<b>29</b>	<b>23</b>
Competitor A	77	55	41	25	22
Competitor B	71	55	40	23	21
Competitor C	69	47	33	16	12
Competitor D	64	49	34	18	13

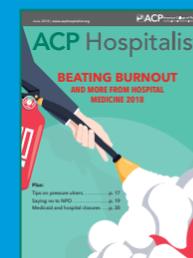
### Play on the WINNING TEAM.

*Annals of Internal Medicine* is the #1 read medical journal for Internal Medicine physicians according to Kantar's June 2018 *Medical/Surgical Readership Study*.

Check out *Annals* first place standings:

- *Annals* reaches more internists than any other medical journal.<sup>1</sup>
- More internists are likely to read *Annals* than any other medical journal.<sup>2</sup>
- More internists are likely to see an issue of *Annals* than any other medical journal.<sup>3</sup>
- More internists read each issue of *Annals* than any other medical journal.<sup>4</sup>
- More internists read *Annals* more frequently and thoroughly than any other medical journal.<sup>5</sup>

Source: Kantar Media, June 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 110 and 210.



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## “Do Good” – A Company-wide Philosophy to Give Back

TBWA\WorldHealth passionately embraces the “Do Good” philosophy based on one of the agency’s three Shared Values. It states: “Do Good – Great work is satisfying. Measuring success by the impact we and our clients make on the world is fulfilling.” Agency offices unite to contribute both locally and globally and mobilize teams to give back via volunteer initiatives to contribute to society and mankind.

“Our ‘Do Good’ philosophy reminds us to stay focused on our larger purpose. Nothing makes us feel more connected to each other than giving back,” said Robin Shapiro, Global President of TBWA\WorldHealth.

Agency offices have championed many worthy causes from support of the homeless to NYC Pride, and from volunteering at community hospitals to rallying on behalf of initiatives sponsored by charitable foundations and organizations.

**Culture Club**, a full-agency effort, spearheads cultural and volunteer efforts committed to upholding the values of the TBWA\WorldHealth manifesto through events and programs.

- **The Arthritis Foundation** benefited from the agency’s support through fundraising efforts by the team in advance of the 2018 Walk to Cure Arthritis in New York City.

- At **Children’s Hospital at Montefiore (CHAM)** in the Bronx, TBWA\WorldHealth provided art supplies and paired kids with agency volunteers for a fun session that included playing video games, creating art, and hanging out.

- Staffers in NYC volunteered for the **American Cancer Society’s Hope Lodge New York City** and created a relaxing evening for cancer patients by sponsoring a “Midsummer Night’s Remedies” event. The agency’s KEYTRUDA team led the event to support cancer patients and their families by inviting them to unwind at a “time to relax” event with spa-style remedies. Guests enjoyed soothing homemade ginger tea, moisturizer with essential oils, chair yoga, and a healthy alfresco dinner.

“Getting out of the office and connecting with the people that are facing a cancer diagnosis and treatment in their daily lives is a great reminder of why we do what we do. The Hope Lodge staff was blown away with the creativity of the stations and very appreciative of our efforts,” said Jessica Echterling, Vice President, Group Account Director, at TBWA\Health Collective New York.

“Volunteering allows our team to share their skills and abilities outside of the workplace and provides the opportunity to experience camaraderie on days of service while

engaged in assisting charities that benefit others,” added Shapiro.

- TBWA\WorldHealth Chicago and client Xeris supported, via fundraising and participation, the **Juvenile Diabetes Research Foundation (JDRF) One Walk** event in Chicago.

- In 2017, the agency raised donations for **New York Cares**, marched in support of the **Walk to Cure Arthritis** and **NYC Pride Parade**, spearheaded a multi-region initiative to assemble hundreds of hygiene kits on behalf of the **Heartland Alliance** for World Health Day, volunteered at **Children’s Hospital at Montefiore** and **Misericordia**, and raised money for the **National Hemophilia Foundation** and the **Arthritis Foundation**.

- The Chicago office fulfilled the holiday wish lists of six different residents at **Misericordia** and a return in Spring 2018 allowed employees to work with the residents.

The 2nd annual “Penny Wars” was held with all proceeds benefiting the **National Hemophilia Foundation** in support of agency clients at Shire, and San Francisco and Irvine teams contributed their efforts to public service projects.

- TBWA\WorldHealth’s dedication to advocacy takes place through the **Corbett Foundation**, the agency’s established 501(c)(3) whose mission is to positively impact the lives of people suffering from a rare disease.

“We offer our staff the opportunity to work on a passion area – outside of day-to-day business – through efforts such as the Corbett Foundation,” said Sharon Callahan, CEO, TBWA\WorldHealth. “Giving back builds our corporate culture around our ‘Do Good’ value, creating a sense of unity.”

With rally cries like #DoGood, #BeAuthentic, and #RaiseHell, TBWA\WorldHealth recognizes that providing the team with opportunities to volunteer and contribute allows employees to collectively inspire one another to make a positive impact in the world.

**BE AUTHENTIC:** Being honest and true creates an environment of respect and compassion.

**DO GOOD:** Great work is satisfying. Measuring success by the impact we and our clients make on the world is fulfilling.

**RAISE HELL:** Creativity takes courage, ambition, passion, and a little rage. Work that radically departs from the norm makes us impossible to ignore.

*TBWA\WorldHealth is located at 200 East 42nd Street, New York, NY 10017. For more information, contact Katie McChesney at [katie.mcchesney@tbwaworldhealth.com](mailto:katie.mcchesney@tbwaworldhealth.com).*



Creating Personal Care Bags for World Health Day and on behalf of Heartland Alliance.



## Serving Those in Need with Honor

Giving back is a fundamental part of SCOUT’s culture, epitomized in its **SCOUT’s Honor CSR program**. “We have chosen this name because it’s *SCOUT’s honor* to help others in need,” said Jennifer Brekke, CEO, adding that giving to others altruistically is one of SCOUT’s core values. The agency has contributed to countless charitable organizations since its inception in 1999, including giving winter coats to, and preparing meals for, the homeless; providing school supplies to inner-city classrooms; and donating to kids with cancer.

SCOUT’s mantra, “Be Brave,” defines its culture, its strategy and creative, and the way SCOUT staff members live and lead their lives. To reinforce this message, SCOUT sought out one organization that embodied this idea, and where the agency could make a significant impact.

SCOUT found it in the **Stephen Siller Tunnel to Towers Foundation**, dedicated to supporting our nation’s bravest. The Foundation was created to advocate for, support, and recognize America’s first responders and military. It was named in honor of the life and legacy of New York City firefighter Stephen Siller, who laid down his life to save others on 9/11/01.

In supporting the Stephen Siller Tunnel to Towers Foundation, SCOUT embarked on a pro-bono effort to generate broad awareness of the Foundation and its mission. Agency team members in each of SCOUT’s offices (Atlanta, Chicago, San Diego, and New York) have participated, creating numerous branding and marketing initiatives, providing overall strategic marketing counsel, donor and fundraising materials, print and digital campaigns, and developing PSAs.

### ABOUT STEPHEN SILLER TUNNEL TO TOWERS FOUNDATION

Firefighter Stephen Siller was the youngest of seven children. By age nine, Stephen had lost both parents, leaving him an orphan to be raised by his older siblings. Thanks to their love and the values his parents instilled in him, he grew up to become an extraordinary individual. Just 34 years old, he had a loving wife, five children, a devoted extended family and many friends.

Stephen’s parents’ guiding philosophy was: “*While we have time, let us do good*,” words Stephen lived by. On September 11, 2001, Stephen had just finished his shift when he got word of a plane hitting the North Tower of the World Trade Center.

He hopped into his truck and drove to the entrance of the Brooklyn Battery Tunnel, but it was already closed for security purposes. With 60 pounds of gear strapped to his back, he ran through the tunnel to the Twin Towers, racing against time to save others. There he lost his own life.

*Stephen’s life and heroic death serve as a reminder to us all to live life to the fullest and to spend our time here on earth doing good; this is his legacy.*



SCOUT’s family of supporters, including senior staff members and their children, preparing for the annual Tunnel to Towers 5K Run and Walk in New York City.

As part of this legacy, the Foundation gives back to those who serve our country as first responders, firefighters, police, and military. The Foundation’s key programs include:

- **The “Smart Home” Program** constructs specially-adapted homes, equipped with the latest technologies to enable the most catastrophically injured service men and women to live better, more independent lives.

- **The Fallen First Responders Home Program** provides mortgage-free homes to families of fallen police and firefighters. The Foundation has given over \$7MM to these families.

- **The Gold Star Family Program** honors the legacy of our fallen military and gives surviving spouses with young children mortgage-free homes.

- **Fundraising events** include a 30,000-person 5K race in New York City, retracing Stephen’s journey through the tunnel, plus 5K runs all over the country.

### SCOUT’S OTHER PRO-BONO WORK:

- SCOUT gives each regional office monetary funds annually, to be spent

on an organization of their choice, along with dedicated time off to “give back.”

- Members of SCOUT’s Chicago office bought supplies, packed backpacks and delivered them to Chicago-based **Comfort Cases**, which provides foster children (who often carry their belongings in garbage bags) with a large backpack filled with basic essentials.

- SCOUT’s San Diego office helps support **Samaritan’s Purse**, providing essentials to children of war, poverty, natural disasters, disease, and famine around the world. Team members filled shoeboxes full of essentials and toys for children in poverty-stricken countries.

- SCOUT Atlanta chose to help:

- **Donorschoose.org** connects teachers in high-need communities with donors who want to help.

- **Wholesome Wave** provides underserved communities with access to healthy, locally grown foods.

- **Bearings Bike Shop** helps inner-city youth develop life skills.

- **Open Hand** provides home-delivered meals to the homebound and disabled.

- **Atlanta Mission** provides customized services to help combat homelessness.

“It is our privilege to support these organizations, which help those in need,” said Raffi Siyahian, Principal at SCOUT. “That’s the spirit ingrained in the SCOUT culture.”

*With offices in Atlanta, Chicago, San Diego, and New York, SCOUT is headquartered at 3391 Peachtree Road, Suite 105, Atlanta, GA 30326. For more information, contact Jennifer Brekke at 858-538-7777, ext. 250, or [jbrekke@findscout.com](mailto:jbrekke@findscout.com).*



## Rethinking What it Means to Be Rare

At Cambridge BioMarketing (CB), our focus is on orphan diseases and specialty healthcare markets. Every job we do and every client we work with affects people in the rare disease community. We work to deliver awareness and education for rare diseases and the groundbreaking therapies developed specifically to combat them.

### DOING MORE FOR PEOPLE WITH RARE DISEASES

We believe that each person in this world holds great promise – promise that deserves to be shared. With the skills we have, we do everything in our power to help bring therapies to market in partnership with our clients. One sentiment we all share is the hope of tomorrow. It's that hope that can lead to transformative medicine. We do so with our sets of skills as writers, designers, advocates, and medical experts. We've come to realize that the way we are wired isn't something you just turn off at the end of the day. Every day we come to work and ask ourselves how to both serve those who need us most while being able to do what we love. After asking ourselves that question, we realized if we were going to truly affect the lives of those we serve, we needed to do more. Then it came to us. To serve the community, we need to be a part of the community. And we need to use our skills to amplify the voice of the very people we advocate for.

### RARE IN COMMON

This idea of uniting the community blossomed into *Rare in Common*, our short documentary film focusing on patients and their families as they navigate the extraordinary challenges of living with a rare disease. Conceived, written, produced, and crafted outside of the office stood – and still stands – to establish the common ground we all share. In making that first documentary, we shook something loose, something we quickly came to realize couldn't be quelled. We only had one choice: keep going. We sat down and developed an idea that would build from the *Rare in Common* documentary.

### GOING BEYOND RARE IN COMMON

Now we produce a podcast carrying the same moniker, *Rare in Common*. It's become more than just a title as it car-



Rare In Common Podcast guest Patty Weltin – mother to two daughters with Ehlers-Danlos syndrome and CEO and Founder of the Rare Disease United Foundation.

ries with it such greater meaning. The *Rare in Common* podcast is hosted by Andra Stratton, a patient advocate as well as President of Lipodystrophy United. Podcast topics range from access to clinical trials to how families face rare diseases to the positive and inspiring outcomes being part of this community can bring. Just as with its documentary predecessor, we work tirelessly, dedicating the many hours and resources to produce the *Rare in Common* podcast and the documentary as our way of

shedding light and raising awareness of rare diseases. This is part of our culture and mission.

### A HELPING HAND AND A VOICE

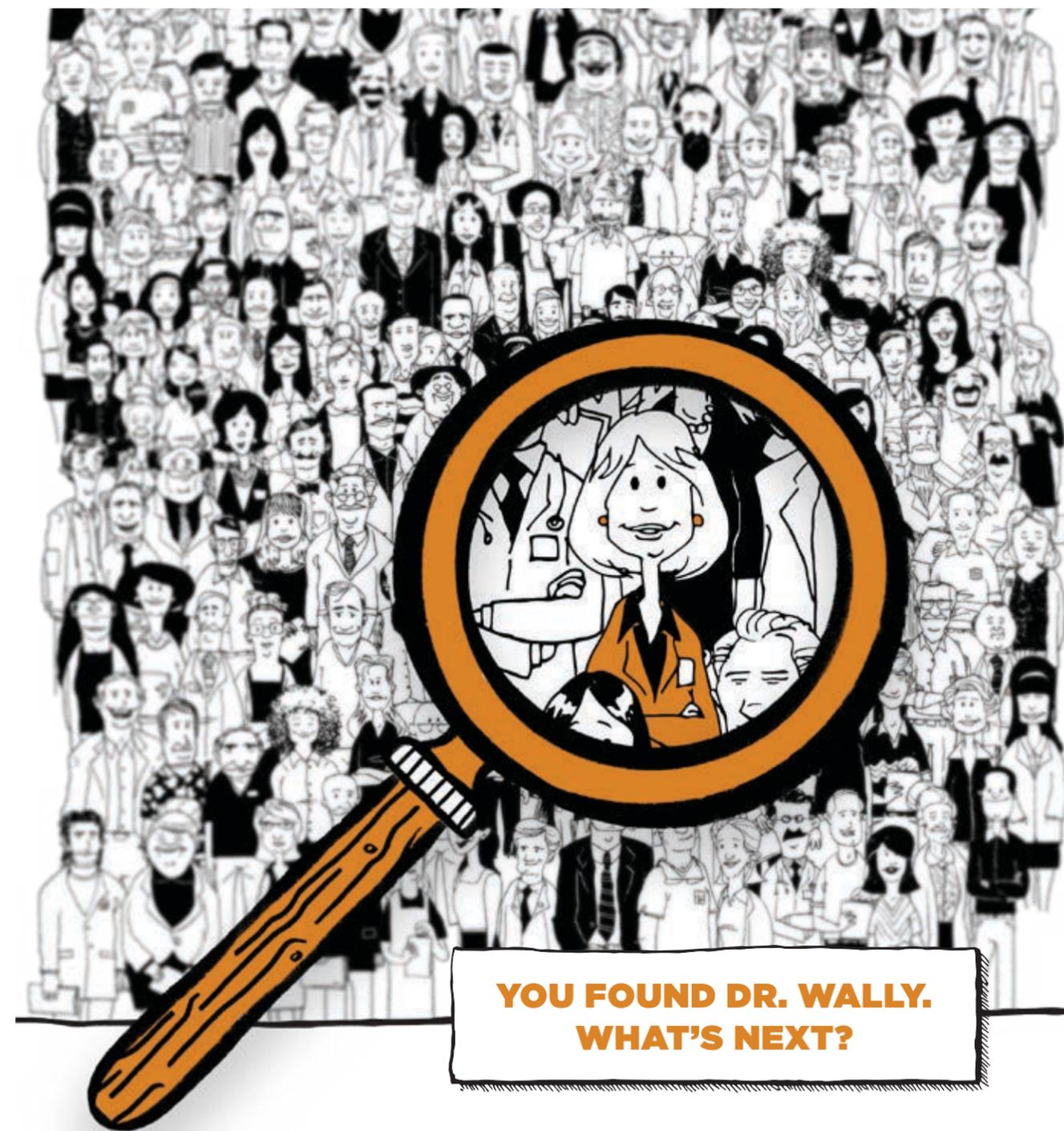
We separate the *Rare in Common* podcast series from our business (it has its own website and communications) and CB does not yield any financial or other direct business benefit from this communication. There is no call to action other than to receive updates on new podcast episodes or videos. And we do not communicate to those who are signed up for these communications about CB or any other business information. “We are honored to have the opportunity to tell the stories of the brave families touched by rare diseases through *Rare in Common*. Through this important work, we continue to support the journey to health of people dealing with rare disease, as well as those with undiagnosed and newly diagnosed conditions.” – Mike Hodgson, CCO, Cambridge BioMarketing.

We dedicate our time, our efforts, and ourselves not because we are looking for a gold star or a pat on the back; we aren't seeking recognition or returns. We just simply believe that everyone deserves a helping hand and a voice, and we happen to find ourselves in a position to offer both. We are honored to continue to rethink what it means to be rare.

*Cambridge BioMarketing* is located at 53 State Street, 24th Floor, Boston, MA 02109. For more information, contact Ann Cave at 617-621-2728 or [acave@cambridgebmg.com](mailto:acave@cambridgebmg.com).

“In our five-year working relationship, I have felt that Cambridge BioMarketing (CB) fought for what was right for the patient community, not just the wants and requirements of industry. Lipodystrophy United's relationship with CB was built on trust and has remained a valued relationship.”

– ANDRA STRATTON, PRESIDENT AND COFOUNDER, LIPODYSTROPHY UNITED AND RARE IN COMMON PODCAST HOST



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Source: AAFP, 2017 completed CME Quiz return data, February 2018

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