

Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

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5th Annual Humanitarian Awards

Celebrating the industry's most charitable people and companies

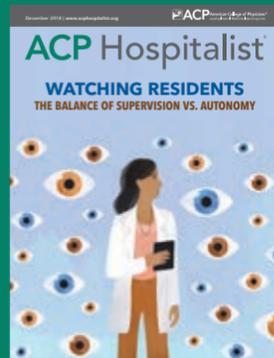
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HEALTHCARE MARKETER'S EXCHANGE

5th Annual

Humanitarian Award Winners



**HEATHER
LUCIANO**

For championing
literacy, locally and
globally.

See page 4



TBWA WORLDHEALTH
The Disruption Company

For dedicating
thousands of hours to
doing good for others.

See page 6

A special thanks to the judges...



Ryan Terry



Mario Nacinovich



R.J. LEWIS

**LIFETIME AWARD FOR
COMMUNITY IMPACT**

See page 8

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Welcome to our 5th Annual Healthcare Marketer's Exchange Humanitarian Awards issue! We consider it an honor to showcase our winners and nominees who have given their time and energy selflessly through their philanthropic efforts – and we're delighted to share their stories on the following pages! Plus, this year, there's an additional one-time award, the Lifetime Award for Community Impact.

Congratulations to our winners – **Heather Luciano** of Elsevier for the Individual Award and **TBWA/WorldHealth** for the Company Award. 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. Both judges emphasized how hard it was to choose only one winner in both the Individual and Company Humanitarian Awards categories because every nominee has made such a huge impact in the lives of others. The decision was so hard this year and the scores so close in the Individual category that the judges determined that a Lifetime Award for Community Impact be given to **R.J. Lewis** of eHealthcare Solutions.

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 **Anne Beck** of SSCG Media Group, **Brandon Butrey** of Underscore Marketing, LLC, **Robert Fasola** of Takeda Pharmaceuticals America, Inc., **Carly Kuper** of CMI/Compas, **Kerrie Sovelove** of SSCG Media Group, and **Sean Spears** of Eesai. And congratulations to the Company nominees **closerlook, inc.**, and **FCB Health Network**.

Outstanding and impressive charitable efforts include dedicating time and effort to help vets and their spouses carve out new careers, support for individuals and families dealing with cancer, along with running, biking, and fundraising to support cancer research and find a cure, city cleanups, volunteering at food banks, donating food and clothes for children, rebuilding and renovating buildings devastated by natural disasters, sponsoring children globally and supporting church activities locally including offering a safe place for the homeless, stabilizing families dealing with the death of a loved one, family gift drives, employment for those with disabilities, advancing racial and ethnic diversity and inclusion, championing literacy and relevancy for the next generation, and sacrificing greatly to care for family members.

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 **Thursday, March 26**, at the Yale Club 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 registration details!

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



Happiest of Holidays and a Blessed New Year,

Nancy



HEATHER LUCIANO

Championing Literacy – Opening Up the World of Books

As a publisher at Elsevier, Heather Luciano works with editors, authors, and researchers around the world to bring the latest developments of cardiology and ophthalmology to light. Outside of work, she extends her outreach to the wider world of literacy, motivating publishing professionals to volunteer for programs that help children in low-income school districts get excited about reading and writing. “A lot of times, the kids in those schools can’t find themselves in the stories they read,” Heather explained. “They read a book and they’re like, ‘That’s not my commu-



Heather volunteers in an NYC public school elementary special ed class, where she helps an author bring her book to life through the Behind the Book program.

nity – these stories don’t look like me. How can I ever relate to this story of this kid who goes away on vacation or goes to summer camp?” With the right books and creative activities, however, children’s experiences can be very different. For the very first time, because of the efforts of Heather and those like her doing similar volunteer work, these kids are seeing themselves inside stories, and they can connect to them. A lot of them realize, “Wow, I really enjoy reading,” or “I never knew I enjoyed writing before,” and they start to see a whole different world open up to them.

HONORABLE ACCOLADES

Recently, Heather’s literacy activities caught the attention of industry leaders, and she was named one of 50 Publishers Weekly Star Watch honorees for 2019. From the U.S. and Canada, they were selected “for their trailblazing spirit, innovative problem-solving, and leadership qualities” by a jury of editors and managers from Publishers Weekly, Frankfurter Buchmesse, and the American Booksellers Association.

Heather’s profile in Publishers Weekly highlights her experience in publishing and beyond:

Heather has worked in the publishing industry since 2008 in various editorial, marketing, and sales roles... While this broad publishing experience with progressive responsibility is impressive, what makes Heather stand out is her consistent and growing involvement in literacy-related efforts more broadly both within the industry and within her community. Heather was chosen for her many activities supporting literacy in New York City and mobilizing volunteers in the industry; for taking on leadership roles in various publishing industry groups; and for supporting Elsevier’s corporate social responsibility efforts as an RE Cares Champion. An RE Cares Champion is a dedicated local advocate for that particular Elsevier office’s community service, philanthropy, and giving efforts outside of work and in their local community. They oversee, plan, and execute many community service and volunteer events for their offices to get involved in throughout the year.

FAR-REACHING LITERACY EFFORTS AROUND THE GLOBE

Since 2014, Heather has been involved with the Association of American Publishers (AAP), first as a Philanthropy Chair for the Young to Publishing Group (YPG) and Chair of YPG Cares. Last year, Heather took part in the Recognizing Those Who Care Awards trip to Phnom Penh, Cambodia, where she worked with colleagues at VOICE Cambodia, a nonprofit supported by RELX – the parent company of Elsevier – that empowers people experiencing marginalization and socioeconomic disadvantage in Cambodia. While there, they organized a Celebration of Education Day for the hundreds of children who attend this center, culminating in backpack and school-supply distribution to their communities. Heather said it gave them “a



Heather works with her manager, Vice President Linda Gruner, in Elsevier’s New York office. (Photo by Alison Bert)

firsthand, eye-opening view into the many systemic issues that plague these communities.” In September/October, Heather traveled to Nairobi, Kenya, as part of the Elsevier Foundation’s Research Without Borders program, where she worked in an African surgery journal’s editorial office to help bolster African research.

“When Heather joined Elsevier in 2016, we knew that her editorial, sales, strategy, and relationship management experience would be beneficial to her new role,” said her manager, Linda Gruner, Vice President, Health and Medical Sciences, in the STM (Science, Technology, Medical) Journals group. “Since then, Heather has been dedicated to continued development and learning in her role while generously contributing time to improve the lives of others.” Linda continues, “Heather’s dedication and energy are inspirational. We’re proud that she’s a member of our STMJ team.”

BOOSTING BOOKS IN THE BRONX AND BEYOND

One recent activity took Heather, her fellow volunteers – and a book author – to a second-grade classroom in the Bronx. There, as the author read her book about insects, the children acted out their different features, including their antennas. “Getting the kids up on their feet and doing something active can help focus their attention on learning,” Heather said. It was part of the Behind the Book program, which brings authors and illustrators into the classroom to bring their stories to life in new and creative ways. It gets the students involved in telling their own version of a story that’s inspired by (the author’s) story – or using that story as a launch pad into something in their own lives they can connect to.

BUILDING NEW SKILLS THROUGH VOLUNTEERING

As co-chairperson of Behind the Book’s board for two years, Heather oversaw fundraising while also motivating 30+ volunteers to visit classrooms and organize book-reading activities. Keeping track of contributions and activities “felt like a second job,” Heather admitted but it gave her experience that she didn’t yet have in her professional role. “These activities have given me a chance to develop my

leadership skills because, in my day job, I’m not a people manager,” she said. “So it’s given me a set of skills for my 9-to-5 that I wouldn’t have had yet. Now when people ask, ‘Do you have experience managing people?’ I can always point to these experiences.” Another skill Heather has honed is time management – a necessity for any role at Elsevier. “In my publisher job, there are so many things going on at

once that if you just focus on one, you can get easily overwhelmed,” she said. “Unless you learn how to manage your tasks and time appropriately, you can easily fall behind. So I think always having a little bit extra on my plate has taught me how to prioritize and to make time for things that need to get done.”



Heather is pictured third from the right, top row, with fellow colleagues and staff at VOICE Cambodia during her Recognizing Those Who Care Awards trip to Phnom Penh in 2018.

FINDING YOUR VOLUNTEER NICHE

So it’s a given that we’re all busy at Elsevier and throughout our industry. We asked Heather how can we prioritize when it comes to choosing volunteer work? What’s the best path for each of us as individuals? Heather has a suggestion, and it’s probably not what you would expect. “I think my advice actually would be not to go with your favorite thing or what you’re comfortable with,” she said. “I would urge people to push themselves outside of their comfort zones a little bit. For example, if you’re not comfortable working with kids or you’re not comfortable working with the elderly, I would sort of interrogate your own belief systems and ask yourself, ‘Why am I uncomfortable with that?’ Because you might find that opening yourself up to those new experiences is way more rewarding and can teach you so much more than just staying within your niche.

“Do the things that might scare you a little bit,” Heather concluded, “because probably those are the ways that you’ll grow.”

Heather Luciano is a Publisher at Elsevier, 230 Park Avenue, Suite 800, New York, NY 10169, USA. She can be reached at: 347-443-4496 or h.luciano@elsevier.com.

This article was written by Alison Bert, Executive Editor, Global Communications at Elsevier.



Good Deeds Breed Good Work

The employees at TBWA\WorldHealth run on three core values: #BeAuthentic, #DoGood, and #RaiseHell. The Disruption[®] Company believes that brave and honorable work in the advertising world relies on people being brave and honorable in the world at large. To celebrate this philosophy, the agency has maintained a dedicated involvement in charity and volunteer work, humanist campaigns, and other #DoGood initiatives, both within the agency and without.

CULTURE OF DOING GOOD

The guiding principle of #DoGood naturally encourages the employees of TBWA\WorldHealth to participate in philanthropic efforts whenever and wherever they can. To help make this possible, the agency grants everyone a yearly “charity day” so that they can volunteer and take time to do good in their communities however they see fit. This translates to roughly 2,500 hours of company-supported community service every year.

Employees also find lots of ways to give back as a team. This past year, they carried out such initiatives as the “Do good. Period.” drive, which collected feminine hygiene products and assembled personal kits for women in Chicago experiencing period poverty. The Chicago office also participated in the ABC 7 Gibbons 5K and raised money for the Leukemia Research Foundation (www.allbloodcancers.org) with an internal “get moving” community. The New York office partnered with Operation Backpack[®] (www.voa-gny.org/)

to collect school supplies for children in the city facing homelessness. And to cap off 2018, the London office held a “Warm Wishes” coat drive, in which they collected and delivered warm coats to people in need as an alternative to sending holiday cards.

In 2019, having steadfastly supported The Arthritis Foundation for years, TBWA\WorldHealth stepped up to participate in the 2019 Walk to Cure Arthritis and enjoyed a week of fundraising activities to support the cause (www.arthritis.org). The agency’s CEO, Sharon Callahan, sits on the foundation’s board and was recently honored as their 2019 “Champion of Yes.” In May, employees joined over 400 Omnicom Health Group team members at the Wall Street Run & Heart Walk to raise money and awareness for the American Heart Association (www.heart.org). They continued their partnership with the Children’s Hospital at Montefiore (www.cham.org), providing a number of opportunities for employees to spend time doing arts and crafts with the kids there. And the agency continued their pro-bono support of TEDMED, lending their production expertise to craft the organization’s main stage keynote opening videos and more.

PROMOTING DIVERSITY

The disruptors at TBWA\WorldHealth believe that direct action philanthropy is important and necessary. However, the #DoGood value must also run deep and be embedded in the culture for the agency to create work that has a positive

impact on society. In the spirit of this, the agency kicked off a number of initiatives in 2018 and 2019 that were aimed at maintaining a first-class employee experience for people of all races, ethnicities, ages, sexual orientations,

and gender identities. In 2018, employees Olivia Nguyen and Karina Salinas rolled out a new initiative called “DIVERS\TEAM” with the goal of advancing racial and ethnic diversity and inclusion at TBWA\WorldHealth, WILDTYPE, and beyond. The team has taken strides to promote inclusion in hiring by working closely with agency leadership and recruiting at diverse job fairs such as 4A’s MAIP Diversity Fair. In 2019, they sent representatives from the agency to Diversity and Inclusion conferences and events such as ADCOLOR and Coalesce. They also have hosted a number of successful agency events, learning sessions, and awareness campaigns, notably for Black History Month and Hispanic Heritage Month.

BROADENED SUPPORT

In addition to DIVERS\TEAM, the agency began an initiative called “Returnships,” a 12-week, paid learning and development program dedicated to helping individuals ease back into the advertising and marketing industry after placing their work lives on hold for any number of reasons. And in 2019, TBWA\WorldHealth also maintained its longstanding involvement with LGBTQ+ initiatives such as OPEN Pride. During Pride month, TBWA\WorldHealth employees celebrated their LGBTQ+ colleagues, friends, and family members with special events and an OHG-wide Pride campaign.

Women’s empowerment is critical to TBWA\WorldHealth’s structure, with over 60% of its leadership positions filled by women, who, in turn, lift up other women. So it’s not surprising that the agency is committed to bringing important women’s issues, particularly as they relate to healthcare, to the forefront. In 2018, the agency launched



TBWA\WorldHealth employees held a “Do Good. Period.” feminine hygiene drive and assembled kits for women in Chicago facing period poverty.

“FEM: Female Empowered Medicine,” a women’s health center of excellence focused on identifying and addressing unmet needs using the agency’s vast network and resources. The group took to social media

and launched a “Beyond the Pink Ribbon” campaign to tackle some of the unanswered questions in breast cancer awareness, and in 2019 they took on endometriosis. Another internal team called D-Squad dove into the issue of maternal mortality and morbidity in the U.S. by hosting a series of Disruption Days where employees had a chance to explore research on the topic and brainstorm opportunities to deploy their advertising resources and confront the national unmet need for mothers in America. DIVERS\TEAM, Returnships, FEM, and D-squad are all ongoing initiatives.

TBWA\WorldHealth encourages all of its employee to do the brave thing for the sake of the world and the work. Through its three guiding tenets, it provides ample opportunity to follow through.

#BeAuthentic: Being honest and true creates an environment of respect and compassion.

#DoGood: Great work is satisfying and measuring success by the impact we and our clients make on the world is fulfilling.

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

TBWA\WorldHealth is a radically open creative collective with eight offices across the U.S. and London, and three business units: TBWA\WorldHealth, WILDTYPE, and the TBWA\Health Collective. For more information, contact Katie McChesney, Vice President, Associate Director of Business Development, katie.mcchesney@tbwaworldhealth.com, 212-771-3312.



TBWA\WorldHealth New York employees gearing up to represent Omnicom in the 2019 American Heart Association Wall Street Run & Heart Walk.

LIFETIME AWARD FOR COMMUNITY IMPACT

R.J. LEWIS



The Joy of Giving Back

R.J. believes making a positive impact on the welfare of humankind is the single greatest responsibility any of us have.

A MAJOR CONTRIBUTOR TO ROTARY

R.J. has been a member of Rotary for 17 years (Rotary is a global network of people committed to creating lasting change for the betterment of the community). R.J. has served as president, board member, and chairperson for the District's Ambassadorial Scholarship program; board member and chairperson for Trenton Rotary Club; and board member and chairperson for the Trenton Rotary Foundation. R.J. has been awarded a Paul Harris Fellow twice. He also received Trenton Rotary's Charlie Bain Lifetime Achievement Award. In his 17 years with Rotary, R.J. has participated in hundreds of community, youth and even international projects. A list of projects he and his club work on can be found at www.TrentonRotary.org.

CHARITABLE CULTURE

R.J. encourages his employees at eHealthcare Solutions to become actively involved in charitable events, providing a match to funds raised. eHealthcare Solutions' employees participate in food drives, putting together hygiene kits for the homeless, helping serve lunch at the Trenton Rescue Mission, and purchasing gifts for the Holiday Wish List program at the Boys & Girls Club of Mercer County.

RUN FOR THE KIDS

R.J.'s most recent personal mission is to create an after-school program for the Boys & Girls Club of Mercer County that teaches entrepreneurialism and financial literacy. Learning these important skills also builds character and helps to transform the participants into productive members of society. Along with Bill Sheehy, a fellow Trenton Rotarian, R.J. founded the Run for Kids Club to raise money for the program. In 2017, they ran in the Trenton Half Marathon and were able to recruit 24 other runners/fundraisers to support the cause. In 2018, they ran the Princeton Half Marathon and Meadows Miler runs (1 mile, 5K, or 10K options) with over 40 runners joining in the running and fundraising.

The Run for Kids Club raised over \$280,000 in two years and funded the establishment of the Entrepreneurial program and Financial Literacy program at the Boys & Girls Club of Mercer County. The program expanded to include a college access program that awarded college scholarships to a half-dozen talented seniors this year. November 2019 was the third year running a Half Marathon for this cause. The list of runners expanded to include the founders of the Dig-

ital Healthcare Coalition, plus runners from Novo Nordisk and Bristol-Myers Squibb. The 2019 fundraising target is to generate another \$125,000 for the program.

RUN FOR ENTREPRENEURISM AND FINANCIAL LITERACY

As a part of Entrepreneurs Organization (EO) New Jersey, R.J. enjoys meeting monthly with other entrepreneurs to share his experience in business. As an active angel investor, R.J. consults and advises dozens of entrepreneurs and helps them make connections, whether he invests in their business or not. Bill Sheehy is a financial planner who sees the challenges created by a lack of financial literacy on a daily basis. Together, R.J. and Bill created the Run for Kids Club with the dual mission of teaching underprivileged children entrepreneurship and financial literacy to correct recognized gaps in the educational system. R.J. says if they impact just one life, it's well worth it.

RJ sees financial literacy and entrepreneurship as a path to breaking the cycle of poverty. The cause relates to people and, by running and fundraising, they can also help themselves physically *and* feel great because they're making a difference. R.J. loves to challenge others to get involved, "It's always fun to challenge someone with a stretch goal that takes them out of their comfort zone and then watch them proudly grow as a result. Many of our first-time runners never thought they could do a half marathon and are more confident having achieved that goal," he says.

R.J. ran miles every week to prepare for the Trenton Half Marathon. He believes that persistence is the single biggest reason for the success of both this fundraising effort as well as his success as an entrepreneur. R.J. now feels he's started something bigger than himself that must continue. Initiating college scholarships is part of that commitment, as most of these kids will need funding for their entire college education. R.J. hopes to change lives. Someday, R.J. hopes he is approached by a child whose life was changed because of this club. It's this vision that gives R.J. the resolve to keep the momentum going for this worthy cause.

All his efforts to give back to the community can be summed up best by R.J.'s statement, "There is a joy that comes from giving back and helping other people that is unmatched by anything else."

R.J. Lewis is Founder and CEO, eHealthcare Solutions, 810 Bear Tavern Road, #102, Ewing, NJ 08628. He can be reached at rlewis@ehsmail.com or 609-882-8887. Twitter: @rlewis.



After the first half marathon for Boys & Girls Club.



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Humanitarian Award Nominee

CARLY KUPER

Do Good – Work Hard and Be Kind

Kindhearted, genuine, service, philanthropy, giving back. These are all words that come to mind when you think of Carly Kuper. When you meet Carly, it doesn't take long to recognize the drive and genuine passion she has for simply making things right or simply doing good. It goes beyond her friends and family, even beyond her colleagues and her community. Carly's heart and soul are dedicated to making the world a better place for all, and it shows up in all things she does, big and small.

GIVING OPPORTUNITIES

Carly is a woman on a mission to do good and create good for all, and her efforts are so genuine and innate to her that they become contagious. At CMI/Compas, philanthropy is a major component of the company's identity. Philanthropy is woven into their core values. In some way, every employee is part of a philanthropic initiative. Carly plays a pivotal role in leading all 500+ employees at the company in service. She wears many hats as the Senior Vice President of Public Relations and Corporate Communications, but you will find her in her purest, happiest moments of satisfaction when she's giving those in the company a goodwill opportunity.

SUPPORTING EDUCATION

One of those opportunities is CMI/Compas' sponsorship of Liguori Academy, an independent high school located in the Kensington community of Philadelphia, that has been a close partner of CMI/Compas for years. Throughout the partnership, Carly has led company-wide fundraising efforts, crowdsourced for mentors for the children, led think-tank sessions for Liguori's internal teams, created a turnkey PR strategy, and much more.

MAKING FAMILY HOLIDAY WISHES COME TRUE

Carly has helped shape the company's holiday giving program by leveraging all her powers of communication and her giving spirit. She has worked to streamline opportunities for CMI/Compas staff and families to give back in ways that are meaningful to them while always keeping in mind how the work can have the most impact for the most people in need.

FAMILY PHILANTHROPY

Not only is philanthropy woven into the culture of CMI/Compas, but it's woven into the Kuper family household. When Carly has some downtime, she finds ways to serve directly in her community; all while involving her family in the efforts. Carly is on the Board of Directors at Great Expectations Together – also known as GET – which is an organization that “aims to provide a community space where individuals with disabilities, learning differences and special needs, their family/caregivers, and community members can experience social, education, and community

involvement in an inclusive way.” You can find Carly and her family on the weekends at the nonprofit GET Café in Narberth, Pennsylvania, which is staffed by adults with disabilities and aims to smash stigma and provide employment opportunities. While her children help work the register and restock the bakery case, Carly lends a hand to Founder and close friend, Brooke Goodspeed. Whatever needs to be done, Carly is there to assist in the foundation's efforts. This includes leading an annual fundraising event as well as yearlong fundraising efforts.



CMI/Compas staff and GET Café staff came together following the adaptive bike building to share a cup of coffee and celebrate the giving spirit.

BUILDING BIKES

Recently, CMI/Compas partnered with GET to provide children who have disabilities with adaptive bikes, so those kids can be included in the childhood joy of riding a bike. CMI/Compas AdOps and Buying Services and Deliverables teams chose bike building as a fun team-builder with a philanthropic focus. They spent the

day assembling, followed by meeting some of the GET community and delivering the bikes. This is kicking off a new initiative for CMI/Compas – Great Expectations Together will be giving the company a running list of kids in need and they will, as a company in every location from the East Coast to the West Coast (including remote employees!), build bikes for as many kids as possible. Without the introduction and support of Carly, this may not have been possible.

Carly also volunteers weekly through the school year for the Narberth Havurah, a small Jewish group, helping with the kids' needs during Hebrew School, leading the children's service during Rosh Hashana and Yom Kippur, and supporting inclusion, philanthropy, and communication efforts.

Carly is grateful to the leadership at CMI/Compas for creating a working environment that values philanthropy as well as offers a work/life balance allowing for living your dreams both in and out of the office. Carly Kuper is a dedicated humanitarian and philanthropist, living by the motto “Work Hard and Be Kind.” Her efforts are around the clock and nonstop. She inspires everyone who crosses her path to be the best they can be – and she shows up as her best self each and every day to those who have the pleasure of working with her.

See more about CMI/Compas giving initiatives on social media by searching #cmicompaswish.

Carly Kuper is Senior Vice President, Public Relations and Corporate Communications, CMI/Compas, 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. She can be reached at 610-731-5409 or ckuper@cmicompas.com.

Humanitarian Award Nominee



ROBERT FASOLA

Stabilizing Families Through Life-Changing Events

Bob Fasola has been a driving force in the Karen Carns Foundation Prasco Golf Outing for 15 years. For the past five years, he has served as the Golf Chairman and been an integral part of its success. This event takes place every September and is the largest annual fundraiser for this charitable organization.

Founded by Bob's close friend, Tom Carns, the Karen Carns Foundation is named posthumously after Tom's wife Karen Carns died in August of 2001, but, in her lifetime, she built a legacy of helping children. The Karen Carns Foundation continues Karen's dreams by primarily assuring no child will be removed from their environment of a private elementary or high school education due to a life-changing event affecting the family's financial situation.



Bob Fasola and Brian Moore.

A PERSONAL EXPERIENCE WITH LOSS

Tom Carns knows firsthand the impact on a child when a life-changing event occurs in their family; such as the loss of a parent. Karen's death left Tom with their four school-age children. As soon as The Karen Carns Foundation becomes aware of a family/child in need, he is personally involved.

“We meet with every family,” Carns said. “We have to. Usually we get a grieving person, so I share my story and there's common ground established right away.”

First a life-changing event occurs, usually a death. The Foundation establishes the family has a need, then they provide the tuition to keep the children in the private school they're already attending. Losing the familiarity and friends of the school environment can be devastating after already experiencing such change.

COMMITTED TO FAMILIES IN NEED

Bob is passionate about the cause and has witnessed firsthand the difference it makes in peoples' lives. “Since the Foundation's inception, we have given over \$2 million dollars to families in need and I feel blessed to be a part of such a great cause,” Fasola said. Bob got involved many years ago when his neighbor passed away from brain cancer. His neighborhood was looking for ways to assist the family in need and he was told about the Karen Carns Foundation. Through a mutual friend, Bob was introduced to Tom Carns and they immediately became friends. The Foundation was able to assist Bob's neighbor's wife and two young boys by paying the tuition for them at the private elementary

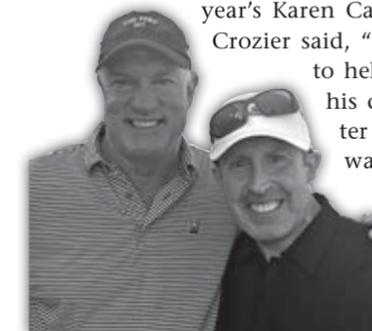
school they attended. From that point forward, Bob was committed to the Foundation because of their generosity in helping a close friend and he has never looked back.

HONORING BRIAN MOORE

This year's Honoree at the Karen Carns Golf Outing (and a longtime participant) was Brian Moore. He is a friend to many of us in the pharmaceutical business and was nominated by Bob. If you know Brian, it is easy to recall his smile and the way he lights up a room or event. He worked for Bob as a Trade Account Director for Takeda Pharmaceuticals and is one of the most respected Trade professionals in the country. Brian has been married to his lovely wife Susi for 22 years and they are the proud parents of eight-year-old twins, Spain and Lyla. What many people don't know is Brian has suffered from a congenital heart defect his entire life. He nonchalantly told me once, “I am like a car with a leaky valve.” Recently, Brian went in for another one of his 60,000-mile valve jobs and suffered three debilitating strokes while on the operating room table.

Bob Fasola and the Karen Carns Foundation are helping make sure Spain, Lyla, Susi, and Brian know how much they are loved and respected. Veteran and former Blackhawk

pilot, Captain Tom Crozier, would agree. At this year's Karen Carns Golf Outing, Captain Crozier said, “Bob's loyalty and passion to help others is a testament to his character. There is no better example of this than the way he has rallied support for Brian Moore and his family.” Susi Moore added, “No one is more deserving of this Humanitarian Award than Bob. His never-ending support and compassion make this world a better place.”



Mike Conley (Novartis) and Brian Moore at the golf outing to support the Karen Carns Foundation.

Bob is happily married to his wife Linda of 27 years, and they have three daughters, Courtney, Katie, and Ashley. In his free time, Bob enjoys his favorite sports teams, the Pittsburgh Steelers, the Pittsburgh Penguins, and the Arizona Wildcats basketball program. When not cheering for them, you can find him on the golf course with his family and friends.

Robert Fasola is Vice President, Trade and Distribution Accounts, Managed Markets, Takeda Pharmaceuticals America, Inc., One Takeda Parkway, Deerfield, IL 60015. He can be reached at 224-554-1423 (o), 513-260-7119 (c), or robert.fasola@takeda.com.



Humanitarian Award Nominee

ANNE BECK

Taking Family Personally

We live in a generous time where society and employers encourage charity work through non-profit organizations, but we sometimes overlook the work that is being done at home, under our own roofs. It may not be glamorous or provide those Instagram-worthy moments our followers and friends “like” or “love,” but to the people who are receiving this gift, it means the world. The gift of time and unconditional love provides those loved ones in need with a sense of purpose, independence, and self-worth. One such person who gives so much of herself to the ones closest to her is Anne Beck.

ANNE BRIGHTENS UP THE ROOM

To know Anne Beck, is to love her. Anne is a woman who walks into a room with a bright smile on her face and you immediately feel at ease. Those who have had the privilege of spending time with her are better for it, including her family, friends, and all of her coworkers here at SSCG.

Like many of us, Anne has a very full life outside of the office. She has a supportive husband and two busy teenage daughters who her world revolves around. She gives much time to her daughter Julia’s school, providing support and advocacy to fellow families of children with special needs. Anne has advocated for safer busing and coordinates Christmas gifts for those children who need warm coats, new shoes, and other specialty items.

GOING WAY BEYOND

On top of all of her own family responsibilities, Anne has taken on the role of caring for her adult cousins, Rosanne and Joseph, who were recently diagnosed with advanced Alzheimer’s disease. When Anne learned of Rosanne and Joseph’s situation, she immediately took action. Rosanne and Joseph are siblings who never had the opportunity to have families of their own. They were extremely successful in their respective careers and were devoted to caring for one another after their parents passed away. Rosanne and Joseph lived together throughout their lives. Once their diagnoses were revealed to family, Anne made it her mission to provide them with not only a comfortable life, but a happy one. Anne meticulously researched



A family gathering with Anne, her husband Joe, her two daughters, and Rosanne and Joseph.

assisted living facilities, physicians, and treatment options. She agonized over the decision to move them out of their Bronx apartment to bring them closer to her so she could oversee their care and ensure they were safe and comfortable. Anne regularly monitors their care to make sure they have the proper medication, meal plans, clothing, personal items, and therapies to temporarily accommodate the disease. Although there is no current cure for Alzheimer’s, maintaining the sense of security that family can provide is important to Anne.

Not only are Anne and her husband helping to care for Rosanne and Joseph’s physical and mental health, but they also needed to handle the very long and difficult process of closing up their home, putting it on the market, and settling all legal and financial issues that come along with becoming someone’s primary caretaker. Anne spent many vacation days and weekend hours organizing and handling Rosanne and Joseph’s personal items.

On any given weekend, you can find Anne, her husband Joe, and her daughters visiting Rosanne and Joseph at the assisted living facility. All of the residents get a good dose of the vibrant presence that is the Beck family. The family regularly volunteers to help with resident activities such as Bingo.

As a person, Anne encompasses selflessness and patience. She provides a sense of hope that makes each of us want to be better parents, brothers, sisters, cousins, and friends. Those of us who know Anne are inspired by her intense dedication to work and relationships, all the while maintaining a positive and hilarious outlook on life. Oftentimes, love is best spelled T-I-M-E. This basic, uncomplicated approach to caring for Rosanne and Joseph with no expectations in return is what makes Anne so deserving of recognition.

“Everyone deserves happiness, comfort, security, and also someone advocating for those who can’t otherwise advocate for themselves.”

Anne Beck is Supervisor, Multichannel Media, SSCG Media Group, 2001 Route 46, Suite 31, Parsippany, NJ 07050. She can be reached at 973-402-4961 or abeck@sscgmedia.com.



Humanitarian Award Nominee

KERRIE SOVELOVE

Defining Humanitarianism

When I think of the Healthcare Marketer’s Exchange Humanitarian Awards, I usually think of a person or group who has taken on a very specific cause or charity that may have touched their lives personally. However, when I stop to really think about it, a humanitarian is someone who has genuine concern for and wishes to improve the welfare and happiness of people on a regular basis. That’s why I nominated Kerrie Sovelove for this year’s Humanitarian Awards. Kerrie epitomizes the definition of humanitarian for her continuous and consistent acts of kindness.

I have known Kerrie for many years. In the past year or so, however, we have sat across from each other (thank you, open floor plan!) and I’ve truly come to see how much of her time Kerrie selflessly gives to so many others. Giving back is Kerrie’s second full-time job. She goes out of her way to help the less fortunate every day. Her free time outside of work is filled with giving back – evenings, weekends, and holidays.

ASSISTING KIDS

Kerrie’s altruism began in high school when she became a Big Sister to a six-year-old girl named Jessica – and stayed in touch with her well into Jessica’s early 20s. She then moved on to Children International, where she currently sponsors two children.

Kerrie’s first sponsored child, Erick from Ecuador, who she has sponsored since he was three years old, is now 16. They regularly correspond with each other, and she has pictures of him throughout the years. Erick knows of Kerrie’s family so, when he writes her, he usually closes with, “Thinking of you and your family, especially your nephews – I pray for them every day.” Along with Erick, Kerrie “picked-up” a young lady from The Philippines named Rafaela two years ago at the age of 16 when her previous sponsor opted out of the program. Finally, when she was approached on the street by a representative from another organization, Child Fund, to sponsor a child, Kerrie couldn’t say no. She now sponsors a third child, Abigail, who is five years old.

When we ask Kerrie why she takes so much on, her response is, “If you can change one child’s life by helping provide education and healthcare, even if it’s just a toothbrush and toothpaste, then you’ve made a difference!”

ADVOCATING AND ASSISTING LOCALLY AND BEYOND

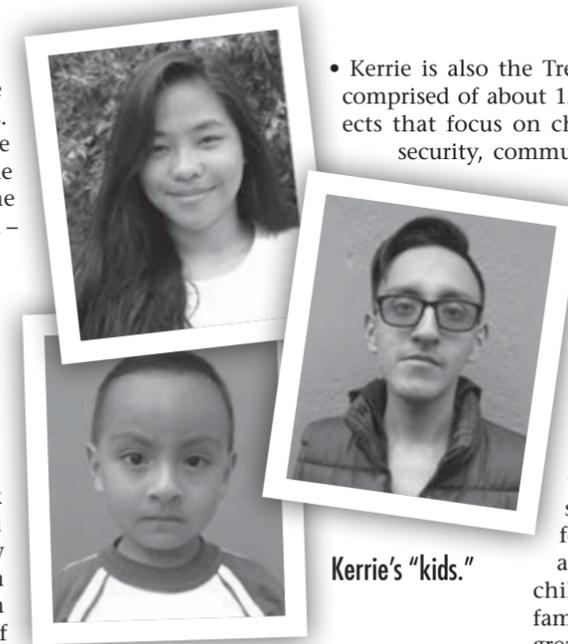
Kerrie also devotes a great deal of her time and energy to her church – The Church of St. Paul & Incarnation (original-

ly two churches that folded into one). A member for over 10 years, she has come to love her church community and cares deeply about helping her congregation thrive. St. Paul & Incarnation is a small church with few resources and has struggled with managing the parish’s upkeep. Kerrie helps with fundraising, contributes to potlucks, and is an active participant in the congregation.

Kerrie has gone way beyond typical church involvement though. Here’s how:

- Kerrie stepped in as a part of St. Paul & Incarnation’s Financial Committee and now as the Treasurer. She has attended financial management classes in her free time and on her own dime to better serve.
- Kerrie is also the Treasurer for Episcopal Jersey City, comprised of about 12 churches. Kerrie heads up projects that focus on children and youth, hunger/food security, community development, and assisting urban areas.
- Episcopal Jersey City is also the fundholder for the Episcopal churches in Jersey City. When a church folds, Kerrie ensures that the money is preserved for the remaining open churches in the diocese – sometimes a fight to achieve.
- Kerrie volunteers with Family Promise, an organization that helps homeless families stay together while they look for permanent housing. She has actually slept overnight to assist children with homework and help families get their mornings off to a great start.

“If you can change one child’s life by helping provide education and healthcare, even if it’s just a toothbrush and toothpaste, then you’ve made a difference!”



Kerrie’s “kids.”

Finally, Kerrie’s humanitarian efforts are ongoing in the way she treats people, every day. She knows the names of the security folks in our office building, she gives holiday gifts to our facilities and IT helpdesk folks, she participates in walks, such as the ALS walk in honor of her mother. The list goes on with too many acts of kindness to mention.

I admire Kerrie’s selflessness and inherent need to always give back. Her own words sum it up best, “I have a strong desire and just feel a responsibility to give back because I know I am very lucky and fortunate to have so much more than others.”

Kerrie Sovelove is Senior Vice President, Director of Multichannel Media, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at ksovelove@sscgmedia.com or 212-907-4317.



SEAN SPEARS

Riding and Running Against Cancer... and So Much More

Sean Spears dedicates much of his time to good causes and helping others. He challenges himself physically through running, biking, or simply “being there” for a cause. He and his team have touched many patients, families, and people with a positive impact. Below are a few examples of his and his team’s activities.

RIDING FOR CANCER RESEARCH

The **Pan Mass Challenge (PMC)** is the largest fundraiser in the country. This year they raised 65 million dollars. All the money that is raised goes to cancer research at Dan Farber in Boston, Massachusetts. Over 6,500 cyclists ride their bikes from Sturbridge, MA, all the way up Cape Cod, and finish in Provincetown. The first day is a 110-mile ride from Sturbridge to Bourne. The next day they complete the ride with 83 miles up Cape Cod. When asked why he rides, Sean responded, “I ride in the Pan Mass Challenge, for those who have been taken by cancer, like my father, grandmother, and so many good friends. I ride for those who, on a daily basis, fight the good fight of defeating their cancer, like my wife.”

Sean has ridden in the Pan Mass Challenge four years, logged in thousands of training miles, and has raised more than \$45,000.

RIDING FOR KIDS WITH CANCER

For years, Sean has participated in the **TriStates 100** bike ride for which proceeds are raised for non-medical needs for children with cancer at Children’s of Alabama hospital in Birmingham. Sean has ridden six times. “This ride helps me with training for the Pan Mass Challenge, and the volunteers at Oncology Supply are nothing less than awesome. It is an honor I have always looked forward to,” says Sean.

RUNNING FOR BREAST CANCER RESEARCH AND A CURE

When Sean is not riding for a cause, he may be running for one. He has participated in the **DONNA Run** to support breast cancer research and cancer patients in the Jacksonville, Florida, area. He has run in this wonderful event for five years, and completed a half marathon each time. “I remember passing so many people watching the runners,

who simply were out there to say ‘Thank You.’ It is those people and patients who really touch my soul.”

HELPING PEOPLE, BUILDING TEAMWORK

Sean works for a great company named Eisai. Their mission is to “Give our first thoughts to patients and their families.” It is that mission that guides his team to develop projects that help people and build teamwork. A few of these projects are outlined below.

One of their first team projects was **Habitat for Humanity** in Miami. They spent the day painting, sanding, cleaning, and calking their way through a house. The cool part of this project is they got to meet the family they were helping.

Two of the more touching projects involved talking to families who had a relative in the hospital. The first of these projects was serving dinner at the **New Orleans Ronald McDonald House**. The team was able to serve a nice dinner while talking about the daily challenges of the families that have children in the hospital. This can be quite emotional, but in the end, helpful to those who want to share.

The second “like” project was called the **Fisher House Program**. This is a national organization that centers around veterans in the hospital and allows their family a safe and comfortable place to stay. Sean’s team got involved

with the Fisher House in Charleston, South Carolina. The team cooked a great dinner, talked with family members, and walked away hoping what they did provided some relief for those in a tough situation.

The **St. Bernard Project** was started right after the devastation of Hurricane Katrina. It helps rebuild homes that were destroyed in the 9th Ward of New Orleans. Another “construction project” was no match for Sean’s team. They spackled more than they thought they could, painted, sawed, and had a memorable day with the St. Bernard team.

One of Sean’s favorite projects was **Hands On Nashville**. One of Sean’s team members lived in Nashville at the time, so this really hit home. This project was started by vol-



Sean Spears (in the middle) at the finish of the Pan Mass Challenge in Provincetown, MA.



BRANDON BUTTREY

Casting a Vision, Fulfilling a Mission

Brandon Buttrey is the Director of Philanthropy for his company. He should be awarded the Humanitarian Award because he helps those in need locally, regionally, and globally. He leads our entire organization each year to serve our city by cleaning up local parks, city streets ([MadeiraCity.com](#)), and painting public bathrooms. He also leads our team by serving at our regional Foodbank downtown ([FreestoreFoodbank.org](#)). Lastly, he leads our team to partner with Global nonprofit organizations ([Soles4Souls.org](#)) to help give children new shoes and clothes around the world. He leads AND gets down-in-the-mud...He’s the first one to serve and last to leave at every event. He spends so much of his time leading, serving, and motivating others to join the mission – he truly believes what he preaches: “You are far happier giving, than getting.”

We want to celebrate Brandon and all his hard work!! What a true humanitarian. Brandon believes all it takes is a vision and mission. People love to help...but they need a vision. “I cast a vision to help those in need on a local, national, and global level. Then I implemented a Mission: to give employees opportunities to give back and to unite

as an organization through serving. When people have a vision and mission, they’re more inclined to join. I chose organizations based on my vision: local, national, and global. Then I worked with our team to choose which fit best for our organization,” said Buttrey.

“Nothing specific makes me outstanding. I just enjoy helping those in need and seeing the joy in my colleagues eyes as they experience serving. Every event is an all-day event...and lots of prep goes into making it happen. I couldn’t do it without my team. I have so many stories, but I think my favorite is when employees stop me in the hall and thank me for giving them the opportunity to serve. It changes them in special ways, and that is so rewarding. I often hear from organizations that they love when we serve. I am blessed to have an amazing team. They bring joy wherever we serve,” he said.

Brandon Buttrey is New Business Director, Underscore Marketing, LLC, 17 State Street, Suite 1910, New York, NY 10004. He can be reached at brandon.buttrey@underscoremarketing.com or 646-442-4481.



Picking up trash on our city’s railroad.

Spears *Continued from page 14*

unteers in Nashville to help those who were devastated by the flood in 2010. The team went into a home, redid the bathroom, restored shelving, painted the living room, and had a great time doing it.

A great organization that helps our veterans is **Greencare for Troops**. They help veterans all over the country with yard work, tree trimming, or whatever needs to be done in the yard of a veteran or the family of a member of our armed forces who is deployed. Sean’s team worked with a family to help build a fence around their backyard. They returned a year later to help move 10 yards of dirt for a patio project. Moving 10 yards of dirt may sound easy, but it took the entire day and several



Sean, Jane Jones, and Sean’s teammates Alison Palmer and Berni Hawkins at Celestial Farms, which helps abused animals.

dozen wheelbarrows full of dirt to complete the project.

Sean sums it up, “These projects help us realize, it is better to give than receive. Each time we have completed a project, it has made us realize how truly blessed we are and how much the small things can really make a difference. It is amazing how good we feel when we are finished with a project. A truly great team building!”

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Portraits of Compassion

As healthcare marketers, we have an innate responsibility to help the communities we serve. At closerlook, it's a responsibility that we take seriously. Since we first opened our doors 32 years ago, closerlook has been supporting charitable organizations through contributions, donations, and other volunteer efforts. We believe that giving back gives meaning and purpose to the work we do every day.

AMPLIFYING VOICES FOR GOOD

Compassion is embedded in our culture and in our mindset. As we grow as an agency, our knowledge of other charitable groups increases when new team members share their passion for and experience with other organizations. We also believe that each organization has a unique voice but, sometimes, that voice is not easily heard or seen for various reasons. We understand that sometimes a lack of resources limits an organization's ability to amplify their voices. We decided to change that. That's when we began the Portraits of Compassion Initiative.

In 2018, we identified four key charities:

- **Imerman Angels** – Caring for cancer patients through relationship building. When he was 26 years old, Jonny Imerman was diagnosed with cancer. Today, he runs a cancer support network for patients and caregivers so no one fights cancer alone.
- **Chicago Run** – Improving physical fitness and emotional well-being for participants. Chicago Run programs began in schools by engaging students, families, teachers, and school staff to affect the entire school health environment holistically and collaboratively. Today, those programs have expanded to serve early childhood through adolescence, encouraging a lifetime of healthy habits.
- **The Perfect Cadence** – Providing celebrations for families in need of baby supplies. In 2014, George and Suheily Davis lost their daughter, Cadence, when Suheily was eight-and-a-half-months pregnant. They decided to donate all of the gifts they'd received at baby showers to families who did not have the support and resources to afford items for their new babies. Today, their organization helps provide baby supplies for parents in need.
- **Willow House** – Supporting grieving children and their families. Since 1998, the nonprofit Willow House has been the "go-to" program in the greater Chicago area, called upon to help young grieving families, school communities, and others in crisis as they cope with death.



Throughout the holiday season, we drove our community of agency partners and friends to visit our campaign's landing page to engage with our featured charities. Those charities included Imerman Angels, Chicago Run, The Perfect Cadence, and Willow House. Each of their stories was filled with inspiration on how to make positive impacts on our communities.

SHARING STORIES THAT MAKE A DIFFERENCE

We created a landing page where each organization had the opportunity to tell its story, share its vision of a better community. The page gave these organizations an opportunity to amplify their voices. We filmed a key member from each organization because we knew their stories are more powerful, more impactful, when it comes directly from them. Then we opened the digital gates and shared their stories with our clients, friends, and family members via emails and social channels. We also encouraged each charity to share the landing page with their donors and other supporters reminding all that we are only as strong as the loudest voice. We then compiled the individual portraits of compassion into one video to embody the heart of our initiative.

And we didn't stop there. We knew there were and are many other organizations that deserve to have their stories shared because our own employees told us so. To recognize the hard work our team members do outside of the long hours they dedicate to clients, we captured their dedication to non-profits and shared them also on our landing page, throughout the organization, and with friends and families. The organizations that benefited from their storytelling include:

- Camp Sunshine
- Little Sisters of the Poor
- Cal's Angels
- World Relief
- Chicago Interactive Marketing Association
- Leukemia Lymphoma Society

In addition to the landing pages and videos of charity organizations, closerlook donated to our featured charities and the following:

- Crohn's and Colitis Foundation
- National Psoriasis Foundation
- Lurie Children's Hospital of Chicago

At the heart of what matters most is helping clients. Our agency employees find meaning in the work that we do every day. Giving back reminds us of our responsibility as healthcare marketers. Last year, we decided that the best way to achieve those goals is to help organizations amplify their voices through our Portraits of Compassion Initiative.

Rhiannon Damm is Sales and Marketing Coordinator, closerlook, Inc., with offices New York, NY, and Chicago, IL. She can be reached at 312-640-8468 or rdamm@closerlook.com.

New Careers for Vets and Spouses

REBOOT is an immersive training program built by FCB Health Network for military veterans and active-duty spouses who are transitioning careers or reentering the workforce and looking to apply their skill sets to the advertising world. Our program is open to all branches of the military including the Navy, Army, Marine Corps, Air Force, and National Guard.

In 2018, the FCB Health Network REBOOT program trained 10 veterans transitioning to the workforce after completing their military service. Ultimately, eight of the 10 REBOOT participants were hired. FCB Health Network dedicated more than 500 hours recruiting and interviewing candidates, more than 250 hours training participants and conducting workshops, more than 250 hours mentoring, and more than 50 hours on pro-bono campaign projects.

HOW REBOOT WORKS

Over a paid 12-week training period, participants are assigned to a department based on their skills and interests. They are embedded in client accounts, provided with a variety of training exercises, learn directly from senior leaders and one-on-one mentors, complete workshops, network at industry events, and attend a wide variety of training opportunities.

- **BOOTCAMP:** A two-week introductory course includes a 101 training session and a half day of shadowing, followed by a full day of shadowing within each department. Each REBOOT participant spends two days with each core department (Account Management, Integrated Production, Creative, and Strategy)
- **IDEA LAB:** We use a half-day, highly collaborative, proven and repeatable process to identify the root cause of a business problem, uncover insights, smash assumptions, generate ideas, and test uniquely creative solutions
- **AGENCY DAY:** This is a full-day FCB Health Network overview. Each full-service agency within FCB Health Network outlines its offerings and opportunities. This allows REBOOT participants to explore opportunities available throughout the Network
- **MENTORSHIP:** Each REBOOT participant is paired with a mentor who trains them, assigns projects, sets goals, and conducts mid-program and final evaluations
- **CLIENT PROJECT:** Each participant completes a social media project, which includes an eight-week Instagram and email campaign amplifying the launch of a real pro-bono client project

In its next phases, REBOOT will continue to enhance FCB Health Network's efforts within the military veteran community. We have partnered with organizations such as Bunker Labs, RecruitMilitary, FourBlock, and schools in the

Northeast with high veteran populations, such as NYU, Fordham University, Pace University, Baruch College, and Rutgers University.

FROM THE PARTICIPANTS

Here's what participants had to say:

"I entered the FCB Health REBOOT Program knowing next to nothing about the world of pharmaceutical advertising. I would repeatedly ask myself, 'What skills do I have as a Marine Corps veteran that can bridge the gap between two vastly different worlds?' I discovered the answer very shortly after meeting the team I would be a part of. Hard work, an eagerness to learn, flexibility, and a 'won't quit' attitude are just some basic skills that a military veteran can apply

to become successful in an industry such as advertising."

– Jason Whaley, Junior Copywriter, FCBCURE, an FCB Health Network company

"During my enlistments, I served under the Army's Civil Affairs and Psychological Operations branch, which focused on relationships between the military and civilian populations. We focused on engaging with people and groups in a manner that improved civil-military operations. I was most effective when utilized in a manner allowing me to take advantage of our subtle communications skills. That was one of the favorite parts of my service, and one I missed. Even though I went on to study engineering, I have always found the skills I learned in the Army to be of great interest and support as I grew and progressed. After being introduced to FCB Health and the REBOOT program, I saw the organization as a great place to start combining the best of my two careers."

– Thomas Smoot, Strategic Planner, AREA 23, an FCB Health Network company

"Joining the program presents many opportunities to learn more about yourself, your goals, and your strengths. You can learn from how others handle certain situations and test your current knowledge."

– J.D. Stephenson, Junior Art Director, FCB Health New York

FCB Health Network's flagship office is located at 100 West 33rd Street, New York, NY 10001. For more information on FCB Health Network, visit www.fcbhealthnetwork.com.



2018 FCB Health REBOOT program participants.

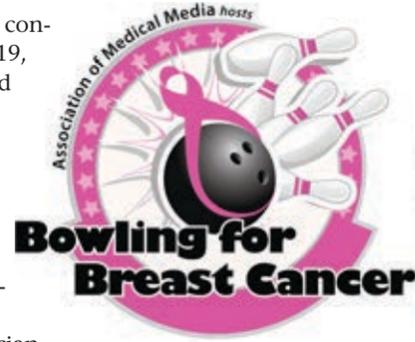
AMM's Bowling for Breast Cancer 2019

Because October is Breast Cancer Awareness Month, the AMM (Association of Medical Media) continued once again to garner support for the good work of BreastCancer.org. On October 15, 2019, at Lucky Strike in New York City, nearly 200 AMM members and media professionals joined together to bowl a strike against breast cancer at the 10th Annual AMM Bowling for Breast Cancer fundraiser.

Attendees enjoyed an evening of bowling, ping pong, billiards, food and drinks, and mingling with friends and colleagues – all for a great cause. A portion of the proceeds from the event were donated to BreastCancer.org.

AMM wants to extend their sincere gratitude to all who made this event such a success. Thanks to everyone who attended, our sponsors, those who donated to the raffle, and our awesome volunteer planning committee!

AMM's efforts were supported by the following: AAFP, AMA, BreastCancer.org, CHEST Physician, Dexterity, Elsevier, Frontline Medical Communications, Harborside, Haymarket Media, Inc., Healio.com, Health Monitor Network, Healthline, Kantar, Lucky Strike, Medscape, MJH Health Sciences, NEJM, NuMedis, ONEcount, PMI, ReachMD, Sermo, Sherman Medical Marketing Group, SSCG, The Walchli-Tauber Group, and Wolters Kluwer.



AMM Association of Medical Media

Photos by Juliet Lee



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AMERICAN FAMILY PHYSICIAN

¹KANTAR, Primary Care Medical/Surgical Readership Study, June 2019 ²The Essential Journal Study in Primary Care, The Matalia Group, January 2019.



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