

Next Month:
Life Celebrations

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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MAY 2023

WHY WORK HERE



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Plus...

Finding the Right Job and Best Candidates in Today's Job Market

Chad Stec, Heather Langley, and Sharon Bock

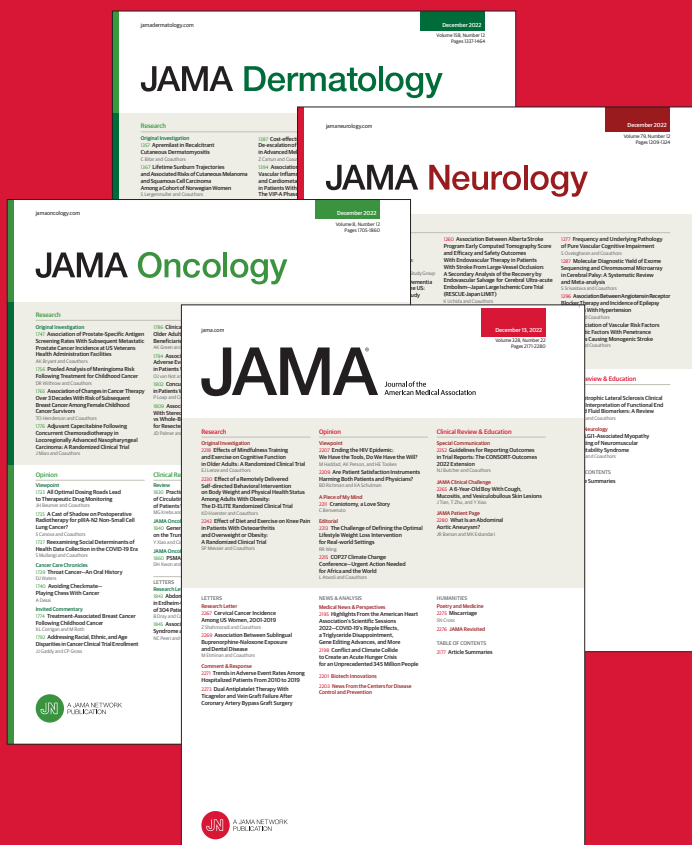
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1

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Dear Healthcare Marketer,

Welcome to our Why Work Here issue!

Wow – have things changed in the job market since I was looking for my first job. I was working at a dry cleaner and scooping ice cream in college. My daughters, on the other hand, have had to build up their résumés, while managing their schoolwork, activities, and all the other ins-and-outs of college life.

Both of my girls started their LinkedIn profiles freshman year. Katie started in TV production in college and has continued to work in the field, now progressing to a job in CNBC transmissions. I am very proud of her. Maddie, a junior engineering major, already went to her first convention with 8000 female current and soon-to-be engineers. In order for her to go, she needed to be a board member of the Society of Women Engineers. The University of Maryland paid for her to attend in Texas, no less. It was an amazing experience where her résumé and LinkedIn profile were critiqued. They had lectures on interviewing tips, asking for money as a woman, etc. Interviews were set up for internships, and she was offered two positions. Her response to all of this was she appreciated the opportunity, the information she gained was invaluable, and her feet were killing her! Now, this summer, Maddie has a great internship in New York City. Many forms need to be filled in, and drug testing has to be conducted before she can start. You would think this was a permanent job!

My daughters are light years away from me in other ways compared to when I started working as well. Maddie already has over 300 LinkedIn connections. Can she catch up with Mom with over 8000? I wouldn't put it past her. Last year, I used my LinkedIn connections to help her land an internship. See below for more on that story. Another thing I've noticed has changed over the years is the way the younger people jump from job to job for more money or flexibility, a promotion, or a different package of benefits. I wonder if COVID has played into moving around more readily? With so many working from home all or part of the time, are they developing the friendships that may have contributed to staying with one company for a long time? I'm not sure – just a thought.

The interviewing on Zoom is something different as well. Now you need special lighting, someone or some way to keep the animals quiet, and to look good only from the waist up LOL. Quality of life, too, is more of a consideration when people enter the job market. I just wanted to get a job and felt both internal and external pressure to get one as fast as I could. Boy, have times changed!

One thing that hasn't changed, however, is there is still a robust job market in our industry, with plenty of opportunities and great companies to work for. So whether you're looking for a new job, looking to hire excellent talent, or want a clear picture of today's landscape, you'll find it on the following pages. Take a look at all **CMI Media Group** and **Compas**, and **SSCG Media Group** have to offer. As a community-driven company, **CMI Media Group** and **Compas** seek to help employees thrive and bring the best version of themselves to work each day through education, advocacy, and allyship, with an emphasis on inclusion and diversity. **SSCG Media Group** is committed to a culture that embraces Substance, Style, Conviction, and Grace, with a focus on inclusion, ample time off, and dedication to building a powerful community with career growth and benefits support for employees at all life stages. The leadership team at **Pipeline Consulting**, including **Chad Stec**, **Heather Langley**, and **Sharon Bock**, provides expert insights on hiring and job searching, interview preparation, and how to match the right job with the right candidate. **Carly Brady** and **Margaux Copp** share their observations and takeaways from this year's SXSW conference through their unique healthcare lens. And thanks to **Charles J. Hecht** for participating in this month's *Personal Exchange*.

As the saying goes, the only real constant is change itself. We all need to keep pace with the times, and this issue can help.

Moving forward together,

Nancy



Mailbag

Paying It Forward – And Back

In February 2022, Nancy put out a request on LinkedIn for mechanical engineering internship leads for her daughter, Maddie. An engineering student at the University of Maryland, Maddie was trying to decide which branch of engineering appealed to her most before declaring her major in the field.

Now, when I saw this, I thought, "Nancy is not going to get any response to this, unless I respond!" And yes, I was the only one to reach out with a connection. I put Maddie in touch with my husband Gary, a 40+ year veteran in the defense and medical device industries. After a virtual call with Maddie, Gary called a colleague on her behalf and she landed an internship last summer.

Gary paid it forward, giving a very smart, talented, personable young student a lead to start her career journey. And I paid it back, back to Nancy, who has kept us all together through this publication over three decades.

Gary and Maddie recently met in person for the first time. Two great engineers. Two great people. Best of luck, Maddie!

—Linda Zani



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- Ideal Golf, Pickleball, Tennis, Yoga experiences
 - Don't-miss spectator sports

Send your submissions to
Nancy at NALeonard@HMExchange.com or call
973-420-1192 to discuss.

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

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

21GRAMS has announced the following appointments: **Justin LaMonica** as Executive Vice President, Strategy. He can be reached at Justin.LaMonica@realchemistry.com. **Mackenzie Ford** has been appointed as Vice President, Account Director; **Brian Petty** as Vice President, Director, Project Management; **Debbie Jensen** as Senior Vice President, Medical Strategy; **Phoenix Moore** as Senior Talent Acquisition Manager; and **Kristi Tezha** as Vice President, Group Account Director.

AbbVie has announced the appointment of **Robyn Stoy** as Senior Project Manager, Patient Engagement.

Amneal Pharmaceuticals has announced the appointment of **Hayley Wallitt** as Product Manager, Specialty Marketing. She can be reached at hayley.wallitt@amneal.com.

Astellas Pharma has announced the appointment of **Naoki Okamura** as President and Chief Executive Officer.

Benchworks has announced the appointment of **Claire Howachyn** as Account Supervisor.

BGB Group has announced the promotion of **Ian Purcell** to Vice President, Group Management Supervisor. He can be reached at ipurcell@bgbgroup.com. Joining the company is **Ely Levin** as Senior Vice President, Creative Director, and **Anton Cantwell** as Group Copy Supervisor. **Anton** can be reached at antonbcantwell@gmail.com.

ClinicalMind has announced the appointment of **Amy Graham** as Managing Director. She can be reached at agraham@clinicalmind.com.

CMI Media Group has announced the following appointments: **Liliana Di Luisa** as Analyst, Business Insights; **Samantha Sleister** and **Daniela Porchetta** as Associate Media Planners; **Zachary Thomas** as Manager, Data Analytics; **Xiaoyao Du** as Analyst, Paid Social; **Julia Podair** as Senior Media Planner; **Allison Pignataro** as Associate Director, Media; **Jason Bune** and **Reed Walker** as Senior Analysts, Business Insights; **Mohima Bahar** as Analyst, SEM; **Jacob Tessler** and **Mekkih Slater** as Associate Analysts, Programmatic; **James Vyvyan** as Senior Analyst, Paid Social; **Brandon Foster** as Manager, Decision Sciences; **Ishrat Choudhury** as Associate Analyst, SEM; **John Chow** as Supervisor, SEM; **Julian Garcia** as Associate Analyst, Data Analytics; **Sarah Ben-Mayor** as Director, Media; **Lindsey Saxton** as Manager, Business Insights; **Samantha Faherty** as Media Planner; and **Maitreyee Shah** as Director, Business Insights.

EVERSANA INTOUCH has announced the appointment of **Gage Brock** as Account Supervisor.

Evoke Group has announced the promotion of **Deb Silverman** to Executive Vice President, Brand Strategy. She can be reached at Deb.silverman@evokegroup.com.

Evoke Kyne has announced the promotion of **Deirdre Millrood** to Senior Vice President, Client Partner. She can be reached at Deirdre.millrood@evokegroup.com.

Evolution Health Group, LLC, has announced the promotion of **Miriam Alonso** to Senior Director, Meeting and Conventions and Employee Engagement.

FCB Health New York has announced the promotion of **Justen Cucura** to Account Executive.

GCI Health has announced the appointment of **Courtney Dysart** as Vice President.

Havas Health & You – Village X has announced the appointment of **Lillian Galarraga** as Senior Vice President, Brand Planner.

Havas Life New York has announced the appointment of **Christopher Shytl** as Vice President, Account Supervisor.

Havas Media Group has announced the promotion of **Daniel Lopez** to Growth Manager. He can be reached at Daniel.lopez@havasmedia.com.

HealixGlobal has announced the appointment of **Jessica Zoldessy** as Director, Digital Partnerships. She can be reached at Jessica.zoldessy@healixglobal.com.

HealthVerity has announced the appointment of **Kevin Franey** as Vice President, Strategic Accounts.

IQVIA has announced the promotion of **Christine Finnegan** to Account Director. She can be reached at christine.finnegan@iqvia.com.

McCann Health New York has announced the appointment of **Christopher Perez** as Associate Director, Experience Strategy.

Merkle has announced the promotion of **Ryan Aubertin** to Senior Integrated Planning Director. He can be reached at raubertin@merkleinc.com.

MRM has announced the appointment of **Caitlyn McCrory** as Director, Project Management.

Novartis has announced the appointment of **Glenn Forde** as Experience Personalization and Optimization. He can be reached at Glenn.forde@novartis.com.

Otsuka Pharmaceutical Companies has announced the appointment of **Elizabeth Picca** as Senior Product Manager, CNS Marketing.

POCN has announced the appointment of **Sonja L. Foster-Storch** as Chief Growth Officer. She can be reached at sunny@pocn.com.

Real Chemistry has announced the appointment of **Jessica Gardefjord Flynn** as Senior Director – Media Activation, Platforms & Partnerships. Promoted at the company was **Jordyn Kaye** to Director, Human Resources Business Partner, and **Eileen Kois** to Practice Leader, Portfolio Growth & Go-to-Market Strategy. **Eileen** can be reached at ekois@realchemistry.com.

Regeneron Pharmaceuticals has announced the appointment of **Scott Hull** as Senior Director of Insights and Analytics.

Relevate Health has announced the promotion of **Katelyn Dacey Dellorco** to Project Manager Supervisor. She can be reached at ktpace@gmail.com.

Revive has announced the promotion of **Valerie Cole** to Senior Director, Integrated Media. She can be reached at vcole@reviveagency.com.

Skipta has announced the appointment of **Jeremy Rechtshaid** as U.S. Sales Director. He can be reached at Jeremy.Rechtshaid@skipta.com.

SSCG Media Group has announced the promotions of **Anne Beck** to Vice President, Group Supervisor, and **Samyu Ganesh** to Vice President, Group Supervisor, Multichannel Media. They can be reached at abeck@sscgmmedia.com and sganesh@sscgmmedia.com, respectively.

Syneos Health has announced the appointment of **Jeanine O’Kane** as President, Communications Group.

Vertex Pharmaceuticals has announced the appointment of **Sarah Mooiweer** as HCP Marketing Contractor.

WildType Health has announced the appointment of **Karl Desmond Johnson** as Senior Vice President, Group Creative Director. He can be reached at karl.desmond.johnson@gmail.com.

YuzuYello, an IPG Health Company, has announced the promotion of **Martha Giris** to Senior Vice President, Management Director.

NEW & NOTEWORTHY

awards • mergers • approvals

Fingerpaint Group, an integrated collective of healthcare companies that offer commercialization solutions, has acquired **The MYND Group**, a full-service strategic market access marketing company.

THE EXCHANGE INDUSTRY OPPORTUNITIES

Have a position you need to fill? We can help you!
Our Industry Opportunities Package of 26,000+ touchpoints includes:

- 4-Color quarter page ad* in our print and digital issue reaching 10,000+ healthcare marketers
- Over 8,000 connections through a LinkedIn post
- Over 7,400 connections through a verified email blast
- Over 700 connections through a Facebook post

IT'S A
TREMENDOUS
VALUE AT \$2,500
FOR THE ENTIRE
PACKAGE

*Ad Size: 3-3/8 W x 4-7/8 H

Contact Nancy Leonard at 973-420-1192 • naleonard@hmexchange.com

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Medical Media

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Join us for the 30th
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Find out who the winners are on:

Wednesday, May 17th at 5pm
Liberty House | Jersey City

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WE BUILD HUMAN CONNECTIONS

SSCG MEDIA GROUP is the healthcare media center of excellence for Omnicom Health Group and one of the industry's largest pharma-focused media strategy, planning, and buying agency networks. We're experts at building connections among HCPs, patients, and important life-science brands—where and when they're needed most. But just as importantly, **we build powerful human connections** by caring deeply, and nurturing a culture of kindness and humanity. **We are truly a family.** A family with a passion for healthcare.

We strive to hire top talent who will contribute to our culture, embrace diversity, and value an environment where everyone can bring their authentic selves to work each day. We seek individuals who are not only smart, but compassionate and kind. As a result, people join and stay with SSCG — growing their careers with us for decades.

We've created an environment where our people are empowered to not only innovate, explore, share, and grow, but also to play an important role in shaping the future of our organization — including our talent, tools, and technology, which are at the forefront of healthcare media.

We continue to grow at an exponential pace and are excited to talk to **YOU** about how you too can find a home within our network and build an enduring career at SSCG Media Group!

Please get in touch with us and see our "careers" section of our website: <https://www.sscgmedia.com/lets-connect/>



OUR NUMBERS SPEAK FOR THEMSELVES

8% of staff are boomerangs **30%** of staff promoted over the past year

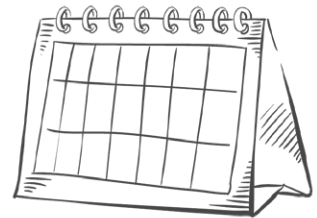
12% of staff have been at SSCG for 10+ years*

22% YOY growth

*FEMALE CEO

MORE TIME OFF! TO DO WHAT YOU LOVE!

- Half-day summer Fridays
- End-of-year paid holiday week
- Recognition days
- Birthday day
- Mental Health days
- "Good Works" Charity day
- 10 additional paid holidays
- 15 Vacation days after 2 years
- 20 Vacation days after 10 years



OUR CAREER GROWTH & BENEFITS SUPPORT YOUR LIFE AT ALL STAGES

SSCG Media Group employees have access to Omnicom Health Group University. OHGU is the most robust learning and development offering in the healthcare communications industry, providing every employee access to a goldmine of resources through each step of their career. OHGU houses over 40 unique instructor-led classroom workshops, including: professional and personal development, well-being, management and leadership, and industry and media knowledge.

We also offer marquee Enterprise Learning Programs such as: Oncology University, Rare Collective, Omnichannel University, ConnectFest, and The Core Management Program, and provide employees with access to over 15,000 On-Demand courses covering everything from the most cutting-edge technology platforms to technical, interpersonal, and agency-specific knowledge and skills.



- Competitive salaries benchmarked and reviewed annually
- Annual Performance Bonus
- Tuition Reimbursement and Student Loan Contribution
- Family Forming Benefits (Fertility and Adoption support)
- 10 Weeks fully paid Maternity and Paternity leave
- Back-up Daycare and Family & Elder care support services
- OHGFIT Wellness Resources
- Employee Assistance Program (EAP) for Mental & Emotional Support
- 5 days of paid Bereavement Leave
- Gender affirming benefits (includes gender reassignment surgery)
- Commuter Benefits (pre-tax dollars toward commuting costs)
- Flex Spending Accounts & Retirement Savings Plan Matching
- Employee Stock Purchase Plan (discounted Omnicom stock)
- Employee Discounts (auto, gym memberships, hotels, theater, museums, car rentals, pet insurance, and more!)



YOU MATTER!

Building Human Connections™ through media is what we do, but how we connect with each other is at the heart of who we are. That's why fostering an inclusive culture that mirrors the diversity we see in the world is an important focus of ours. We believe in bringing diverse perspectives, new thinking, and creative media solutions to our clients. That's why we're committed to recruiting and developing talent that embraces our core values of **Substance, Style, Conviction, and Grace** — regardless of race, gender, ethnicity, sexual orientation, ability, and gender identity. Our strong variety of Employee Resource Groups (ERGs) bring together communities of allies dedicated to turning ideas into action by focusing agency culture toward a diverse, equitable and inclusive environment for all. These brave spaces are designed to educate, mentor, share personal experiences and promote intercultural dialogue.

BUILDING HUMAN CONNECTIONS...
**ONE EMPLOYEE AT
A TIME.**



“

ALLYSON H

Since joining SSCG Media Group 8 months ago, the most prevalent attribute that I have noticed and loved, is our **sense of community**. Everyone values each other's contributions and is always willing to help one another. Each team member truly reflects the values of **S**ubstance, **S**tyle, **C**onviction, and **G**race, it's very inspiring.

”

“

PAOLA D

True to its core values of **S**ubstance, **S**tyle, **C**onviction and **G**race – **SSCG inspires us to learn and grow in every moment, while weaving together a kind, results-driven and respectful team of professionals**. Working in this unique environment, which encourages authenticity and individual success, is an exceptional experience. I'm so grateful to have joined the SSCG family!

”

“

ASHLEY S

The core values that SSCG exhibits (Substance, Style, Conviction, Grace), create an **organized corporate culture** that strengthens all employee's communication, work ethic, and practices. Striving to innovate, **embracing diversity**, and having an appetite in healthcare is what builds and strengthens our organization.

”

“

JAZLEEN R

Words cannot describe how **grateful** and **happy** I am that I chose to work with SSCG. Every single person has been so wonderful, and I truly don't know where I would be without everyone's help. It makes me want to do better each and every day! I am **excited for what the future holds** for me here.

”





WHY WORK HERE?

How ERGs are Shaping our Company, Culture and Growth

Frankie Stokes, MBA
 Sr Associate, Strategic Marketing & Corporate Communications, Compas
 fstokes@compas-inc.com

CMI Media Group and Compas have embraced forward-thinking for more than 30 years. That same approach is taken when it comes to making sure our employees feel valued and successful. A positive corporate culture is a must and part of what makes us different. One aspect of our goal to create a connected workforce lies within our Employee Resource Groups (ERGs). The CMI Media Group and Compas ERGs exist to educate, support, and celebrate our employees and what makes them unique. While each of our ERGs works to achieve a different goal, our common thread is to impact positive change for our CMI Media Group and Compas family and the greater community.

Today, we have eight established ERGs: AZAP (Asian American Pacific Islander), BRAAVE (Bringing Relevance to the African American Vision and Experience), HERstory, Mi Gente Unidos, PLUS+, Shalom, Thrive, and the newest addition, GEMS (Growth, Empower, Motivate, and Succeed).

GEMS' role across CMI Media Group and Compas will be to focus on creating a productive space for employees who are new to agency life. Members of the GEMS ERG will be able to connect and participate in open discussions, professional development, mentorship, coaching, and more opportunities that will help them orient to the agency. Whether this is their first job, a return from leave or a career pivot, GEMS is meant to help all members to feel empowered to carve their own path within the agency and leave a lasting impact.

GEMS is co-led by one of its founders, Jennifer Messina, Talent Aquisition Partner, who shared in this Q&A some insight on the establishment of GEMS and how ERGs have helped shape her growth, professionally and personally.

How did you identify the need for GEMS?

Working with entry-level employees, I saw the need for community as well as professional development. Our associate level employees are new to the agency lifestyle and want a safe space to discuss their goals, hopes and dreams for the future. I am also a pivoting talent, as I was a middle school teacher for 4 years and then got into the agency lifestyle. I want to be a support system and a mentor for new employees at varying stages of their careers.

What does it mean to you to have these resources available for current and future employees?

It means more connections and more community, personal growth, and professional development. If you can see yourself grow with us, that is something that we take pride in and want to be able to support.

How have ERGs impacted your career during your time at CMI Media Group? Are you a member of any other ERGs?

I work closely with BRAAVE to cultivate DEI into recruitment strategies. It has been a pleasure being

able to connect with them, learn from them, and be alongside our efforts.

What advice would you give a new employee who is hesitant to join GEMS or any other ERG?

Just give it a try! It is a great way to meet people outside of your department and division. There is a group for everyone and if you see something that isn't there, present those ideas to WPP or CMI Media Group and Compas as they are always open to new ideas and groups that support our employees' passions and create a positive impact on society. It is a great way to make new connections and learn something new about others.

As a community-driven agency, we are always seeking new ways to help our employees thrive and bring the best version of themselves to work each day. We're proud to bring this to life through the ERGs' dedication to service, education, advocacy, and allyship.

Why not work here? Learn more about joining our community at cmimediagroup.com/careers.





Together we are building a healthier world for all, built on diversity and inclusion.

"At CMI Media Group and Compas, we celebrate our differences through our many Employee Resource Groups as they advocate for change in our industry and throughout our culture."

- Julia Missaggia, Chief People Officer



We're hiring!

We encourage you to explore our bold opportunities here:
www.cmimediagroup.com/careers



Finding the Right Job and Best Candidates in Today's Job Market

BY CHAD STEC, HEATHER LANGLEY, AND SHARON BOCK

As a leading Executive Search Firm in the healthcare marketing and communications industry with over 20 years of experience, our team has a unique ability to provide a historical perspective of talent acquisition and retention trends and practices. We have a bird's-eye view of candidate and client experiences, and it has certainly been a wild ride over the past few years!

HIRING PROCESS – A HISTORICAL PERSPECTIVE

For the majority of the past 20 years, the interview process has been fairly standardized in principle and process that generally included the following:

- Initial Screening call with HR
- Hiring Manager in-person interview
- Group in-person interview(s)
- Professional reference check
- Criminal and/or credit background check
- Formal Offer/Negotiation Stage

***Possible writing exercise, test, and/or presentation depending on the role

In some companies, this process could entail as many as six interview rounds. It was widespread practice for companies to adhere to their own pace and fixed interview process regardless of a candidate's individual circumstances (other interviews/offers/promotions, etc.). This rigid approach clearly favored the potential employer.

In March of 2020 things changed. The pandemic and subsequent hiring frenzy turned the previous interview process on its ear with what was, quite possibly, the most candidate-driven market we've ever seen. Interviews were exclusively conducted over video, forcing companies to shortcut their

practices. In many cases, companies were required to move quickly or risk missing out on candidates to other potential employers or even counteroffers from their current employer.



The process became a "race to the finish line," where the interviews lacked depth, clarity, and discussions about the scope and expectations of the role and qualifications of the candidate. Many offers were made far outside of the traditional pay scale, and as such, we saw quite a bit of "buyer's remorse."

Poor decisions were made, and new hires often didn't stick, with reasons like "poor cultural fit" or "deceptive interview process," or simply that the candidates were unable to perform at a level that justified their inflated salaries. This also created internal wage disparity concerns between newly-hired and long-tenured employees.

The market started to cool in June/July of 2022, and the pendulum swung back to middle ground. Salary increases have remained strong for highly qualified candidates, but companies have reasserted their preferred interview process and become more deliberate in their candidate selection. The interview process has returned to the same sequence as pre-pandemic but remained largely virtual. Some companies are returning to in-person interviews, primarily for leadership and high-visibility positions.

VIDEO CONFERENCE INTERVIEW TIPS

Since video interviewing is here to stay, see the graphic at left for some simple pointers to ensure success.



1 TEST EQUIPMENT IN ADVANCE
Don't wait until the last minute to setup your audio/visual

2 DRESS PROFESSIONALLY
To be safe, wear what you would to an in-person interview

3 CHECK YOUR BACKGROUND
Be sure it is neutral and not distracting

INTERVIEW PREPARATION

We recommend the following to candidates as they prepare for an interview:

- **Perform a thorough review of your own résumé and re-familiarize yourself with what is on there.** Print out a copy and keep it in front of you. A savvy interviewer is going to ask about past experiences based on what is on your résumé. Your résumé is a springboard for conversation, NOT the whole discussion. Keep it clear and concise.
- **Review the company website.** You should have a good understanding of what the company does. Prepare a list of questions about the things that are most important to you to know in order to evaluate the opportunity.
- **Research the people you will be meeting on LinkedIn and note any common connections.** Wait until after your first discussion with the company to connect directly with anyone in your network for a "deeper dive." It is important to make your own first impression and let this be your guide towards your decision to move forward with next steps.

- **Be honest and genuine** in answering questions. Don't fall victim to providing "rehearsed" responses. Interviewers like *in-the-moment* answers to their questions, and a more conversational feel to the discussion.
- **Prepare bullet points** that highlight your skill set and proudest professional accomplishments as a reminder to weave them into the conversation.
- **Always follow up with a thank you**, regardless of whether you are interested in next steps. Never burn a bridge by ghosting. Potential employers appreciate transparency.

RESOURCES FOR FINDING JOBS AND FINDING THE PERFECT MATCH

There are numerous resources available to find a new position, including countless online job postings. If you apply to an online posting, make sure you know if it was posted by the company directly or by a third party.

When applying directly to a company, review the job description and make an honest assessment of the experience you have in comparison to the role requirements. One of the most frequent frustrations we hear from hiring managers is that they receive hundreds of applications to their job postings from unqualified candidates.

If a position was posted by a third party (i.e., a staffing company), it is important to know that they will often post for several positions at a time to solicit résumés from people who are actively looking. We highly recommend, instead of blindly applying to a third-party job posting, that you place a phone call to that organization and ask them to evaluate you in relation to the types of positions that are currently available.



This way, you will have a better idea of where you stand when it comes to the market for your background and experience.

There are also some incredibly good executive search firms who specialize specifically in the industry. They will have a strong network of valued connections and insights, and work on exclusive "hidden roles" that are not posted anywhere as they require confidentiality and discretion. If working with an executive search firm, it is important that you establish a level of trust with how they will handle your career aspirations. Keep the following in mind when evaluating a relationship with an Executive Search firm:

- *Did they seem to get to know me and listen to my wants and needs and care about me or are they just trying to fill a position?*
- *Did they pitch me a position on my first interaction with them?*
- *Can I trust them?*
- *Are they providing options for opportunities that align with my career goals and interests?*
- *Are they staying engaged with me throughout the interview process?*
- *Do I feel like they are a true career partner?*

HOW TO RETAIN TALENT

We are often asked by company leadership about retention of talent, primarily because we are in a unique position to hear the unvarnished truth about the real reasons why people head for the company exit.

The formula for creating and maintaining a strong company culture where people feel engaged, supported, and valued is quite simple in theory. However, it's often difficult to implement as time goes on and the hustle-bustle of day-to-day operations gets in the way.

- **Be highly selective about who you bring on to the team.** This is true at all levels, from entry level to senior leadership. Hire to the culture that you have either already established or are looking to establish. Avoid negative people even if they have the exact skill set or qualifications you are looking for. Negativity breeds negativity.
- **Implement an onboarding process** that allows new employees to feel warmly welcomed and part of the team. Assign peer mentors to create connections across teams and departments.
- **Establish a clearly defined career path** in all departments, no matter how big or small. Talented, goal-oriented professionals are energized by understanding what is expected of them, especially when they are encouraged and empowered to achieve benchmarks without being micromanaged.
- **Provide team members with the tools they need to do their jobs.** Listen to suggestions about creating efficiencies and ways to collaborate effectively and work smarter not harder.
- **Conduct 360-degree annual reviews** and be open to the suggestions you receive from employees. Provide timely feedback as to what your team members need to demonstrate or progress toward in order to attain the next level of growth in their career.
- **Have a fair and consistent approach to managing your team** with clear expectations for all.
- **Incorporate time for virtual or in-person personal engagements** with the team.

Candidates are attracted to organizations that create inviting and supportive working environments, opportunities for career development, and have an engaged leadership team.

People no longer believe that they must make a line-in-the-sand choice between a thriving career and a fulfilling life outside of work. The silver lining to the pandemic is that there has been an acknowledgement that these two factors can co-exist. The best and most successful companies recognize this.



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BUILDING A HEALTH-FIRST FUTURE AT SXSW



CO-WRITTEN BY CARLY BRADY AND MARGAUX COPP

SXSW showcased innovation in both the tech and healthcare industries while also pulling at the heartstrings and humanizing the ever-changing digital world we live in. This was only the second SXSW conference in the post-pandemic era, but there were many differences in comparison to the last. More attendees flooded panel sessions and there was a significant increase in company participants and activations throughout the week.

YOU'RE THE EXPERT OF YOUR BODY

Patient advocacy is a topic that's growing in fame as health is paramount to us all, yet, the reality is no one is going to care more about your health than you (and your loved ones). This year at SXSW, patient advocacy and its importance to the healthcare space was one of the leading themes. More specifically, how can we, as a society, begin to support a patient-driven movement? At SXSW 2023, a new wave of patient advocates emerged speaking on their experiences, challenges, wins, and impacts they've made through this movement. Real-life patients urged others to speak up as, "You're the expert of your own body." Many panels highlighted the voices of real-life patients who after diagnosis made it their mission to spread their message, and teach others how to become better advocates for themselves.

Brian Wallach, co-founder of I AM ALS, decided, after his ALS diagnosis, this would not be the end. It would just be the beginning. Since his diagnosis, Brian has gone on to fight and advocate for ALS patients worldwide, pushing authorities to accelerate research for rare diseases. Brian has made huge triumphs in the world of ALS, with President Joe Biden signing into law the Accelerating Access to Critical Therapies for ALS Act (written by Brian himself). The act authorizes \$100 million a year for ALS research and to

provide access to clinical trials for new medications those with ALS had previously been unable to participate in. Brian is a key example of why patient advocacy matters. He left the audience with a moving message: We dissociate from these types of stories and only begin to care when we're the one who is diagnosed. He urged us to begin fighting so, if we are ever in Brian's shoes, there will be options.

PATIENT ADVOCACY WITHIN MARGINALIZED GROUPS

With the new patient advocacy wave, women are leading the charge as we start to identify how women are treated disproportionately in the healthcare space. Research from Medical News Today has shown that gender biases, both conscious and unconscious, persist in the global healthcare system, significantly undermining the quality of medical care women receive.

It's a critical time for women's healthcare and we need to raise awareness of health inequities. Fighting for better access to care, education on options, and patient advocacy will help transform healthcare for women, turning our intentions into change. This is the time for women to advocate for their health. Paige More of SHE Media's Future of Health event discussed why advocacy matters for women, as women's symptoms tend to get dismissed or misdiagnosed. When women have greater

understanding of the medical world, they can make the best decisions for their bodies.

Another panel at SHE Media's Future of Health event, sponsored in partnership with Daiichi Sankyo and Astra-Zeneca, took a deep dive into the reality of what it's like to be faced with a breast cancer diagnosis. This discussion featured a breast cancer survivor, a patient advocate, an oncologist, and a diagnostician. The conversation covered how patients and caregivers should prepare for doctor appointments. Also included were helpful tips to support



Margaux Copp and Carly Brady were CMI Media Group's eyes and ears on the ground at SXSW 2023.

patients so they're confident advocates for themselves and their treatment journey. The speakers also discussed recent and major advances in genetic testing. While these tests have saved lives, they do pose a life-altering and frightening decision for thousands of women each year.

Similarly, conversations on racial healthcare disparities were widespread at SXSW. Several panels highlighted the issues people of color face as they unfortunately are not receiving the same quality of care their white counterparts are receiving. This, in turn, has been taking its toll on these communities. CMI Media Group's panel, "Being Exclusive Is Not Being Inclusive," shed light on the disparities faced by communities in most need, and how we can begin to close the gap between these issues and lead the charge towards the "inclusion age." Panelists discussed the history of this gap, from the Tuskegee Syphilis Study, where Black men were unknowingly used as test subjects, to today, when proper representation is still lacking in clinical trials and in the healthcare space as a whole.

REPURPOSING TREATMENTS AND RARE DISEASES

The underrated approach of leveraging existing approved treatments is the new pathway to novel therapies. As lack of funding hinders development of net-new treatments, this sustainable approach brings forth endless opportunities for patients worldwide. Dr. David Fajgenbaum, founder of Every Cure, discussed his mission to unlock the full potential in every drug. After being diagnosed with Castleman Disease (CD) in his third year of medical school, Fajgenbaum spent months in critical condition. He nearly died five times before launching his efforts to find repurposed treatments to save his life and others. Fajgenbaum tested

a 25-year-old drug that had never been used for CD, and it ultimately lead to his remission. He discussed the endless opportunities and potential surrounding repurposing drugs for other patients. Every Cure has advanced additional treatments for CD, angiosarcoma, and COVID-19, with countless patients benefiting from repurposed treatments.

One panel called out critical gaps in the health space that roadblock patients and doctors from finding cures for rare diseases. The time it takes for a treatment to be

approved surpasses the life expectancy many rare disease patients are given at the time of their diagnosis. This has led many patients and advocates to off-label treatments in order to have a chance at survival. The lack of treatment for these diseases ultimately stems from a lack of funding for research. While many activists have made great strides on Capitol Hill to increase support, there is still much that needs to be done.

Recent research shows that rare diseases are no longer as rare as one may think. The panelists discussed the thousands of people impacted by rare disease each year and the ways these patients are underserved within the medical community. There are very few treatment options and

very limited research to support these patients. When a patient is diagnosed with a rare disease, they are forced to fight for their own quality of life immediately. It puts an unprecedented amount of strain on both them and their family members.

CLOSING THOUGHTS

SXSW has always brought new ideas and innovation to the table, but this year incorporated emotion to drive home the message that humans are craving connection and support in the healthcare space. The healthcare industry is unique in that the goal is to reach audiences in a time of need or when they are most vulnerable, which can be very sensitive. However, the acknowledgement of a patient's journey, an HCP's breakthrough, or an advocacy story will ultimately lead to a more relatable and powerful brand presence.



Pictured is Katie Couric speaking at the SHE Media Future of Health event at SXSW 2023.

Some other trends at SXSW that our CMI Media Group team identified as being important for the coming year and beyond:

- Sustainability/Climate Change
- Gaming in Healthcare
- Psychedelics, Particularly in Mental Health
- Artificial Intelligence (AI)
- Health Equity
- Radical Transparency and Collaboration in Patient/HCP Communication
- Storytelling



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Job Title: Senior Vice President, Client Lead, Havas Media Group
Years in Industry: 12
College: The Pennsylvania State University

"Don't Give Up, Don't Ever Give Up"—Jim Valvano



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

My life mentor is my mother. She molded me into the person I am today.

My professional mentor is Jay Shino. He believed in me – gave a kid with a vision and not much experience an opportunity. He introduced me to what I love. Since that day, I always made sure to embrace that opportunity to its fullest, to not to let him down, and to try to make him proud. Thank you, Jay!

WHAT IS THE BIGGEST OBSTACLE YOU HAVE OVERCOME?

The passing of my mother, Donna Hecht. May you rest in peace, Mom. You make me better every day. I love you.

WHAT WAS YOUR FIRST JOB?

Youth Baseball Umpire, Community Athletics, Clinton, NJ.

WHAT IS SOMETHING YOUR FRIENDS/COLLEAGUES DON'T KNOW ABOUT YOU?

I suffer from anxiety. Be proud of who you are and tell someone if you need help.

IF YOU COULD HAVE LUNCH WITH ANY PERSON, LIVING OR DEAD (OTHER THAN A RELATIVE), WHO WOULD IT BE?

This is a tough one (Brian Dawkins is a very close honorable mention), but Mark Cuban is my answer. I admire his accomplishments, work ethic, operational philosophy, as well as the background he came from.

HOW DO YOU STAY FIT?

This is an easy one. Running a few times per week of course helps, but my little troublemakers Jaxon and Cole always keep me moving. Love you guys!

WHAT WOULD BE THE TITLE OF YOUR LIFE?

Father and Husband. I'm blessed to say I currently hold these titles. I'm a very lucky person and am beyond grateful.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Compassionate, Driven, Loving.

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

*"Everyday I Fight: Making A Difference, Kicking Cancer's A**" – Stuart Scott*

IF YOUR LIFE HAD A THEME SONG, WHAT WOULD IT BE?

Baz Luhrmann – "Everybody's Free To Wear Sunscreen."

DO YOU HAVE ANY HOBBIES?

Philadelphia and Penn State Sports. #FlyEaglesFly #GoPhils #WeAre

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

Sports always give me an outlet to channel my energy while disconnecting from life's stresses.

WHAT IS YOUR PET PEEVE?

Lack of work ethic/desire, enthusiasm, passion, personal investment.

HAVE YOU EVER HAD A BRUSH WITH FAME?

I made the front page of ESPN.com for making a one-handed grab on a homerun ball at a minor league baseball game with my one-year-old son in my other hand.



My wife, Jaclynn, with our two sons, Jaxon and Cole. They are my engine.

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

Hate.

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

My wife, Jaclynn. I love you.

WHAT DO YOU KNOW FOR SURE?

Life is short, time is limited. Live it.

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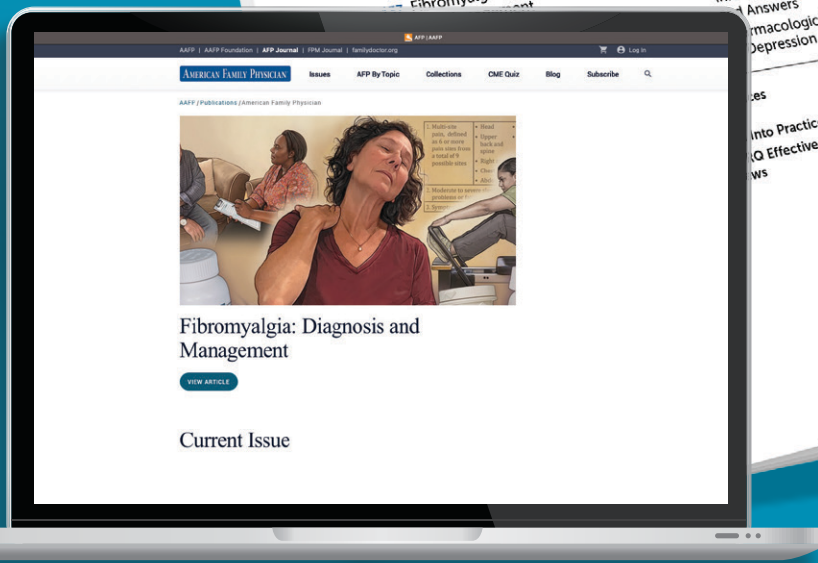
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*Source: Kantar Media, May 2022 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 204, 402, and 403.

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