

Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

Vol. 33, No. 4
MAY 2024



Humanitarian Recognition

*Celebrating the industry's most charitable
people and companies*

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ABELSONTAYLOR GROUP

LAUREN O'DONNELL
CMI MEDIA GROUP

JENNIFER LAMBERT
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THÉA PHARMA, INC.

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COMPAS

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CMI MEDIA GROUP

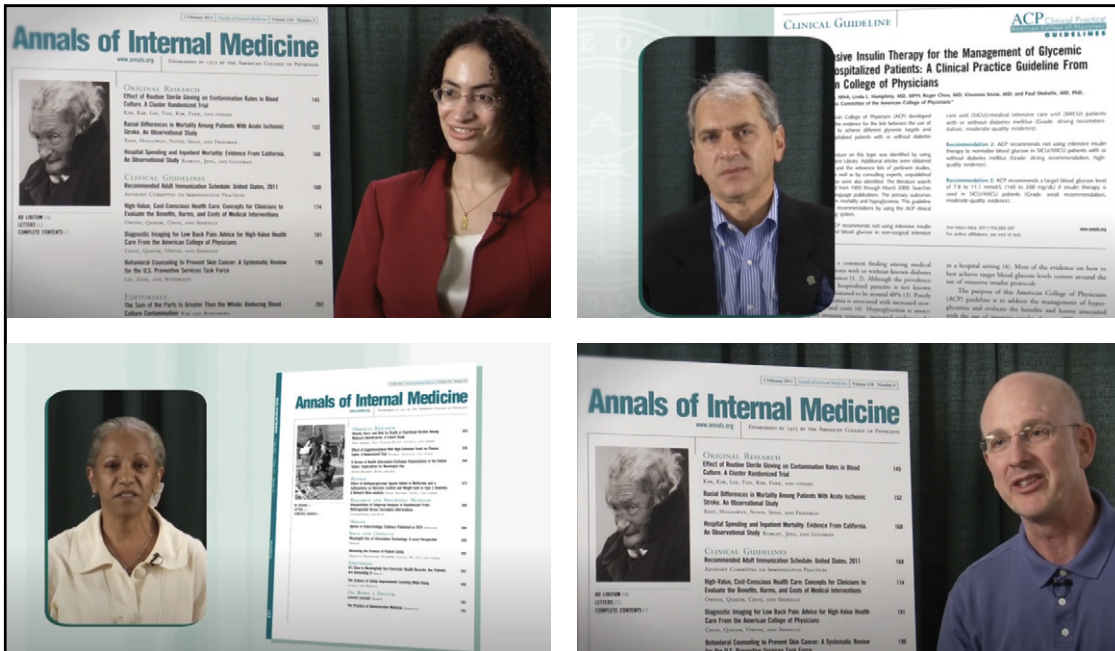
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Dear Healthcare Marketer,

Once again, it's time for our Humanitarian Recognition issue, which acknowledges the incredible work our fellow colleagues do on a personal level for humanity, as well as company charitable efforts. I'm continually amazed and deeply impressed by the dedication and time our colleagues invest in supporting these causes, making a significant difference in the lives of those they serve.

I always thought it would be powerful if one person or family could adopt another local family in need, like a match system. What an impact that could make on our world. While we don't exactly have that in our town, as I've said before, our town is very good at supporting those in our community who are experiencing challenges. A couple of women have created a Facebook group for our area called Curb Alert. When people have used or even new things they are getting rid of, they post them online to be picked up outside their house. The items donated through this group include toys, clothes, furniture, and just about anything. Also, when people are debilitated by disease, our community has held several fundraisers. For example, there were two kids with cancer in the school system, and a lot of money was raised for the families by way of a grassroots effort through the town and its restaurants. If we could all take care of the community we live in, it would definitely make the world a better place.

Inspiration, gratitude, and compassion are guaranteed as you read through the stories of giving on the following pages. In the Personal Humanitarian Recognition category, **Jennifer Lambert (Klick Health)** is passionate about building community and supporting underserved women through the not-for-profit organization Sistergood. **Larry Nocella (Compas)** has taken the health challenges of loved ones and turned them into opportunities to support causes that are near and dear to him. Find out what happened when **Lauren O'Donnell (CMI Media Group)** volunteered to help out Save Me Rescue during CMI Media Group's Day of Service. **Lisa Chengary (AbelsonTaylor Group)** has found a variety of avenues to channel her dedication to supporting women's health equity and ending homelessness for women in Chicago. When **Priscilla Segnini (CMI Media Group)** relocated to Wayne, Pennsylvania, she brought her desire to serve with her, donating her time and skill to The Saturday Club, through which both she and her 10-year-old daughter volunteer. In the Company Humanitarian Recognition category, **Mario Nacinovich (Théa Pharma, Inc.)** takes us on a yearlong journey of Team Théa's unwavering commitment to bringing positive change to the community around them. **Debbie Stauble (Relevate Health)** shares about the partnership Relevate Health has forged with the American Heart Association and the touching personal stories that have emerged as a result. And thanks to **Meg Ainley (NEJM Group)** for sharing in this month's *Personal Exchange*. Congratulations again to Meg, who was one of the winners of last year's AMM Nexus Awards.

These stories are a powerful demonstration of how we truly can change the world when we give of our time and treasure. And I know they are just a small representation of all that is being done by the people in our industry to serve others. So don't be shy about your involvement in the people and causes you're passionate about. You never know when your enthusiasm may move someone else to join your efforts and expand your circle of influence.

Here's To Giving Back,

Nancy



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- Fun towns to visit • Fabulous B&Bs • Must-Reads • Wineries, Breweries, Distilleries
- 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 promotions of **Meghan Patenaude** to Senior Vice President, Creative Director, and **Joshua Oksman** to Associate Strategy Director.

AbelsonTaylor has announced the appointments of **Lane Degenhart** as Vice President, Account Director, and **Joshua Marlin** as Associate Media Director.

Bayer has announced the promotion of **Sue Ann Pentecost** to Vice President and Head of U.S. Pharmaceuticals Communications.

BioScience Communications has announced the appointment of **Kate MacDonald** as Vice President.

CMI Media Group has announced the following appointments: **Christopher Bournazos** as Senior Analyst, SEO; **Jalani Harper** as Analyst, Business Insights; **Jeffrey Meehan** as Senior Analyst, SEM; **Natalie Mattes** as Supervisor, Engagement Planning; **Elizabeth Nicolardi** and **Alicia Swain** as Account Coordinators, Buying Services and Deliverables; **Steven Jones** as Senior Technical Business Analyst; **Julia Bagent** as Analyst, SEO; and **Noelle Ferguson** as Associate Analyst, Paid Social.

ConcentricLife has announced the appointment of **Ankit Vahia, PhD**, as Chief Strategy Officer. He can be reached at ankit.vahia@concentric.life.

Eli Lilly and Company has announced the appointment of **Sara Mahoney** as Executive Director, External Engagement.

FCBCURE, an IPG Health Company, has announced the appointment of **Becky Sorensen** as Account Supervisor.

FCB Health New York, an IPG Health Company, has announced the promotion of **Jaclyn Kish** to Vice President, Creative Director.

Fingerpaint Group has announced the appointments of **Andrea Sebastian** as Vice President, Account Director, and **Carlos Cuello** as Group Account Supervisor. Promoted at the company was **Stella Warda** to Vice President, Account Director. **Stella** can be reached at Gabrail.s@gmail.com.

Greater Than One has announced the appointment of **Panos Talianos** as Associate Director of Project Management.

Havas Media Network has announced the promotions of **Justine Hulcher** to Associate Director, Ad Operations, and **Emily Gonce** to Buyer, Digital Investment. Joining the company was **Randy Schonfeld** as Senior Vice President, Accounts Payable and Media Reconciliation.

Healio Strategic Solutions has announced the promotion of **Laura Renna** to Vice President, Eye Care, and the appointment of **David Mullin** as Senior Director, Business Development and Market Strategy, Eye Care.

Inizio Evoke has announced the appointment of **Daryl Somma DiSalvo** as Chief Strategy Officer.

Klick Health has announced the promotion of **Megan Haussmann** to Senior Account Director.

M3 MI/Kantar Medical Healthcare Research has announced the appointment of **Dan Lynch** as Senior Manager, Insights and Analysis.

Merck has announced the appointment of **Jordan Polak** as Associate Director, Global GU Cancers Portfolio Marketing. He can be reached at Jordan.polak@merck.com.

Mosaic Group, an IPG Health Company, has announced the promotion of **Elizabeth Cobb** to Senior Vice President, Group Planning Director. She can be reached at Elizabeth.cobb@mosaic-mm.com.

Novartis has announced the appointments of **Alison Morris** as Strategy and Operations Lead, Northeast, and **Venkatesan Raghavan, PhD**, as Executive Director, Search and Evaluation – Oncology.

Organon has announced the appointment of **Kari Edwards** as East Region Director Biosimilars. She can be reached at Kari.edwards@organon.com.

Otsuka Pharmaceutical Companies (U.S.) has announced the appointment of **Christina Kivlehan** as Product Manager, CNS Marketing – NPP and Consumer. She can be reached at Christina.kivlehan19@gmail.com.

Pfizer has announced the appointments of **Nolan Castillo** as Director of Marketing, ABRYVO U.S. HCP Older Adults, **Mathieu Poirier** as Senior Director of Business Operations for the Emerging Markets Leadership Team, and **Mina Mukherjee** as Marketing Director, US Vyndamax.

Publicis Collective has announced the appointment of **Rocara Shakhan** as Analyst. She can be reached at rocarajshakhan@gmail.com.

Publicis Health Media has announced the appointments of **Laura Wall** as Vice President, Strategy, **Nicholas Walz** as Vice President, Paid Social, and **Nicole Bruno** as Director, Paid Social.

Real Chemistry has announced the promotion of **Janika Kelly** to Senior Director.

Relevate Health has announced the appointment of **Patrick Price** as Account Director. He can be reached at patrick.price@relevatehealth.com.

Saatchi & Saatchi Wellness has announced the appointment of **Eric Morse** as Executive Vice President, Director of Client Services.

Teva Pharmaceuticals has announced the appointment of **Rebecca Potucek** as Associate Director, Marketing. She can be reached at [Rebecca.Potucek@tevapharm.com](mailto:Potucek@tevapharm.com).

WebMD has announced the appointment of **Jake Holmon** as Senior Sales Planner.

NEW & NOTEWORTHY

awards • mergers • approvals

Abbott has received U.S. FDA approval for its first-of-its-kind TriClip™ transcatheter edge-to-edge repair (TEER) system that's specifically designed for the treatment of tricuspid regurgitation (TR), or a leaky tricuspid valve.

AbbVie has received U.S. FDA approval for ELAHERE® (mirvetuximab soravtansine-gynx) for the treatment of folate receptor alpha (FRa)-positive, platinum-resistant epithelial ovarian, fallopian tube, or primary peritoneal adult cancer patients treated with up to three prior therapies. Patients with these cancers often present with late-stage disease, undergo surgery, and are then treated with platinum-based chemotherapy. They may become resistant to treatment and require another therapy, such as ELAHERE.

AbelsonTaylor has received the inaugural ACE Aspire Award for its employee Psychological Safety Initiative from the **Healthcare Businesswomen's Association (HBA)**. This award recognizes companies committed to ensuring that gender diversity and leadership opportunities for women are part of their organizational DNA.

Akebia Therapeutics, Inc., has received U.S. FDA approval of Vafseo® (vadadustat) tablets for the treatment of anemia due to chronic kidney disease (CKD) in adults who have been receiving dialysis for at least three months. Vafseo is a once-daily oral hypoxia-inducible factor prolyl hydroxylase (HIF-PH) inhibitor that activates the physiologic response to hypoxia to stimulate endogenous production of erythropoietin to manage anemia.

Johnson & Johnson has received U.S. FDA approval of OPSYNI®, a single tablet combination of macitentan, an endothelin receptor antagonist (ERA), and tadalafil, a phosphodiesterase 5 (PDE5) inhibitor – for the chronic treatment of adults with pulmonary arterial hypertension (PAH, World Health Organization (WHO) Group I) and WHO functional class (FC) II-III. OPSYNI may be used in patients with PAH who are treatment-naïve or who are already on an ERA, PDE5 inhibitor, or both.

Medtronic plc has received U.S. FDA approval for Evolut™ FX+ transcatheter aortic valve replacement (TAVR) system for the treatment of symptomatic severe aortic stenosis.

AMM

Association of
Medical Media

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WHO'S NAME WILL BE
ADDED ON MAY 9TH?



2024 ???????

2024 ???????

2023 Meg Ainley

2023 John Loughran

2023 Caytie Silvera

2022 Steve Sullivan

2022 Matt Baffa

2022 Karysse Robinson

2021 Alyssa Mogavero

2020 Monique Michowski

2019 Aaron Wattenberg

2018 Dominic Barone

2017 Andrew McGuire

2016 Leslie Dubin

2014 Charlie Hunt

2014 Joan Coffey

2013 Kevin Bolum

2013 Patty Quilty

2012 Corrie Bridgeman

2012 Alison McCauley

2011 David Horowitz

2011 Lew Wetzel

2010 Megan Boorjian

2010 Joe Dennehy

2009 Gina Bennicasa

2009 Debby Savage

2008 Chad Holloway

2008 Chrissy Miller

2007 Diane Carpenteri

2007 Maureen Reichert

2006 Kevin Dunn

2006 Barbara Napoli

2005 Tom Hennessey

2005 Sharon Spector

2004 Jill Bresnick

2004 Mary Ellen Jones

2003 Susan Carollo

2003 Sharon Finch

2002 Jeff Bonistalli

2002 Sima Sherman

2001 Sue Fagan

2001 Michael Reynolds

2000 John Molluso

2000 Phil Soufleris

1999 Carol Soreca

1998 Nancy Souza

1997 Ken Watkins, Jr.

1996 Aviva Belsky

1995 Jeannette Brandofino

1994 Chris Pifte

1993 Phyllis Hassard





Relevate Health's Team Hope Supports the American Heart Association

BY DEBBIE STAUBLE

Relevate Health is well on the way toward reaching our 2024 goals for our humanitarian initiative to raise awareness and funds for the American Heart Association (AHA) Heart Walk Campaign. Our goal is to raise \$10,000, which will impact ongoing heart health medical research, education, quality health-care, and government advocacy work. Research and education initiatives lead to improved medical treatment, care, and prevention, which are critical to not only bettering but also saving the lives of everyone impacted by heart disease and stroke.

A PARTNERSHIP WITH PERSONAL IMPACT

Under the name Team Hope, we already kicked off the partnership with AHA in February during American Heart Month, with a commitment to raise money to keep hearts beating! Our colleagues have been especially inspired by the courage of Sabrina Ingram, Vice President, People Operations, who shared her personal experience with us on February 2, National Heart Disease Awareness #GoRedDay. She wrote, "I am nine months post-op of receiving my TAVR Aortic Heart Valve. I feel blessed to have an amazing heart care team and all of you at Relevate who have been a huge support in my recovery!"

Employees also posted themselves wearing Red in the company Slack Channel with heartfelt stories of family



Relevate Health GoRedDay. Team Hope kickoff meeting 2024.



Sabrina Ingram's personal heart health journey.

and friends affected by cardiovascular disease, including:

– For my bro, who had a heart attack on 12/21 and will have surgery on 2/21. It kinda runs in the family.

– Wearing red to support all who have heart disease and heart valve disease. Millions of people have heart valve disease (aortic stenosis), but most don't even know it. We work with clients helping patients to get a timely diagnosis and appropriate treatment, which includes TAVR and SAVR.

– Wearing red today in honor of my dear friend Amy, who died of a stroke at age 49.

We are enthusiastic about the opportunity to continue our tradition of community involvement and to support such a worthy cause. In the words of AHA, "Our Future Is About Improving Yours!"

For more information on Relevate Health's Team Hope, contact Sabrina Ingram, SPHR SHRM-CP, Vice President, People Operations. She can be

reached at Sabrina.ingram@relevatehealth.com, 513-525-4757.

And to find out more about the American Heart Association, go to heart.org.

Debbie Stauble is Marketing Manager, Relevate Health. She can be reached at Debbie.stauble@relevatehealth.com and 866-966-0489 (c).



PRISCILLA SEGNINI

Humanitarian Recognition

Giving Back, Building Community

Volunteering has been one of the things my family taught since I can remember, from helping at church organizing food baskets for others to joining my grandfather as a fireman and donating and visiting vulnerable communities in person in Nicaragua. I volunteer through different organizations and local communities. When I moved to the United States, I knew I wanted to continue to serve the community I was part of.

FINDING THE SATURDAY CLUB

When my family and I relocated to Wayne, Pennsylvania, The Saturday Club was a local group that had what I was looking for. Through The Club, I have been able to join a more family-focused local community that enables me to donate and give my time and skills to the service. One of the things I love the most is that kids have the opportunity to join in helping with specific events, so they can learn from a young age the importance of giving back to others. I enjoy being able to volunteer with my 10-year-old daughter.

BUILDING COMMUNITY

I have also found being able to join other women and spend time together increases your commitment and desire to continue to help. I love knowing that we come together as women caring for our community and increasing the sense of village support towards the ones in need. Serving in person and donating time allows people-building, making meaningful friendships with women who share the same values of giving back and continued learning in the same community.

MISSION OF THE SATURDAY CLUB

As shared on the website: "Founded in 1886, The Saturday Club is a 501(c)(3) non-profit organization of volunteer

women located in downtown Wayne, Pennsylvania, the heart of Philadelphia's Main Line. We fulfill our mission – to improve the lives of women, children and families in the greater Philadelphia region – through financial contributions and volunteer service hours. Members of The Saturday Club regularly organize and facilitate community service projects, donation drives, community outreach programs and fundraisers throughout the club year. We welcome new members to be part of our efforts to have a direct and meaningful impact on our community and to help enrich the lives of others.



Volunteering for The Saturday Club during their annual charity bingo.

One of the oldest women's clubs nationwide, The Saturday Club has a rich history of commitment to the surrounding community. Highlights include campaigning for child labor laws and the protection of women from assault in 1907; raising funds for French orphans during World War I; entertaining troops, establishing an emergency Red Cross Hospital at the Clubhouse and selling more than \$85,000 worth of war bonds during World War

II; and preparing volumes of books in Braille for the Royer-Greaves School for the Blind in Paoli during the 1930s. Today, members of The Saturday Club continue to be leaders in community outreach and civic issues, with a focus on fundraising and community service efforts.

In addition to its philanthropic efforts, the Club has published three award-winning cookbooks – *Philadelphia Main Line Classics* (1982), *Main Line Classics II: Cooking Up a Little History* (1996), and *Main Line Entertains* (2005)."

PERSONAL COMMITMENT

I personally had the opportunity to contribute to the organization by volunteering during their fundraising

(Continued on page 9)



EXCHANGE TESTIMONIAL

Being able to write an article again in the 2024 HME mental health focused issues was another prime advocacy opportunity. I have received excellent feedback from readership about the simple takeaway of spreading kindness and treating each other with respect and empathy. Try it and you are guaranteed to save a life. HME has become a predominant mental health publication and I am proud to be a small part of that.

— Jon Nelson, Medical Marketing Executive, Mental Health Advocate, and Founder of Jon Nelson Advisors, LLC



JENNIFER LAMBERT

Sistergood – Equipping and Empowering Communities of Women

Sistergood is a not-for-profit organization building sisterhoods in underserved and developing countries. We have held educational and supportive sessions to help women build communities already in Pakistan, Costa Rica, Jamaica, Ghana, and are now supporting a community of women in Liberia.

The purpose of Sistergood is to provide facilitated learning, taking women through self-discovery, self-care, and self-expression. We are dedicated to equipping women with strategies, skills, and tools to strengthen their physical and mental well-being, encourage them to become actively engaged in their communities, and empower them to become leaders.

ON A MISSION TO BUILD UP WOMEN

Our mission is to help change the world by building sister leaders and sisterhoods everywhere.

We have led programs in the following countries:

Pakistan – October 2022

Costa Rica and Jamaica – March 2023

Ghana – November 2023

All of our members volunteer to support the Sistergood. I identify opportunities to back the programs through fundraising. As board members, our role is to do fundraising in order to create more grassroots programs that build communities for women. In March, we started a fundraising mis-

sion that continues today in honor of International Women’s History Month. For more information or to donate, you can go to gofund.me/8384464e.

COMMUNITY IS KEY, SUPPORT IS ESSENTIAL

We are passionate about building communities. This is an essential element of supporting women emotionally and psychologically. There are so many women in underserved communities who do not have this fundamental support. More importantly, I have always felt that women everywhere deserve the right to healthcare, reproductive health, and a community to support them through their life stages.

Living in developed countries makes it easy for us to forget our access to healthcare, community, and healthy foods. By helping women build up themselves and become leaders in their communities, even if it’s only one woman at a time, we are making



After an EU Parliament event headlining the health inequity in women’s health.

a change that can be infectious and grow a better “you.”

I feel I need to play a part in supporting women globally. This is such a small investment personally to help support women who truly need and deserve it.

Find out more about Sistergood at sistergood.org.

Jennifer Lambert is Managing Director, EMEA, Klick Health. She can be reached at +39-348-871-2850 (c) or jlambert@klick.com.

EXCHANGE TESTIMONIAL



I like the stories about people in our field. I am not a writer and I just wrote two articles – one about pets (Andy and Frank) and another about the benefits of running. I provided my idea and your team helped me make it more presentable. So I do think that there are a lot of good stories out there. If I can write an article so can you. I did get some feedback and people loved the story about Andy and they think I should continue with the idea to make a children’s story, where all profits go to an animal shelter. I also wrote an article about the benefits of running. I shared this as well and, long story short, there are benefits of walking, running, and getting out in the sun. My walking/running club members thought the article was spot-on and they all try to recruit people to join us/them because it is good for you in so many ways.

— Leo Tyska, Senior Sales Director, PeerDirect



LAUREN O'DONNELL

Finding Lilo

Saved Me Rescue is a nonprofit animal rescue located in the Grays Ferry section of Philadelphia. The shelter brings the dogs that are up for adoption to the Doggie Style Pet stores around the area. Saved Me accepts volunteers from 10 a.m. to 7 p.m. any day of the week, and you can sign up easily online. Volunteer activities include cleaning, laundry, dishes, transporting, and everyone's favorite, dog walking! I found out about Saved Me through social media and I was eager to volunteer there on Martin Luther King Jr. Day.

MEETING QUEEN

Upon arriving around 10 a.m. on CMI Media Group's Day of Service, I was introduced to "Queen." She was a one- to two-year-old female Siberian Husky mix who came to Saved Me after being rescued from a kill shelter in Georgia. Her previous owners were forced to surrender her. I was able to walk her around the neighborhood for a bit. She was so excited to be outside and get all my attention.

After walking a few more dogs, sweeping up kibble, and re-upping some food bowls, I went on my way. However, I continuously thought about Queen in hopes someone would adopt her soon as she was quiet, gentle, and seemed to be an overall great dog.

A day had gone by, and I still found myself thinking about Queen and her soft blonde and white coat and her piercing blue eyes. I thought about her so much that I found myself reaching out to Saved Me Rescue to check on

her, finding out she was still there waiting to be adopted. They were quick, responsive, and knowledgeable about her personality.

LILO COMES HOME

After a few calls to my boyfriend, mom, and landlord, I was applying for her to be mine! Saved Me Rescue made the entire process so seamless that she was home in no time.

Her name is now Lilo. She is so spoiled, very loved, extremely active, and the best cuddler.

I have to believe that if CMI Media Group did not offer such flexible volunteer opportunities on their Days of Service, Lilo would still be sitting in a corner room at Saved Me Rescue. I also imagine if Saved Me was not so flexible themselves with allowing easy volunteer sign-ups, we would not have met either.

THANKS, CMI

I am thankful CMI Media Group's Day of Service brought me and my new best friend together!

If you want to volunteer at Saved Me Rescue, check out their website savedme.org. You can dedicate as much or as little time

as you can to their organization. They are always looking for donations and volunteers to lend a hand.

Lauren O'Donnell is an Analyst, Paid Social, CMI Media Group. She can be reached at lodonnell@cmimediagroup.com and 215-971-8702.



Who rescued who? Lauren with Lilo.

Giving Back *(Continued from page 7)*

events during the Charity Bingo, the Bake and Goods Fall Festival, and donating money to causes that The Club has sponsored.

DISCOVERING POCKETS OF HOPE

The most moving experience I've had was learning from one of our Grant Recipients, Pockets of Hope. The reason the Founder Katelynn Devinney started the organization was inspiring. When her mom went through breast cancer a second time, a hoodie was donated to her mom with pockets on the inside to hold drainage tubes in place while recovering from a mastectomy. Devinney searched for another hoodie for her mom and was struck by the fact that they were almost \$50 – a lot of money at a time when people are already dealing with the costs associated with cancer.

In an effort to help women like her mom, Devinney purchased hoodies and sewed the pockets inside them. She wanted to get them to anyone who requested one, free of charge, and shipped anywhere. She continues to do this now through Pockets of Hope, an international nonprofit (501(c)(3) under fiscal sponsorship). Through a host of volunteers and fundraising efforts, they provide mastectomy hoodies for women during their recovery.

To find out more about The Saturday Club, go to saturdayclub.org. And to learn more about Pockets of Hope, go to pocketsofhope.com.

Priscilla Segnini is Supervisor, Paid Social, CMI Media Group. She can be reached at 484-322-0880 or 484-808-7469 (direct) or psegnini@cmimediagroup.com.



LISA CHENGARY

Bridging the Gap in Health Equity: My Personal Commitment Through Volunteering

In the ever-evolving landscape of healthcare, addressing disparities is not just a responsibility, it's a collective duty. My passion for health equity has led me to support women's initiatives actively, focusing on supportive services, access to healthcare and treatment, housing, and helping women facing hardship to get back on their feet.

MAKING AN IMPACT

In healthcare marketing, our professional endeavors often open doors to meaningful connections and opportunities to make a direct impact on people's lives. I've helped raise awareness of health equity issues by expanding outreach in and around Chicago with organizations that are actively advocating and supporting women in the many stages of their lives. I've found inspiration and purpose through my involvement with Women in Healthcare Giveback (WIHGB), an affinity group of the Healthcare Business-



WIHGB Chicago Team Winter Walk 2024 participants: Kelly Kosakowski, Jaime Moran, Christine Whong, Lisa Chengary, Roz Jackson, Juan B. Solana, and Stacey DeFillipo.

women's Association (HBA). I've also partnered with other organizations that support healthcare for women, such as Family Forward, a nonprofit providing family support services, and Sarah's Circle, a Chicago residence and community center helping women rebuild their lives after homelessness.

Lisa Chengary, Sarah's Circle Winter Walk 2024.



FINDING SARAH'S CIRCLE THROUGH HEARTSATWORK

My start with Sarah's Circle was initially forged through AbelsonTaylor Group (abelsontaylorgroup.com), where corporate social responsibility isn't just a buzzword but a core company value through our HeartsATwork program. My colleague Sarah Herweg had previously served on the board of Sarah's Circle and invited Sarah's Circle staff to an AbelsonTaylor Group event for International Women's Day in 2022, sparking my personal curiosity about volunteering with the organization.

The primary goal of Sarah's Circle is to end homelessness for women in Chicago. The organization provides a full continuum of services, including housing,

life necessities, and supportive services, to un-homed individuals who identify as female and are 18 years of age or older. Programs utilize the Housing First model, have no barriers to entry, and use a trauma-informed approach. Across programs, Sarah's Circle staff use best practices and provide case management and supportive services to help women achieve their goals.

MAKING CONNECTIONS, SERVING MEALS

In 2024, our HBA WIHGB group was looking for organizations to support to raise awareness around health equity, and I introduced them to Sarah's Circle. We knew we could make a difference by helping this organization. We began brainstorming ways we could help and landed on the idea of serving meals to the residents in their permanent housing location. In October 2023, we raised funds, bought food, and cooked lunch and dinner for them.

WALKING WITH SARAH'S CIRCLE

This hands-on interaction allowed us to connect with the women in person where they lived, turning our commitment into a deeply meaningful experience. Inspired by the impactful October visit, the WIHGB team rallied to par-

(Continued on page 13)



Théa Pharma US: A Beacon of Community Support and Compassion

BY MARIO NACINOVICH

In an age where corporate responsibility often takes a back seat, Théa Pharma US in Waltham, Massachusetts, stands out as a shining example of unwavering commitment to the community and charitable causes. Over the past year, Théa Pharma US has been instrumental in spearheading various initiatives aimed at making a positive impact. This demonstrates that success is not just measured in our ability to generate revenue and profit, but to carry forward our global Théa Spirit in the positive change we bring to the immediate community around us.

A YEAR OF GIVING BACK BEGINS Project CURE

The annual journey of giving back began in February 2023 with the Project CURE event at our national sales meeting that was held in Arizona. Here, the Théa Pharma US Field Sales Team and Commercial Staff came together to support this noble cause, amassing and packaging medical supplies for countries in desperate need. This event set the tone for what would be a year filled with compassion and generosity by Team Théa.

Glaucoma Research Foundation

In March, we furthered our philanthropic endeavors by actively participating in the Glaucoma Research Foundation Fundraising Dinner and Auction in San Francisco. By contributing to the advancement of glaucoma research, Théa Pharma US reaffirms our commitment to supporting the innovation that deepens our

collective understanding of glaucoma, helps to generate new advances, and ultimately addresses the unmet needs for this disease that is the second leading cause of blindness.

Holland Foundation for Sight

April saw our team extend our time, energy, and effort to support the Holland Foundation for Sight at an event in San Diego, demonstrating a steadfast dedication to an organization that is striving to restore vision and hope to individuals worldwide.

Perkins School for the Blind

The month of June brought about a heartwarming collaboration with the internationally-recognized Perkins School for the Blind. Employees from our U.S. headquarters participated in a concert and corsage-making event. This brought joy to the children and young adults with disabilities and visual

impairments, and fostered a sense of unity and inclusivity within this engaging education community based in nearby Watertown, Massachusetts. As the year progressed, Théa

Pharma US continued to champion noble causes, leading the way in fundraising for the Perkins School for the Blind Walk in September, underscoring our ongoing commitment to empowering the visually impaired and helping to solve the longstanding and emerging problems facing these students and their families.

The Eye-Bank for Sight Restoration

In October, Théa Pharma US lent our support to The Eye-Bank for Sight Restoration, the world's first eye bank,



From L-R are members of our Théa Pharma US team at Perkins School for the Blind – Rebecca Hazelton, Chief Human Resources Officer; Susan Benton, President; and Lee Bagley, Office Manager, Executive Assistant.



From L-R: Théa Pharma US Staff and their family members at Everybody In! Walk/Move for Perkins, an annual 3.7 mile walk from the historic, picturesque campus of Perkins School for the Blind alongside the Charles River and through Watertown's Braille Trail – Lee Bagley, Office Manager, Executive Assistant; Kayla Keating, HR Specialist; Solène Prodhomme, Supply Chain Manager; Chris Pearson, Chief Commercial Officer; and Mario Nacinovich, Vice President, Marketing.

(Continued on page 13)



LARRY NOCELLA

Humanitarian Recognition

The Fight For Air Climb

What if you could get some exercise, hang out with friends, have a fun adventure, AND do some good in the world? Wouldn't that be awesome? Well, you can!

Just do a quick Internet search, and there is sure to be a 5k or a walk in your area to raise money for a good cause. There's no downside!

I began my charitable fundraising adventures many years ago with a 50-mile bike ride along the New Jersey coast. The goal was to raise money for Multiple Sclerosis research. It was a bitter cold day and instead of sunny beaches we were biking on hard, packed sand in freezing rain. My knuckles were frozen and sore, but I finished!

HOW I GOT INVOLVED

My wife and her sister both have Multiple Sclerosis. Our friend, Theresa, and I started doing bicycle rides to raise money for the MS Society. This organization provides support for those living with MS, legislative advocacy, and more.

My family has also been impacted by cancer, so I did a bike ride over the Ben Franklin Bridge. With the cooperation of police, the event closed several lanes, and we biked over the bridge from Philadelphia, PA, into New Jersey. What an amazing feeling!

The team has since expanded. Theresa's family was affected by lung disease. So, we added to our team's schedule the "Fight for Air Climb." This is an event to help raise money for the American Lung Association. It's not just for lung diseases, but also for air quality and anything else that affects your breathing. It's a challenging event – you climb the 50 flights of stairs inside the Three Logan Square skyscraper in Philadelphia.

Theresa, being the powerhouse she is, signed us up for the "Century Climb" which is – you do it TWICE. Up 50 flights, down the elevator, and up 50 again.

THE EXPERIENCE

The Fight for Air Climb (FFAC) is one of my favorite events because it is so challenging. You must make every step. On a bicycle, you can coast down a hill. When you're climbing stairs, you make no progress unless you exert yourself. It's tough! Every 10 floors, there is a table with water and volunteers cheering you on. The atmosphere is positive and there are lots of "We got this!" encouragement between gasps.

This event is big with firefighters, too. They do the climb in their gear – wearing thick jackets and pants, helmets, and oxygen tanks. And they often go flying right by me!

GET INVOLVED!

You are given a number and a bib, and your time is tracked. It's very exciting, like the Olympics. Of course, you don't have to try to beat your time, or any time, unless you want to. I just want to survive to the end. The purpose of the event is to raise money, get some publicity, and bring people together. You can take your time. People don't donate because they want to see you climb stairs. They want to fight disease.

If you're thinking about doing it, I would say don't hesitate. Jump in! Remember, people aren't donating because they expect you to run a 5k or bike or climb stairs. They're donating to support the cause. You don't have to be competitive and race if you don't want to. Fundraising minimums are very low, and it's very easy to do in the age of social media. Some employers even match your funds.

I sometimes think about a day far from now (but hopefully not too far!) when I retire and my calendar is full of 5k runs, stair climbs, walks, etc. I'll stay in shape, meet fun people, and do good in the world. It doesn't get better than that!

Larry Nocella is Senior Specialist, Ad Tech Services, Compas. He can be reached at lnocella@compas-inc.com or on LinkedIn as Lawrence Nocella.



View from the top of Three Logan Square in Philadelphia.

Théa Pharma US *(Continued from page 11)*

reinforcing our dedication to organizations at the forefront of preserving sight and enhancing quality of life.

CONTINUING WORK WITH THE GLAUCOMA FOUNDATION

Throughout 2023, Théa Pharma US has remained a steadfast partner of The Glaucoma Foundation. We actively engaged in patient market research to better understand the range of needs from newly diagnosed patients to those individuals who have been progressing with the disease for decades. Théa Pharma US also supported innovative Think Tank initiatives. We promoted



From L-R are members of our Théa Pharma US team at Perkins School for the Blind – Susan Benton, President, Théa Pharma US; Christa Delcamp, Corporate Relations Officer, Perkins School for the Blind; and Lee Bagley, Office Manager, Executive Assistant.

several educational endeavors that aim to raise awareness, fund cutting-edge research, and educate the public and eye care practitioners about timely and appropriate overall eye care, and glaucoma, in particular.

SUPPORTING STUDENTS

In addition to our efforts within the medical community, Théa Pharma US has also embraced a broader vision of social responsibility. We've become a corporate work study partner with Notre Dame Christo Rey High School Boston, which provides access to a tuition-free college preparatory education. By providing students with valuable on-the-job experience, Théa Pharma US is helping to pave the way for future generations to achieve their full potential.

As we reflect on the past year, we celebrate Théa Pharma US's unwavering commitment to making a meaningful difference in our community and beyond to the world around us. Through our dedication to supporting these and other initiatives and charitable causes, Théa Pharma US aims to serve as a beacon of hope, inspiring us all to strive for a brighter, more compassionate future.

Mario Nacinovich is Vice President, Marketing, Théa Pharma, Inc., the United States subsidiary of Laboratoires Théa. He can be reached at LinkedIn: [linkedin.com/in/nacinovich](https://www.linkedin.com/in/nacinovich).

Bridging the Gap *(Continued from page 10)*

participate in the Winter Walk sponsored by Sarah's Circle on February 25, 2024. This event wasn't just a fundraiser, it was an opportunity to walk alongside those we aimed to support. The sense of camaraderie and shared purpose during the walk underscored the importance of our collective efforts in making a positive change.

CONTINUING ACTION

Beyond these events, I have taken on even more efforts to support Sarah's Circle. I was so motivated by the experiences of volunteering and participating in fundraising events that I advocated for AbelsonTaylor Group to amplify its support as well. In celebration of International Women's Day 2024, AbelsonTaylor Group launched a drive throughout March to collect critical supplies, focusing on



Roz Jackson, Lisa Chengary, Kelly Kosakowski, Stacey DeFillipo, Jaime Moran, and Christine Whong.

gathering new underwear, socks, laundry detergent, deodorant, and other essential items that contribute to the well-being of the women the organization serves.

As I continue to be an integral part of these efforts, I am reminded that each small action contributes to a larger, more compassionate healthcare landscape. Through our shared dedication, we are making strides in bridging the gap, one personal involvement at a time, and creating a future where every woman has access to the care, support, and dignity she deserves.

Lisa Chengary is Senior Director, Engagement Strategy, AbelsonTaylor Group. She can be reached at 312-894-5557 or Lisa.Chengary@abelsontaylor.com.

Meg Ainley



Birthplace: Cincinnati, Ohio

Marital Status: Married

Children: 2

Job Title: Director, Media Sales and
Business Development

Years in Industry: 30+

College: Purdue University

*"It's not where you are,
it's who you're with
that matters."*

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

I would like to attend a Formula 1 Grand Prix race with my husband Clyde. I would also love to own a winter home in a warm climate.

WHAT WAS YOUR FIRST JOB?

My first paid job was as a grocery store checkout clerk. I was only 15, but my parents let me drive to work without a license.

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

I spent a summer selling educational books and Bibles door-to-door in North Carolina. You learn quickly to deal with rejection and to never give up.

DO YOU HAVE ANY PETS?

I'm 100% a cat person. I have a beautiful, gray-and-white mustached 14-year-old rescue cat named Jinx.

WHAT IS YOUR FAVORITE RESTAURANT?

My favorite restaurant is the patio of the Chicago Yacht Club. It is the only restaurant in the city with a stunning waterfront view of Monroe Harbor, Navy Pier, and the Chicago Lighthouse.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Loyal, Trustworthy, and Protective.

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

To trust your instincts more.

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

Spending time on our boat on Lake Michigan. Being on the water instantly calms us down and provides a little sanctuary from the hustle and bustle of the city.

CRAZIEST THING YOU'VE EVER DONE?

A client based in Utah invited me to join them on a team-building trip. I ended up on a 12-mile, out-and-back trail that took almost seven hours to complete. Coming from Chicago to the

mountains, I was already feeling the effects of the altitude, and the "hike" was much more than I bargained for. I then had to catch my flight back to Chicago that evening. I could barely stand up when we landed.



Enjoying a Purdue football tailgate with Clyde, Danny, and Diane.

WHAT IS YOUR PET PEEVE?

Loud background noise/music at restaurants. I like to enjoy the conversation with the company I'm with.

HAVE YOU EVER HAD A BRUSH WITH FAME?

Yes, I met Caroline and John F. Kennedy, Jr., when I was volunteering at the VIP tent of the International Special Olympics.

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

Political divisiveness.

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

My three sisters threw a surprise 30th birthday party for me at my own apartment. My husband (boyfriend at the time) convinced me to stop back at my home for something he forgot and next thing I know there are 40 people and a keg in my kitchen.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

"Formula 1: Drive to Survive" and "Ted Lasso."

WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?

A hairdresser. The O'Brien family of four boys would allow me to cut their hair from sixth to eighth grade. I cringe whenever I see their family photos from that time-period on Facebook. I also gave another neighborhood boy a home-box perm to look like Christopher Atkins from "Blue Lagoon."

WHAT IS YOUR FAVORITE VACATION SPOT?

I would love to go back to the Abaco Islands in the Bahamas.

Meg Ainley is Director, Media Sales and Business Development, NEJM Group. She can be reached at mainley@nejm.org or 773-383-8804.



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