

Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

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Humanitarian Recognition

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

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COMPAS

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ON UNSUNG HERO MARLI MIRANDA

HEATH MORLOK
MERCK

BARBARA PRITCHARD
DELEGATION FOR FRIENDSHIP
AMONG WOMEN

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Dear Healthcare Marketer,

I'm constantly inspired and genuinely impressed by the unwavering dedication and time our colleagues invest in supporting their charitable causes. So many make a meaningful difference in the lives of those they serve. With the ongoing cuts to programs that assist people both in the U.S. and around the world, it's more crucial than ever for each of us to choose a cause and contribute, whether through financial support or volunteering our time.

I've often spoken about how charitable the people in my town are. Today, I'd like to shine a spotlight on a remarkable group of women who have come together to form Angels on the Ground, Inc. This incredible organization provides food and clothing to the homeless and displaced community in Newark, New Jersey, every Sunday. Their efforts are even more special because they've involved local high school students in this impactful work. For example, the boys' basketball team collected and donated over 50 pairs of sneakers and showed up at 7 a.m. on a freezing Sunday morning to help serve food. Convincing young people to drive all the way to Newark at that hour is no small feat, but their commitment speaks volumes about their character and dedication to making a difference.

That's one of the reasons why this Humanitarian Recognition issue is so inspiring. It's a powerful reminder that whether it's a company effort or one person giving their time and treasure – it makes a difference. Read on to discover how a few of our colleagues are contributing.

Through her work with the Delegation for Friendship Among Women, **Barbara Pritchard** (retired longtime industry veteran) traveled to Poland to build bridges with Ukrainian women and children refugees and the nonprofits supporting them. **Brian Wagner** (CMI Media Group) puts his photography talents to work for others doing pro bono work for a number of organizations, including museums, parks and rec, and schools. **John M. Shattuck** (PDQ Communications, Inc.) and his wife Kim have teamed up with S.C.U.T.E. – South Carolina United Turtle Enthusiasts – to do their part in making sure endangered Loggerhead and other sea turtle babies survive. **Christopher Butzko** (Compas) has dedicated his life to serving others through disaster relief, humanitarian missions, emergency response, and philanthropic endeavors. And **Marc DiBartolomeo** (Haymarket Media, Inc.) is raising funds in a variety of ways to ensure kids with diverse needs can enjoy a safe and adaptive playground – because all kids deserve to play!

Asheville, NC, resident **Heath Morlok** (Merck) reflects on how he was impacted by the acts of caring he received from his Merck associates, and how community gathered way beyond Asheville in the wake of devastating torrential rains and Hurricane Helene. **Amar Duggasani** (HealthLink Dimensions) shares the many ways he and his colleagues have supported Solidarity Sandy Springs, a nonprofit food pantry that serves over 700 families a week. **Fabrizio Gambino** (RPM Healthcare) introduces us to unsung hero, **Marli Miranda**, who makes it her personal mission to get essentials – from food to medical supplies – to those who lack access. And **Susan Flinn Cobian** (SFC Group) tells of her company's campaign to support The Pink Agenda, dedicated to a cure for breast cancer, along with a whole host of specific ways SFC Group's employees give back individually.

Every effort we make to help someone in need matters. And that creates a ripple effect that makes this world a better place. Isn't that empowering?

Here's to Humanitarian Efforts,

Nancy

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Send your submissions to Nancy at NALeonard@HMEExchange.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 appointment of **Marilyn Leonard** as Vice President, Account Director.

AbelsonTaylor Group has announced the appointment of **Patricia Reynolds** as Vice President of Marketing Intelligence. She can be reached at Trish.Reynolds@abelsontaylorgroup.com.

Amgen has announced the appointments of **Hailey Allen** as Senior Marketing Manager working within their Rare Disease Portfolio and **Liz (Manley) Pahl** (epahl@amgen.com) as Senior Marketing Manager, Marketing Excellence.

Apellis Pharmaceuticals has announced the appointment of **Christian Wneta** as Senior Product Manager.

Avalere Health has announced the appointment of **Katie (Sisco) Levine** as Associate Creative Director.

Calcium+Company has announced the appointments of **Bradford Quosig** as Executive Vice President, Global Client Lead and Growth, and **Kate Brady** (katebrady624@gmail.com) as Copy Supervisor.

CMI Media Group has announced the appointment of **Samantha Sleister** as Engagement Planner and the promotion of **Caroline Schneir** to Director, Engagement Strategy.

Conexiant has announced the appointments of **Aileen Rivera** as Director of Business Development, Multi-Specialty Advertising, and **Adam Moorad** as Director of Business Development, Multi-Specialty Advertising Sales. They can be reached at aileen.rivera@conexiant.com and adam.moorad@conexiant.com, respectively.

CrowdPharm has announced the promotion of **Jennifer Tran** to Group Account Director.

Deerfield Group has announced the appointment of **Victoria Glammer** as Senior Director, Media.

Digitas Health has announced the appointment of **Samantha Di Paolo Turowski** as Vice President, Account Director.

Doceree has announced the appointment of **Rob Carroll** as Business Director, Customer Success.

EVERSANA has announced the appointment of **Jennifer Dooley** as Senior Client Engagement Manager, D&A Integrated. She can be reached at jennifer.dooley@eversana.com.

Fingerpaint Group has announced the appointment of **Mary Browning** as Director, Media Strategy, and **Chloe Mayone** as Vice President, Operations.

Formedics has announced the appointment of **Tyler Kruse** as Manager, Business Operations.

Grey Health has announced the promotion of **Bruno Rebelo** to Chief Creative Officer.

Healio Strategic Solutions has announced the appointment of **Michael Enright** as Senior Director, Business Development and Market Strategy.

Initiative has announced the appointment of **Jordyn Stearns** as Manager, Communication Design.

Inizio Evoke has announced the appointment of **Richard How** as Senior Vice President, Group Creative Director. He can be reached at Richard.How@inizioevoke.com.

INVIVO BRANDS has announced the appointment of **Heather Margrill** as Director of Operations. She can be reached at hmargrill@invivobrand.com.

IQVIA has announced the appointment of **Ana Neumann de la Cruz** as Account Lead.

Klick Health has announced the appointment of **Margo Huen** as Associate Director.

MINDS + ASSEMBLY has announced the appointment of **Bethany Zaccaria** as Client Service Supervisor.

Ogilvy has announced the appointment of **Adrienne Ross** as Senior Director, Client Operations.

OptimizeRx has announced the appointment of **Stephen Silvestro** as Chief Executive Officer.

Otsuka America, Inc., has announced the promotion of **Bryant Nelson** to Associate Director, CNS Marketing HCP Personal Promotion.

Pfizer has announced the appointments of **Amy Cunningham** as Vice President, Hematology Franchise Lead, **Aneil Batra** (Batra.aneil@gmail.com) as Vice President, Obesity Commercial Development, and **Surina Joshi** as Manager, Media Measurement and Optimization.

Phreesia Life Sciences has announced the appointment of **Megan Turco** as Director, Client Experience.

Propel Health Communications has announced the appointment of **Alissa Lifshitz** as Senior Vice President, Group Account Director.

Publicis Health Media has announced the appointments of **Brianna Altmaier** (baltmaier@icloud.com) as Supervisor, Strategy and Partnerships, **Luiza Kharlashkina** as Supervisor of Partner Direct, and **Lauren Carroll** as Director, Paid Social. Promoted at the company was **Grace Coulthurst** to Associate Director, Programmatic.

Razorfish Health has announced the appointment of **Steve Orlando** as Senior Project Manager. He can be reached at Steven.orlando0@gmail.com.

Relevate Health has announced the appointment of **Melissa Neal** (neal@relevatehealth.com) as Senior Vice President, Client Services, and **Rachel Green** has been promoted to Senior Associate, Client Solutions.

RevHealth has announced the appointment of **Griffin Weaver** (gweav96@gmail.com) as Vice President, Brand Strategy, and **Michaela Castillo** as Senior Vice President, Client Services.

Syndax Pharmaceuticals has announced the appointment of **Matt Schwarz** as Executive Director, Commercial Strategy and Planning.

VML Health has announced the appointment of **Pamela Pinta** as Executive Director, Client Engagement. She can be reached at Pamela.pinta@vml.com.

YuzuYello has announced the appointment of **Donna Fauerbach** as Account Supervisor. She can be reached at donna.fauerbach@yuzuyello.com.

NEW&NOTEWORTHY

awards • mergers • approvals

Celltrion has received U.S. FDA approval of OMLYCLO® (omalizumab-igec) for the treatment of moderate to severe persistent asthma, chronic rhinosinusitis with nasal polyps (CRSwNP), Immunoglobulin E (IgE)-mediated food allergy, and chronic spontaneous urticaria (CSU).

GSK has received U.S. FDA approval of Blujepa (gepotidacin), for treating uncomplicated urinary tract infections (uUTIs) in adult females and pediatric patients age 12 and above.

Johnson & Johnson has received U.S. FDA approval of TREMFYA® (guselkumab), for the treatment of adults with moderately to severely active Crohn's disease, a chronic inflammatory condition of the gastrointestinal tract.

CMI Media Group and Compas advocate for the wellness and happiness of our employees in many ways, including workday flexibility, established Employee Resource Groups, a dedicated onboarding team, collaborative office spaces, and MUCH more.

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*Source: Medical/Surgical Media Measurement, 2024, Table 402 Average Issue Readers and Average Page Exposures.



HEATH MORLOK

Humanitarian Recognition

People at Their Best, When Things Are at Their Worst

I work for “big pharma,” sometimes associated with “big data” and Fortune 500s. Stocks. Shareholders. Calculations and Economy. These unfair characteristics of “big business” are in stark contrast to the stereotypes of my resident town, Asheville, North Carolina. Weird. Crunchy. Bohemian. Organic and Independent. “Big business” and a “hippie town.” Of course, these generalizations aren’t fair. They are lazy at best, contrived at worst. Regardless, on 9/26/24, these two contrasting worlds of mine collided in a YMCA parking lot, beside a Verizon trailer, in a dirty car with a chainsaw and replay football.

DAYS OF DEVASTATION

It was Wednesday evening when I sent my wife a short text-video of the Swannanoa River swelling into the streets of Biltmore Village and onto the grounds of the Biltmore Estate. She replied simply, “This isn’t even the storm...Hurricane Helene doesn’t get here until Friday.”

For three days, the tropical rains suffocated the region, saturating grounds to the point that no speck of dry dirt remained for roots to cling to. The first of the trees started to fall around 9 a.m. Friday morning, and by noon as much as 40% of the trees in Asheville’s Buncombe County had been damaged or downed. The devastation caused by falling oaks was equaled by the unparalleled flooding of the river. The Swannanoa swelled beyond a mile of its normal girth, and when the waters receded days later, it took parts of us with it. Parks, roads, businesses, homes, main streets...gone. Friday they were there. Monday they were not.

EVERYONE HELPED EACH OTHER

There was no “big” or “small” in the weeks that followed; no corporate or independent, no Republican or Democrat. Just neighbors. Corporate hardware, grocery, and clothing organizations opened their large parking lots for FEMA trailers and helipads. Independent restaurants used their thawing inventory to cook free meals. Energy companies from as far as Canada and Texas deployed trucks and workers to our city. Families from Florida drove 10 hours to deliver SUVs full of emergency supplies. And for the next three weeks, while we waited on power, running water, phones, and Internet, we were a community in every sense. Words of love and appreciation were fingerpainted in the mud and sawdust on first responder’s vehicles. Neighbors gathered around coveted Starlinks to listen to the daily 10 a.m./4 p.m. government radio briefings. Families that fled stacked their remaining supplies on porches before they left.

GRACE AND HUMANITY AT WORK

Let’s pause for a quick bit of important context before I conclude. It may have already registered to you as odd that I reference being both a member of big pharma and a resident

of crunchy Asheville. Indeed there are not many Fortune 500 companies anchored in my franchise-resistant town! I am a full-time remote employee. Some have misgivings about attending a massive public university or working for a global corporation, and I imagine the notion of doing so from a remote location would only heighten their concerns of “being lost in the shuffle.” But that is exactly why I tell this story. This is not a story about Hurricane Helene. In



A tree landed on our neighbor’s cars and home.

this Humanitarian Issue of HMEExchange, this is my tale of the grace and humanity shown to me by my Merck colleagues, hundreds of miles away, *keenly* aware that a member of their family in North Carolina was on his heels.

Back to the storm. Day four without power, water, phones, or Internet, but word spreads that Verizon has deployed mobile Wi-Fi trailers that are broadcasting Internet service. By now, I’ve managed to fill four trash cans with water for toilets and bathing, two containers full of gasoline, and enough candles in a trash bag to stage a Hallmark holiday movie set. I’m ready to poke my head out and see what’s happening. I find the Verizon trailer, anchored in the YMCA parking lot, and for the first time since Friday morning my cell is electric, ALIVE, screaming at me with every version of ping/ring/buzz/poke/ding/chirp notification its circuits can fire.

OVERWHELMING SUPPORT

I’m not sure what I was expecting. My friends and family were equally unable to communicate. And I don’t recall logging on because I was thinking about work. But it was immediately obvious that “work” had been thinking about me. Over 25 text messages from my Pennsylvania colleagues instantly stuffed my Messages. Three separate HR departments had left voice messages...welfare checks, emergency aid information, disaster relief activation, and even kind words of care and support. My email Inbox filtered and filtered with well wishes, offers to help, links to FEMA resources, and updated news articles. One colleague was sending daily updates with links to newly opened gas and water distribution sites. Two others independently offered family members’ homes in Charlotte and Atlanta.

FEELING CARE

My throat tightened as I continued to digest the overwhelming show of genuine care from my work family. But one email in particular tipped the scales and splintered my “strong guy” facade. It was an email from a die-hard Penn State colleague who had attached an edited-and-condensed version of Saturday’s Georgia vs. Alabama football game, apparently an instant classic. It must have pained him so.

I sat in my car, four-days dirty, a chainsaw and bottled water in my passenger seat, and soaked-up all the pageantry

(Continued on page 8)



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* Compared to all physicians

† Source: M3 MI M/S-Cubed 2024



FABRIZIO GAMBINO

Humanitarian Recognition

An Unsung Healthcare Hero Who Doesn't Work in Healthcare, But Changes Lives Every Day

In the world of healthcare, we often celebrate doctors, nurses, and researchers – the frontline workers saving lives and advancing medicine. But there are also unsung heroes, those who work quietly in the background, making a difference in people's lives without seeking recognition. Marli Miranda is one of them.

DETERMINED TO BRIDGE THE GAP

Marli isn't a doctor or a nurse. She doesn't wear scrubs or work in a hospital. Yet, she plays a vital role in healthcare, helping and serving those in need inside their homes. Her mission? To ensure individuals who lack access to essentials, ranging from food to vital health tools, receive the support they need.

In 2024, Marli became a volunteer patient advocate for RPM Healthcare, one of the leading remote patient monitoring (RPM) companies in the United States.

Marli was drawn to RPM Healthcare's commitment to improving patient lives, not just through technology, but through action. RPM Healthcare partners with over 50 different medical devices to help patients manage chronic conditions remotely. But not everyone who needs these tools has direct access. That's where Marli comes in.

Recognizing the gap between innovation and accessibility, RPM Healthcare set aside a portion of its devices for individuals who might otherwise go without. In addition to supporting charity groups like Summit Cares, RPM Healthcare also seeks unique partnerships to reach those in need. Marli specifically helps individuals who might be overlooked by larger charity groups, seniors living alone, people with limited mobility, and those without a strong support network. She doesn't get paid for this work – she does it because she has dedicated her life to serving others. Marli person-



Unsung Hero Marli Miranda – dedicating her life to helping others.

ally delivers food, support, and medical devices to homes, ensuring people who need it but have limited access can take full advantage of remote monitoring technology.

BRINGING SUPPORT HOME

For many, a blood pressure cuff or a connected glucose monitor might seem like just another piece of medical equipment. But for the people Marli serves, these devices can be life-changing. They mean fewer hospital visits and better management of conditions like hypertension and diabetes.

Fabrizio Gambino, President of RPM Healthcare, acknowledges Marli's impact,

stating, "She shares our belief that no one should have to choose between their health and financial stability."

Marli's work isn't just about delivering devices; it's about delivering dignity, independence, and hope. By empowering people to take charge of their health, Marli is bridging the gap between technology and human care, ensuring that no one is left behind in the evolving landscape of digital health.

At RPM Healthcare, we believe innovation isn't just about creating new tools, it's about getting them into the hands of those who need them most. And it's people like Marli Miranda who make that mission a reality.

So here's to the unsung heroes of healthcare. The ones who may not wear a white coat but whose impact is just as strong. Marli, we see you. And we thank you.

Fabrizio Gambino is President and Chief Commercial Officer at RPM Healthcare. He can be reached at FabrizioG@rpmhealthcare.com.

People At Their Best *(Continued from page 6)*

and careless fun of sport. And I wept. For the 20 minutes that I remained in the car, I allowed myself to be sad and vulnerable, but only to my work family, and only in my hidden parking spot. Something about knowing that they were "there" but not here gave me the confidence to let go. There was no give-and-take, no "let's help each other," only "let us help you." One guy, a remote employee in the mountains of North Carolina, was being embraced fully with all the support and resourcing and love a global corporate employer could muster, and I cried in gratitude and relief and perhaps even a little sheepish reticence at all the attention I was receiving.

It's unfortunate that tragedy is so frequently the catalyst for community, but it's also reassuring that we become our

best when things are at their worst. It was a strong reminder that neighbors are not restricted by geography, family is not determined by blood, and "work" doesn't have to be a transactional relationship for all employers/employees. If we find ourselves fortunate enough to work with colleagues who blur the lines of colleague/community/friend/family, we should hold onto it with strength, and return the humanity when we see others in need.

Heath Morlok is Associate Director, Marketing Communications/Channels ONC, Integrated Customer Engagement Team (ICE), Merck. He can be reached at heath.morlok@merck.com or 828-989-2186.



AMAR DUGGASANI

Giving Back to Atlanta HealthLink Dimensions' Employees Support Solidarity Sandy Springs

At HealthLink Dimensions, community service isn't just something we do – it's a fundamental part of who we are. As we emerged from the challenges of COVID-19, we sought new ways to make a meaningful impact locally. That's when one of our employees introduced us to Solidarity Sandy Springs, a nonprofit food pantry that has been a lifeline for families facing food insecurity.

STANDING WITH SOLIDARITY

Since its founding during the pandemic, Solidarity has served over 100,000 shoppers and continues to provide groceries to 700–750 families every week. Their impact is remarkable, and we're honored to support their mission in any way we can.

In our first year, we helped stock shelves and sort donations, gaining a new appreciation for the effort required to keep a food pantry running. The following year, we assisted families directly as they selected groceries, transforming the experience from logistics to personal connection. Even though most of us do not live in our office community, it is still important for us as a business to support the local community. Seeing their gratitude and the difference we are making reinforces why we love to keep coming back.

Solidarity Sandy Springs is a very rewarding place to volunteer, and we are lucky to work with such a nice and thoughtful group of volunteer coordinators. The coordinators are extremely passionate about their work and ensure every volunteer feels valued and appreciated. They provide clear instructions, support, and encouragement, making the experience smooth and enjoyable.

VOLUNTEER COMMUNITY

One of the things that makes Solidarity special is its focus on taking care of its volunteers. They express their gratitude with a shared meal after each shift – a simple yet meaningful gesture that makes the experience that much

more rewarding. Being able to share a meal with the other volunteers fosters a sense of camaraderie and reflection that we all truly appreciate. These shared experiences strengthen our team bond and have become a tradition we eagerly anticipate.



The HealthLink Dimensions team – Sal Cervantes, Ezichi Okeh, Micah Colwell, Nathan Lenyszyn, Josh McKeever, and Harrison Saini – is proud to support Solidarity Sandy Springs in 2025!

This is now our third year working with Solidarity, and our bond is stronger than ever. We continue to volunteer, donate food and essential items, and leave each shift inspired, knowing that small acts of service make a difference in our community.

GROWING SUPPORT

As we continue to support the pantry, we also look for ways to expand our efforts and involve more of our team. We encourage our colleagues to join

us, share their experiences, and bring new ideas to enhance our contribution. Volunteering with Solidarity has not only strengthened our team but also enriched our lives with meaningful experiences and lasting memories.

This experience has brought our team closer together and reaffirmed a core belief: helping others is one of the most meaningful things we can do. Our partnership with the Solidarity food pantry is a source of pride and joy for our company as it embodies our commitment to giving back, building strong community ties, and creating a positive impact. We are grateful for the opportunity to serve and look forward to many more years of collaboration and service. We're dedicated to supporting Solidarity and look forward to continuing to grow our partnership.

If you're looking for a way to give back, we highly recommend Solidarity. Visit SolidaritySandySprings.org to learn how you can get involved.

Amar Duggasani is CEO, HealthLink Dimensions. He can be reached at aduggasani@healthlinkdimensions.com.



CHRISTOPHER BUTZKO

Humanitarian Recognition

The Power of Giving

I have dedicated my life to serving others. Throughout my life and through my actions, I've been intentional about embodying the spirit of humanitarianism. This has led to an unwavering commitment to helping those in need. As a U.S. Coast Guard Chief Petty Officer and an IT Data Security Manager, I have always balanced my professional and military careers with my passion for dedicating my time and efforts to helping and improving my community and country. These efforts have touched disaster relief, humanitarian missions, emergency response, and philanthropic endeavors, which has allowed me to create a lasting and profound impact on countless lives.

SERVING FIRST RESPONDERS

The COVID-19 pandemic undoubtedly brought long-lasting stress, anxiety, and uncertainty to all our lives. I immediately recognized the sacrifices made by first responders who could not "shelter in place" and took quick

action to support them. I organized a fundraiser to assemble and deliver over 30 care packages valued at close to \$3,000 to first responders throughout the New York and New Jersey area. I wanted to ensure these frontline responders had essential supplies and morale-boosting items during one of the most challenging times in our country's history. My dedication to their well-being was my way of expressing



Annual Toy Drive in Grinch costume.

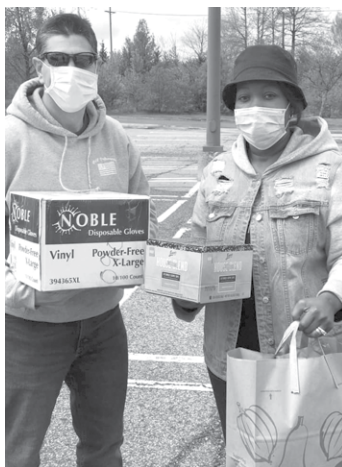
deep appreciation for those who put themselves in harm's way to protect and serve their communities.

HELPING CHILDREN IN HOSPITALS

For over six years, I have planned and implemented an annual Christmas toy drive campaign, collecting and distributing toys to local children's hospitals across New Jersey. To date, I have been able to gather and distribute over 1,600 toys, bringing joy and comfort to children courageously battling life-threatening medical conditions. This initiative not only provides children with much-needed support, cheer, and hope, but also eases the burden on families navigating the challenges of a child's illness.

DISASTER RELIEF

In dedicating service time to the U.S. Coast Guard, I've been to multiple disaster zones where vital care was needed due to hurricanes, typhoons, wildfires, devastating oil spills, economic disasters, and humanitarian relief efforts. I've leveraged professional expertise with my desire to extend kindness, generosity, and integrity to assist multiple government agencies in disaster-stricken areas. When and where help is needed, I make an effort to ensure timely and effective support for the people impacted. In one particular instance, I leveraged various resources to collect and personally deliver over \$4,000 in needed supplies for victims of Hurricane Helene in Western North Carolina. With a goal of demonstrating compassion and care, I've harnessed the abilities and resources of many in times of crisis.



COVID-19 First Responder donations.

GOING BEYOND

Always trying to go the extra mile, I am dedicated to helping and safeguarding others beyond my official duty. While on a special deployment, I prevented child abduction by intervening in a dangerous and volatile situation until local law enforcement arrived. Swift and targeted actions prevented a potential tragedy, which aligns with my deep sense of responsibility for the well-being of others.

HONORING VETERANS

As a passionate advocate for honoring veterans, I actively participate in the annual Wreaths Across America campaign. Through this initiative, I have helped distribute and place wreaths on the graves of fallen service members, ensuring their sacrifices are remembered and honored. This is a quiet campaign that many don't know about, but is meaningful to those who remain. It's a matter of doing the right thing for the right reasons, even if no one else knows.



Collaboration with Army Corps of Engineers during Francis Scott Key Response.

Because of my lifelong commitment to aiding those in need, I have been able to recognize needs and mobilize support quickly in times of crisis. When a wildfire threatened a local community, I inspired neighbors and my extensive philanthropic network to raise \$2000 in funds,

(Continued on page 11)

The Power of Giving *(Continued from page 10)*



Hurricane Helene donations to Fleetwood NC Fire Department.

ultimately providing essential supplies for frontline first responders.

EVERYONE CAN MAKE A DIFFERENCE

I believe in the power of service, selflessness, sacrifice, courage, and leadership. Whether responding to disasters, supporting first responders, or bringing joy to children in need, I am unwavering in my dedication to help. Using my time and resources, I consistently look to identify the needs of others and find ways to serve. I have found and want others to know too that compassion and action are essen-

tial in building stronger, more resilient communities. My hope is that my humanitarian efforts have left an enduring legacy, reinforcing the profound difference one person can make in the lives of many. My aim is to exemplify the best of humanity, reminding us that we are all bound together as citizens of the world, deserving of courtesy, respect, and hope, regardless of race, religion, political affiliation, or socioeconomic status.

Thanks to Larry Nocella – Senior Specialist, Ad Tech Services, Compas – who suggested I share my efforts to help others in this Humanitarian issue of The Exchange. I hope it inspires others – there is always something we can do to help others.

“One person can make a difference, and everyone should try.”

– JOHN F. KENNEDY

“Be the change you wish to see in the world.”

– MAHATMA GHANDI

Christopher Butzko is I.T. Data Security Manager, Compas. He can be reached at 856-667-8577 and cbutzko@infocures.com.

REACH & ENGAGE TARGET HCPS

Programs That Check All The Right Boxes

Brand Stage

- ☐ Pre-Launch
- ☐ Launch
- ☐ Post-Launch
- ☐ Legacy

Cost Structure

- ☐ Engagements/CPE
- ☐ Views/CPV
- ☐ Flat

Priorities

- ☐ Awareness
- ☐ Engagement
- ☐ Combination
- ☐ Other

Targeting

- ☐ Target List
- ☐ Specialty
- ☐ Behavioral
- ☐ Contextual

Share of Voice

- ☐ Shared
- ☐ Category Exclusive
- ☐ Full Exclusivity

Add Ons

- ☐ Target List Drivers
- ☐ Triggered Email
- ☐ Videos/Media
- ☐ Microsite/Custom

Approach

- ☐ Editorial
- ☐ Turnkey Media
- ☐ Custom
- ☐ Hybrid

Reporting

- ☐ Aggregate
- ☐ PLD
- ☐ Hybrid

Budget

- ☐ <\$100k
- ☐ \$100k-\$250k
- ☐ \$250k-\$500k
- ☐ Other \$ _____



Our Reach By Specialty - NPI List Matching Available

<input type="checkbox"/> Allergy/Immunology	4,000
<input type="checkbox"/> Cardiology	25,000
<input type="checkbox"/> Dermatology	11,000
<input type="checkbox"/> Endocrinology	7,000
<input type="checkbox"/> Family Medicine	75,000
<input type="checkbox"/> Gastroenterology	12,000
<input type="checkbox"/> Infectious Disease	7,500
<input type="checkbox"/> Nephrology	8,000
<input type="checkbox"/> Neurology	15,000
<input type="checkbox"/> OBGYN	30,000
<input type="checkbox"/> Heme/Oncology	15,000
<input type="checkbox"/> Ophthalmology	15,000
<input type="checkbox"/> Orthopedic Surgery	20,000
<input type="checkbox"/> Otolaryngology	10,000
<input type="checkbox"/> Pain Medicine	4,000
<input type="checkbox"/> Psychiatry	40,000
<input type="checkbox"/> Pulmonology	12,500
<input type="checkbox"/> Rheumatology	5,000
<input type="checkbox"/> Urology	8,000
<input type="checkbox"/> Vascular Surgery	3,500



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Prioritize Prescriptions. Not Impressions.



SUSAN FLINN COBIAN

Making an Impact: How SFC Group Gives Back

At SFC Group, we make a difference — not just for our clients, but for our communities. We've built a business on creativity, strategy, and results, but it's our collective passion for giving back that makes me most proud. As a woman-owned and led agency, women's health has always been close to our hearts. That's why our Mammo Monster campaign holds such deep meaning for us. It's just one example of how we're working to create positive change.

RAISING AWARENESS WITH THE MAMMO MONSTER CAMPAIGN

Breast cancer affects many women, and early detection saves lives. That's why we created Mammo Monster — a campaign designed to encourage women to schedule their mammograms. But it wasn't enough just to spread the message — we also wanted to make a tangible impact.

A longtime client, dear friend, and recent breast cancer survivor introduced us to The Pink Agenda, and we were inspired. So, we decided to give back. For every "monster catch" on MammoMonster.com, we donated \$5 to The Pink Agenda, raising a total of \$1,755 (and counting). And each monster catcher also gets a pair of monstrously cute plushies.

PERSONAL PASSIONS, BIG IMPACT

Our team is full of talented, passionate people — and that extends far beyond the work we do for clients. Everyone at SFC Group has causes they care about, and the ways they give back are diverse and inspiring, whether it's through micro-moments of charity or through donations of time and effort.

Kenneth Carozza, Associate Art Director, gives on the daily, rounding up at the grocery store and dropping cash in the boot for firefighters.



Sammi and duet partner Henry celebrate the ninth year of "Seize the Stage."

For 15 years, Sammi Gassel, Account Executive and UX Content Specialist, has turned her personal experience with epilepsy into action, producing nine concerts to raise

money for the Epilepsy Foundation of Greater Chicago's overnight camp for kids with epilepsy. This weeklong camp gives children with epilepsy the chance to just be kids.

For Amanda Biedess, Senior Vice President of Client Services, and her daughter Maddie, volunteering is a family affair. Through the National Charity League, they volunteer 15 hours a year with various nonprofits. Their favorite experiences include welcoming veterans back from Washington, D.C., as part of the Honor Flight program, bundling diapers for the Indiana Diaper Bank, and playing bingo with residents at a local retirement community. Amanda also serves on

the board of the National Charity League's local chapter.

Drew Glenn, Director of Digital and Performance Analytics, takes helping others to another level. He sponsors a women's shelter for families affected by domestic abuse, providing food, basic necessities, and holiday gifts. He also raises money for cancer research by participating in the Pelotonia cycle race — a 200+ mile ride over two days that raises \$100,000 annually for cancer research. This August will mark his twelfth consecutive year of riding.

Laura Goeglein, Senior Vice President of Strategic Development and Growth, has instilled the value of service in her children. Her family volunteers with The Honeycomb Project in Chicago, which connects families with volunteer opportunities. They've woven mats for the homeless, led a drum session at a senior center, made stuffed animals for children at Lurie Children's Hospital, and packed lunches for a local food pantry.

Natalie Toth, Lead Content Specialist, has made a difference in a quieter but equally meaningful way. She volunteered with the Senior Care Volunteer Network in Crystal Lake, providing companionship to a gentleman through

(Continued on page 14)



This Peek-A-Boobs poster helps women face mammograms without fear.



According to Drew, "If you want to go fast, go alone. If you want to go far, go together."



BARBARA PRITCHARD

The Plight of Women and Children of Ukraine

Barbara Pritchard is Vice President of the Delegation for Friendship Among Women, a nonprofit, non-political organization that was formed some 50 years ago. Their goal is to nurture friendships with women in other countries fostering understanding and meaningful connections by bridging cultures and supporting women's rights and empowerment. Their most recent trip was to Poland last summer with the focus on meeting with Ukrainian women refugees. What follows are their experiences.

The delegation also met while in Warsaw with the J&J Women's Leadership and Inclusion Group and their two General Managers as well as the General Manager of Roche.

No one knows what the fate of Ukraine is in their fight to save their country from Russia, but the emotional effect on women and children is devastating. As background, 1 million Ukrainians rushed to the Polish border on the day Russia attacked. By the third week, 3½ million had crossed, mostly women and children. Many spent days in the cold and under attack as they fled. Thousands of Polish people drove to the border and to railway stations bringing clothing, food, baby strollers, and more. And they invited the Ukrainians into their homes. In a nation of 38 million, the Polish people took in 5½ million and some 2 million Ukrainians remain in Poland.

Shelters were set up with showers, hot meals, winter clothes, and cots. Many still live in shelters and we met with some of them. We were told that many Ukrainian women left their country because Russian soldiers have historically used rape as a war tool.

We also met with a number of NGOs (non-governmental organizations) and small nonprofits. These groups have in many ways been more effective than large organizations in helping individual women and children because they are able to work on a local, more individualized basis.

NONPROFITS MAKING A DIFFERENCE

In the interest of space, I will just mention two small nonprofits.

KRAINA FOUNDATION – Residents in a neighborhood of Warsaw got together to organize ways to help Ukrainian women and children with clothes and hygiene products. They then evolved from providing material things to help with activities such as cooking dinners together and sewing classes using repurposed clothes. They also hosted a day of beauty care doing hair, nails, and makeup. Women

refugees as well as those who are still in Ukraine have turned to nail salons to boost their spirits. Even women on the front lines painted their nails in the Ukrainian colors.

UKRAINIAN HUMANITY CENTER – This was started by several Polish women. Our U.S. Guide who grew up in Poland was one of the founders. She maintains an apartment there and is renting it at a very nominal sum to a Ukrainian woman

and her two children. This group helps the refugees learn Polish, create CVs, and find jobs. For two summers they have – among other things – run a camp in the Polish mountains for refugee children.

THE WOMEN WE MET WITH

The first group of women we met with were in a shelter, Warsaw Center for Help to Families. We were asked not to take photos, and it was rare that visitors were allowed. Our questions to them were translated. Basically, only two women responded or asked us questions. The others sat with no expression, seemingly still dazed by the trauma they've experienced and fear of what's next not just for Ukraine but for themselves and their children. At the end, one woman had me look at her phone showing the bombing apparently of her apartment building that a relative or friend had sent. The one woman who did speak gave us a large painting she had made in gratitude.

Several days later, we met with women and their daughters at the Ukrainian Humanity Center. Their stories were heart-wrenching. What struck us though was the amazing strength and courage they have. They seem to have accepted their plight and are moving forward. They've learned Polish and English and found jobs and places to live on their own.



Two of the Ukrainian refugee daughters I met with. Valeria (center) and I correspond.



Kraina Foundation founders – one of many organizations in Poland started to help refugees.

(Continued on page 14)

Ukraine *(Continued from page 13)*

TWO STORIES

NATALIIA lived in Irpin near Bucca north of Kyiv. When the bombing began at 5 a.m., she took her two teenage children to hide in the basement. Her husband reported to the military. For two weeks, they came out only occasionally. They could hear and see Russian planes and witnessed buildings being bombed.

Nataliia decided they needed to leave for their safety. They waited for a break in the bombing and ran to their car, running past bodies of neighbors. Her son didn't have a driver's license but knew how to drive. They got into the car with three bags and Max, the dog, because daughter Valeria wouldn't leave Max behind.

They reached a neighborhood gate but had trouble opening it. When they finally did, grenades landed just behind them. They could see a new playground that had been turned into a cemetery. They had difficulty finding gas but did. They learned some time later the gas station had been hit by a bomb. They managed to escape despite Russian soldiers shooting at their car. They had made contact with a woman who had supplies. But as they went to meet her, they got a message that she had been killed.

It was a 10-hour drive to the border, but they made it.

ANGELINA was in Eastern Ukraine. Her daughter Amelia had just had eye surgery for badly crossed eyes but was released because of fears of a Russian attack. The surgeon told her he was leaving, and she should also. At dinner, her father also said there likely would be war. At first, she thought he was exaggerating. But the next day she awoke to rockets flying over her building and car alarms going off. All she could grab were documents and some clothes. Crossing the border on foot was not allowed. They got to the border, but her car broke down as she was in a long line to cross. Her daughter now had a high temperature and was vomit-

ing. So, she thrust the car into the oncoming traffic lane and pushed it across the border.

HOW ARE THEY DOING NOW?

NATALIIA has learned to speak Polish fluently and works full-time as a speech therapist. Her daughter just turned 16 (and we correspond) and speaks both Polish and English. Her son has a job.

ANGELINA had been taking any job she could find, including driving a truck. She was determined to learn Polish, and I learned that she now has a full-time job working as a supply and marketing coordinator for a chain of stores in Poland. Amelia has also learned Polish, and her eyes are fine after undergoing another surgery once they got to Poland.

There were similar stories of women we met. One who was a psychologist in

Ukraine now cleans hotels six days a week and apartments one day. Another works as a manicurist.

As of this past fall, more than 11,000 Ukrainian civilians have been killed and 35,000 soldiers. The armed aggression has had catastrophic consequences on children, especially those still in Ukraine. They have witnessed killings, destruction of their schools, medical facilities. And there have been mass abductions of children taken to Russia.

What the Vice Counsel of the Ukrainian Consulate in Poland told me in an email last fall was, "Please don't forget about the Ukrainian refugees. And help us continue to counter Russian propaganda."

It is heartbreaking what has recently been happening, and it is impossible to know what is next for the Ukrainian people and their country.

Barbara Pritchard is a Veteran Industry Professional and Vice President of the Delegation for Friendship Among Women. She can be reached at bpritch887@aol.com.



Angelina and her daughter Amelia.

SFC Group Gives Back *(Continued from page 12)*

games and conversation. Sometimes, the simplest acts of kindness are the most profound.

And I don't sit on the sidelines. I've raised money for Team in Training with the Leukemia and Lymphoma Society by training, fundraising, and completing six Olympic-distance triathlons.

GIVING BACK IS PART OF WHO WE ARE

At SFC Group, giving back isn't just something we do — it's part of our DNA. It shows up in the creative work we develop, the relationships we build, and the time we dedicate to causes close to our hearts. Because at the end of the day, success isn't just about the work — it's about the

impact we make together. And making a difference takes more than good intentions. It takes work.

Susan finishes the first leg of the St. Anthony's Triathlon in St. Petersburg, Florida.



Susan Flinn Cobian is President and CEO — SFC Group. She can be reached at susan@sfcgroup1.com.



JOHN M. SHATTUCK

S.C.U.T.E. South Carolina United Turtle Enthusiasts

My wife Kim and I have been visiting South Carolina and specifically Pawleys Island for 40+ years. We love most of what the ocean, beaches, and the “Low Country” area have to offer (minus the Hurricanes, some alligators, and a few snakes). When we moved down here permanently, my wife got us involved with S.C.U.T.E.

Basically – during sea turtle nesting season (May thru October) – we patrol the Pawleys Island area beaches daily in the (very) early morning. We’re looking for new sea turtle nests (usually Loggerheads), filling in vacationer’s beach digs (deep holes can trap a turtle), and picking up flotsam (garbage). We also spend a lot of time and effort ensuring that vacationers know to turn off their outdoor lights at night. Turtles at night find lights to be disorienting. It’s believed they rely on the moon for their “terra” wandering. Outdoor lights that are left on lead them into dangerous and exhausting directions.

SPOTTING A NEST

On our second walk in 2023, we were lucky enough to discover what we thought was a nest. Being relatively new to patrolling and sighting our first nest ever, we had no idea of proper procedure. So, we immediately started calling everyone we knew in the S.C.U.T.E. network. Shortly, we had a contingent of about 15 people working to trace the turtle crawl backwards from the sea to locate the nest. The initial on-site expert thought this find may have been what they call a “false crawl” – where the turtle is frightened or disturbed prior to digging her nest and laying her eggs. They nest at night, so beachgoers and dog walkers can scare them back into the water.



Relocating the nest to above the tide line.

RELOCATING EGGS

Interestingly, our turtle had made two stops during her crawl (that’s why they thought it was a false crawl) before

digging her nest and laying her eggs. When we finally located her nest – the expert pronounced that it was within the tide line and needed to be moved! We have experts in our group who are certified by the South Carolina Department of Natural Resources to intercede in situations like this. A high or king tide could have flooded the nest and

drowned all the eggs. We recovered **132** eggs and moved them about 15 yards further inland, replacing all but one of them in the exact same order and positions as we had found them.

TRACKING, HATCHING, EMERGING

The one egg was sent to the Georgia Sea Turtle Rescue Center and Aquarium to help us track the DNA. Turtles can lay eggs up to age 70 and beyond (kind of Ruth-like). With the egg’s DNA, we’re trying to track each laying turtle. We

then mark and cover the nest so we can monitor and ensure it remains undisturbed. We know how long most nests take to hatch (~60 days), so we begin paying more and more attention as the incubation period nears its end. It becomes almost festival-like when we start seeing the little turtles emerge. We also seize that moment to educate the beach-going public. Enthusiasts line the most direct approach to the sea and prevent the hatchlings from going astray or being picked off by flying predators.

Our nest achieved an almost 96% hatch rate, which was fantastic! The Loggerhead turtle is still classified as an endangered species, but they have made a surprising recovery from just 10 years ago to now.

John M. Shattuck is Partner and Managing Director, PDQ Communications, Inc. He can be reached at 847-963-1495 (o), 847-867-9426 (c), or JShattuck@PDQCom.com.



Enthusiasts witnessing the hatch.



Protecting the nest from predators.



MARC DiBARTOLOMEO

Humanitarian Recognition

Everyone Deserves the Chance To Play

A playground is where childhood memories are made, friendships are formed, and life skills are learned. Climbing the jungle gym and monkey bars, children develop physical strength, coordination, and confidence. They learn the value of teamwork playing tag and taking turns on the swings. Playgrounds foster social growth and imagination, too – pretending slides are castles or swings are spaceships. It's also where kids learn resilience – falling and getting back up, cheering on their friends.

PLAYGROUND CHALLENGES

However, for those with special needs, traditional playground structures often have stairs, narrow pathways, uneven surfaces, or equipment that make it difficult for those with mobility aids to navigate.

Children with sensory sensitivities, like those with autism, may find playgrounds overwhelming and stressful with loud noises, bright colors, and unpredictable movements. This is where it gets personal. My stepson Dean lives with Lennox Gestaust Syndrome (LGS), a rare, catastrophic form of epilepsy that causes daily uncontrollable seizures. Because LGS is progressive, Dean is non-verbal, struggles to walk, and needs daily assistance. Yet, Dean is one of the most warm and lovable 12-year-olds on the planet.

A SUPPORTIVE SCHOOL

Dean attends Archbishop Damiano School (ADS) in Westville, NJ, a nonprofit Private Special Education School serving over 135 students with intellectual and developmental disabilities (IDD). They focus on developing abilities in a supportive environment for students ages 3–21.

ADS has plans for a new playground to provide a safe, accessible space to grow, play, and develop essential skills while accommodating all abilities. These playgrounds do not come cheap, however. The current budget is \$600k+ to help cover equipment and services including wheelchair-accessible ramps and pathways, inclusive swings and merry-go-rounds, soft, safe surfacing, sensory play elements, quiet places, and related construction costs.

I spoke with Michele McCloskey and Kristie LaRocca from ADS as soon as I heard of these plans. "I have to help in any way I can. I see how excited and happy Dean gets when he is on a playground with the right equipment. Every one of these students deserves that same joy." Michele and Kristie were eager to talk through plans. I had limited experience in nonprofit fundraising, but I had 20+ years in senior level business development – I knew this effort was attainable.

CAMPAIGN MOMENTUM

Kristie set up a GiveButter link to send donations directly to ADS. I set a goal of \$10k, turning to social media. While active on LinkedIn with an extensive network, I didn't have

a Meta account. So I created one. I began posting videos of me and Dean. The first one was of us in Wildwood, NJ, toward the end of summer. Then I posted Dean and me on an actual adaptive swing at one of our local playgrounds. To my surprise, the donations came in quickly.



Super Dean!

As a Vice President of Business Development for Haymarket/PRI, I travel to conferences often. I started doing step challenges at each conference. My wife and I donated \$100 dollars for every 10K steps I logged. People like my good friend at Haymarket, Kate O'Shea, matched some donations. I leveraged key days in healthcare like World Epilepsy Day, Rare Disease Day, Care Givers Day, and Dean's Birthday (a day after mine).

IT TAKES A VILLAGE

Business owners started donating – Brian Walsh, Sr., from Over The Top Waterproofing, Billy Scott from Westside Saloon in West Wildwood, NJ, Gene Demers of Demers Mechanical, Scott Sprengel of Sprengels Sports Bar and Liquors of Neptune, and Ian Kelly, CEO of Red Nucleus. Our industry came out strong – senior level folks in pharma, leaders of agencies, clients I work with daily. The Haymarket/PRI Family consistently supported this cause. Special thanks to Lee Maniscalco, Mike Graziani, Hank Amato, Jamie Alexander, Melissa Mazza-Chong.

"This effort is being propelled by the fundraising and dedication of Marc, a charitable and kind-hearted individual, along with his wonderful wife Erica. With their support, we are turning this vision into a reality," said Michele McCloskey, Executive Director at ADS.

As of 3/15/2025, we've raised over \$10k (\$10,809) to get this playground off and running. Our work is not done! We're holding a fundraising fishing trip in late May/early June at the Jersey Shore (more information to come).

Also, the first annual Gaudreau Family 5k will be held on May 31 in Washington Township, NJ. Johnny (a.k.a., "Johnny Hockey") and Matthew Gaudreau were tragically killed last summer by an alleged drunk driver. Johnny played for the Calgary Flames and Columbus Blue Jackets and Matt was a professional coach. Both played at Boston College. Parents Guy and Jane Gaudreau want to use this tragedy to get behind worthy causes. The adaptive playground was the first one they supported. Jane worked at the school for decades and her brother was a student there. Johnny and Matt's sister Kristen is a speech therapy assistant at ADS.

Join us. You can contribute here <https://lnkd.in/eEhbf8kT>.

Marc DiBartolomeo is Vice President, Business Development and Strategy, Haymarket Media, Inc. He can be reached at 929-284-0971 or marc.dibartolomeo@prihcs.com.



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BRIAN WAGNER

Humanitarian Recognition

Giving Through Photography

Brain ambidextrous – a career journey built upon the blending of art and science making a difference in people's lives

I'm a self-taught, publication published, and competition ribbon-winning photography artist whose visual storytelling images have caught the attention of a growing Bucks County clientele, both private and commercial. My brand awareness launched around the start of the pandemic.

THEY FOUND ME

I started publication shooting in 2021 upon being contacted by *River Towns Magazine*, a Delaware River Towns regional publication. They contacted me asking to include one of my coveted Delaware River photos they saw on social media for their two-page River View spread. Since then, I have had many landscape and river view photos published. This was the starting ground to shooting article assignments, which led to ownership of their Barn Beautiful quarterly feature in conjunction with



Liguori Academy Photography Internship Program.

Jeffrey Marshall, the Bucks County Historian. In the fourth quarter of 2023, I was given the opportunity to be the staff photographer for *Newtown City Lifestyle*, a local-living focused monthly magazine.

A WAY TO GIVE BACK

My mantra in life is to leave an indelible footprint behind. In pursuit

of this mission, I try to give back to my community in any way I can. Since my relocation to Yardley (Bucks County, PA) from New York City, I've been shooting pro bono for a handful of wonderful community nonprofit organizations. That list continues to grow as my work is shared across social media channels.

NONPROFIT PASSION

My nonprofit client roster includes The Peace Center whose mission is to resolve conflict and support inclusivity and safe equitable communities. I've had many photos grace the covers of Lower Makefield Parks and Recreation department's newsletters, while also capturing the memorable moments of their various fundraising 5/10K community races that support worthy causes. I've covered the special

event programming onboard the USS New Jersey Battleship Museum; the Newtown Business Association's annual car show events, which in turn helps to support small businesses within the Newtown community; the Washington Crossing Historic Park, supporting living history events such as the annual Christmas Day Crossing and other fundraising efforts supporting the Museum's programs.

Through my employer, CMI Media Group, I have led two photography-related internship

programs for the art students at Liguori Academy in Philadelphia. New this year is NOVA Bucks, which supports victims of crime in Bucks County, and Welcoming the Stranger, an educational nonprofit that offers free classes in English as a Second Language (ESL), computer skills, and United States citizenship exam preparation to adult immigrants and refugees in the Philadelphia metro region.

When not out on a photo assignment, I continue a successful career impacting patient lives as a longtime engagement marketing agency-lifer, now in my sixth year with CMI Media Group as Vice President of Product Strategy, within the pharmaceutical/healthcare sector.



Interesting factoid: I'm always wearing a proper gentleman's hat. It's my form of self-branding.

Brian Wagner is Vice President, Product Strategy, CMI Media Group. He can be reached at BWagner@cmimediagroup.com.

Contact **Brian** about photography at BWags.Photography@gmail.com or 917-751-0012. Check out his digital photo-art galleries at brianwagner.smugmug.com. Follow him on Instagram: [instagram.com/stories/bwags.photography](https://www.instagram.com/stories/bwags.photography).



Annual Washington Crossing Reenactment at Washington Crossing Historic Park.

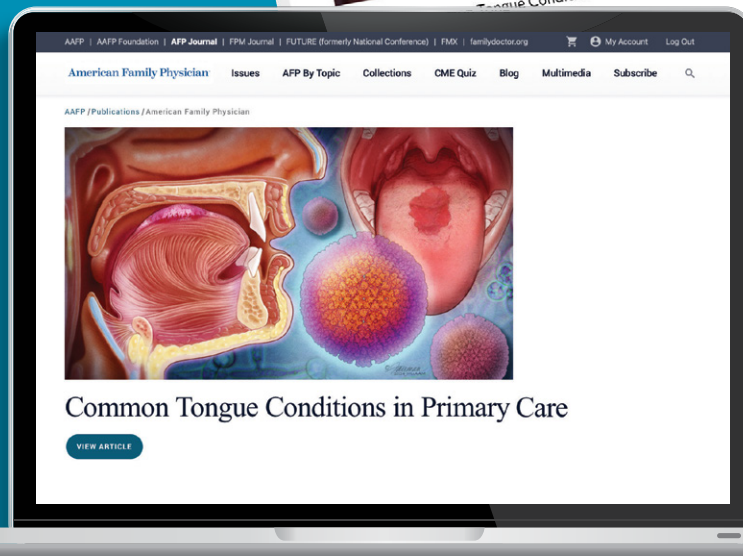
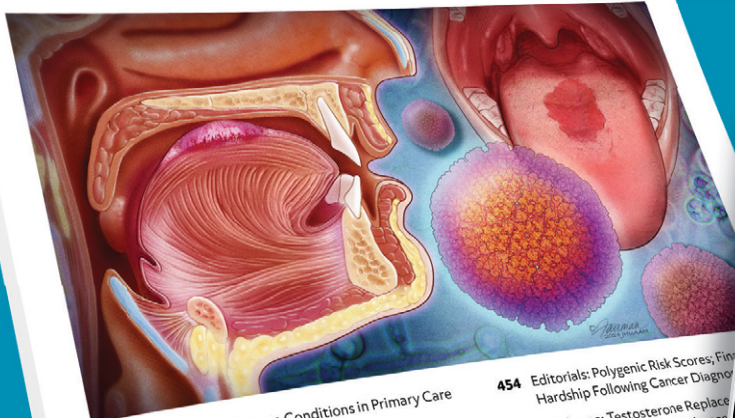


Memorial service aboard the USS New Jersey Battleship Museum.

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November 2024

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ALWAYS IN THEIR HANDS. NEVER LOST IN THE STACK.

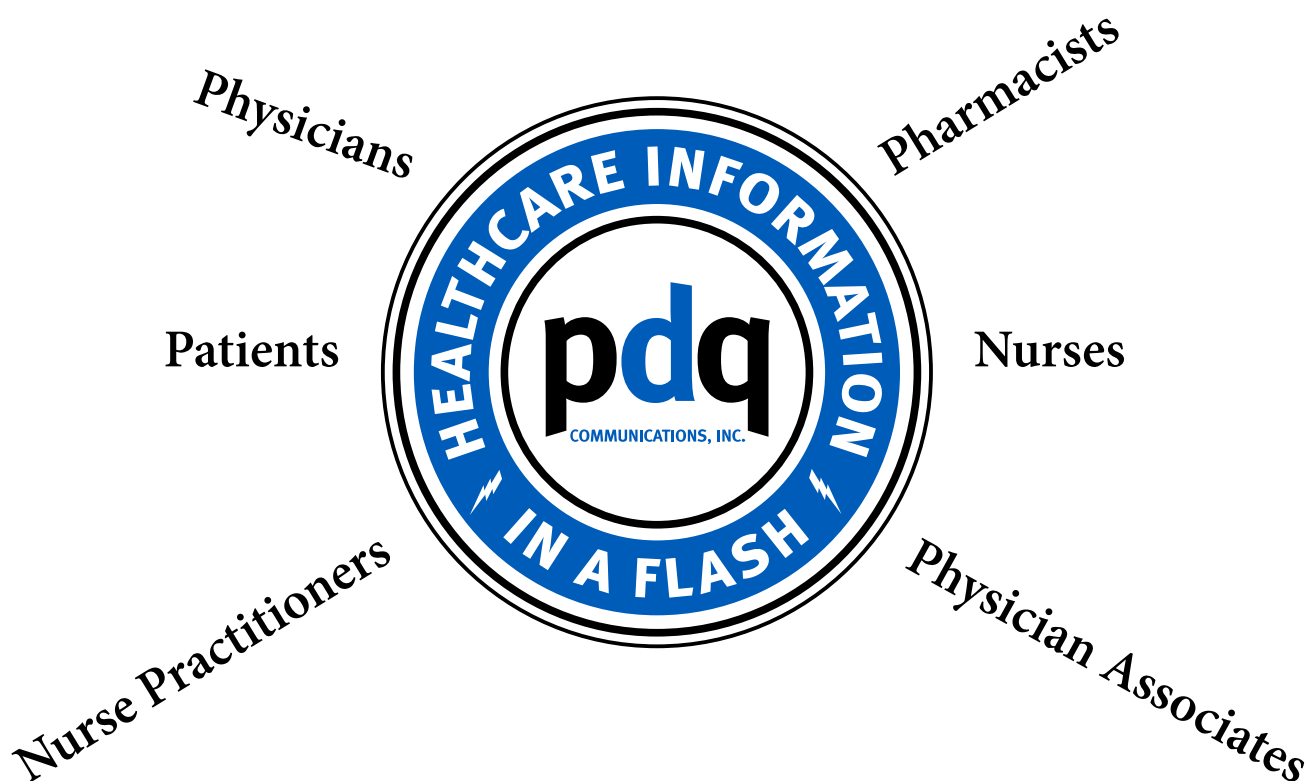
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