

Next Month:
Thanksgiving Issue

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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DIVERSITY, EQUITY, AND INCLUSION

Sharon Bittner
Relevate Health

Nate Diener
CMI Media Group

Yolanda Macias
AbelsonTaylor Group

Karima Sharif
Initiative

Plus Personal Exchange:

Sid Chadha
McCann Health Engagement

EVENTS IN THE CITIES

NEW JERSEY • CHICAGO

Page 12



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

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Dear Healthcare Marketer,

In today's turbulent global climate, we need to support and encourage each other. So, I like what I'm seeing in our industry. People are reaching out and helping one another as we navigate a particularly tough job market. I know a lot of my daughter's friends are still unemployed after graduating college. And I also know of people who have been laid off. The good news is I think employers understand these situations don't reflect people's abilities. It is simply a matter of cost-cutting in tough times.



I am heartened to see at the same time a lot of support through the LinkedIn Community. It takes a village! Personally, if anyone reaches out to me, I always encourage them to write a Position Wanted ad and place it on LinkedIn. Then, I share that with our over 10,000 connections. We are so blessed to be a part of this wonderful community where even competitors are friends. We care, like, and respect one another. And we do what we can to help others make connections that can lead to their success.

This issue feels a bit like a celebration of how people are helping one another out. We've got an article from AblesonTaylor Group by **Yolanda Macias** who tells us about what they're doing to help everyone in their company feel engaged, satisfied, and enthusiastic about working there. The aim is to create an environment where everyone can thrive. **Sharon Bittner** from Relevate Health shares about their company's involvement with MAHF's (Medical Advertising Hall of Fame) "You're More Than Your Resume" campaign. Using AI, this campaign has created a network of people seeking jobs that allows them to express their unique personalities. First Operating Board President of the HBA (Healthcare Businesswomen's Association) **Karima Sharif** of Initiative encourages us to continue with Diversity, Equity, and Inclusion efforts. She tells of the progress she's witnessed and personally experienced too.

Nate Diener of CMI Media Group shares his very personal identity journey and the ways in which he found support on his path to coming out and becoming his authentic self. Read how he appreciates and is now able to give back through his company's Employee Resource Groups (ERGs). Thanks to **Sid Chadha** from McCann Health Engagement who allows us a peek into his life through this month's *Personal Exchange*. You'll find some fall fun activities throughout New Jersey and the Chicago area in our *Events in the Cities* feature. And, if you're looking for an advertising powerhouse, check out our new Multichannel Package on Page 9.

Wherever we find ourselves – in ERGs, organizations, in offices (even remote), or online communities like LinkedIn – there are always opportunities to support and encourage one another.

Let's keep cheering each other on,

Nancy



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**Send in your submission and you could win a \$100 Uber Eats Gift Card in a random drawing.*

Contact Nancy at NALeonard@HMExchange.com or 973-420-1192 for more information or to send in your submission.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbbVie has announced the appointments of **Matt Bolton** as Head of Sales, BOTOX Therapeutics, and **Caroline Dunmore** as Associate Director – Migraine Consumer Marketing.

AbelsonTaylor Group has announced the promotion of **Amy Restko** to Group Director of Engagement Strategy.

A.L.L. Global Media Solutions, LLC, has announced the appointment of **Ivette McFarland** as Media Director. She can be reached at [Ivette.mcfarland@all-gms.com](mailto:mcfarland@all-gms.com).

AMC Media Group has announced the promotions of **Erica Wenitsky** and **Matt Blazier** to Director of Sales and **Maria Likakis** to Senior Director of Sales. They can be reached at EWenitsky@amcmediagroup.com, MBlazier@amcmediagroup.com, and MLikakis@amcmediagroup.com, respectively.

American Medical Association has announced the appointment of **Leslie Dubin** as Account Manager, Multi-Media Advertising Sales, JAMA Network. She can be reached at Leslie.dubin@ama-assn.org.

Amgen has announced the appointment of **Patrick Hylton** as Commercial Director, Bemaritzumab U.S. Launch Team. He can be reached at phylton@amgen.com.

Bayer has announced the appointment of **Hilary Muldoon** as Vice President, Kerendia Brand Lead.

BioPharm Communications has announced the appointments of **Betsy Stucker** as Senior Vice President and **Leo Tyska** as Vice President of Client Services. They can be reached at [Betsy.Stucker@BioPharmCommunications.com](mailto:Stucker@BioPharmCommunications.com) and Leo.Tyska@BioPharmCommunications.com, respectively.

CheckedUp has announced the appointment of **Angelique Ricci** as Vice President, Sponsorship Sales. She can be reached at angelique.ricci@getcheckedup.com.

ClinicalMind has announced the appointment of **Mike D'Ozzollinni** as Business Development Director. He can be reached at Mdozzollinni@clinicalmind.com.

Conexiant has announced the appointment of **Cassie Neeley** as Digital Sales Executive, Healthcare. She will focus on a range of therapeutic areas, including cardiology, dermatology, gastroenterology, and neurology and can be reached at cassie.neeley@conexiant.com.

Digitas Health has announced the appointment of **Tiffany Brooks** as Senior Manager, Engagement Strategy. She can be reached at tiffanymariebrooks@gmail.com.

Eisai US has announced the appointment of **Angela (Flemming) Donza** as Associate Director of Omnichannel Marketing and Media, Alzheimer's.

EVERSANA INTOUCH has announced the appointment of **Kathleen Ferry** as Executive Vice President, Network Growth. She can be reached at Kathleen.Ferry@eversana.com.

FCB Health New York has announced the appointment of **Brandon Cherrin** as Senior Account Executive on the Ultomiris brand. He can be reached at Brandon.Cherrin@fcbhealth.com.

Fingerpaint Group has announced the appointments of **Allison Shuell** as Social Media Director, **Sonali Gattani** as Associate Creative Director, and **Stephanie Gogerty** as Program Manager. They can be reached at ashuell@fingerpaint.com, sgattani@fingerpaint.com, and stephaniegogerty@outlook.com, respectively.

G1 Therapeutics, Inc., has announced the appointment of **Kyle Davis** as Marketing Director. He can be reached at Kdavis@g1therapeutics.com.

Guideline Central has announced the appointment of **Geoff Watkins** as Director, Guideline Business Development.

Heartbeat has announced the appointment of **Gráinne Hannick** as Human Resources Manager. She can be reached at grainne99@gmail.com.

Imre has announced the appointments of **Malia Baker** as Senior Vice President, Group Creative Director, and **Tracy Zuto** as Executive Vice President, Executive Creative Director, Health and Consumer. They can be reached at MaliaB@imre.agency and tracyzuto@imre.agency, respectively.

Medical Knowledge Group has announced the appointment of **Rob Amorese** as Vice President, Business Development. He can be reached at ramorese@mkgny.com.

Novartis has announced the appointments of **Dhruv Goel** as Executive Director, U.S. Product Strategy Lead, Multiple Sclerosis, and **Anam Ejaz** as Associate Director, Peer-to-Peer Marketing Strategy.

Pfizer has announced the appointment of **Berta Rodriguez-Hervas** as Chief AI and Analytics Officer and the promotion of **Dan Spitz, PharmD, RPh**, to Director, U.S. Medical Affairs – Vaccines.

Phreesia has announced the appointment of **Jessica Weiss** as Sales Director, Provider Solutions.

Regeneron has announced the appointment of **Michelle (Blackman) Alladin** as Executive Director, DUPIXENT US EoE (Eosinophilic Esophagitis) Marketing Lead. She can be reached at Michelle.alladin@regeneron.com.

RevHealth has announced the appointment of **Erin Counihan** as Senior Vice President, Engagement Strategy. She can be reached at Erin.Counihan@revhealth.com.

Sanofi has announced the appointments of **Scott Greig** as Head of Global Market Access, Specialty Care, **Jennifer Mueller** as Head, Franchise Operations Rare Disease, and **George Griffith** as Global Brand Lead, RSV Toddler and Adult. **George** can be reached at George.griffith@sanofi.com.

Syneos Health Communications has announced the promotion of **Christopher Rizzo** to Head of Digital and Social Strategy. He can be reached at Christopher.Rizzo@syneoshealth.com.

Wiley has announced the appointment of **Kevin Dunn** as Senior Account Manager. He can be reached at Kdunn@wiley.com.

Zahav Bioscience has announced the appointment of **Linda Cherry** as President. She can be reached at Lcherry@zahavbioscience.com.

NEW & NOTEWORTHY

awards • mergers • approvals

AbelsonTaylor Group has launched a full-service media agency, **AT Activate**, to provide one-stop, data-driven media strategy, planning, buying, and analytics services. The new business unit is headed by **Christie Volke**, Vice President of Media.

ARS Pharmaceuticals has received U.S. FDA approval for Neffy, the first needle-free alternative to the EpiPen, a single-use epinephrine nasal spray for the emergency treatment of allergic reactions, including anaphylaxis. Neffy is approved for use in adult and pediatric patients who weigh at least 30 kilograms (about 66 pounds).

Ascendis Pharma has received U.S. FDA approval for Yorvipath, a hormonal replacement drug for a rare endocrine condition known as hypoparathyroidism.

Azurity Pharmaceuticals has received U.S. FDA approval for Nymalize® (nimodipine) oral solution in a 30 mg/5 mL prefilled ENFit® syringe. Nymalize is indicated for the improvement of neurological outcome by reducing the incidence and severity of ischemic deficits in adult patients with subarachnoid hemorrhage from ruptured intracranial berry aneurysms regardless of their post-ictus neurological condition. Nymalize offers an effective alternative to capsule extraction for adult subarachnoid hemorrhage patients who cannot swallow capsules.

Johnson & Johnson has received U.S. FDA approval for RYBREVANT® (amivantamab-vmjw) plus LAZCLUZE™ (lazertinib) for the first-line treatment of adult patients with locally advanced or metastatic non-small cell lung cancer (NSCLC) with epidermal growth factor receptor (EGFR) exon 19 deletions or exon 21 L858R substitution mutations, as detected by an FDA-approved test.

Neuros Medical has received U.S. FDA approval for its Altius® Direct Electrical Nerve Stimulation System. This system is indicated as an aid in the management of chronic intractable phantom and residual lower limb post-amputation pain in adult amputees.



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

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

- Julie Missaggia, Chief People Officer



We're hiring!

We encourage you to explore our bold opportunities here:
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DEI – My Personal Journey

BY NATE DIENER

I am happy to share my journey and experiences related to Diversity, Equity, and Inclusion (DEI) with you.

BACKGROUND

I grew up in Hershey, PA, in a close-knit family of four. From an early age, I was very fortunate to be surrounded by a supportive family that instilled in me the values of kindness, empathy, and respect for others. Over time, our family dynamic evolved as some of my family members, including myself, came to identify as part of the LGBTQIA+ community. Growing up, conversations about our identities were not a regular part of our family discussion. It wasn't until these topics became more widely discussed outside our home that we began to explore and understand them more deeply.

A SAFE COMMUNITY

During my teenage and young adult years, I worked at a local movie theater for five years. To my surprise, it became much more than just a job; it felt like a second home. The workplace was a space where I felt genuinely accepted and comfortable, especially thanks to the supportive colleagues I worked with. I felt at ease sharing my coming-out story to some, and this openness encouraged a few others to share their own experiences with me. Many appreciated the safe and welcoming environment I helped foster. This environment remained meaningful, though it closed permanently due to COVID-19.

FINDING INCLUSIVITY AND GIVING BACK

After college, I joined CMI Media Group and was always incredibly impressed with the company's commitment to DEI, particularly through its various Employee Resource Groups (ERGs). The presence of groups like PLUS+ for the LGBTQIA+ community and others reflect a genuine dedi-

cation to fostering an inclusive environment where every individual can feel valued and supported. During Pride Month this year (2024), I had the opportunity to contribute to our celebrations by participating in the Pride Month Committee with our decorative table located in the Philadelphia office. It was fulfilling to help disseminate Pride-related information and support the community in meaningful ways.

In addition, I've been privileged to also volunteer at MANNA, an organization dedicated to providing nutritious meals to individuals in need, including those in the LGBTQIA+ community. They opened their doors in 1990 and deliver meals to their neighbors dying of AIDS and other illnesses.

A MESSAGE OF SUPPORT AND HOPE

I'd like to close by offering this message to anyone who may be struggling with their identity and feeling afraid to come out. Remember, you are not alone, and your journey is entirely valid. Embracing and revealing your true self is a powerful act of self-love and a step toward freedom and fulfillment. It is crucial to surround yourself with supportive people, knowing that a welcoming community awaits you. Be patient with yourself, as coming out is a deeply personal journey. You deserve love and happiness as your authentic self. And your bravery will inspire others.



College Graduation 2021.



Visiting Paris, France – 2023.



PLUS+ Table – Philadelphia, PA 2024.




Nate Diener is Associate Engagement Strategist, CMI Media Group. He can be reached at ndiener@cmimediagroup.com or 717-574-6973.





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* Compared to total users
† Source: 2023 HCP Sources & Interactions Study, 2023 Media Measurements Study

The Value of DEI Efforts

BY KARIMA SHARIF

With the assault on Diversity, Equity, and Inclusion (DEI), I wanted to share my thoughts on why it's important for individuals and companies not to give in. We have to continue to fight, uplift, and progress. Two ways we can do that are with 1) ERGs (Employee Resource Groups) and 2) professional organizations, like HBA.

ERGS AND HBA – AVENUES OF CONNECTION

By definition, "Employee Resource Groups are voluntary, employee-led groups whose aim is to foster a diverse, inclusive workplace aligned with the organizations they serve. They're usually led and participated in by employees who share a characteristic, whether it's gender, ethnicity, religious affiliation, lifestyle, or interest." (greatplacetowork.com, What Are Employee Resource Groups (ERGs), January 2023.)

Similar to ERGs, professional organizations like HBA (Healthcare Businesswomen's Association) exist to empower others. Now in over 75 countries and with nearly 50 years of experience empowering women, HBA believes "by joining forces in the relentless pursuit of gender equity, we are doing more than uniting our 17,000+ passionate healthcare and life sciences professionals – we are strengthening the business of the healthcare ecosystem."

PERSONAL EXPERIENCE

At Initiative (an IPG/MediaBrand company),

We raised over \$8000 partnering with the amazing nonprofit Malikah.

I have the pleasure of being part of the IPG/MediaBrands Culture and Inclusion Muslim ERG and, for over 13 years, I have been part of the HBA.

Both have been extremely meaningful for me. Here's why.

A Partnership for Impact

For the first time, I have been at a company that offered an ERG dedicated to Muslims, and it's quite refreshing. As a Black-American Muslim woman, I am now part of a community that understands me, with weekly check-ins as needed. This past year, we were able to be a voice for others through challenges and celebrations, such as honoring Ramadan 2024.

Ramadan is a month when ~1.8B Muslims worldwide focus on fasting, prayer, self-reflection, charity, and community. We consulted on internal communications and hosted a charity event where we partnered with an AMAZING nonprofit organization, **Malikah** (malikah.org), that supports a world free from violence for the most marginalized. We raised over \$8K (including \$2K from IPG).

HBA Operating Board – Strategic and Transforming

As for the HBA, in the last two years, I have been leading as the first (yes, another first) Operating Board President, North America, and it has been great!

Some highlights have been:

1. Working with Mary Stutts, the first black woman CEO, and the rest of the amazing HBA Global Board.
 - a. Discussing strategies for the next 2-5 years that will impact women all over the world.
 - b. My first meeting was in January 2023 (just four short months after my father died – he was such a "girl dad" and would have been so proud).
2. Being on stage at the 2023 HBA Annual Conference in Chicago – I presented AstraZeneca with the 2023 ACE Award (HBA's Advancement. Commitment. Engagement. Award – hbanet.org/news/2023/11/7/impactful-gender-equity-workplace-initiatives-earn-recognition-astrazeneca-and).
3. Establishing a powerhouse of Executives on the HBA Operating Board: Kathryn Becker, Vice President; Liz Paulson, Secretary/Treasurer; Ruth Martin, Director of Programming; Amy Turnquist, Director of MarComm; Jean Hesch, Director of Engagement; Imen Hannachi, Director of Innovation. These women collectively have over 75 years of HBA experience and are leading the way for United Voices for Gender Parity! (hbanet.org/who-we-are/hba-leadership/north-america-operating-board)

Committing myself to active participation in ERGs and professional organizations like HBA has allowed me to stay connected and be a voice for DEI.



Karima Sharif is Managing Director, Initiative. She can be reached at 267-701-9012 or Karima.sharif@initiative.com.



HBA's 1st Operating Board meeting.



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Psychological Safety and AT Group's Award-Winning Workplace

Embracing DEI for Success

BY YOLANDA MACIAS

At AbelsonTaylor Group, we believe that diversity, equity, and inclusion (DEI) are more than just buzzwords. They're significant contributors to our success. By embracing DEI initiatives, we endeavor to create a workplace where people are happy, engaged, and excited to join us. Besides advancing our objectives to boost workplace satisfaction and employee engagement, and improve our recruitment and retention, our DEI efforts, founded in the principles of Psychological Safety, have also advanced our business objectives and given us a competitive edge.

BUILDING A DIVERSE AND INCLUSIVE ENVIRONMENT

Our DEI efforts touch every part of AT Group, focusing on building diverse teams, supporting underrepresented identities, and providing everyone with equitable access to training and development. We aim to increase cultural awareness and create an environment where everyone feels they belong. The benefits of these values are clear and impactful.

LAUNCHING THE PSYCHOLOGICAL SAFETY PROGRAM

Central to our DEI initiatives is our Psychological Safety program, which I launched in 2022. The goal is simple but profound: To create a workplace where everyone feels safe to be themselves, share ideas, take risks, and make mistakes without fear. This kind of environment fosters innovation and ensures everyone can thrive, no matter their background or identity.

THE IMPORTANCE OF PSYCHOLOGICAL SAFETY

Psychological Safety isn't just a nice-to-have – it's essential. Google's research on high-performing teams found that Psychological Safety is the number one factor for success. When people feel safe, they're more likely to stay with the company,



Juan Osorio, Associate Art Director, is one of the AbelsonTaylor Group employees who participated in an industry-wide DE&I campaign by the Medical Advertising Hall of Fame called "You're More Than Your Resume." Creative portraits show employees surrounded by things that enrich their lives outside of work.

be open to new ideas, and perform at their best. Psychological Safety not only creates strong teams, but it's also the key to making DEI initiatives successful.

GAINING LEADERSHIP SUPPORT

I was thrilled when our senior leadership team fully supported the Psychological Safety Initiative. Having their support was crucial for its success. We partnered with LeaderFactor, experts in Psychological Safety, to launch the program with the executive team.

WORKSHOPS AND ONGOING TRAINING

In early 2023, our Senior Leadership Team and top executives participated in a 12-week workshop focusing on leadership, vulnerability, and modeling psychologically safe behavior. They became our "cultural architects," leading by example.

We then rolled out a two-hour workshop for all employees, holding over 20 small-group sessions to ensure everyone received the training.

We continue to hold quarterly training sessions for both new and current employees. This past summer, we launched specialized training for specific departments and managers. We also introduced fun, engaging ways to reinforce Psychological Safety, like playing Bingo! It's now a key part of our company culture.

RECOGNIZING OUR EFFORTS

Our efforts haven't gone unnoticed. In 2023, we received the inaugural ACE Aspire Award for our Psychological Safety Initiative from the Healthcare Businesswomen's Association (HBA) at their Chicago Conference. This award recognizes companies that are committed to gender diversity and leadership opportunities for women.



AbelsonTaylor Group President Jeff Berg receives the 2023 ACE Aspire Award from the Healthcare Businesswomen's Association in recognition of the agency's Psychological Safety Initiative.

CELEBRATING CULTURAL AWARENESS

Beyond Psychological Safety training, we're committed to growing our cultural awareness and appreciation. We

(Continued on page 11)

Supporting Diversity

BY SHARON BITTNER

In its 28th year, nonprofit Medical Advertising Hall of Fame (MAHF) is promoting its 2nd annual DEI talent acquisition social initiative, “You’re More Than Your Resume,” because diverse voices belong in healthcare advertising. The goal is to encourage candidates to consider making a change into the field or to enter into a new role in healthcare agency work. The campaign showcases colleagues from participating agencies to help attract new and diverse talent in the areas of account management, creative, copywriting, digital, video, technology, finance, and more.

MAHF Co-Chair and Relevate Health CEO, Tim Pantello, is excited to have his team spearheading this year’s pro-bono initiative. Along with Relevate Health, 16 MAHF additional member healthcare agencies are participating in the initiative with social media and human relations support.

VALUING WHAT MAKES YOU TICK

“We believe that what we DO is only a small part of who we ARE. The June – December 2024 campaign emphasizes ‘You’re More Than Your Resume,’ expressing that there is more to you than what’s on ‘paper.’ This public awareness campaign creates an interactive experience for participants powered by AI technology, encouraging candidates to express the richness of what makes them, them.



Relevate Health’s Mike Choi’s mash-up at *MoreThanYourResume.org*.

Candidates can share what makes them tick – passions, strengths, eccentricities, talents, and more – because in healthcare marketing agency work, we dig that about our employees. We value it, and we want to see it!” says Tim.

PROFESSIONAL OPPORTUNITY

MAHF has established a candidate resource, www.morethanyourresume.org, for job seekers to upload their resume, headshot, and opt-in to complete a brief questionnaire to have their AI-generated mash-up created. In return, candidates will receive their one-of-a-kind dramatic image with an applicant user guide on how to promote themselves to stand out to recruiters. Resumes received in the applicant tracking platform are reviewed by multiple agency Human Resource

professionals. Based on qualifications and relevant open roles across the MAHF agency network, a candidate may be invited for an interview or two.

Follow MAHF on LinkedIn, Instagram, and Facebook and engage in MTYR posts.



Sharon Bittner is Senior Vice President, Marketing, Relevate Health. She can be reached at sharon.bittner@relevatehealth.com and 216-385-5208.

AbelsonTaylor Group *(Continued from page 10)*

host a variety of lunch and learns and events through our Employee Resource Groups (ERGs). In 2024, we launched our MelanATed ERG (Black Employee Resource Group) and celebrated Black History Month with events like a Black Culture Trivia Game, a cooking demonstration by Tanorria Askew, and delicious catering from Bill’s Grill BBQ, a local Black-owned restaurant.

Our Pride ERG hosted its first Drag Show in partnership with other LGBTQ+ ERGs. Our Mental Health ERG organized a Mental Wellness Bingo game, gratitude wall, and coloring station for Mental Health Awareness Month. And our Somos ERG hosted a Loteria Game and shared resources about the Latinx experience. Our Accessibility ERG invited speaker Michele Mercer, Technical Director at Gensler, a global design and architecture firm based in Chicago, for Global Accessibility Awareness Day (GAAD). We also recently introduced an American Asian Pacific Islander ERG.

A COMMITMENT TO PSYCHOLOGICAL SAFETY

Psychological Safety is a fundamental part of AT Group’s identity and DEI mission statement: “To build a culture where no AT employee is lacking Psychological Safety and all employees feel empowered to be their authentic selves at work, in a manner that also embraces everyone’s identities and helps maintain a more equitable and just workplace.”

We’re proud of the work we’ve done and excited for what’s to come as we continue to build a workplace where everyone can thrive.



Yolanda Macias is Director of Diversity and Inclusion, AbelsonTaylor Group. She can be reached at Yolanda.Macias@abelsontaylorgroup.com and 312-894-5410.

EVENTS IN THE CITIES

NEW JERSEY

October

Everitt Farms

Saturdays/Sundays in October

34 Toad Lane, Ringoes, NJ

Black River & Western Train Ride and Everitt Farms at Pumpkin Junction! Depart: Flemington Station. All Ages (Kids Under 3 Ride Free). Duration: 2.5 hours. Put on your boots, board the train in Flemington, and arrive in style at Everitt Farms! Guests are invited to partake in various Autumn attractions, including pumpkin picking, a wagon ride, a corn box, and other activities guaranteed to get you in the holiday spirit.

Terhune Orchards

Saturdays/Sundays through November 3, 10 – 5 p.m.

330 Cold Soil Road, Princeton, NJ

What better way to celebrate fall than with Pick-Your-Own Pumpkins and Apples! Kids have fun at the pumpkin-painting station. Apple picking is at 13 Van Kirk Road. Enjoy pony rides, pedal and play tractors, children's games and activities. Visit the Corn Stalk Maze and Hay Bale Maze, Adventure Story Barn, and the barnyard of farm animals. Take a stroll on the pollinator sunflower trail and discover the farm on a scavenger hunt. Enjoy tasting flights or a glass of red, white, or fruit-based wine made from Terhune's own grapes and fruit, and live music played by local talent.

Annual Fall Fun Weekends at Mountain Creek Resort

Saturdays/Sundays from October 3 – November 3

200 NJ-94, Vernon Township, NJ

Enjoy Sky Rides to view the foliage, a ride on the Mountain Coaster, live music each weekend plus tons of fun and games for the kids like bounce houses, a hay maze, and lawn games.

Renaultber Fest

October 13, 9 a.m. – 4 p.m.

Renault Winery Road, 72 North Bremen Avenue, Egg Harbor City

Renault Winery is full of family-friendly festivities. Take a scenic tractor ride or try grape stomping. Kids can participate in a vine sack race relay or decorate at the Paint a Pumpkin Workshop. There's a Donuts on a String Contest and Pie Eating Contest, offering chances to win ice skating tickets and gift cards. Plus the Stein Holding Contest, Renaultberfest 5K. The 1 Mile Kids Fun Run (ages 14 and under) kicks off at 9:30 a.m.; 5K Run at 10 a.m.

Historic Smithville

Oktoberfest

October 5 and 6, 10 – 5 p.m.

615 E Moss Mill Rd, Smithville, NJ

Smithville's Oktoberfest tradition has become synonymous with great food and family fun. Over 150 Juried Crafters, an International Food Court, Music, Kids Activities, Nonprofit Organizations, and more. All of this food and fun in addition to over 50 shoppes, Carousel rides, Train rides, Paddle boats, 7 eateries, and antique arcades that grace the Smithville Village year-round.

Costume Pet Parade

October 19 starting at 1 p.m.

This event is hosted by Paw Dazzle, a shoppe in the Historic Smithville Village Green that caters to all types of pets and pet owner needs. Last year's Costume Pet Parade had over 103 pets registered!

Monster Bash

October 26

Horror Queen Genoveva Rossi will be signing autographs all day. Pumpkin Carving/painting contest, Costume contest.

Witches Day Out!

October 27

Come to Historic Smithville dressed in your finest Witch outfit. Activities, specials, and lots of fun. This year they will have a scavenger hunt, raffles, and parade. Enjoy shop treats and discounts for anyone wearing a witch's hat!

CHICAGO

October

37th Annual Apple Fest

October 5 & 6, 9 – 6 p.m.

Lincoln Avenue between Lawrence and Sunnyside

Apple Fest is a long-standing tradition in Lincoln Square, bringing community together to celebrate the beginning of autumn.

Chicago House Run 2024

October 5, 6 – 10 p.m.

Dvorak Park, 1119 West Cullerton Street

Chicago's first-ever House Music (Glow) 5K Run, walk, dance, and celebrate house music with some of Chicago's most iconic DJs!

Chicago Beer Fest

October 5, 7 – 11 p.m.

Field Museum

The event will feature over 65 breweries, sampling their fall seasonal beers, with attendees having access to a select number of the museum's exhibits open

to attendees. Early admission is \$70 and general admission is \$55. Early admission will include early entry at 7 p.m. and specialty beers poured during the first hour to attendees. Admission includes beer samplings with food sold separately. Tickets will not be sold at the door.

Historic Pullman House Tour

October 12 – 13

11141 South Cottage Grove Avenue

Chicago Marathon

October 13

Grant Park

Open House Chicago

October 19 – 20

Citywide

20+ neighborhoods. 170+ places to explore. The Chicago Architecture Center hosts one of the largest architecture events in the world. Since 2011, this free public event has offered behind-the-scenes access to the greatest spaces and places in Chicago, including soaring skyscrapers, historic spaces, private residences, and other areas not normally open to the public. It's the perfect opportunity to experience the cultural diversity and rich history through the unique architecture of Chicago's neighborhoods.

Halloween Free Museum Day

October 20, 10 a.m. – 5 p.m.

American Writers Museum

180 North Michigan Avenue, 2nd Floor

Enjoy free admission to the American Writers Museum, featuring special Halloween-themed activities and crafts that are fun for the whole family! Free days include access to all of our exhibits, including our current special exhibit. Free admission to the American Writers Museum is available on the third Sunday of each month.

27th Annual Haunted Halsted Halloween Parade

October 31

Northalsted neighborhood

The free-to-watch parade, ranked one of the top ten in the US by Fodor's Travel, has a spectacular Costume Contest with \$4,000 in cash prizes and hundreds of entrants. The Parade also features the 10,000 watt Good Bus sound stage, Chicago Full Moon Jam fire performers, Windy City Jeep Club, Lakeside Pride Marching Band, and Chicago Spirit Brigade pep squad.

Today's Presenters



Caitlin Borgman
Chief Commercial Officer
ID5



Moira McKenna
Director, Solution Sales
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Moderator
Michelle
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Sid Chadha



Birthplace: New Delhi, India

Marital Status: Single

Job Title: Senior Media Planner, McCann Health Engagement

Years in Industry: 5+

College:

- Bachelor in Hotel Business Administration – University of Nevada, Las Vegas (UNLV – USA and Singapore)
- Master of Science, Marketing Analytics – New York University

“The future depends on what we do in the present.”

— Mahatma Gandhi

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

My grandparents are my mentors who I look up to. Whenever I have conversations with them, they share such wise recommendations and have a different perception that I may or may not think of. It is something really precious that I admire and will always hold really dearly to me.

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

The two things on my bucket list are mountain climbing in Hoher Kasten, Switzerland, and sailing for a week all by myself somewhere. I still need to finalize the location (dependent on my learning curve as well).

WHAT IS THE BIGGEST OBSTACLE YOU HAVE OVERCOME?

The biggest obstacle I am trying to overcome is being an overthinker. I have learned to take a step back and re-evaluate my approach to situations rather than overthinking situations that may or may not happen. This may not seem like that big of an obstacle, but I realized I used to overthink a lot about situations around me.

WHAT WAS YOUR FIRST JOB?

My first job while I was still an undergrad at UNLV was at a coffee bar at the Four Seasons in Singapore. A surprisingly fun fact is that I made coffee for Katy Perry on my first day. It led to us chatting about coffee beans in Asia and I am pretty sure she would recognize me if we were to cross paths again.

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

I am passionate about cooking. I love taking the time to make a good home-cooked meal. It brings silence and peace to me. And yes, I go all-in by making my own recipes and dishes. I also love mixing cuisines and exploring the blend. My hotel background helped me garner this over time.

DO YOU HAVE ANY PETS?

I had a dog when I was a baby. He was my best friend throughout my childhood. Not a lot of people know this, but my family did not tell me he had a condition on his leg that eventually became serious. My parents told me he was gone for a holiday, and I waited for him at the door for a month. My grandparents broke the news to me. However, I still believe he is with me, and he will also come back with joy to me very soon (planning on getting a dog in a year or so).

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

I have a list, but if you were to ask about the first person who comes to mind, it would be Steve Jobs! I feel like he has written a

lot about life learnings and inspirational guidelines that help pave the way for building blocks of life.

WHAT IS YOUR FAVORITE RESTAURANT?

Hands down, M&Là Project. I love spicy and Asian food. This restaurant chain is only in NYC and offers to build your own dry pot with healthy ingredients. The sauce they use is very unique and also reminds me of my time in Singapore.

HOW DO YOU STAY FIT?

I am an avid soccer player and almost got selected in high school to play professionally but life had other plans. I make it a point to play soccer on the weekends in Hoboken, NJ, but I regularly try to eat healthy and clean (no junk food or soda), and hit the gym five days a week with no gaps.

HOW DID YOU GET STARTED IN THE INDUSTRY?

I worked in the Hospitality Sales and Marketing industry for six years before moving to the healthcare marketing space. After working in the hospitality industry, I wanted to expand my horizon and got selected to enroll in a Masters of Science program at New York University. I somewhat knew at the back of my mind that the hospitality experience would help me branch out to another industry. It turned out that after I finished my masters at NYU, healthcare was one of my interests. I ended up in marketing and research for pharmaceuticals.

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

“The Monk Who Sold His Ferrari,” by Robin Sharma.

WHAT ONE THING WOULD YOU HAVE DONE DIFFERENTLY?

I always had an interest in Investment Banking and a huge curiosity about how the economy and financial markets work but I never got the opportunity to explore that industry.

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

Breathe and don't overthink, everything has a way of revealing itself!

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

I have always loved dogs and animals in general (except snakes). The feeling of having a dog has always made me feel satisfied and full. I grew up with my best friend and I know he will come back to me. A Siberian Husky is on my list. Yes, I will spoil him!

WHAT IS YOUR PET PEEVE?

My pet peeve is when someone leaves a used spoon on the kitchen slab. It always gets to me. It's fine to clean it in a short time (3-5 minutes) but eventually it gets to me.

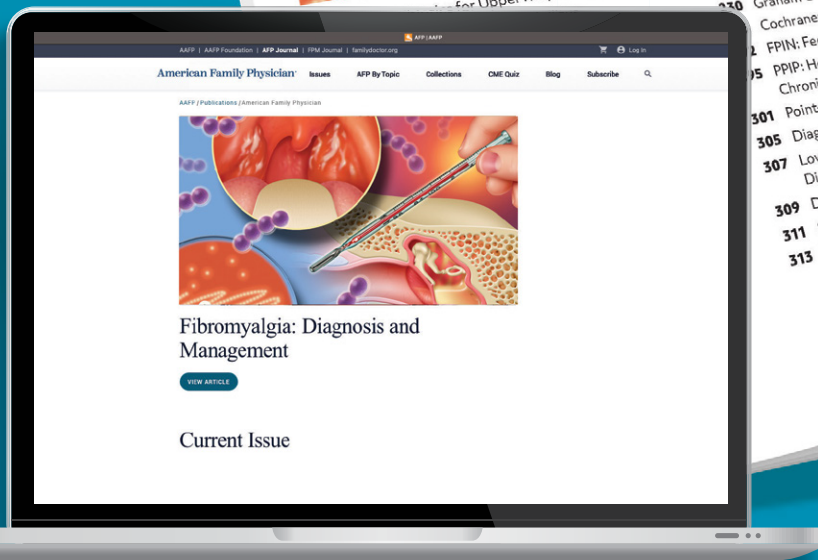
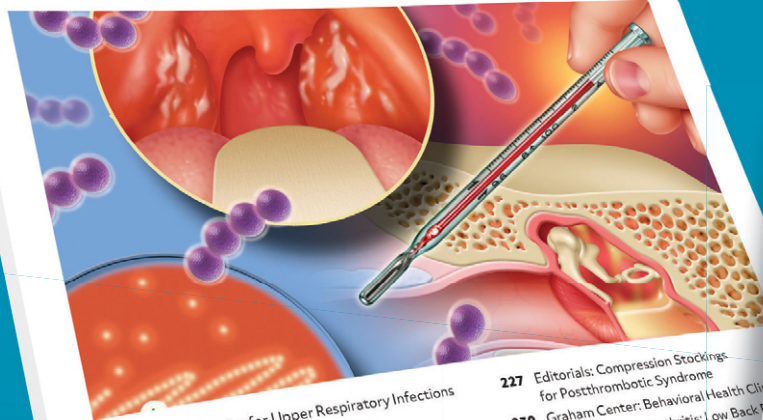


Skiing Trip to Ontario, Canada.

Sid Chadha is Senior Media Planner, McCann Health Engagement. He can be reached at Sid.Chadha@McCannHealth.com and 1-646-865-2728.

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