

Next Month:
More Why Work Here
PLUS Holiday

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

VOL. 35, No. 9
OCTOBER 2026

Why Work Here

THE SOCIAL IMPACT ISSUE

Advice from Top Media Leaders

- ✓ Interviewing and Resume tips
- ✓ Qualities you're looking for in a candidate
- ✓ Advice to those just starting out

Gina Andreacchio
SSCG Media Group |
An Omnicom Media Company

Melanie Brittman
Haymarket Media, Inc.

Diane Carpenteri
HealthCom Media
and Wolters Kluwer

Emily Frenkel
CMI Media Group

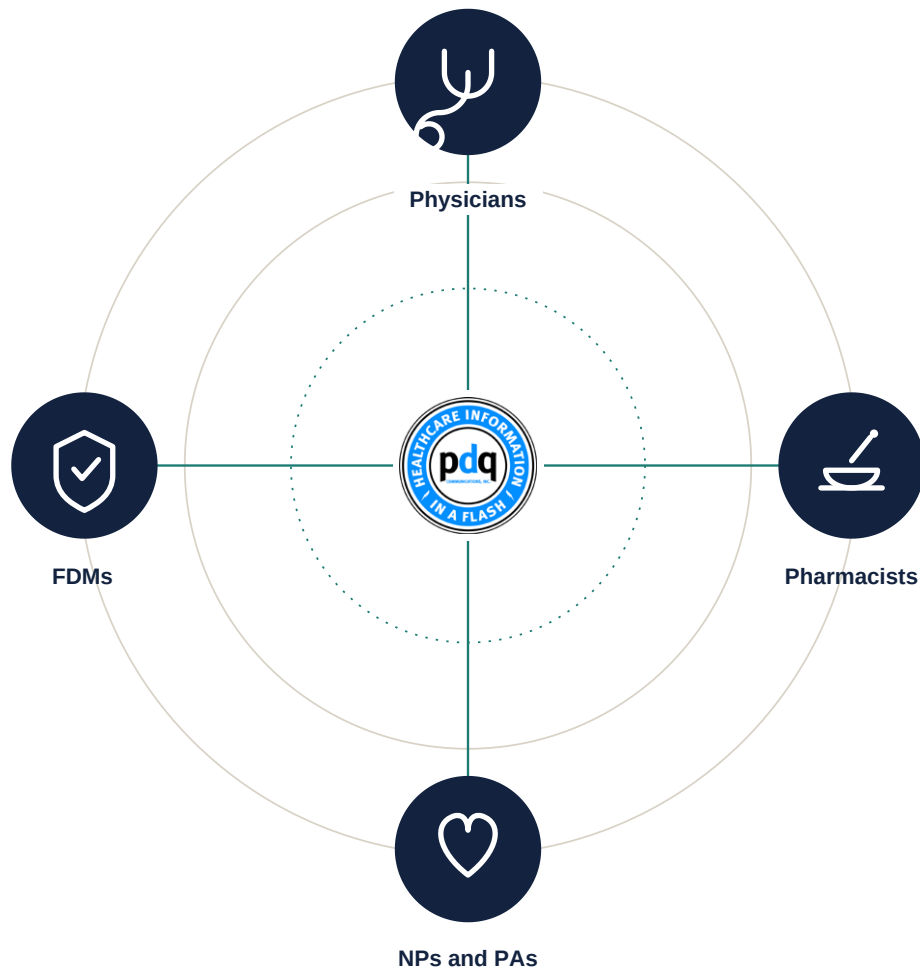
Juliet Lee
SSCG Media Group |
An Omnicom Media Company

Amy L. Levinson
A.L.L. Global Media Solutions

Ivette McFarland
A.L.L. Global Media Solutions

Michele Sirkin
CMI Media Group

Frankie Stokes
Compas



Millions of prescribers. One *precise* path.

PDQ Communications leverages the industry's most robust and targeted opt-in HCP database with engaging, multichannel campaigns — email, direct mail, and digital — that reach the patient-care professionals and financial decision makers who move your brand forward.

23+

years of healthcare
communications experience

100+

pharma and healthcare brand
partnerships

10K+

HCP email and direct mail
campaigns delivered

97%

average deliverability across
HCP sends

PUBLISHER

Nancy A. Leonard

P.O. Box 64

Verona, NJ 07044

973-420-1192

naleonard@HMEExchange.com

PRODUCTION MANAGER

Michele Astone

michele@HMEExchange.com

ART DIRECTOR (Ad Submissions)

James J. Ticchio

jim@directm.com

EDITOR (Editorial Submissions)

Elise Daly Parker

973-919-1067

editorial@HMEExchange.com

SOCIAL MEDIA COORDINATOR

Katie Leonard

katie@HMEExchange.com

Join us on



Facebook.com/HMEExchange



LinkedIn.com/in/HMEExchange



Instagram.com/HMEExchange

Cover Photo Credit: ChatGPT

Copyright ©2026 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-420-1192. Email: contact@hmexchange.com.

Dear Healthcare Marketer,

As I begin working on a plan for *Healthcare Marketer's Exchange* 35th Anniversary Celebration Issue in January, I've found myself spending a lot of time reflecting on the journey. Where we started, how much our industry has changed, and, most importantly, the people who have made it all so meaningful.

Although the way we work has changed dramatically over the years, one thing has remained constant: the human connection.

We are truly blessed to work in such a tight-knit industry. Not many industries can claim that competitors can also be great friends. Our paths cross professionally many times throughout our careers, and those relationships often become friendships that last a lifetime.

A couple of weekends ago, I had the privilege of going out with a group of media professionals who all work for different agencies. Over the years, they've changed companies and worked on competing projects. Yet they remain close friends. It was a wonderful reminder of something I have always believed. You should never burn a bridge in this industry. You never know when someone who was once a colleague, competitor, or client may become a lifelong friend.

Looking back, I've seen some incredible changes in the way we work. The days of cutting and pasting, Wite-Out, and stacks of paper are long gone. So are the traditional martini lunches and, in many cases, the handshake that served as a commitment.

Today, there is more flexibility, more opportunities for professional training and development, and more ways for employees to connect with their colleagues and communities. I especially love seeing the charitable opportunities companies provide, as well as the Employee Community Groups (ECGs) and other employee groups that help people feel connected and part of something bigger. This is particularly important since COVID.

Of course, there is one change I'm not sure is necessarily for the better. We are always on call!

With our phones within reach at all times, the days of walking out of the office at 5 p.m. and saying, "It will wait until tomorrow," seem to have disappeared. I have certainly been guilty of answering emails and doing work at all hours of the day and night. In fact, some of my best ideas and work seem to happen at 4 a.m.! LOL.

But perhaps that is part of what makes this industry so special. We care. We are passionate about what we do, and we care about the people we work with.

That is why I have especially enjoyed putting this issue together. The advice shared by the media and industry leaders in these pages is truly valuable – from interviewing and building a resume to career advice, work perks, training, charitable involvement, and what they would tell their younger selves.

We've got a fabulous section called *Work Tips From the Top* with healthcare marketing leaders sharing their wisdom and insights, featuring **Diane Carpenteri** (HealthCom Media and Wolters Kluwer), **Amy L. Levinson** and **Ivette McFarland** (A.L.L. Global Media Solutions), **Juliet Lee** and **Gina Andreacchio** (SSCG Media Group | An Omnicom Media Company), and **Michele Sirkin** and **Emily Frenkel** (CMI Media Group).

In a world increasingly shaped by AI, **Juliet Lee** shares about SSCG Media Group's focus on the human perspective that has shaped company culture for over 30 years. Their acronym says it all – Substance, Style, Conviction, and Grace. **Melanie Brittman** (Haymarket Media, Inc.) reflects on her appreciation of the convergence of professional dedication to healthcare marketing and communications and the mission of Haymarket's people to cultivate a better world by serving their community. And **Frankie Stokes** (Compas) does a deep dive into the company's ECGs, highlighted by an interview with the annual ECG Fair's coordinators, **Amalia Megnin** and **Nirvana Rivera**.

I hope you enjoy reading their stories and advice. Pass it along to your children, your colleagues, or someone just beginning their career. You never know whose life or career you might influence with a little advice at the right time.

As I look toward celebrating 35 years of *Healthcare Marketer's Exchange*, I am reminded once again that while technology, workplaces, and job titles may change, relationships are what endure.

Thank you for being part of this incredible industry and for being part of our journey.

With sincere gratitude,

Nancy Leonard

Publisher, *Healthcare Marketer's Exchange*



Participate in The Exchange

Send us a page (750 words), a paragraph or a few.

We welcome your Christmas, Hanukkah, and Winter Holiday pictures and stories.

- Time-honored or New Traditions, Memorable Moments
- Charities You and/or Your Family Participate In
- Cookie Recipe Exchange
- Best, Silliest, Funniest Gifts
- Best Recipe
- Favorite Holiday Cards and Photos
- Family and Holiday Getaways, Excursions, Gatherings
- Festivals, Fairs, Craft Shows, Winery Tours



Join our 35th Anniversary Issue!

Answer these questions:

- What does *The Exchange* mean to you?
- What is your favorite *Exchange* memory?
- Do you have a favorite article, feature, event, or issue from over the years?
- How has *The Exchange* impacted your career or connected you with someone important?
- Where were you 35 years ago?

Send in your submission by October 15.

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

ANNOUNCEMENTS

ONWARD&UPWARD

promotions • additions

AbbVie has announced the appointment of **Olivia Bounadere** as Senior Marketing Manager, SKYRIZI PsA HCP Marketing.

AbelsonTaylor Group has announced the appointment of **Rob Chartier** (rob.chartier@abelsontaylor.com) as Director of Engagement Strategy.

Astellas Pharma has announced the appointment of **Nicole Starace** ([nicole.starace@astellas.com](mailto:starace@astellas.com)) as XTANDI Marketing Lead, US Oncology.

BioPharm Communications has announced the appointment of **Amy Gelb** (amy.gelb@biopharmcommunications.com) as Senior Vice President of Client Solutions.

CMI Media Group has announced the promotions of **Khyra Heiney** to Analyst and **Kelsey Quinlan** to Associate Director, Paid Social, and the appointments of **Vicky Nangle** as Associate Engagement Planner; **Emma Coliano** (ecoliano@cmimediagroup.com) as Senior Engagement Planner; **Mike Reynolds** (mreynolds@cmimediagroup.com) as Senior Vice President, Medical and Scientific Communications; and **David Freund** (David.t.freund@gmail.com) as Director, Business Insights.

Deerfield Group has announced the appointment of **Tamara Orens** (tam.orens@deerfieldgroup.com) as Director of Media Platforms.

EVERSANA INTOUCH has announced the appointment of **Anne Benfatti** as Senior Social Media Manager and **Jo-Anne N. Callahan** (joanne.callahan@eversana.com), Client Service, and the promotions of **Mike Shaffer** to Senior Vice President, Strategic Planning, **Angelica Marotta** (a.marotta@ymail.com) to Development Director, and **Eva Febo** to Associate Director, PMO.

Fingerpaint Group has announced the appointment of **Calysta Laurente** as Senior Account Executive; **Chris Tatsis** as Associate Manager, Media Strategy; **Sheyda Karvar** (Sheyda.karvar@fingerpaint.com) as EVP, Media Strategy and Analytics; and the promotion of **Sara Partite** to Senior Media Planner.

Gilead Sciences has announced the appointment of **Lindsey Lane** as Senior Director, Head of Media.

Good Apple has announced the appointment of **Alex Carro** (alex.carro@goodapple.com) as Director of Media Planning and **Valerie Andari** as Associate Media Director.

GSK has announced the promotion of **Kelly Hearn** to Vice President, US Franchise Head Anti-Infectives (Marketing and Sales).

Havas Media Network has announced the appointment of **Lucja Bończa Tomaszewska** as Media Assistant.

Health Monitor Network has announced the appointment of **Carolyn Nestor** (carolynn@healthmonitor.com) as Director of Pharma Sales.

Impiricus has announced the appointment of **Jessica Crowley** (jessica.crowley@impiricus.com) as Vice President of Strategic Partnerships.

Ipsen has announced the appointment of **Christina Boni** (christina.boni@ipsen.com) as Director, Patient Marketing, Rare Disease.

IQVIA has announced the appointment of **Brittney Antonacci** as Senior Director and Head of Marketing for the U.S. Business.

Merck has announced the appointment of **Sara Vergara** as Senior Director, Global Medical Affairs – Breast Cancer, and the promotion of **Sumana Rajagopal** (sumana.rajagopal@merck.com) to AVP, Enterprise Brand, Social Media and Digital Communications.

Novartis has announced the promotion of **Dhruv Goel** to Head, Precision Health.

Omnicom has announced the appointment of **Jessica Reilly** as Group Director, Communications Design.

OpAD Media has announced the appointment of **Ashley Dark** as Project Manager.

Outcomes4Me has announced the appointment of **Jonathan Greenberg** (jonathan@outcomes4me.com) as Vice President, Partnerships.

Publicis Health Media has announced the appointment of **Robyn Hoffman** (robyn.hoffman3@gmail.com) as Director, Paid Social; **Rachel Foong** as Associate Director, Brand Experience; **Sakeenah Brown** as Strategy Director; **Carly Phelan** as Senior Associate, Strategy; and the promotion of **Elyssa Solomon** to Senior Vice President, Brand Experience.

Relevate Health has announced the appointment of **Joe Guest** as Vice President, Client Solutions.

SOLVE(D) has announced the appointment of **Jack Flynn** as Media Buyer and **Tyler Bartlett** as Media Supervisor.

SSCG Media Group | An Omnicom Media Company has announced the promotion of **Sydney Cardoza** to Associate Director, Biddable Media, and the appointment of **Ariel Wursta** as Group Supervisor.

Starcom has announced the promotion of **Maggie Ewald** to Paid Social Manager.

Swoop has announced the appointment of **Adam S. Cohen** (adam.cohen@swoop.com) as Group Vice President, Media Strategy.

NEW&NOTEWORTHY

awards • mergers • approvals

CMI Media Group and **Compas** have earned the 2026 Great Place To Work® Certification for the fourth year in a row. The prestigious recognition is based entirely on what current employees say about their experience working at **CMI Media Group** and **Compas**.

Science Branding Communications (SBC) launched **MEDSTORY•AI**, a platform that builds a complete, fully referenced scientific narrative in 90 minutes. Work that takes science communication teams one to four months now happens in a single user-directed session.

Takeda has received U.S. FDA approval for Orzeyful (oveporexton), the first drug to treat the full range of narcolepsy type 1 symptoms in adults.

Revolution Medicines, Inc., has received U.S. FDA approval for Rasonque (daraxonrasib) as the first-in-class targeted therapy for metastatic pancreatic adenocarcinoma. For further information, contact **Bernie Coccia** at bcoccia@sciencebranding.com.



At CMI MEDIA GROUP
healthcare goes beyond
the workplace.

Find your people and
amplify your impact at
cmimediagroup.com.



COMEDY RX: A NIGHT OF COMEDY WITH **AMM**

**GOTHAM COMEDY CLUB,
208 W 23RD ST, NEW YORK, NY 10011**

Join us for an evening of comedy, connection, and celebration in honor of the life and legacy Phyllis Kehoe. Proceeds support the Alzheimer's Association New Jersey Chapter.

This special fundraiser brings together comedic talent for a night of entertainment, all in support of a good cause. Guests will enjoy great comedy, networking, and the chance to make a meaningful impact.

Capacity is limited and registration will be accepted on a first-come, first-serve basis.

All attendees must be pre-registered, no walk-ins will be accepted.

**THURSDAY, OCTOBER 15, 2026
6:00 PM – 9:00 PM**

**DON'T MISS THIS OPPORTUNITY TO LAUGH, CONNECT,
AND CONTRIBUTE TO A WORTHY CAUSE!**

For more information and to register,
visit: **ammonline.org**
help@ammonline.org | 603.297.2232



Work Tips From the Top

We asked some of the most respected leaders in the healthcare marketing industry to share their nuggets of gold regarding the workplace – from advice to someone just getting started to what they’d tell their younger selves, resume and interviewing tips, and the qualities they look for in the best job candidates. Here’s what they had to say.

Diane Carpenteri



I’ve always had a “love” for medical publishing. I started my career when I was 25 years old and have never regretted it. My work environment over the years has always been inspiring, and it has everything to do with the mentors and colleagues I’ve had the pleasure of working alongside – smart, talented, kind, caring people, both on the client and company side. I continue to learn and accept change.

ADVICE FOR ANY NEW PERSON ENTERING THIS INDUSTRY

Collaborate with your colleagues, have face-to-face conversations, share ideas, learn from each other, accept mistakes because you are human, celebrate the victories, be proud of what you do. Most importantly, remember why you are in this industry – to provide healthcare providers (HCPs) with the information they need, in every possible format, for better patient outcomes.

Diane Carpenteri is Associate Publisher, HealthCom Media and Wolters Kluwer. She can be reached at 203-253-7935 or dcarpenteri@healthcommedia.com.

Amy L. Levinson



WHAT ADVICE WOULD YOU GIVE SOMEONE JUST STARTING A CAREER IN HEALTHCARE MARKETING?

Talk to everyone – you never know what is going to spark creativity. I say all the time, I built a career drinking with the right people. This is a relationship-driven business, which can either make or break you. Unrelated, just because it’s not in a capabilities deck, doesn’t mean it can’t be done. Think out of the box. Someone once told me media planning is part art and part science. You can’t just go by the numbers – which is absolute truth. You gotta try something new to see if it’s going to work.

WHAT QUALITIES ARE YOU LOOKING FOR IN A CANDIDATE?

1. Detailed orientation – the devil is in the details. No matter what discipline you’re in, cutting corners will ALWAYS come back to bite you in the ass.
2. Personality – You gotta get along with others in the sandbox. I’ve had bad seeds work at GMS. No team member should be subjected to another person’s disrespect.
3. Willingness to put in the time. Roll up your sleeves to get it done. Again, this goes back to the ability to play on a team.

Amy L. Levinson is Chief Executive Officer, A.L.L. Global Media Solutions. She can be reached at amy.levinson@all-gms.com or 917-301-8215.

Juliet Lee



WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO IS STARTING THEIR CAREER IN HEALTHCARE MARKETING?

I’ve spent my whole career in healthcare media, so my advice would be to **stay curious and give yourself room to explore where your strengths and interests can take you.** Learn your craft deeply but take every

opportunity to understand what happens around it – the strategy, the data, the technology, the business, and, most importantly, the people! Healthcare media will continue to evolve, especially with AI changing how we work, so being willing to learn and adapt matters more than knowing everything on day one. Ask questions, find people you can learn from, and say yes to opportunities that stretch you. Some of the most important growth happens when you step outside your comfort zone. It’s been 27 years and I’m still doing it!

Juliet Lee is Managing Partner, SSCG Media Group | An Omnicom Media Company. She can be reached at jlee@omc.com.



The NEW ENGLAND
JOURNAL of MEDICINE

Where trusted information meets an influential audience

NEJM delivers trusted information to a highly engaged and influential HCP audience. HCPs rely on NEJM for insights that inform decisions and shape patient care. Its credibility creates a valuable opportunity to reach healthcare leaders. Reach this influential audience of HCP leaders with NEJM.

84%

of NEJM readers (print and online) find medical journals important

38%

more likely to be an early adopter

35%

more likely to be a high prescriber (based on 200+ average week)

Source: M3 MI Sources & Interactions 2026

Contact your NEJM sales director to connect with this influential audience

Meg Ainley
mainley@nejm.org

Corrie Bridgeman
cbridgeman@nejm.org

Andrew McGuire
amcguire@nejm.org

Linsey Rosenthal
lrosenthal@nejm.org



Work Tips From the Top

Gina Andreacchio



WHAT ADVICE WOULD YOU GIVE SOMEONE JUST STARTING A CAREER IN HEALTHCARE MARKETING?

Be a sponge. Pay attention to everything around you, from how others present and communicate to how they take notes in a meeting and interact with clients and peers. One of the best pieces of advice I was given early in my career, from my time in the service industry, was, “Don’t let your tables run you; you run your tables.” I’ve carried that with me throughout my career. The moment you let the overwhelm take over, you become disorganized and find yourself constantly trying to catch up. This can quickly become a never-ending battle and, ultimately, the accounts will suffer from it. Be proactive, anticipate what’s coming, and get ahead of situations rather than always reacting to them. Staying organized, communicating early, and knowing what needs your attention before it becomes urgent can make all the difference.

Most importantly, put on the client hat. Ask yourself: *Is this something I would want to receive? Is it helpful and informative? Would I have follow-up questions? Am I being clear and concise?* Putting yourself in your client’s shoes can completely change the way you approach your work. At the end of the day, it’s not just about completing the task, it’s about understanding the person on the other side of it and making their job easier.

WHAT DO YOU WISH YOU HAD KNOWN EARLIER, AND WHAT WOULD YOU TELL YOUR YOUNGER SELF?

I wish I had understood earlier that you don’t have to know everything right away. Your career is a progression, and every role, project, and even challenge is an opportunity to learn something new. I would tell my younger self to ask more questions, speak up more, and have confidence in the value I bring to the table. There is no such thing as a dumb question, and sometimes the best way to learn is simply to ask. Pay attention to the answer, learn from the scenario, and think about how you can apply that knowledge the next time you encounter a similar situation. Over time, those experiences build your ability to think critically, anticipate challenges, and become a better problem-solver rather than always needing someone else to provide the answer.

I’d also tell myself not to be afraid to raise my hand for opportunities just because I don’t meet every qualification

yet. You don’t need to have everything figured out before you take the next step. Sometimes the best growth comes from being willing to step outside of your comfort zone, ask questions, figure things out along the way, and trust that you’re capable of learning.

WHAT ARE YOUR BEST INTERVIEW AND RESUME TIPS FOR TODAY’S JOB SEEKERS?

Make sure your resume tells a story rather than simply listing responsibilities. Highlight what you accomplished, how you contributed, and the impact you had. Before an interview, do your homework and come prepared with thoughtful questions. But just as importantly, be yourself. I pay attention to whether someone is genuinely engaged in the conversation, listening, and interested in the opportunity.

And don’t underestimate the importance of the questions you ask at the end of an interview. They don’t all have to be specific to the role. Of course, ask questions that show you’re interested in the position and the company, but this is also an opportunity to get to know your interviewer and find some common ground. If it feels natural, ask about their experience, what they enjoy about the company, work-life balance, hobbies, or something else that allows you to make a genuine connection. Sometimes a shared interest or experience can turn an interview from a series of questions and answers into a real conversation.

You can teach someone a process or a specific skill, but it’s much harder to teach curiosity, enthusiasm, accountability, and a positive attitude. Show that you’re someone who is eager to learn, willing to ask questions, and genuinely interested in being part of the team. Ultimately, I want to walk away from an interview feeling like I got to know the person, not just the candidate on their resume.

WHAT QUALITIES ARE YOU LOOKING FOR IN A CANDIDATE?

Although the skill set for the actual role is essential, I also look for soft skills that can’t necessarily be taught. Is the conversation flowing naturally? Are they engaged, personable, and enthusiastic about the opportunity? Do they have a positive attitude and seem like someone who would contribute to the team? To me, day-to-day skills can be learned, but qualities like curiosity, initiative, adaptability, and genuine enthusiasm are what can make someone a great fit for both the team and the role.

Gina Andreacchio is Director, Agency Operations, SSCG Media Group | An Omnicom Media Company. She can be reached at gina.andreacchio@omc.com.



Why Advertise in *American Family Physician*?

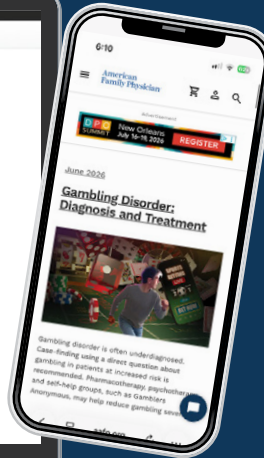
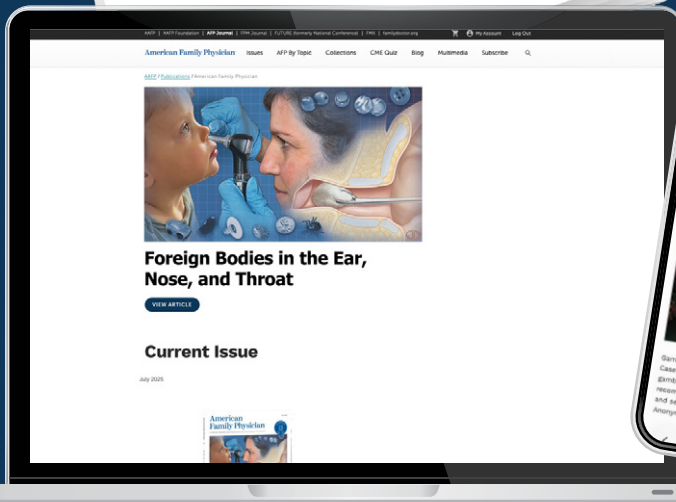
- ▶ 161,000+ family and other primary care physicians receive *AFP* in print every month¹
- ▶ 3.2 million monthly online visitors turn to *AFP* for trusted clinical guidance¹
- ▶ #1 media brand in primary care across multiple metrics²
- ▶ 26% of all prescriptions during office visits are written by family physicians³
- ▶ 23% of all patient visits go to family physicians³
- ▶ 239,000 CME quizzes completed annually—proof of reader engagement²

1 Source: AAFP Internal Data

2 Source: M3 MI

3 Source: IQVIA Data

4 Source: CDC National Center for Health Statistics



10 million patients this week will visit a primary care physician.⁴

Reach 161,000+ primary care physicians through *American Family Physician*—the trusted clinical review journal of the AAFP.

American Family Physician connects your brand with the largest and most engaged primary care audience in the U.S.

YOUR BRAND. THEIR PRACTICE. REAL INFLUENCE.

American Family Physician®

Print. Online. Mobile. Podcast. Audio.

dsexstro@aafp.org | Published by the American Academy of Family Physicians

WILEY

Wiley is a proud advertising, funded education, and sponsored content sales partner of *American Family Physician*.

Work Tips From the Top

Ivette McFarland



WHAT ADVICE WOULD YOU GIVE SOMEONE JUST STARTING A CAREER IN HEALTHCARE MARKETING?

First impressions matter, but lasting impressions matter even more. One of the best pieces of advice I can offer is to start building your reputation from day one. In a close-knit industry like healthcare marketing, people remember not only the quality of your work, but also your professionalism, integrity, and the way you treat others. Those first impressions often become long-standing professional relationships – and, ultimately, the reputation you build over time.

As those connections grow, many will become genuine friendships – and that's one of the greatest rewards of this profession. But friendship and professionalism can, and should, coexist. Some of the strongest partnerships I've built over the years are with people who know I'll always be honest, even when the conversation is difficult. The ability to separate friendship from business – and to approach both with respect and integrity – has strengthened those relationships, not weakened them. Don't shy away from those moments. They're often where trust is built.

I always say the only constant is change. Technologies, platforms, and the healthcare landscape will continue to evolve, but your reputation remains one of your greatest professional assets. It's something you carry with you throughout your career – to every meeting, every opportunity, and every new relationship you build – and it often arrives before you do!

Ivette McFarland is Media Director, A.L.L. Global Media Solutions. She can be reached at ivette.mcfarland@all-gms.com.

Michele Sirkin



WHAT ARE YOUR BEST INTERVIEWING AND RESUME TIPS FOR TODAY'S JOB SEEKERS?

Your resume and credentials can help you get the interview, but your preparation and personality are what can really set you apart. Don't just talk about what you did – be ready to explain the impact you had and what you

Emily Frenkel



Healthcare marketing is a growing industry where compliance regulations, digital tools, and industry expectations continuously evolve. Impactful work begins with getting comfortable asking questions, active listening, and embracing a forever-learner mindset. Having an open line of communication with internal and external collaborators helps build a solid foundation to create successful case studies. As new entrants in the field, there is a fine line to walk when pitching ideas. It never hurts to give yourself some time to absorb as much information as possible before chatting about every idea that comes to mind. Your contribution matters and opportunities await.

Innovation requires inspiration. I highly recommend going to industry events, taking notes, and setting aside time to reflect upon what may be required to achieve aimed results. Along the way, challenges may come up that require leaning into discomfort and getting familiar with uncharted territories. These challenges tend to further define the next steps that will bring you closer to your goals. Sharing along the way with those who may be interested is a gift that life keeps on giving. The world has a way of returning the favor.

Emily Frenkel is Analyst, Paid Social, CMI Media Group. She can be reached at efrenkel@cmimediagroup.com or 215-568-5944.

learned along the way. Before any interview, take the time to familiarize yourself with the company and the role, and come prepared with thoughtful questions. Remember that you're also evaluating them to make sure the opportunity is the right fit for you. The best candidates show us not only that they have the skills and experience for the role, but that they're genuinely interested in being a part of the team and can bring a fresh perspective and a willingness to learn.

Michele Sirkin is Chief Media Operations Officer, CMI Media Group. She can be reached at 215-568-5944, 215-252-7569 (Direct), or msirkin@cmimediagroup.com.

Haymarket: Celebrating a Culture of Purpose and Impact

BY MELANIE BRITTMAN

In my role at Haymarket Media, Inc., I often find myself reflecting on what makes our organization tick. And what I've come to learn is it isn't just the specialized information – the “remarkable content” – we produce across more than 30 B2B brands for professionals in healthcare, marketing, and communications. It's our collective mission to shape a brighter future and a better world.

This purpose is realized through Haymarket Impact, our corporate framework that has allowed Haymarket to become a proudly certified B Corporation. B Corp is an international standard and provides a measurable recognition of our commitment to social equity, environmental responsibility, and sustainable business practices.



Haymarket team members giving back at the Woodcliff Lake Reservoir with the Hackensack Riverkeeper.

Fewer than 1% of companies in the United States have attained B Corp certification.

Haymarket Impact extends across our workplace, audiences, and local communities. Data Protection Officer

John Crewe sums it up well: “Impact isn't a finish line but a commitment to continuous improvement. By embedding sustainability and social responsibility into our daily decisions, we're constantly challenging ourselves to turn our values into lasting benefits for our people, our communities, and the planet.”

IMPACT ON CUSTOMERS AND AUDIENCES

Haymarket Impact is reflected in the information we create every day. In the past year, our journalists have produced more than 3,000 articles related to Quality Education, DEI, Gender Equality, Climate Action, and ESG (Environmental, Social, and Governance) issues.

IMPACT IN OUR COMMUNITY

Our influence goes beyond content. Our CEO, Mike Graziani, is a firm believer that corporate success and community service are inextricably linked. “Our company's success is only meaningful when we give back and build strong community ties,” he says. “Whether supporting educational opportunities, championing environmental



Volunteering our time and effort to support NYC Parks at Stuyvesant Square Park.

stewardship, or addressing food insecurity, our collective action drives genuine progress.”

Haymarket employees dedicate thousands of hours each year to local

causes through company-organized events and volunteer days.

- We provide internships and financial support for high school students through the Inner City Scholarship Fund, The Liguori Academy, and The Banyan School.
- Our volunteer teams roll up their sleeves at Holy Apostles Soup Kitchen in New York City and the Center for Food Action in New Jersey.



Our team lending a helping hand at the Holy Apostles Soup Kitchen.

- We spruce up NYC parks and clean up littered waterways by partnering with the Hackensack Riverkeeper and other environmental advocates.
- We proudly serve as volunteers at the annual New Jersey Special Olympics Summer Games.
- We support the Center for Hope & Safety (domestic violence intervention and prevention) with hands-on help and regular donations.

(Continued on page 13)

Building Human Connections

STARTING WITH THE PEOPLE WHO WORK HERE

BY JULIET LEE

At SSCG Media Group, *Building Human Connections* is more than our tagline. It is the idea behind the work we do for healthcare brands and, just as importantly, the way we work with one another.

Healthcare media is changing quickly. Data is richer. Technology is smarter. AI is transforming how we plan, activate, optimize, and measure. But at the center of all of it are still the people: the patients looking for answers, the HCPs making complex decisions, the clients trusting us with their brands, and the teams at SSCG bringing it all together.

That human perspective has shaped SSCG for more than 30 years.

PURPOSE YOU CAN SEE IN THE WORK

The work feels meaningful because the stakes are real. Whether we are helping a patient discover a new treatment option, empowering an HCP with relevant information,



AMM Nexus.

or helping a brand navigate a complex market, our teams can see the purpose behind the work they do. We take our clients' business personally and want our

teams to understand not only what they are doing, but why it matters.

OUR NAME SAYS A LOT ABOUT OUR CULTURE

Our name itself reflects our four core values that have guided SSCG from the very beginning: **S**ubstance, **S**tyle, **C**onviction, and **G**race. They aren't simply words on a

wall. They shape how we think, how we challenge ideas, how we collaborate, and how we show up for clients and one another.



SSCG holiday party.

Substance means bringing depth and rigor to the work. **S**tyle is the creativity and originality we bring to solving problems. **C**onviction means having the confidence to take a position and the integrity to stand behind it. And **G**race reminds us that *how* we achieve something matters just as much as *what* we achieve. We believe you can have high standards, debate ideas, and

push for better answers all while still treating people with respect and humanity.

GROWING EXPERTISE AND RANGE

At SSCG, growth isn't limited to just the next title. Employees can deepen their expertise while gaining exposure to different disciplines, audiences, therapeutic areas, and emerging technologies. Formal learning through Omnicom's Learning and Development program, *Onward*, complements the growth that happens every day through new challenges, mentorship, and opportunities to stretch beyond what's familiar.



Biddable team seafood boil.

TECHNOLOGY IS CHANGING THE WORK – PEOPLE MAKE IT MEANINGFUL

Data, technology, and AI are reshaping what's possible in media and they're increasingly embedded in how we work. We use these tools to uncover insights, accelerate

(Continued on page 13)

SSCG (Continued from page 12)

processes, make smarter investment decisions, and measure business impact. But technology doesn't replace the qualities that make great media people great! Human judgement, curiosity, and creativity are what turn data into meaningful action.



Tulip picking.

HIGH EXPECTATIONS AND A HEALTHY WORK CULTURE CAN COEXIST

Doing meaningful work shouldn't require leaving the rest of yourself behind. We support work-life balance through a flexible hybrid model, paid time off, wellness days, and resources supporting physical and emotional well-being. But culture is also about leaders who listen, colleagues who support one another, and teams that celebrate together. Some of our strongest connections are built beyond the media plan – through volunteer activities, team outings, celebrations, networking events, and the everyday moments that bring our people together.

THE BEST OF BOTH WORLDS

SSCG combines the connection and entrepreneurial spirit of a close-knit healthcare media agency with the scale and capabilities of Omnicom. As part of Omnicom Media, our people have access to broader talent, technology, data, investment capabilities, and career opportunities, while maintaining the collaborative culture and healthcare specialization that define SSCG. It's the best of both worlds – a place where people can build deep expertise, broaden their careers, and help shape what's next in healthcare media.



Juliet Lee is Managing Partner, SSCG Media Group | An Omnicom Media Company. She can be reached at jlee@omc.com.

Haymarket (Continued from page 11)

PEOPLE IMPACT

Our talent drives Haymarket's success with audiences and clients. Our culture of continuous learning and excellence ensures our people possess the specialized expertise required to navigate the complex markets we



Supporting local athletes at the NJ Special Olympics Summer Games.

serve. Internal initiatives – such as our annual awards program – celebrate the innovation and dedication that translate directly into high-caliber results for our audiences of experienced marketing, com-

munications, and healthcare professionals. When our employees thrive, our constituencies benefit from a highly skilled team of professionals who are deeply invested in their goals.



Celebrating our talented team at our annual Haymarket Awards ceremony.

WHY I AM PROUD TO CALL HAYMARKET MY HOME

As I reflect on my own journey here, it's clear that Haymarket is more than a workplace – it's where we challenge ourselves to align our professional ambitions with the impact we want to see in the world. Whether it's the way we champion our communities, support our colleagues, or innovate in our industries, there is a shared heartbeat that turns "a job" into something much more meaningful.

Ultimately, it is this sense of family and shared purpose that makes Haymarket more than a business – it's a professional home where we support one another, thrive together, and build a lasting, positive impact for all the audiences, partners, and clients we serve.



Melanie Brittman is Executive Assistant to the CEO, Corporate Communications Manager, Haymarket Media, Inc. She can be reached at melanie.brittman@haymarketmedia.com.

ECG Fair Builds Connection, Celebration, and Community With the 2nd Annual Fair Coming This October

BY FRANKIE STOKES

Chair yoga, henna tattoos, and bouquet-making were just a few of the activities employees enjoyed at the CMI Media Group and Compas first Employee Community Group (ECG) Fair last October. As the agency looks ahead to the 2nd Annual ECG Fair this October, the inaugural event offers a look at how ECGs bring connection, celebration, and community to life across the organization. The fair was organized by Amalia Megnin and Nirvana Rivera from the People and Transformation team, alongside ECG leadership. Together, they orchestrated dynamic activations throughout the office designed to highlight the inspiring missions of their ECGs and celebrate the truly great work they do and the community they have built.

EVOLUTION OF ECGS

Rivera, who has been with the company for more than five years, shared how the ECGs evolved greatly over the years in a reflective moment.

"When I first started at the agency, we had a loosely organized group of people who were pushing forward culture initiatives without any real organization. Over time, we were able to morph those loose groups of interested people into our employee community groups, which are nine distinct groups devoted to driving forth the mission of a particular community. These communities focus on sexual orientation, religion, racial and ethnic groups, and interest groups as well."

NINE EMPLOYEE COMMUNITY GROUPS

CMI Media Group and Compas offer ECGs to represent and support their employees. The ECG Fair brought all



Frankie Stokes participating in one of the ECG activities.

nine groups together and gave opportunity to those who may be looking for a new group to join.

- **AZAP** celebrates the Asian American Native Hawaiian Pacific Islander (AANHPI) community.
- **BRAAVE** stands for Bringing Relevance to the African American Vision and Experience.
- **GEMS** creates a space for employees who are new to agency life.
- **(HER)story** creates a forum for bringing awareness to societal and workplace inequities uniquely affecting women.

- **Mi Gente Unidos** celebrates the Hispanic/Latinx culture and its wonderful impact on the U.S. culture.
- **PLUS+** exists to educate and raise awareness for the LGBTQ+ community.
- **Shalom** promotes a strong understanding of Judaism to foster a climate of camaraderie and understanding of Jewish heritage.
- **STRIVE** provides support, resources, and a safe and inclusive space for employees impacted by cancer.
- **Thrive** encourages acceptance of our physical, mental, and emotional differences by reframing perceptions and celebrating diversity.

MAKING CONNECTION, BELONGING, COMMUNITY ACCESSIBLE

I caught up with the dynamic duo – Megnin and Rivera – to revisit how the first ECG Fair came to be, what made the day meaningful, and what employees can look forward to as the 2nd Annual ECG Fair approaches this October.

Q: Last year marked the first ECG Fair, and the 2nd Annual ECG Fair is coming this October. Can you tell me where the original idea came from and what you hoped the first fair would accomplish?

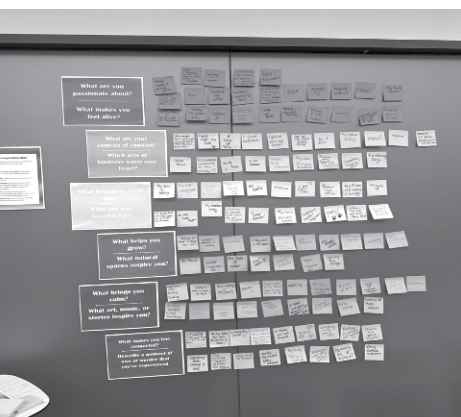
(Continued on page 15)

CMI/Compas *(Continued from page 14)*

Megnin: We've been wanting to do this fair for a couple of years now, and we finally brought it to life. One of the goals was to create connection between our employees and foster the feeling of belonging and community. We also wanted to give more visibility to the ECGs and their missions.

Q: Describe the flow of the day.

Rivera: We wanted the day to be a full experience. So, we decided to shape the day around the idea of getting a Backstage Pass or an All-Access Pass to everything our ECGs



PLUS+ wall for employees to leave answers to prompts with words of encouragement.

had to offer. When employees arrived, they received an All-Access Pass that had a checkpoint for each ECG's activation that was going on in the office. We wanted attendees to really be encouraged to visit each station throughout the day. So we made sure we had activations that were spread out over time and had a variety of

different activities to participate in. We wanted to make sure the day was fun, interactive, and rewarding.

Q: After the fair concluded, what were your takeaways?

Megnin: The main takeaway from this day was employees were really building the connections we wanted them to. There was one person in particular who said they loved that people were actually talking to each other during the event. A lot of the times people are just moving from meeting to meeting. Often, people don't take the time to live in the moment and embrace the opportunity to talk to others.

Rivera: I was super moved throughout the day because people were sharing such nice feedback and it was so genuine, too. Not just like a pat on the back but really talking about how the day impacted them.

During the (HERstory) activation, the flower bouquet-making, somebody told me a very moving and personal story about what the bouquet of flowers they made meant to them. And I was like, wow, that was just a very vulnerable moment that, you know, I didn't press anybody for they just felt compelled to share because of what was

going on that day. Also, during the chair yoga and sound-bowl activation (Thrive ECG), the yoga studio owner was giving out free passes afterwards. So many people were saying, "I'm going to keep this going...I'm going to remember these mindfulness moments." The instructor also had mindfulness cards that you could take with you. Seeing that people were taking away something that was very valuable and personal stood out to me the most. Also, on the PLUS+ wall, people were writing the sweetest things. I was taking pictures of all the different notes on the inspiration wall.

"It's awesome that we're able to build connection that way."

— STANLEY WOODLAND, FOUNDER AND CHAIRMAN, CMI MEDIA GROUP AND COMPAS

Q: Post-ECG fair, how do you hope to see ECG involvement grow across the agency?

Megnin: As always, we would love to see more participation from staff in our events and increased membership in our ECGs. Part of what makes ECGs so great is that building community aspect.

With the 2nd Annual ECG Fair happening this October, the team is already preparing to elevate the next VIP All-Access experience. If you're in the market for a new community to connect with, share moments, and spread inspiration, visit cmimediagroup.com/careers.



Amalia Megnin (L) and Nirvana Rivera (R) pose with ECG photobooth props.



Frankie Stokes is Manager, Marketing, Compas. She can be reached at 856-382-2151, 856-903-6986 (Direct), or fstokes@compas-inc.com.

Connect With Your Target Audience with *Annals of Internal Medicine*

Annals of Internal Medicine
is the #1 read
internal medicine publication.

When you advertise with
Annals of Internal Medicine, you
will connect with tens of
thousands of internal medicine
physicians because 73% of
Annals recipients read it!*



Connect to readers with these high-impact advertising opportunities:

- ***Annals of Internal Medicine* Cover tips and Outsert/Ride-alongs** offer targeted, high-impact, prominent positions for your important message.
- **Latest from *Annals* – Targeted** e-newsletter features your brand's message to your audience along with the latest content from *Annals of Internal Medicine*.
- ***Annals of Internal Medicine* Trending Articles** is a new e-newsletter highlighting the 10 most accessed Annals.org articles published during the previous month and is available in a targeted version.
- ***Annals* Latest Highlights & Podcast** is a targeted opportunity that offers your busy physician audience with an alternative source for keeping up to date. The podcast content is introduced by Editor in Chief Dr. Christine Laine and features news from *Annals of Internal Medicine*.

To learn how you can take advantage of these opportunities,
contact Kevin Bolum at kbolum@acponline.org or 215-251-2440.



ACP
American College of Physicians
Leading Internal Medicine, Improving Lives

*Source: Medical/Surgical Media Measurement, 2026, Table 402 Average Issue Readers and Average Page Exposures.