



insight

MARKETING

In addition to working through Q4 initiatives, such as the UI refresh, the zion/marketo integration, curbside consult and badging enhancements, CMI exclusive email management and internal member research, the marketing team continues to work diligently to increase member engagement, management and awareness across multiple touch points on a daily basis:

- Content sourcing with emphasis placed on providing members specialized content that is relevant, current and directly from the most reputable and knowledgeable outlets;
- Timely and efficient responses to address member inquiries coming in from various channels, such as email, voicemail and in-community regarding a mix of topics such as new member registration, verification, password reset and general feedback and opinions – the good, the bad and the ugly!
- Weekly email creation, SPAM testing and refinement, and scheduling aligned with content sourcing strategy – ~100 unique emails created, reviewed and approved per week;
- Social media management of 6 unique channels, aligned and consistent with in-community content and features;

MARKETING

We're also kicking off our own brand-planning season, by beginning to develop a 2017 marketing plan that allocates budget and resources to most effectively position Skipta for continued success in the New Year.

**ELIZABETH CICCIO /
VICE PRESIDENT, MARKETING**

CULTURE CORNER

I want to thank all of you for working hard to participate in the company's initiatives & programs aimed towards how we experience our culture/values/mission/vision and improving communication, organizational efficiency, project flows, and teamwork. These are all fundamental building blocks that are crucial in helping all of you as individuals, departments, and Skipta as a whole to succeed.

Amongst the tight deadlines, flooded email boxes, dozens of meetings, and plenty of phone calls - please remember to practice good consistent self-care to keep your minds sharp and your stress levels as moderate as possible. You can tailor your own individual self-care plan to your tastes/schedules/interest level, but here are a few small ways you can focus on your self-care and work/life balance every week, especially during times of stress:

- 5 to 10-minute daily mindfulness meditation
- Daily deep breathing (i.e. breathe in for a count of 4, hold for a count of 4, and exhale slowly for a count of 4)

- Consistent exercise
- Healthy eating
- Hobbies
- Creative outlets
- Time with family & friends
- Outdoor recreation
- Travel
- Practicing daily positive affirmations about the things you are grateful for in life

Additional work/life balance & self-care educational information will be published soon and some future in-house seminars will be dedicated to these topics. As a reminder, the healthcare & PTO policies are currently under review for changes to be effective January 1, 2017.

If you have any questions about your individual work/life balance or self-care strategies, please don't hesitate to reach out to me and I will be happy to help you come up with the strategies that work best for you.

Remember – your mind & body are working hard every day – so make sure to do things as often as you can to nourish them.

**MELISSA DOMAN / DIRECTOR OF
CULTURE & EMPLOYEE DEVELOPMENT**

“Health is the greatest gift, contentment the greatest wealth,
faithfulness the best relationship.”

BUDDHA

SUPERSTAR



Nate Caro was our Q3 Skipta Superstar! Nate lived Skipta's values and delivered an exceptional performance during Q3. Nate received a \$500 bonus and a Skipta Superstar plaque. Remember, anyone can nominate a coworker for the Skipta Superstar award. The leadership team reviews all nominations and votes on the winner. The end of Q4 is December 31, 2016.

Congrats again Nate!

A WORD FROM NICK

I invite you to follow my [Twitter](#) and [LinkedIn](#) handles. Please connect with me, Nick Doherty, Chief Administrative Officer. Here's the latest from my handles:

HEALTHCARE & THE ELECTION

- [What Would Trump or Clinton Do to Healthcare Next Year? Who do you feel has the better plan for healthcare?](#)
- [How Would the Election Outcome Affect the Medical Technology Industry?](#)
- [Drug Prices, Not The Health Law, Top Voters' Health Priorities For 2017](#)

LinkedIn

- [Can you relate? "Physician frustrations grow in changing health care environment"](#)
- [8 changes to the Medicare Physician Fee Schedule in 2017](#)
- [Physician frustrations grow in changing health care environment](#)



**NICK DOHERTY /
CHIEF ADMINISTRATIVE OFFICER**

OPERATIONS

The Operations team has been hard at work addressing the high volume of client requests for 2017 and working with Marketing and Technology to implement and analyze sold campaigns. Utilizing the processes and procedures put in place in 2016, we've been able to tackle the growing number of demands from the increased Sales' pipeline; RFPs, list matches, engagement projections, data insights, etc. Through the support of all functional teams (Sales, Technology, Marketing, Finance) we continue to refine our approach for overall improvements.

There were a couple of major wins for the team in the last month that really stand out:

1. Updated Client Resources Documents on DB: within the Sales folder we've provided a host of resources for client pitches based on feedback from Sales; RFP template, proposal template, case studies, SOW templates, processes workflows, engagement projections, and client approved analytics.
2. Weekly Live Tactic Report: sent to everyone at Skipta, weekly, highlighting those campaigns and corresponding tactics live from the previous week. This is aimed at providing increased transparency.

Finally, looking around, I'm constantly reminded of how passionate and talented Skipta employees are, as you all continue to take the extra steps and put in the extra time to position us for a strong finish to 2016 and start to 2017. Keep up the good work!

**JEFFREY S. ANDERSON /
VICE PRESIDENT, OPERATIONS**

SALES

Doug Kopp joined the Skipta team on September 30th. Doug and his wife Caryn have a daughter, Jamie and a son, Jason. Doug attended the University of Pennsylvania, where he majored in Communications. He also received his MBA from NYU's Stern School of Business. Doug is really excited to be here at Skipta and has already received 7 RFPs in the last 3 weeks ... keeping him super busy!

Welcome to Skipta Doug!

The Sales team had a good "conference" at the Digital Pharma East show. We were able to get in front of folks from Sunovion, BI, Novartis, Purdue, Janssen, Allergan, BMS, GSK and other pharma clients.

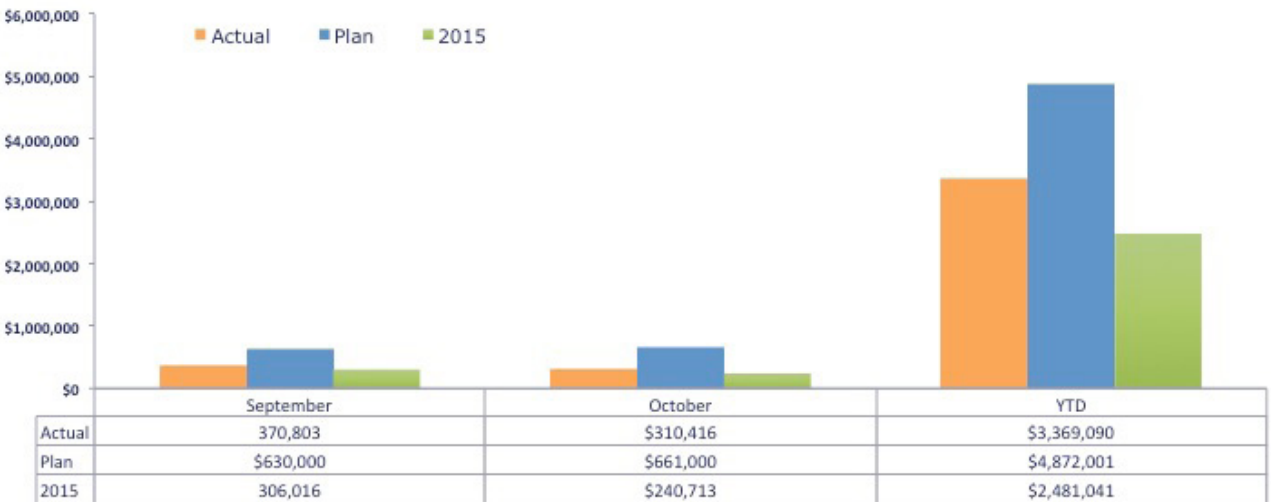
**MATT BAGGETT /
RVP, CLIENT SOLUTIONS**

November is a month of Thanksgiving and I would like to thank our clients, ad agency partners, and most of all the hard working individuals of Skipta. I am thankful to be working with such dedicated and truly caring people that see we are helping to deliver messages to HCP's and reaching professionals in a format they use to help change behaviors with credibility in a source they trust. Happy Thanksgiving!

**JOHN KOVATCH /
RVP, CLIENT SOLUTIONS**

FINANCIALS

2016 Revenue (YTD)



- Month to date revenue increase over last year 70k generated by the start of the BMS project.
- Year to date revenue gain over last year due to a significant increase in Skipta's AdMission activity.
- Overall shortfall in actual vs. budget driven by delay in new projects.

JUDY WEINSTEIN / CONTROLLER

The best way to predict your future is to create it.

ABRAHAM LINCOLN

THAT'S WHAT TED SAID

"Almost everything you do will seem insignificant, but it is important that you do it." Mahatma Gandhi

Note from Ted: It is the little things that will make the big difference. Let's close the year strong!

DR. THEODORE SEARCH/ CEO

MILESTONES

BIRTHDAYS:

Ted Search - October 2nd
Kendal Phillips - November 10th
Katie Szott - October 3rd

WORK ANNIVERSARIES:

Jeff Anderson - November 2014 (2 years)
Nick Doherty - November 2008 (8 years)
Cam MacDonald - November 2015 (1 year)
Ted Search - November 2008 (8 years)

