



insight

NEW KIDS ON THE BLOCK

Judy Weinstein joined our Skipta family February 15th. Judy is from Buffalo, New York and attended SUNY Albany. She has an undergrad in Anthropology and Accounting, and a MBA in International Mgmt. Judy volunteers for MOOSE Charities and also does the books for the Columbia PA chapter. Judy fishes competitively for freshwater bass all over PA, NY and MD with her team *The Bass Blasters*.

Kanika Gulhati will be starting April 4th as a Business Analyst reporting to Sreeni. Kanika will focus on: requirements gathering, requirements organization, facilitation of collaboration across business units, translating requirements, assisting with use cases, and cross-functional communication.

WE'RE HIRING

We're hiring a Senior Software Developer! Do you know someone who's a good fit? Contact [John Ciccio](#). The Senior Software Developer must believe in collaborating with business and aligning business needs with technology solutions.

MARKETING

Don't be afraid to give up the good to go for the great.

JOHN D. ROCKEFELLER

The Marketing team continues to support the “increase member engagement” initiative. Here are some highlights of areas we have strategized, implemented and/or contributed to so far in 2016:

- Finalized tactical marketing plan for pharma facing audience resulting in 3 industry event sponsorships, ad placements in 3 leading publications and a refreshed inventory of sales support tools
- Established Community Ambassador program targeting ‘socially active’ HCPs in high priority communities to support engagement and recruitment activities
- Evolved social media strategy for Skipta channels, and introduced a pilot [Oncology Nation](#) social presence
- Various approaches to stimulate member activity including the introduction of new types of content, feature-specific educational campaigns, and implementation of “Question of the Week” quick polls
- Kicked off UI refresh to update the look/feel and messaging for all member-facing touch points, including community landing pages, in-community appearance and email templates

We look forward to continuing to work through these areas and demonstrating success through increased member engagement and new member acquisition.

ELIZABETH CICCIO / VICE PRESIDENT, MARKETING

A WORD FROM NICK

Even though we're all in different locations, we can still stay connected through the power of social media.

Follow Nick on Twitter
[@SkiptaNick](#)

Lacking a Twitter handle? Nick has you covered.
Here's a preview of what he shares on his Twitter feed:

[Best US Cities for Pharmacists](#)

[FDA Approved 3D Printed Drug Available In The US](#)

[Apple and healthcare – a marriage made in heaven or hell](#)

NICK DOHERTY / CHIEF ADMINISTRATIVE OFFICER



In a gentle way, you can shake the world.

MAHATMA GANDHI

OPERATIONS

The newly assembled Operations team has had an exciting first quarter of 2016, diligently working to support client operations while facilitating the execution of our strategic initiatives; *Mastering Our Data and Strengthening Our Core*.

We started the quarter off with the addition of our newest member, Nate Caro, bringing a wealth of data analysis knowledge to better understand how to capture/utilize data to strategically drive our business decisions and improve client campaign performance deliverables. In total, the Operations team delivered over 25 reporting packages to 10+ clients in the first quarter, while working with Sales, Account Management, Marketing, and Technology on the implementation of the 12 currently running campaigns.

Internally, we worked to document and streamline many processes aimed at improving the overall efficiency of the business and the quality of Skipta's offering, including:

- Campaign Implementation / Execution process for newly contracted client campaigns
- List Match execution/review process for scoping of prospective campaigns
- Sales Approval process for review of custom campaign scoping and contract approval
- Engagement Projection Calculations for campaign scoping and contract sign-off
- Asset Approval Process for quality control for all member facing client campaigns

By mastering our processes, we align ourselves for continued success as our business grows in the coming year, while ensuring our clients' are provided industry leading service and performance. A special thanks to everyone who has contributed to all of these efforts. Let's take it to the next level in Q2!

NATE CARO / DIRECTOR OF BUSINESS ANALYTICS

THAT'S WHAT TED SAID



Congratulations to Liz Ciccio, for being name as a recipient of the [2016 Healthcare Businesswomen's Association Rising Star Award](#).

HBA Rising Stars are professionals in various sectors of the healthcare industry who have demonstrated noteworthy achievements in their careers and for their Companies.

Liz — We are proud of you and appreciate all of your hard work for our Team and Company. Congratulations on an honor well deserved!

DR. THEODORE SEARCH / CEO

TRIVIA

Which team member traveled to all continents **except** Antarctica?

- A.** Nate Caro
- B.** Jeff Anderson
- C.** Jeff Eaton
- D.** Chris Search

We did not receive a correct answer to the March/February trivia. Even though Nick was in the in photograph, he still guessed incorrectly! Looks like that prize is rolling over again!

The correct answer was: **CAM MACDONALD**
Cam's favorite movie is *The Shawshank Redemption*.

Know this month's answer? Email [Katie Szott](#)

SAVE THE DAVE

It gives us immense pleasure to announce the “Ranga Pravesam” or Classical Dance Debut of our daughters Spandana and Saadhana Jakka.

Please mark your calendars for the afternoon of **Saturday June 18, 2016** and kindly join us to celebrate this important milestone for the Jakka family.

Spandana and Saadhana will present a delightful Bharatanatyam repertoire showcasing Srishti (Creation), Stithi (Existence), Laya (Dissolution), set to live music!



SREENI JAKKA / CHIEF TECHNOLOGY OFFICER

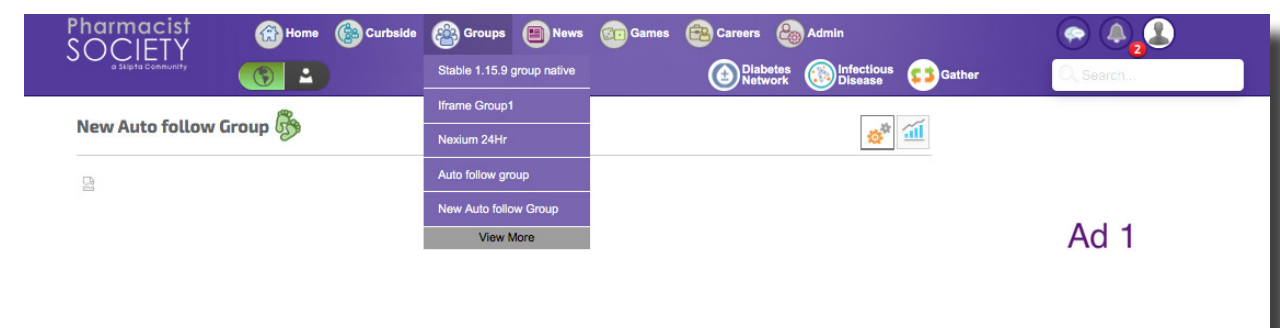
TECHNOLOGY

Our upcoming deployment is scheduled to take place starting Monday, April 4, 2016 through Tuesday, April 5, 2016. As we've discussed on the recent IT Town Hall meetings, there are a few big changes being rolled out with this release.

- Simplified Registration Process
- Enhanced Password Reset Functionality
- Increased Ad Standardization in all pages of communities
- New Layout Design

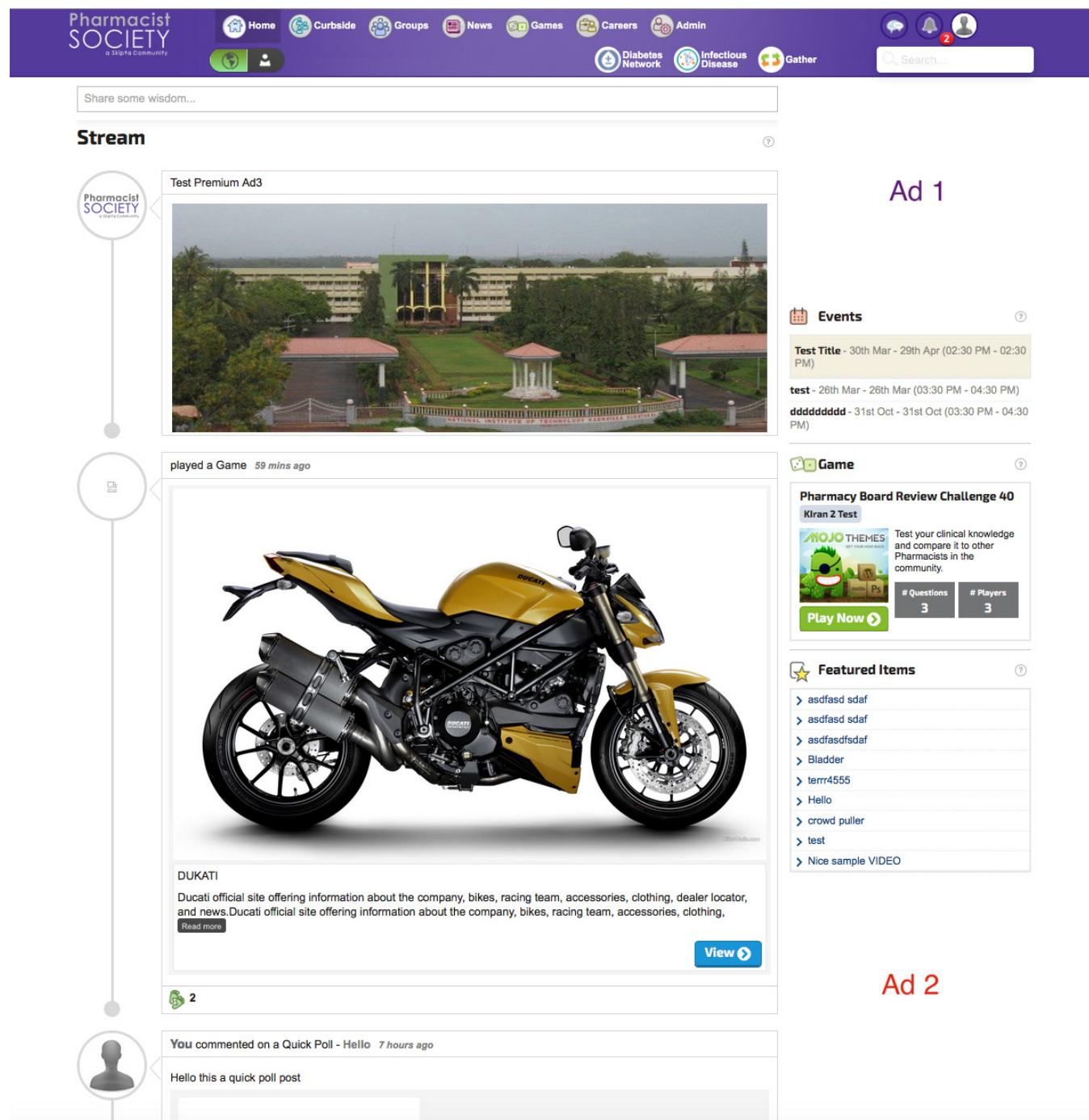
The new layout, which has a modified navigation area, was created to provide more space in the middle container/Stream area. We will no longer have 3 slots for advertisements on the right-hand side of the stream, as there will be 2 total. I've included an array of screenshots that display our new layout as well as places where you may begin to see advertisements in the near future. We will share the updated ad specs and a short demo at our next IT Town Hall meeting.

GRACE USDIN / SOLUTIONS MANAGER



Photographed: New navigation with dropdown.

TECHNOLOGY



Photographed: New stream layout.

MILESTONES

BIRTHDAYS:

John Ciccio - Aptil 19

Jeff Eaton - April 9

John Kovatch - Aptil 19

WORK ANNIVERSARIES:

John Ciccio - March 2014 (2 years)

Chris Search - March 2013 (3 years)

Nothing will work unless you do.

MAYA ANGELOU