



insight

SALES

For Pete's Sake Cancer Respite Foundation enables cancer patients and their loved ones the opportunity to strengthen, deepen and unify their relationships by creating unforgettable and lasting respite vacations.



John Kovatch is looking to creating a Skipta Team to benefit this great organization. Upcoming events include, but are not limited to: a 10 Mile Island Run scheduled for August 12th, 2017 at 5:30 PM in Sea Isle City, New Jersey and a Phillies game, with the date TBD. To view their other events please visit:

<https://takeabreakfromcancer.org/events/> or contact John Kovatch if interested in participating. Thank you to everyone in advance!

JOHN KOVATCH / RVP, CLIENT SOLUTIONS

Thanks again to Kendal, Liz, Jeff, Nick and Cam for all of their work on a pilot program that should be approved by the end of May! Without all of their efforts, this deal wouldn't be where it is today ...

DOUG KOPP / RVP, CLIENT SOLUTIONS

HOW TO PRIORITIZE WHEN EVERYTHING IS IMPORTANT

We spend most of our time on this earth learning how to be human. How to feed ourselves and maintain good hygiene. How to navigate our way through school and then through college. How to fake it those first years of adulthood and how to handle the uncertainty that

comes with being on your own. We learn what we need from a partner and how many seconds, hours, or days to wait before sending an after-the-first-date text. We learn how to fall in love and subsequently, how to fall apart. We learn how much alcohol is needed to be tipsy enough to sing karaoke but not tipsy enough to fall face-first into the microphone. You know, important life skill stuff.

One lesson most of us fail to master is taking on too much at once. Someone once told me, "We all have a plate, some are smaller or bigger than others. We can only balance so much on this plate, and when we misjudge its size and our ability to balance, we find ourselves overwhelmed by its weight, unable to keep the contents from spilling." This is the risk we take when chasing the idea of **having it all**.

Those words, **having it all**, sparks intense debate. Some believe **having is all** is about making your own definition of what **having it all** means. Others believe it is an idea sold to us without the tools (or societal norms) to achieve it.

A few years ago, a lot of fuss was made over Randi Zuckerberg's thoughts on **having it all** as an entrepreneur. For all the articles out there designed to perpetuate the idea we can juggle our emotional, physical, and intellectual needs, this tweet cut right through the noise:

"The entrepreneur's dilemma: Maintaining friendships. Building a great company. Spending time w/family. Staying fit. Getting sleep. Pick 3. " — @randizuckerberg

Randi's words certainly felt like a punch in the gut to me, the new mother hell-bent on seamlessly sliding motherhood to the top of my to-do list like it was NBD. I had the grit, I had the vision, but found it took twice as much energy to keep up relationships the same way I did before having a baby. But this wasn't a baby problem, or a motherhood problem. I had been burning the candle at both ends for years, thinking that my life was better because I juggled more, not less. It wasn't that I just had a baby, it was that my priorities had changed— a common occurrence one experiences as they transition from late 20s and enter their 30s.

Here I was, tired and irritated and driving my husband a little crazy. What was worse? I had forgotten that it wasn't normal to be tired and irritated and at odds with your No.1 fan.

Work, Family, Fitness, Friends, Sleep. Turns out having it all is exhausting.

After waving my white flag, I sat down to think about a smarter way to prioritize my focus. I understood why we can't give all these things 100% attention, but they all felt equally important. Where does one even begin to choose?

That's the million-dollar question.

I've spent some time thinking about how I could approach work with more focus and still have a well-rounded life. In searching for answers to how to balance my own plate, I've been working on developing a series of questions to cut through all the clutter that surrounds me, and pick my 3. It's a relatively simple three-step process that has forced me to sit and write down what I need when I'm feeling out of control.

1. Define what you need emotionally, physically, and intellectually.

At the most basic level, it's important to understand our practical needs. Physical safety, emotional connection, and intellectual stimulation. When you're a kid, this meant having a place to call home, family and friends to claim, and a hobby or two. Then you grow up and things become more complicated. These are the three questions I ask myself:

Emotionally, I need_____.

*Me: Emotionally, I need **family** to connect deeply with; one or two people. I need to be heard and understood and supported by someone I trust completely.*

Physically, I need_____.

*Me: Physically, I need **sleep** to be well-rested and level-headed. I need to have a clear mind so I can focus on making smart and strategic decisions that will benefit my team and my business initiatives.*

Intellectually, I need_____.

*Me: Intellectually, I need **work** to make a difference in my community. I follow my curiosity and gain energy and excitement from others.*

How would you answer these questions? Take the time to think about the questions and answer them honestly. It takes practice to be vulnerable, even when no one is looking.

2. Manage expectations with an 80/20/20 approach.

Take these three statements and rank them 1-3, from most important (1) to least pressing (3). This will give you an idea where you need to put your focus at present.

For many of us, it may be work. For others, it might be asking for help or dedicating your free time to fitness and health. What's important to remember is that we cannot focus all of our attention to just one need. My challenge is that I'm either totally focused on one thing, or I'm giving all things half my attention. Neither of these focus on balance. Back to the plate analogy, we were recently given a set of plates for August, with the plate divided into three parts for food; one large section and two smaller ones. These plates are my physical reminder of how to achieve a well-rounded life.

3. Give yourself a timeline.

Because each of these aspects of your life is important, giving yourself a timeline allows you the opportunity (and permission) to take a break from what you might feel obligated to prioritize, and focus on what you really need based on your rankings. By writing down a timeline, you are committing an hour, a day, a month to the need that is most important, while not giving up on everything else.

By: Kate Arends
Source: WitandDelight.com

TECHNOLOGY

The IT Department is working through development of a new and exciting feature for our specialty communities- Micro-Community. Micro-Community is a concept that allows members from multiple specialties to interact in real time within a designated space. This is an opportunity that was recently sold to a client and we're currently wrapping up the development and packaging up our next deployment, 1.17.05. Stay tuned for Release Notes outlining every item that's included in the deployment.

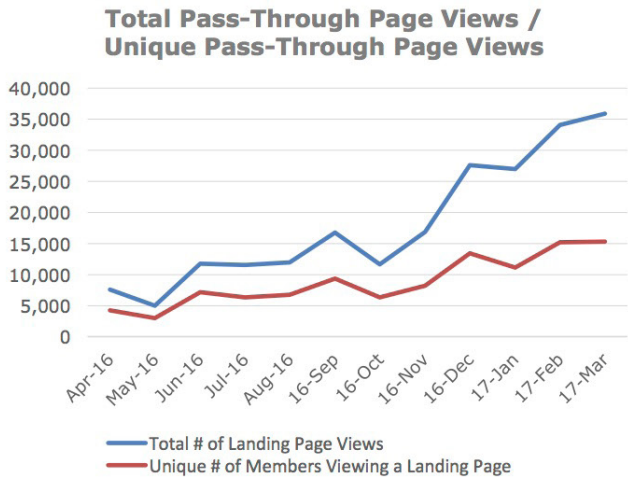
GRACE USDIN / DIRECTOR OF IT

There is a place that you are to fill and no one else can fill,
something you are to do, which no one else can do.

FLORENCE SCOVEL SHINN

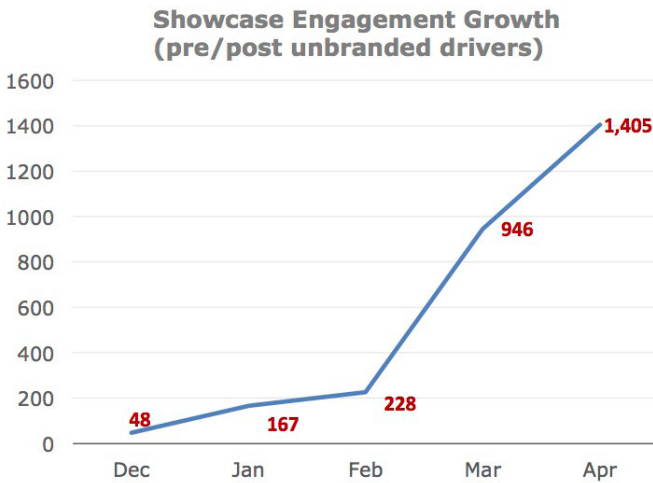
OPERATIONS

SKIPTA ACTIVITY UPDATE: Q1 2017



- + **1.6M**: total e-mail/eNews opens (Jan-Mar)
- + **130K**: total e-mail/eNews clicks (Jan-Mar)
- + **140K**: average unique HCPs opening an email/eNews per month
- + **~53,000**: total member log ins (Jan-Mar)
- + **17,700**: average monthly logins (Jan-Mar)

- + **~4x growth** in 'pass-through' page views over the last 12 months
- + **18 sponsored campaigns** have run in some capacity in 2017 across **11 communities**
- + **542,700 overall sponsored engagements** delivered in 2017 (through April, +250% from 2016)



JEFFREY S. ANDERSON / VICE PRESIDENT, OPERATIONS

Cam MacDonald was our Q2 Skipta Superstar! Cam lived Skipta's values and delivered an exceptional performance during Q2. Cam 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 Q3 is September 30, 2017. Congrats again Cam!

A WORD FROM NICK

- Physician Compensation for Specialists 45.6% More than for PCPs
- U.S. prescription drug spending as high as \$610 billion by 2021: report
- 4 reasons why patients don't fill their prescriptions
- How telemedicine pulled one rural hospital back from the brink of bankruptcy
- Diabetes in your DNA? Scientists zero in on the genetic signature of risk
- Study: Medical-marijuana laws lower prescription drug usage
- Hospitals have lower death rates during surprise inspections

Even though we're all in different locations, we can still stay connected through the power of social media. Please enjoy the latest from my LinkedIn and Twitter feeds.

**NICK DOHERTY /
CHIEF ADMINISTRATIVE OFFICER**

Success is liking yourself, liking what you do, and liking how you do it.

MAYA ANGELOU

MARKETING



The Marketing team would like to welcome our new summer intern, Julia Bongiovanni. Julia is a student at Albright College and will be completing her Bachelor's Degree after the Fall Semester of 2017. We look forward to Julia helping to support the marketing team throughout the summer, based in the Lancaster office. In addition, we have some other exciting updates to share:



Beginning the first week of June, we are introducing a new email advertising partner "Swoop" into our careers, news, and hybrid emails. This reflects a new revenue opportunity for Skipta and will help balance the text to image ratio within our templates, as all advertisements are text-based. All email templates are being updated and tested accordingly.

Through a collaborative team effort, our social channels continue to improve:

- We have more than doubled our follower base on the Skipta Facebook channel to date in 2017.
- We have more than tripled our follower base on the Oncology Facebook channel due to a new targeting strategy to date in 2017.
- We have tripled our engagement points on the Skipta LinkedIn Page in the last three months.
- We had over 1700 visits to the Skipta Twitter page in the last 3 months.

- We had over 90,000 Tweet Impressions on the Oncology Twitter page in the last 3 months.
- We have a just revamped our social strategy that includes category goal specific campaigns and advanced insight analytics to each social channel.
- We have advanced our graphic design creation by partnering with a new image client.

We are really encouraged by the improvements and successes we have seen so far this year, and look forward to having more exciting news and updates to share in the near future.

ELIZABETH CICCIO / VICE PRESIDENT, MARKETING

TED TALKS

"Whenever you find yourself doubting how far you can go, just remember how far you have come. Remember everything you have faced, all the battles you have won, and all the fears you have overcome."

DR. THEODORE SEARCH / CEO

FINANCIAL

April was a very strong month for Skipta, with revenue of \$711K and EBITDA (profit) of \$304K, both well above plan for the month. Year to date, we've achieved total revenue of \$2.04M (~\$40K above plan) and \$351K of EBITDA (~\$460K above plan). Our financial performance has been strong so far this year, and we believe we're positioned well for a very successful 2017. Everyone contributes to the financial success of the business, so keep up the great work!

-The Finance Team (John & Judy)

10 POWERFUL WAYS TO CREATE YOUR OWN HAPPINESS



Happiness comes in so many different forms that it can be hard to grasp. Unhappiness, on the other hand, is easy to identify; you know it when you see it, and you definitely know when it's taken hold of you.

And let's face it, happiness and work do not always go hand in hand. A 2013 Gallup study, which reported data from more than 180 million people, found that just 13% of us consider ourselves to be "happily engaged at work."

Those who do rate themselves as happy are 36% more motivated, six times more energized, and twice as productive as their unhappy counterparts.

Happiness actually has less to do with your circumstances than you might think. A University of Illinois study found that people who earn the most (more than \$10 million annually) are only a smidge happier than the average Joes and Janes who work for them, and psychologists from the University of California found that genetics and life circumstances only account for about 50% of a person's happiness. The rest is up to you.

Life circumstances have little to do with happiness because much

When it comes to making yourself happy, you need to learn what works for you. Once you discover this, everything else tends to fall into place. And making yourself happy doesn't just improve your performance; it's also good for your health.

A critical skill set that happy people tend to have in common is emotional intelligence (EQ). At TalentSmart, we've tested the EQs of more than a million people and know what makes high EQ people tick. So, we went digging until we found some great ways that emotionally intelligent people create their own happiness.

They don't obsess over things they can't control. It's good to know how the Brexit might affect your country's markets or that your company could merge with its largest competitor, but there's a big difference between understanding these larger forces and worrying about them. Happy people are ready and informed, but they don't allow themselves to fret over things that are beyond their control.

They choose their battles wisely. Emotionally intelligent people know how important it is to live to fight another day. In conflict, unchecked emotion makes you dig your heels in and fight the kind of battle that can leave you severely damaged and unhappy for some time to come. When you read and respond to your emotions, you're able to choose your battles wisely and only stand your ground when the time is right.

They get enough sleep. I've beaten this one to death over the years and can't say enough about the importance of sleep to improving your mood, focus, and self-control. When you sleep, your brain literally recharges, removing toxic proteins that accumulate during the day as byproducts of normal neuronal activity. This ensures that you wake up alert and clear-headed. Your energy, attention, and memory are all reduced when you don't get enough quality sleep. Sleep deprivation also raises stress hormone levels on its own, even without a stressor present. Happy people make sleep a priority, because it makes them feel great and they know how lousy they feel when they're sleep deprived.

They heed their moral compass. Crossing moral boundaries in the name of success is a sure-fire path to unhappiness. Violating your personal standards creates feelings of regret, dissatisfaction, and demotivation.

Know when to stand your ground and express dissent when someone

wants you to do something that you know you shouldn't. When you're feeling confused, take some time to review your values and write them down. This will help you to locate your moral compass.

They exercise during the week. Getting your body moving for as little as 10 minutes releases GABA, a soothing neurotransmitter that also limits impulsivity. A University of Bristol study showed that people who exercised on workdays reported improvements in time management, mood, and performance. The benefits of exercise always outweigh the time lost in its pursuit.

They have a growth mindset. People's core attitudes fall into one of two categories: a fixed mindset or a growth mindset. With a fixed mindset, you believe you are who you are and you cannot change. This creates problems when you're challenged, because anything that appears to be more than you can handle is bound to make you feel hopeless and overwhelmed. People with a growth mindset believe that they can improve with effort. This makes them happier because they are better at handling difficulties. They also outperform those with a fixed mindset because they embrace challenges, treating them as opportunities to learn something new.

They clear the clutter. I don't need to remind you of how much time you spend at work. Take a good look at your workspace. You should create a space that's soothing and uplifting. Whether it's a picture of your family, a plant, or an award that you're proud of, display them prominently to keep them on your mind. Get rid of the junk and clutter that hold no significance and do nothing positive for your mental state.

They lend a hand. Taking the time to help your colleagues not only makes them happy, but it also makes you happy. Helping other people gives you a surge of oxytocin, serotonin, and dopamine, all of which create good feelings. In a Harvard study, employees who helped others were 10 times more likely to be focused at work and 40% more likely to get a promotion. The same study showed that people who consistently provided social support were the most likely to be happy during times of high stress. As long as you make certain that you aren't overcommitting yourself, helping others is sure to have a positive influence on your happiness.

They let their strengths flow. A University of Chicago study of peak

performance found that people who were able to reach an intense state of focus, called flow, reaped massive benefits. Flow is the state of mind in which you find yourself completely engrossed in a project or task, and you lose awareness of the passage of time and other external distractions. Flow is often described as an exhilarating state in which you feel euphoria and mastery simultaneously. The result is not just happiness and productivity but also the development of new skills through a heightened state of learning. The key to reaching flow lies in organizing your tasks such that you have immediate and clear goals to pursue that play to your strengths. As you begin working on these tasks, your focus increases along with your feelings of adequacy. In time, you reach a flow state, in which productivity and happiness flourish. Set clear goals each day and experiment with task order until you find the secret formula that gets you flowing.

They believe the best is yet to come. Don't just tell yourself that the best is yet to come—believe it. Having a positive, optimistic outlook on the future doesn't just make you happier; it also improves your performance by increasing your sense of self-efficacy. The mind has a tendency to magnify past pleasure to such a great degree that the present pales in comparison. This phenomenon can make you lose faith in the power of the future to outdo what you've already experienced. Don't be fooled. Believe in the great things the future has in store.

Bringing It All Together

Applying these strategies won't just improve your happiness at work; most of them will also improve your emotional intelligence. Pick those that resonate with you and have fun with them.

What makes you happy?

By: Dr. Travis Bradberry
Source: [LinkedIn.com](https://www.linkedin.com)

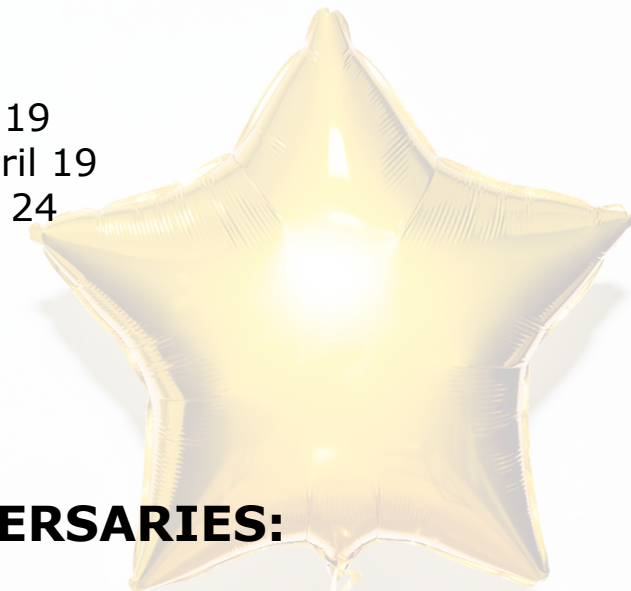
MILESTONES

BIRTHDAYS:

John Ciccio - April 19
John Kovatch - April 19
Grace Usdin - May 24

WORK ANNIVERSARIES:

Matt Baggett - May 2015 (2 years)
John Ciccio - March 2014 (3 years)
Kanika Gulhati - April 4th (1 year)
Sreekanth Konda - May 2015 (2 years)



If opportunity doesn't knock, build a door.

MILTON BERLE