



insight

NEW ON THE BLOCK

Kanika Gulhati joined the Skipta team on April 4, 2016. Kanika is from Delhi, India and attended the Apeejay School of Management. She holds a degree in Business Administration, along with a Masters in Information System Technology from Wilmington University. Kanika used to teach children in the T.Y.C.I.A Foundation, India. Kanika also enjoys traveling. One of her favorite spots is Road to Hana, Hawaii.

Melissa Doman joined the Skipta team on May 16, 2016. Melissa is from Rockville, Maryland and attended Adler University for her M.A. in Counseling Psychology. She also holds a B.A. in Sociology and has a minor in Communications from The George Washington University. Melissa volunteers for the Lost Dog & Cat Rescue Foundation and is in a competitive karaoke league. For the past 10 years Melissa has been salsa dancing, and she has traveled to 27 countries.

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

The Marketing team is looking for a Marketing Communications Specialist to join us. Click [here](#) to see the full description on LinkedIn. Applications have been coming in quickly! If you know anyone that might be a good fit – please contact Liz Ciccio. Here are some highlights on what we’re working on now:

- Zion/Marketo tie out – syncing these databases ensures our email data is accurate and complete, while also providing many opportunities to strategically enhance our member facing emails.
- Recruitment has begun for the Community Ambassador campaign. A full description of the role can be found [here](#). Know anyone that might be a good fit? Please send over any referrals to Cookie Brandofino.
- [Skipta](#) and [Oncology](#) social media pages continue to evolve, and we need your support! Please like, follow, share as often as possible.
- Our first installment of the Member Education Plan is nearing completion, with our FAQ’s as the topic. Results are being reviewed and will be shared once final. As a reminder, this is a full court press promotion spanning in-community and e-news ads, Scoops and broadcast alerts. Our next topic will promote the newly enhanced mobile apps.
- Skipta Infectious Disease is ramping up – a recruitment campaign has kicked off and we have introduced weekly e-newsletters to all Infectious Disease Specialists within our database.

As we wrap up Q2, we look forward to introducing the UI refresh to the full team and providing metrics to support the work we have done in support of the Increase Member Engagement initiative.

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. Please connect with me, Nick Doherty, Chief Administrative Officer, on [LinkedIn](#) and [Twitter](#)!

Here’s the latest from my LinkedIn and Twitter feeds:

- [Handheld device detects heart attacks with one drop of blood](#)
- [New technology considered breakthrough for in vitro fertilization](#)
- [Startup Creates New Medication Reminders From Old Ideas](#)
- [Do germs trigger type 1](#)
- [Placing pharmacists in emergency departments could help 36% of patients](#)
- [The ever-escalating cost of cancer drugs](#)
- [Want to win \\$2 billion? Create the next antibiotic](#)

NICK DOHERTY / CHIEF ADMINISTRATIVE OFFICER



I can’t understand why people are frightened of new ideas. I’m frightened of the old ones.

JOHN CAGE

OPERATIONS

The Operations Team is growing! The Operations Team recently added Kendal Phillips as our newest Client Solutions Manager. The additional Client Solutions Manager helps us as we prepare for a busy and crucial 2016-2017 sales season.

Our goal in aligning analytics, operations and client solutions managers, is to bring together our client operations and to ensure efficiencies from initial client pitch through campaign renewal. Operations will continue to work diligently with sales, technology and marketing to bring cutting edge solutions to our clients.

We're also in the process of releasing our finalized sponsored campaign guidelines and specification document, detailing all aspects and parameters for our client tactics.

JEFFREY S. ANDERSON / VICE PRESIDENT, OPERATIONS

Elizabeth Edkin was our Q1 Skipta Superstar! Elizabeth lived Skipta's values and delivered an exceptional performance during Q1. Elizabeth 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 Q2 is June 30, 2016.

Congrats again Elizabeth!



THAT'S WHAT TED SAID

"Impossible is just a big word thrown around by small men who find it easier to live in the world they've been given than to explore the power they have to change it. Impossible is not a fact. It's an opinion. Impossible is not a declaration. It's a dare. Impossible is potential. Impossible is temporary. Impossible is nothing."

Author — "The Greatest"

DR. THEODORE SEARCH / CEO

TRIVIA

Nick Doherty is a big fan of what band/solo artist?

- A.** Michael Jackson
- B.** Tupac
- C.** Arctic Monkeys
- D.** The Strokes

We received a correct answer to our last trivia!

Liz Ciccio knew Nate Caro traveled to all continents except Antarctica. ***She wins the prize!*** That's right Ted, one (1) lunch is on you!

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

LEAN ON ME



The Skipta Lancaster office celebrated Chris and Grace's birthdays during May and June with cupcakes from Lancaster Cupcake. If you haven't already, don't forget to wish them a Happy Birthday!

TECHNOLOGY

You just can't beat the person who never gives up.

BABE RUTH

In May we implemented the IT Triage Process, which has been a huge success for all teams. The goal of this process is to create a centralized hub for all questions, concerns, clarification items and defects while appropriately funneling the task to its respective tech lead for quick resolution. There have been 56 tickets submitted which speaks to the active role that all business stakeholders play in this process. Thanks to all!

We're currently working to get all production servers migrated to our new service provider, AWS. Approximately 4 production instances are moved to AWS per week, with the bulk of the set-up work happening Monday-Friday and the actual move occurring Saturday-Sunday. This effort will be complete by the last week in June.

A huge shout out to Sreekanth for being the first recipient of the Skipta Pat on the Back Award! His work related to the Zion-Marketo tie out has been a tremendous undertaking and we're thrilled to have him paving the way for this important integration.

GRACE USDIN / SOLUTIONS MANAGER

MILESTONES

BIRTHDAYS:

Grace Usdin - May 24

Chris Search - June 4

Cam MacDonald - June 4

Nate Caro - June 20

WORK ANNIVERSARIES:

Matt Baggett - May 2015 (1 year)

Sreekanth Konda - May 2015 (1 year)

There is no exercise better for the heart than reaching down and lifting people up.

JOHN HOLMES