

# MM&M EBOOK

An MM&M Digital Publication



## YOUNG EXECUTIVES NIGHT OUT

OCTOBER 27, 2016  
NEW YORK CITY

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MEDICAL ADVERTISING  
HALL OF FAME



**TAKEAWAYS**

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**Robert Palmer**  
EVP at Juice Pharma Worldwide  
and MAHF chairman

## MEDICAL ADVERTISING HALL OF FAME WORKS WITH THE INDUSTRY'S YOUNG TALENT

Events throughout the year aimed at future leaders

**A**s the Medical Advertising Hall of Fame celebrates its 20th year, it has continued to increase the number of educational programs for the future stars of our industry.

The MAHF was founded to honor the outstanding individuals who brought innovation and creativity to medical advertising, along with honoring the breakthrough campaigns that paved the way for our best work today.

In addition, we have increased our career training offerings, starting with the Young Executives Night Out (YENO) programs. The Career Accelerator program is a series of eight 90-minute sessions per year primarily aimed at young account and creative managers.

Other YENO events include View from the Top, at which senior industry executives discuss their careers over cocktails and dinner with young executives. And each year a number of Future Famers — representing our most promising young talent — are recognized at the annual MAHF awards dinner.

In late October, a very special event took place with more than 100 of our industry's brightest prospects participating. The Leaders of Tomorrow event was co-chaired by Jennifer Matthews, president and managing partner of The

Bloc, and Meaghan Onofrey, managing partner at TBWA\WorldHealth.

After cocktails and dinner, a panel discussion on leadership included three hall of famers: Steve Girgenti, founder of Ogilvy Healthworld; C. Marshall Paul, former president of ACNielsen/HCI; and Lester Barnett, founding principal of FCB Health.

Following the panel, attendees chose to attend two out of five seminars led by industry experts. The seminar subjects included client problem solving; digital strategy; award-winning creativity — deconstructing the best of the best; strategic decision-making; and how to sell the work. The evening concluded with cocktails and networking.

### Upcoming events

**MAHF Awards Gala**  
February 9, 2017

**View from the Top**  
July 2017

**Leaders of Tomorrow**  
October 2017



Make plans now to attend the Industry's Premiere Event



The Medical Advertising Hall of Fame's

# 2017 Awards Dinner

**Where:** The Pierre Hotel, NYC

**When:** Thursday, February 9, 2017  
Seating begins at 6:00 pm  
Awards Dinner at 6:30 pm  
Dessert Buffet and Cocktail  
reception at 9 pm

**Dress:** Black Tie

**RSVP:** [www.mahf.com](http://www.mahf.com)

The Medical Advertising Hall of Fame Awards Dinner is an enjoyable, low-key evening where you can mingle with colleagues, and honor the best of the industry – from those who built and guided it, to outstanding creative product, to the leaders of tomorrow.

We'll be honoring Ryan Abbate, DTC pioneer and founder of Pacific Communications, and Mike Lazur, the creative force behind Torre-Lazur's many award-winning campaigns. We'll also be honoring two classic Heritage ads which showcase the best of our industry's creative product, and two Digital Pioneer Awards.

And, you'll have a chance to get together with colleagues and Hall of Fame greats before and after the ceremonies in a genial atmosphere.

Seats are \$400 per person  
Reserved tables of 10 are \$4,000

To reserve your seats, go to [www.mahf.com](http://www.mahf.com)





**“I worked my butt off. But if I’m doing that, it does make an impact”**

— Jessica Hill,  
Ogilvy CommonHealth  
Worldwide

## MILLENNIAL STAFFERS SEEK WORK-LIFE BALANCE, STRONG SUPERVISORS, AND A PASSION FOR THEIR WORK

Many similarities are shared between generations

**It’s true what** they say about millennial staffers: They are driven by the desire to do good in the work they do, and they want to know their voices are being heard.

That said, the reasons millennials, who range in age from 18 to 34 years old, end up working in healthcare advertising agencies are similar to those of the senior leaders who created and built the industry. Many say they fell into jobs or internships within the industry, stuck around for a while, and then discovered they loved it.

Jessica Hill, an account supervisor at Ogilvy CommonHealth Worldwide, is one such example. She double-majored in biology and economics at Pennsylvania State University. A plan to become a doctor eventually led to an interest in using behavioral insights to work with patients. She started at Ogilvy in 2011 in a research position before moving into account management.

“It’s interesting how many connections I was able to draw,” she said, referring to her double major.

Stephanie Robinson, a senior account manager at The Bloc, was awarded an internship at Juice Pharma Worldwide after attending an event for women who work in healthcare while she was a sophomore at Temple University’s Fox School of Business and Management.

“I didn’t know healthcare agencies even existed,” she noted. “Juice is making healthcare look ‘sexy,’ and it garnered my interest.”

In October, Hill, Robinson, and about 100 of their peers from various healthcare agencies attended the Young Executives Night Out, a networking and educational series created by the Medical Advertising Hall of Fame. The annual event, held in downtown New York, brings together agency staffers, current leaders of firms, and MAHF inductees to share best practices and provide seminars aimed at educating professionals in the early stages of their healthcare advertising careers.

Despite the differences for professionals starting their careers in healthcare advertising now versus those who entered 50 years ago, there are also a number of similarities.

“I didn’t know what in the world I wanted to do,” C. Marshall Paul, a 2016 MAHF inductee and the former president of ACNielsen/HCI, recalled during a panel discussion at the event.

Another issue was work-life balance. Lester Barnett, a founding principal of FCB Health and 2004 MAHF inductee, described himself as a workaholic who retired in his early 50s to pursue his other interests, such as acting and writing.

Steve Girgenti, founder of Ogilvy Healthworld, talked about flying to Australia to meet a client for dinner and how he sometimes considered handling the work-life balance differently because of how it affected his family.

The honesty was refreshing for Hill. “Our generation has a sense of deserving things,”

**“To be as valuable as possible to the agency I knew I had to start speaking up more”**

— Austin Bald, TBWA\WorldHealth

she said. “I worked my butt off. But if I’m doing that, it does make an impact.”

Many of the young staffers agree one of the biggest challenges in their careers has been learning the delicate balance of when to speak up and when to listen. Robinson noted she has worked with good managers who thrive on nurturing “that balance and freedom of expression.”

Austin Bald, an account executive at TBWA\WorldHealth, said getting face to face with senior leadership has proven invaluable, and his supervisors have been willing to take on a mentorship role. However, he still had to learn about the right — and wrong — times to speak up.

“I knew I had to change my perspective. The agency brought me in because they valued my specific insight and opinion,” he explained. “To be as valuable as possible, I knew I had to start speaking up more, and make sure that I was voicing my opinion on client-critical situations.” — *Jaimy Lee*



## Q&A: Hall of Famers



**Lester Barnett**

2004 Hall of Fame inductee  
and founding principal, FCB Health

### What was your biggest career challenge? How did you address it?

When I moved to the West Coast after 10 years in New York pharma agencies, I was met with a completely different way of thinking and working.

First of all, it was healthcare, not pharmaceutical. But more importantly, it was the science of medicine meets the science of communications.

I started working with people who did not learn from being in the agency business. They learned from going to comms scientists in the universities and bringing fresh ideas to the industry. None of the awards I earned mattered. It was a whole new world.

Addressing it was difficult, yet ultimately simple. One of my associates pulled me aside one day and said two words to me: "Just listen." And I did.

My mind opened up. I adopted a different platform of ideas and my creative work could not be done in the same way. My creativity had blossomed in New York, but now it was based on strategic thinking that was just as creative. This was more pertinent to growing the brands I worked on.

### What is one piece of advice you would give to someone starting a career in healthcare advertising?

Get to know the business from a broad

range of perspectives. Learn about a wide scope of accounts by asking people around you if you can help out when they're in a crisis. And learn about the other agency disciplines by sitting down with key people in other departments and learning just what they do.

Also, learn about a broad range of marketing problems and solutions by volunteering with nonprofit organizations. These are the kinds of experiences that prove to both your bosses and yourself that you have the energy, interest, and knowledge to take on greater roles in the business.

### What was the best moment of your career?

When I started to focus on how people feel as much as how they think.

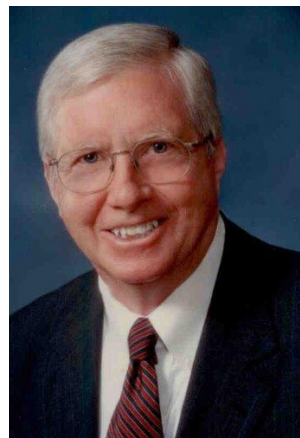
Even before the advent of consumer advertising in our industry, it occurred to me the doctors on focus panels were making far more decisions emotionally than I had ever imagined. And everyone around me in the agency business seemed to only focus on the logic of every decision.

So I started to look not only at the brand's unique selling proposition, but also its unique feeling proposition. This became particularly important in crowded marketplaces and then, of course, when the consumer came into the picture.

### If you could change one thing about your career, what would it be?

I retired at 52. I should have done so at 50. Years earlier I found myself acting in an off-Broadway show, writing a book on the history of American packaging, working hard in agency business, and committing important time to my family. Frankly, something had to give.

What I realized is that as much as I loved the business, the other three gave me deeper personal pleasure. So I set about doing what I could to make retirement real. Did I succeed? Yes, but two years quicker would have been better. It's been 22 years now and every day is another great adventure.



**C. Marshall Paul**

2016 Hall of Fame inductee  
and former president of ACNielsen/HCI

### What was the biggest challenge in your career? How did you address it?

It took 20 years to know exactly what I wanted to do. I graduated from college with a degree in economics, which did not prepare me for anything. I always knew I wanted to be a big fish in a small pond, but I had no idea how I would get there.

My first job was at a major bank in Philadelphia. I took the position because it was available and because evaluating companies would give me a good business background. While at the bank, I determined I wanted to

**"I knew I wanted to be a big fish in a small pond, but I had no idea how I would get there"**

— C. Marshall Paul, 2016 MAHF inductee

move ahead in marketing. Pharmaceuticals represented an industry that relied heavily on large marketing departments.

Accordingly, I landed a job at Merck. It gave me the background to take a position at Lea Associates [now QuintilesIMS], where I ran the consulting department.

I subsequently wound up running a publishing division, for which I was not well-qualified. As a result, I took this opportunity to go out on my own and — with a partner — I took over a bankrupt company, which had a

## Q&A: Hall of Famers

readership study as its greatest asset. On seeing the company's Media-Chek questionnaire containing four-color photos of medical journals, I recognized the same technique could be used to assess the quality of ads contained in the journals.

I finally realized I wanted to become an expert in measuring the effects of journal advertising. I developed services to that end over the next 25 years.

### What is the one piece of advice you would give someone starting a career like yours?

Become thoroughly involved in each position, embrace change, and look for opportunities to excel at what you do. I am convinced opportunities exist all the time and we fail to recognize them. They should also proactively look for ways to either reduce costs or increase sales.

### What was the best moment of your career?

When I was able to prove the causal relationship between advertising budgets and the degree to which they raise product awareness, message retention, first-choice therapy, and resulting sales. Most importantly, it is realistic to ensure successful advertising.

### If you could change anything in your career, what would it be?

Nothing. I have been extremely fortunate to be passionate in what I do.

**"I grew the business by using profits to hire good people, and to create new business units to expand our services"**

— Steve Girgenti, 2010 MAHF inductee



**Steve Girgenti**

2010 Hall of Fame inductee  
and founder of Ogilvy Healthworld

### What was your biggest career challenge? How did you address it?

It's difficult to say, but the two biggest challenges had to do with my people. One had to do with protecting them from unreasonable and, in some cases, abusive clients. One time we had a situation where the CEO of a company we were doing work for was sexually harassing some of my staff.

When I learned of it I informed my EVP that he had to speak to the CEO and make sure he understood this had to stop and, if it didn't, he would have to find a new agency.

This was at a time back in the early 1990s when we were getting more than a million dollars annually from this client. When I discovered the abuse was still a problem, I terminated our relationship with the company.

The issue then became about assuring the staff their jobs were not in jeopardy. I personally spoke to each individual to make certain they knew they had jobs. All were reassigned to other clients or to new business initiatives.

The other challenge, which is very big in a growing business, is making sure as you expand your staff to instill in your people the importance to perform smartly and to always remember

that, although we are in a service business, they never need to behave in a subservient manner.

I always stressed the importance of knowing as much or more about the assigned product than the client does. We were being paid for our intelligence and executing programs and campaigns in a highly creative way to drive a client's success. We were not being paid based on lunches or theater tickets.

### What is one piece of advice you would give someone starting a career in healthcare advertising?

Work exceptionally hard, cooperate with your colleagues, and establish a strong professional relationship with your clients. And, most of all, admit when you're wrong, but fight for what's right. You must have conviction, otherwise the product you are selling will be badly compromised.

### What was the best moment of your career?

Not selling my business to all the companies that were looking to buy us at a big discount.

I knew our business had great value, but certain things had to be done to maximize our value. Instead, I grew the business by using profits to hire good people, and to create new business units to expand our services.

When we became very involved with DTC, I realized it would be important to have a consumer agency to help us grow in that area. We acquired a small, but well-established consumer healthcare agency, which then allowed us to dominate the DTC space with about 12 assignments.

I also set up a cooperative agreement with the leading independent healthcare agency in every major country in the world to give us a true global operation. The best moment came in 1997, when I took my business public. The IPO was a great success in that it allowed me to raise millions to further increase the size of my business. This led to the firm being acquired for \$225 million in 2000.

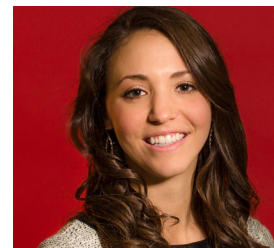
## VOX POP: The next generation



**Austin Bald**  
Account executive  
TBWA\WorldHealth



**Stephanie Robinson**  
Senior account manager  
The Bloc



**Jessica Hill**  
Account supervisor  
Ogilvy CommonHealth

### What has been the biggest challenge of your career so far?

It has not been a single moment, but more of a general perspective. In a junior role it is easy to sit on the sidelines and to go with the flow. But I knew I had to change my perspective. So to be as valuable as possible, I knew I had to start speaking up more and be sure that I was voicing my opinion on client-critical issues.

Finding that balance between following precedents and speaking up for what I believe. I've worked for some great agencies that encourage freedom of expression, but when I came out of college, it was hard for me to understand when it was and when it wasn't an appropriate time to speak up, especially among higher-ups.

Deciding whether to continue in research and digital analytics or move into account services. I was comfortable and enjoyed what I was doing, but I wanted to broaden my skill set.

### How did you address it?

My company recently underwent a merger and rebranding, so a lot of our processes changed. This presented a unique opportunity, because those of us in junior positions were learning new procedures alongside our supervisors. This was when I decided to make that change to be more vocal and make a stand on issues I felt were critical to our team's success.

Honestly, it's something that continues to develop as I grow in my career. As I've taken on more responsibility, I force myself to step out of my comfort zone and make the decisions I feel are best for my clients, team, and company.

I thought about what areas I could see myself working in long term, and where I could apply my current knowledge while continuing to learn and grow.

### Have you considered opening your own agency?

Of course. I think most everyone who works in advertising has thought about opening their own agency at one point, but I know I still have a lot to learn before that day arrives.

No, I haven't. But I have considered pursuing a consulting role later in my career.

No, because I love working for a large agency where we have specialized teams that allow us to provide a variety of offerings for our clients. *(continued on p. 8)*

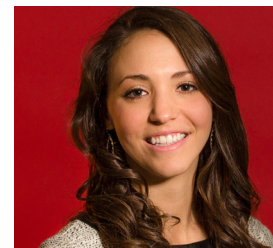
## VOX POP: The next generation



**Austin Bald**  
Account executive  
TBWA\WorldHealth



**Stephanie Robinson**  
Senior account manager  
The Bloc



**Jessica Hill**  
Account supervisor  
Ogilvy CommonHealth

### What is one thing you wish you knew when you started your career?

I knew it was going to be very challenging. Every day you are faced with a constantly evolving regulatory space against competitors that have launched some of the world's most influential drugs. It was a challenge I was more than ready to take on, and I am happy that I did.

I knew that I should expect the unexpected at all times.

I recognized the unique relationship between patients and their health-care providers — and the value understanding that relationship can have on decision-making and product positioning.

### What has been the best moment of your career so far?

It's been such an incredible experience because the managing executives are invested in the success of every client. They work closely with each team and individual regardless of position to be sure each job is executed as well as it can be. The team-focused mindset is evident the moment you walk into our agency.

Hearing how happy my team is with having me on board. Sometimes we forget to show appreciation to one another considering how fast everything moves in an industry like ours. It was good to hear I am appreciated, and that I've made such an impact in a short amount of time.

Seeing the outcome of my team's work through a successful product launch.

### If you could change one thing about your career, what would it be?

I constantly look back on not taking any heavy science classes in college. I have never felt limited by my lack of background in biology, but there are moments when I know having a stronger scientific background would be useful.

Like any career, there are highs and lows. Even with the lows, I wouldn't change a thing.

I love working on global brands, so if I could go back and request to work on global more specifically, I think I would, though it's helpful to be well rounded in your experience.





## MM&M LAUNCHES YOUNG JURISTS PROGRAM

Nominations now being accepted for new program

**MM&M is inviting** young professionals in the early years of their healthcare marketing careers to participate in the MM&M Awards judging process.

Every year, 100 of the industry's leading healthcare and pharma marketers gather in New York City to discuss, analyze, and vote on the year's best healthcare marketing campaigns, initiatives, agencies, and personalities. They also attend the MM&M Awards black-tie dinner event as VIP guests.

Starting in 2017, five young professionals will join their ranks as part of MM&M's Young Jurists program. MM&M's editorial staff will choose five young judges for this year's inaugural program, and each young judge will be paired with an experienced judge, attend the judging day in New York in June, and receive a VIP ticket to the MM&M Awards in October.

The young judges will have the opportunity to help select and honor the industry's best creative work.

We are looking for young professionals who are determined to develop

their careers in healthcare advertising and marketing, who have a desire to learn what industry leaders believe is the year's best creative work, and who aren't afraid to tell those leaders their views on creativity and effectiveness in healthcare marketing.

Young professionals interested in applying to the program must be employed by a medical or healthcare agency or a healthcare or pharmaceutical company or organization. A supervisor must nominate them. MM&M is also requesting that interested participants share their career trajectory and goals, and also some of their successes and any challenges they've faced so far in their careers. The five Young Jurists will be featured in an online news story in March, after they have been notified.

The nomination process for MM&M's Young Jurists program is open now. The deadline for nominations is March 6, 2017.

To learn more about the Young Jurists application process, click here to go to [mmm-online.com](http://mmm-online.com).

### General criteria

- **Young Jurists must be between the ages of 25 and 30 at the time of application**
- **They must work in healthcare marketing or at an agency doing healthcare work**
- **It's recommended that participants live in the greater New York City area as MM&M will not cover travel costs**