Amanda Austin's Professional Portfolio

As a seasoned marketing generalist, I'm adept at taking a marketing project from strategy through execution. Although content marketing and writing are my passions, I have experience in website marketing, design and printing, social media management, PR, photography and video, and more.

In my portfolio, you'll find select pieces of content, plans, and designs to provide an idea of the scope of my work throughout my 16 years of experience in the field.

Additional samples are available upon request.

Writing Samples

Myths Busted: 3 answers to vaccine questions

Immunizations are extremely important for several reasons. They slow down the rapid spread of disease through communities; they reduce the costly impact or death associated with contracting the disease; and they provide a way of protecting future generations.

Yet, myths about vaccines still remain. Learn the truth behind a few of the most common.

1. My children's friends are vaccinated, so they will be protected by "herd immunity".

The CDC uses an analogy of a car pool to explain why this is a myth.

"In a car pool where everyone contributes each month to pay for gas, repairs to the car, etc.; and one morning a new guy shows up and says, 'I think I'll ride along with you. But I'm not going to pay, since you're going downtown anyway and you have an empty seat.'"

Experts warn that if we stop vaccinating, outbreaks of diseases that are almost under control would stage a major comeback.

2. My child can get a disease from a vaccine.

A vaccine almost never cause disease. Most contain inactivated (dead) virus, which can't cause disease. With live vaccines, children may present mild symptoms, like spots after a chickenpox vaccine, but these symptoms are not harmful. A full blown disease is very unlikely.

3. Most of these diseases are gone and post no risk to my child.
Diseases that used to be more common place such as small pox, polio, diphtheria, rubella (German measles), mumps, tetanus, pertussis (whooping cough), and measles can now be prevented and in some cases have been eliminated due to immunizations. For example, the current measles outbreak that began in CA and the current outbreak in Germany have been linked to lowMMR vaccination rates and experts warn that additional outbreaks can be expected in the US and abroad. The recent resurgence of pertussis (whooping cough), especially in CA, has also been linked to low vaccination rates (DTaP or TDaP) as was the case experienced in Japan in 1979.

Vaccines protect our community, as well as future generations, by providing herd immunity and protecting the most vulnerable in our community such as the very young, the immune-compromised and the elderly. More people would get sick putting our children at greater risk of illness and possibly death. Vaccinations do not just protect us; They protect future generations from having to suffer the serious effects of certain diseases.

Sources: Lindsey Thompson, M.D., Staff of UF College of Medicine department of pediatrics., Center for Diseases Control

Link:
http://ufhealth.tumblr.com/post/127788295297/myths-busted-3-answers-to-vaccine-questions

3 Stress-busting yoga facts

Yoga is more than a trendy way to work on your fitness while wearing comfortable clothing; Yoga is a practice of meditation, controlled breathing, stretching and posing. Yoga has been improving the health of humans for more than 5,000 years, and early yoga followers weren't privy to modern science to help explain the benefits. Devotees in the 21st century have the benefit of knowing how yoga can help them lead a calmer, happier and healthier life.

Anxiety is a part of life, but when it takes over, it can wreak havoc on your body. Luckily, yoga can help. Here are 3 ways yoga can help relieve stress and anxiety.
1. **Yoga's deep breathing triggers our "rest and digest" state.** The parasympathetic nervous system, known as "rest and digest", controls day-to-day bodily functions, but can be hijacked by "fight or flight" state, or the sympathetic nervous system. The deep breathing techniques that accompany yoga postures can help you return to a more restful state.
2. **Yoga helps you quiet your mind**. Anxiety can cause your thoughts to race out of control, but meditation, which is a large part of a yoga session, may help you quiet your mind while finding peace and direction. In fact, yoga and meditation have been shown to be an effective treatment of traumatic brain injury.

3. **Yoga helps rid your body of excess energy.** Stress can increase the excess energy, or “nervous energy”, in your body. Standing yoga poses can quietly and methodically burn excess energy. The UF Health Integrative Medicine Program offers bedside yoga to inpatients at UF Health Shands Hospital, and Gentle Yoga for Health, a weekly community program tailored for those with health challenges.
Photo courtesy of UF Health Integrative Medicine Program

Link: http://ufhealth.tumblr.com/post/126676681857/3-stress-busting-yoga-facts

Taking a bite out of shark-phobia

Phobias: They aren't just in your head, including phobias of creatures deep in the ocean.

More than eight percent of the U.S. population has been diagnosed with some type of phobia, the most common being social phobias, according to the National Institute of Mental Health. A phobia is diagnosed using DISM 5 criteria, and a patient must show a marked fear or anxiety about something specific that leads to severe impairment of his or her quality of life, and must experience these feelings for at or greater than six months.
"Anxiety helps us get things done. The difference between normal, natural anxiety and a clinical phobia boils down to the intensity of your reaction," Cindi Flores, Ph.D., assistant professor in the division of medical psychology and department of psychiatry. "A phobia generally affects social relationships, self care, and work life in a more intense way than natural anxiety that we have on a daily basis."

When the theme from "Jaws" echoes in your head during each trip to the beach, you may be suffering from galeophobia, or the fear of sharks. A fear of sharks may not stem from a specific trigger, but from vicariously learning, like from a movie or news report. Some galeophobia is so strong that the word shark, a video or picture of a shark can trigger discomfort or feelings of panic.

Sharks are awesome creatures with amazing hunting prowess, so a healthy fear is normal.

"What separates that healthy anxiety from a galeophobia is the whether or not it interferes with your value system and quality of life. A person who doesn't like the water might still be able to stick a toe in the ocean during a trip with family. A person suffering from a phobia might avoid the beach all together," Dr. Flores says.

Dr. Flores said things that are paired together get wired together – for instance, a shark attack and a trip to the beach. Even if the fear is irrational, the pattern of behavior can get stronger.

The empirically -based and recommended treatment for phobias like galeophobia is exposure and response prevention therapy, which includes exposing your mind to triggers and allowing yourself to feel uncomfortable so you can change the connection with the stimulus.

"You are essentially retraining yourself to think, 'Just because my anxiety goes off doesn't mean that something bad is going to happen," Dr. Flores explains.

You don't need a bigger boat, just a healthy dose of shark-exposure therapy.

Link: http://ufhealth.tumblr.com/post/123752731662/taking-a-bite-out-of-shark-phobia

Review: Origin Acoustics Seasons Landscape Subwoofer

When it comes to outdoor spaces, there are backyards and there are livable extensions of your home. Green grass, carefully manicured shrubbery, flowers in gorgeous colors, the relaxing rush of a water feature, and a comfortable place to sit – the only thing missing may be a symphony of sound seemingly coming from nowhere. Beauty is in the details, and outdoor speakers can provide a new level of attraction to your outdoor space.

Subwoofers are a key component to an outdoor sound system, providing sound you can feel. Deep bass frequencies are difficult to maintain outdoors due to a lack of defined

space. The larger the space, the more challenging it becomes. One of our favorite brands, **Origin Acoustics, offers three of the best outdoor subwoofers on the market** – providing form as well as function.

The Origin Acoustics landscape subwoofers are part of the Seasons outdoor speakers line. These durable subwoofers have a frequency response of 39Hz – 100Hz and are 21.25" in depth. The Origin Acoustics Seasons landscape subwoofers comes in 8", 10" and 12" woofer diameters, and have a polypropylene cone and heavy-duty polycomposite enclosure. Origin Acoustics Seasons landscape subwoofer is **designed for in-ground installation**, with seamless integration into other parts of the Origin Acoustics Seasons Landscape system, including on-wall satellites.

The sound from Origin Acoustics Seasons landscape subwoofers is impeccable, but the look sets this series apart. Because the subwoofers are buried underground (alone with unseemly wires and connections), **they can be hidden in landscaping**. The dark **brown luster finish of the exposed tuned port is barely noticeable** among your outdoor features, allowing you to add deep, thumping base to your outdoor area.

Link:
http://www.htscarolinas.com/blog/2015/08/31/origin-acoustics-seasons-landscape-subwoofer/

Breastfeeding in the Hospital: How to Get Your Best Start

I adore breastfeeding. This is a surprise, considering the rocky start I had with my first son, who wouldn't latch on (lazy!), and with my daughter, who had a tongue tie that led to excruciating pain and bleeding her first week of life.

One of my regrets with my first baby was that I left the hospital unequipped to deal with breast-feeding problems. Even though I took a breastfeeding class before he was born, I had no idea what to expect. Breastfeeding is one of those things you have to experience to really understand. While you're in the hospital, you have access to medical professionals who want to help you succeed in your breastfeeding journey. After you leave, you have some of the same resources in lactation clinics and pediatricians offices, but they are much more difficult to access. Who is willing to bring a newborn out and about the first few weeks of life?

Here are some ideas to help you get your best start at breastfeeding while you're in the hospital. Take it from me, you'll want to check these off your list!

Ask for help

This one is by far the most important tip, because many women leave the hospital without really knowing how to breastfeed, and once you are home, it's much more difficult to get help for issues. Luckily, my hospital is associated with an amazing lactation clinic with same-day appointments and referrals right out of the hospital. So if there are issues during the stay, assistance is already in

place. The vast majority of hospitals have lactation consultants (LC) on staff, so if you're not sure if things are going well, ask your nurse to contact the LC.

A word of advice from a two-time breastfeeding mom (whose children *both* had issues breastfeeding at first): lots of nurses are going to give you advice, and not all of it is good. If an LC is not in the hospital or not available, visit the International Lactation Consultants Association website to find one near you and call right away.

Keep your baby with you

Fifteen years or so ago, healthy babies were whisked off to the nursery so mama could get a little extra sleep. But many hospitals are moving towards rooming-in with your baby. Baby-friendly hospitals, specifically, encourage babies to stay with their mothers the entire stay in the hospital (unless a trip to the NICU is needed)–so moms have easy access for breastfeeding and skin-to-skin contact. Keeping your baby in the nursery may give you a few extra hours of shut-eye, but allowing your baby to sleep right next to you can help you get your breastfeeding rhythm down before you leave.

Know what isn't "normal"

Pain during breastfeeding isn't normal. Mildly cracked nipples can happen for some women who have especially sensitive skin, but if they are cracking for more than the first few days of breastfeeding, this could indicate latch problems. Some latch problems are easy to fix by changing positions, but some could occur because of tongue tie or lip tie, which can be diagnosed by your pediatrician or lactation consultant and corrected easily. If you're experiencing pain with breastfeeding, ask for your lactation consultant right away to help you troubleshoot.

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Link: http://www.everydayfamily.com/slideshow/breastfeeding-hospital-get-best-start/

Kidney Friendly Tips for a Stress Free Spring

Life doesn't slow down when spring has sprung. Although we look forward to brighter skies, longer evenings and warmer temperatures, spring also brings additional sources of stress, including allergens, packed-out schedules, and additional travel.

Stress – which can be anything that upsets or disrupts your equilibrium or balance — plays a role in your overall health and especially the health of your kidneys. Stress sounds your body's "fight-or-flight" alarm, releasing a flood of

hormones that increase your heart rate and raise your blood pressure, which isn't especially helpful when you're, for instance, sitting in traffic.

But most of our bodies are adaptable, and stress management techniques provide tools to reset the hormone response brought about by stress.

If you're ready for the most stress-free spring ever, try some of our kidney-friendly tips for a stress-free spring.

Get Plenty of Rest

If you regularly lose patience waiting in line at the grocery store, feel excessively irritable about your low oxalate diet restrictions, or can't find the motivation to plan your low oxalate meals, you may not be getting enough sleep. A stress study conducted by the American Institute of Stress found that adults who got fewer than eight hours of sleep per night are more likely to feel overwhelmed, skip exercise, and lose interest in everyday activities.

Other than hitting the hay a few hours earlier every night, there are a few other ways to sleep more soundly, including limiting your exposure to light an hour before sleeping, meditating or doing light yoga before bed, or journal for a few minutes to clear your mind.

Choose Whole, Healthy Foods

You've heard the old saying, "you are what you eat"; it turns out, this axiom is closer to the truth than we think. As researchers learn more about the gut-brain axis – a communication system between your GI tract and your nervous system – they have found that the foods you eat can play a role in how well your body adapts to stress and anxiety. Studies have found diets with healthy levels of omega-3 fatty acids are linked to lower levels of anxiety. Diets high in magnesium and zinc may also help, although human clinical studies are still needed to confirm. But if humans behave anything like the mice in a handful of published studies, magnesium and zinc may be a kidney-friendly stress buster. For those on a low oxalate diet for kidney health, this means including Swiss chard, salmon, eggs, oranges, and avocado – in moderation.

Hydration is also very important when it comes to the kidney friendly stress taming for your system. Challenging coworkers to a water-drinking challenge, eating more fruits and vegetables with high water content, and adding fruity flavor combinations to your water can make hydration an effortless part of your routine.

Automate Your Life

Take a moment to think about how many decisions you make in a day. From deciding if you should start a new hobby to choosing a main dish for dinner, all your decisions – big and small – can add up, taxing your brain's capacity. In a 2008 study, researchers found participants who made lots of choices had less physical stamina, reduced persistence in the face of failure, more procrastination, and more difficulty with mathematical calculations.

What's that mean for those of us who aren't neuroscientists? It means we should minimize decisions in our lives, which may help us achieve the balance our bodies crave.

Consider "automating" some of your daily choices – for instance, buy only white socks so you don't have to spend time matching them, or plan your low oxalate meals a week in advance so you're only making a decision once. Additionally, it can be helpful to opt-in to subscription programs for vitamins, kitchen supplies, laundry detergent, paper towels, cat litter or other consumables. One less thing on your to-do list can help free up your decision-making process.

Living a low-oxalate lifestyle can, in itself, be stressful. With these tips, you'll be on your way to a kidney-friendly stress-free season.

Link; https://www.nephure.com/resources/kidney-friendly-tips-stress-free-spring

Arranta Bio Aims for Bold Innovation in Microbiome Space

(Ghostwritten for BioSpace reporter)

For more than a decade, team members of Watertown, Mass.-based **Arranta Bio** have been studying the physical and functional characteristics of Live Biotherapeutic Products (LBPs), defined by the U.S. Food and Drug Administration (FDA) as live microorganisms, such as bacteria or yeast, that are used for the prevention, treatment or cure of a disease or condition.

Early on, the team, led by Aaron Cowley, Ph.D., Arranta Bio's chief scientific officer, recognized not only the clinical potential of LBPs, but also the complexity involved in developing large-scale robust manufacturing processes for LBPs and, more specifically, the analytical techniques required to confirm acceptable product quality and safety for them.

With relatively few companies dabbling in the industry, expertise and CMC regulatory

guideposts were few and far between.

Currently, no LBP products have been approved for commercial use by the FDA, but the drive to support clients as they forge a path to commercialization of LBP clinical therapies is ingrained in the company's mission: Arranta, which is Gaelic for "bold," is approaching LBP development and regulatory pathways with a bold and daring spirit of innovation.

"To be successful in this space, we have to innovate our own approaches in process development, manufacturing and analytical testing of microbiome-based products," Cowley said. "The characteristics and requirements of LBP processing are unique, and need equally unique assays."

"Current assays are not always the most precise. Furthermore, execution of many of the traditional microbiological-based assays is time consuming, providing answers in days, as opposed to hours," Jeff Heiser, Head of Quality Control and Analytical Development at Arranta, explained to BioSpace in an interview.

Having gained experience with fastidious microbes, consortium-based products and genetically engineered strains over the last ten years, Heiser said the Arranta team has a keen understanding of the physical, chemical and molecular characteristics of these different types of LBPs and is developing its own next-generation assays designed to address the specific concerns with each type of product. The assays should set new precedents for release and characterization testing expectations.

Molecular assays, for example, will provide a distinct advantage over traditional microbiological methods. Not only will the uniquely designed assays save time and increase sample throughput, but will also provide better precision, and even the ability to identify and quantify distinct strains in a consortium.

"We want to be at the forefront of this kind of technology and act in the best interests of our clients. Our clients' success is our success and we're very invested in that," Cowley said.

Arranta, with fully operational facilities in Watertown, MA and Gainesville, FL, and a third planned expansion in Boxborough, MA (due to come online in early 2022), believes the key to continuous innovation is the staff who provide innovative thinking.

"One of Arranta's core values is innovation, and we actively seek future staff members who are ready to be the front line of innovation for the industry. There's an unlimited potential in the microbiome-space, and we're only at the beginning. Not everyone will have the opportunity to build the future of healthcare, and they can do this at Arranta," Jenna Heyman, VP of Human Resources, said.

"Some may say 'We can't do that' – but at Arranta, we want to do what others won't," Cowley said.

Link:
https://www.biospace.com/article/arranta-bio-explores-the-deep-space-of-life-biotherapeutic-products/

Using Agile Methodology For Learning

Technology has revolutionized how we communicate, connect, and learn. Among the advances, access to educational opportunities is arguably the most profound. Technology is the foundation of managed learning. It has allowed anyone with the desire and a device to continuously learn from experts in ways that were impossible only a few years ago.

Information constantly changes, which means managed learning development teams need to stay resilient and nimble to keep up with changing technology, learner demands, and content creation. To stay ahead of the game, managed learning technology developers may want to borrow a tool from the IT developers' project management toolbox: agile methodology.

What is Agile Methodology?

Agile methodology is a popular project management process among software developers encouraging regular product delivery, teamwork, continuous planning, and continuous learning. This methodology prioritizes flexibility and interactivity among teams to design, develop, test, revise, and support products. Agile product development is never truly complete; products improve through team reviews and cyclical analysis.

Why Should Managed Learning Adopt Agile Principles?

Because creating content and improving applications are fluid in managed learning, agile principles in managed learning fit seamlessly and can provide many benefits. The agile process produces on-demand training more quickly and efficiently, allows managed learning teams to act on feedback early and integrate it into future projects, and gives design and development teams a steady plan to work through updates and new projects.

Steps To Integrate Agile Principles In Managed

Learning Development

In its true sense, agile methodology can be complicated, but the principles are easy to understand. Managed learning development teams can use the following steps to get started.

Set The Vision and Scope

Your core team, including designers, developers, and content writers, meets for a vision planning meeting focusing on target users, their unique needs, and the project's benefits.

Build the Project Roadmap

The project roadmap includes a general overview of steps in the development process or releases of new material. It should consist of the features that the team will add for each goal and the metrics the team will use to determine the next goal.

Plan Release Dates and Cycles

Following roadmap planning, the team will plan the release dates for new material or features and the time frame dedicated to each cycle – known in the agile world as sprints. To keep L&D leaders up to date on the status, agile teams create to-dos for each sprint necessary to complete the release.

Manage Sprint To-Dos

Your team will track the backlog of features in three categories: to-do, doing, and done. This project management process is called kanban and is an engaging and visual way to track progress for a release.

Sprint Reviews

The last step in the process is the greatest advantage of using agile principles in managed learning: reviewing successes and feedback and integrating them into the next sprint and product release. Included in these reviews are learner feedback and content updates. After review, the process starts again for additional releases.

Agile For Improved Learner Experience

Advances in managed learning have allowed for education in the palms of our hands through innovative platforms. Agile methodology allows for speed and feedback integration that will provide an exceptional experience for your company and give learners the confidence that they have access to the best information technology can bring.

Could your managed learning programs use an update? Find out how to leverage more opportunities with a program audit.

Link:
https://www.ardentlearning.com/blog/applying-agile-practices-in-managed-learning

Subtle Symptoms of Breast Cancer

October is Breast Cancer Awareness Month. The annual focus began in 1985 in a collaborative effort between the American Cancer Society and AstraZeneca, known for anti-cancer medications. In the nearly 40 years since its inception, awareness of breast cancer symptoms has grown and thrived, helping more women take part in screenings1 and increasing monetary support for breast cancer research.

In the US, more than 338,000 women (and men) will be diagnosed with breast cancer each year. Most cases pop up in a woman's mid 50s to early 60s, although 9% of cases occur in women 45 or younger.2 Early detection is the best way to increase your chance of survival. According to the American Cancer Society, when breast cancer is detected early, the 5-year relative survival rate is 99%.3

From a young age, women are encouraged to conduct breast self-exams to find lumps that can lead to early detection of breast cancer. A breast self-exam includes:

Looking at your breasts in the mirror—once with your arms down and once with them up—and looking for unusual change in shape or size, dimpling or puckering, nipple changes, redness, rash, or swelling.
Using your fingertips and gently pressing on your breast tissue from the top to bottom of your breast using circular motions, both laying down and standing up.
But lumps are only one way to screen for breast cancer. In fact, some subtle breast cancer symptoms can help detect the disease before you can even feel a lump. Some of these subtle breast cancer symptoms are:

Bloody nipple discharge. Bloody nipples may be a result of tight clothing or benign fluid build-up, but it's worth discussing with your doctor.

Nipple changes. Look for dimpled, flattened, or inverted nipples. It's not uncommon to be born with inverted or flat nipples, but if it happens later in life—it is a cause for concern to discuss with your doctor.
Tender, swollen breasts. Pregnancy, hormonal changes, and breastfeeding can be the culprit, but if you notice unusually warm, discolored, dimpled, and painfully tender breasts, it could be a sign of inflammatory breast cancer.4
Lumps under your arm or collarbone. Easily missed in breast self-exams, these lumps can signify cancer in your lymph nodes.
Itchy or flaky nipples.
If you experience any of these subtle breast cancer symptoms, make an appointment right away with your physician and schedule a mammogram to determine if these changes are a sign of something significant.

Healthy Living for Women

Breast cancer is top of mind in October thanks to the plethora of pink products on the shelves, but it's not the only health concern women face. Some of the top issues are heart disease—the number one cause of death for women—stroke, diabetes, Alzheimer's disease, and sexual and reproductive health. Mental health concerns, including anxiety and depression, ADHD, PTSD, OCD, occur in one in 5 women in the US. Often, mental and physical wellness is linked.

Staying on top of health with regular checkups, exercise, balanced diet with nutritious foods (heavy on the fruits and veggies, please!) can go a long way to preventing some of these health concerns. Practicing mindfulness and reducing stress positively influence mental health, but engaging with a mental health professional to get appropriate care is essential for women who have symptoms of anxiety and depression.

Prevention is the best cure. We hope this information and resources empower women to take charge of their healthcare for a long, healthy life.
Resources for Breast Cancer and Women's Health

How to conduct a breast self-exam – Breastcancer.org
How Breast Cancer can Affect Mental Health – Breastcancer.org
Cancer screening guidelines – American Cancer Society
Breast cancer risk assessment – American College of Obstetricians and Gynecologists
Healthy Living for Women – American College of Obstetricians and Gynecologists
Working with a Mental Health Condition – Office on Women's Health
References

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5971488/
https://www.cdc.gov/cancer/breast/young_women/bringyourbrave/breast_cancer_young_women/index.htm
https://www.insider.com/breast-cancer-signs-2018-11#you-have-pain-in-any-area-of-your-breast-10
https://www.webmd.com/breast-cancer/guide/breast-cancer-less-common-symptoms

Source:
https://uprisehealth.com/resources/subtle-symptoms-breast-cancer-womens-health/

Benefits of Whole Person Care

Have you ever overeaten junk food and felt tired, sad, and sluggish? Or, on the other hand, have you powered through a challenging workout and experienced a rush of endorphins that leaves a smile on your face? Does a conversation with a friend when you're sad give you a boost of energy?

If you said yes to any of these, you've felt the effects of whole person care—a concept of care encompassing physical and mental health care with lifestyle, social, and spiritual support. Practitioners of whole person care, also known as integrative medicine, believe good mental health can lead to better physical health and vice versa that's building momentum in the healthcare community.

Traditional medicine versus whole person care

When you think about medical benefits and trips to the doctor, you're thinking about traditional western or conventional medicine. Western medical practice includes a web of healthcare professionals, including physicians, nurses, pharmacists, and psychiatrists who analyze, treat, and monitor disease symptoms. Traditional medicine professionals practice in private practices, medical centers, group practices, and labs and rely on medical research and clinical advances to prevent disease, cure symptoms, and help patients live longer healthier lives.1

Whole person care focuses on the individual and how their mental health, biological, behavioral, social history, and lifestyle affect health. Integrative health professionals—a key role in whole person care—believe health and disease are not separate entities, but that wellbeing is one state that can move in two different directions: toward good health or disease.2 Whole person care programs complement conventional medicine, including care that expands traditional medicine benefits and promotes health. Also supported by clinical

research, whole person care is a way to blend conventional medicine with mental health, lifestyle, nutrition, and more for optimal outcomes.

Changing health care to include whole person care

Today's healthcare environment is siloed. Hospitals, group practices, and larger organizations may bring physicians, pharmacists, and therapists together, but they also direct patients outside the organization for specialty care, mental health support, or other complementary services. Doctors may appreciate and suggest diet, exercise, or dietary help but leave patients to figure it out independently or with little additional help.

Thankfully, healthcare professionals have reacted positively to integrative medicine, and as demands increase, more U.S. hospitals integrate whole person care services into regular care. Academic medical centers may use integrative medicine clinics within their walls as an opportunity to conduct controlled trials that could further establish its benefits.3 This may look like hiring a wellness coach or massage therapist in a clinic, coordinating additional whole person care services at the point of care, or improving communication between entire care teams, from traditional practitioners to integrative health professionals.

Integrating mental health services with traditional medicine is another opportunity to improve whole person care, especially as mental health concerns spike. In 2020, 59.9 million Americans lived with any mental illness (AMI), but less than half received care for their conditions. The National Council for Behavioral Health found that 77% of counties in the US have severe shortages of mental health professionals. Offering easier access to mental health care, better insurance coverage for mental health services, and options for group coaching or self-guided support could make whole person care even more successful.4

Tips for establishing whole person care with your team

Unlike traditional medical therapies, including prescription medicine and clinic-based treatments, whole person care is more accessible and affordable for many employees. Workplaces can encourage the use of holistic care by offering acupuncture, massage, yoga, dietary supplements, and meditation benefits. Opting for digital mental health solutions like those provided through Uprise Health, can give employees access to wellness coaching, behavioral health coaching, group therapy, and more.

Other options include:

Offering a flexible work schedule
Planning health challenges to encourage physical activity
Building paid mental health days into PTO schedules
Assisting with healthy meal planning
Providing stress management and resilience training
These care options can help employees discover positive lifestyle changes that may support overall wellbeing, help manage stress, and simplify managing a chronic illness.

Uprise Health's support of whole person care

Good mental health is an important part of whole person care, and Uprise Health provides innovative technology-based solutions that offer a new approach to old problems in health care. Our digital platform is designed to help reduce stigma and increase member utilization, giving more employees the help they need. Learn more about our approach to care and see how Uprise Health can make a difference with your employees.

Source:https://uprisehealth.com/resources/benefits-of-whole-person-care/

7 Real-Life Examples of AI in Marketing
PiersonMedia.com

Infographic Samples

Written and designed by Amanda Austin

The Skinny on Trans Fat

The FDA announced a ban on artificial trans fat in food over the next three years. What does this mean for you and your diet?

What is trans fat anyway?

Trans fat is formed by adding hydrogen to vegetable oil, which makes the oil solid at room temperature and gives foods made with it a longer shelf life. Partially hydrogenated oil, as it's also known, is commonly used in restaurant deep fryers because it doesn't' require frequent changes.

Trans Fat Health Risks

Trans fat can cause the following health concerns

- Increase (bad) LDL-cholesterol
- Lower (good) HDL-cholesterol
- Increase in low-grade chronic inflammation

Common Trans Fat Foods

Pie crusts
Canned frosting
Corn chips
Donuts
Fried chicken
Canned biscuits
Stick margarine
Nondairy creamer

How will the FDA ruling to remove trans fat change the way food is manufactured? What are some alternatives to cooking food or producing meals that don't involve trans fat?

The major influence on the food industry is that it will be more expensive to produce, and the food will not last as long on the shelf.

How can an individual work to cut out trans fat from his or her own diet?

Avoid foods that commonly contain trans fat, and choose non-processed foods, including fresh or frozen fruits and veggies and whole grain bread.

Sources:

http://ufhealth.tumblr.com/post/122184578927/what-you-need-to-know-about-the-fda-trans-fat-ban
https://ufhealth.org/diabetes-institute/education

Sample Social Media Campaign

Patient	Type	Subject	Time	Date	Platform	Mission/Notes	Content	Notes	URL	Graphic	Text
								Will post to Twitter via Instagram	http://bit.ly/1JQTOOd	Raina & Corey - surgery	When Corey came to UF Health Shands Hospital in May 2013, he had to to have two surgeries. The first was to implant electrodes deep into the brain to get a precise picture of the problem area causing his seizures.
Corey	Photo	Journey		3-Sep	Instagram	Overview	Y				
								Story on NTA.org>	http://bit.ly/1JQTf76	Picture of Corey	To Corey Hammond, his scar means survival. To us, it means he's one of a kind.
Corey	Article	Narrative	9:30 AM	4-Sep	FB, Twitter	Overview	Y				
								Will post to Twitter via Instagram	http://bit.ly/1JQTOOd	Xray	UF Health physicians, surgeons and engineers worked together to place electrodes in Corey's brain. They remained there for about two weeks to monitor seizure activity and locate precise seizure-causing areas of the brain.
Corey	Photo	Journey		4-Sep	Instagram	Overview	Y				
								Will post to Twitter via Instagram	http://bit.ly/1JQTOOd	Care Team - bedside	Dr. Gunduz and her team work with Corey to map problematic areas of his brain prior to his second surgery using beside tests to guage brain activity.
Corey	Photo	Journey		7-Sep	Instagram	Overview	Y				
								Video uploaded to Facebook	http://bit.ly/1KnuaqZ	https://www.youtube.com/watc h?v=Jmzr7r7tco	
Corey	Video	Cibula	8:00 PM	8-Sep	FB, Twitter	Clinical Care	Y				
								Get from Nickie/Lindy? For Instagram - Will use NoTwoAlike.org as the "location" and link to it during the campaign.	n/a	Picture of scuba/UFHealth	Two years have passed since Corey's surgery — and since his last seizure. The recovery process is slow, but Corey is now able to do the things he loves - including scuba.
Corey	Photo	Corey	2:30 PM	8-Sep	FB, Twitter, IG, Tumblr	Patient	N				
								Will post to Twitter via Instagram	http://bit.ly/1JQTOOd	Corey wakeboard	Corey is a bit of a daredevil. His seizures were really getting in the way of his aquatic activities, like wake boarding and surfing. After two years of seizure-free living, he's back to his adventure loving self. #Wakeboording #SpaceCoast #surfing #NTACorey #NoTwoAlike #UFHealth #MovingMedicineForward #seizurefree #Adventure
Corey	Photo	Journey		8-Sep	Instagram	Overview	Y				
								Video uploaded to Facebook	http://bit.ly/1KnuaqZ	https://www.youtube.com/watc h?v=yndeAYaDH8o	
Corey	Video	Livingston	8:00 PM	10-Sep	FB, Twitter	Family	Y				
								Will post to Twitter via Instagram	http://bit.ly/1JQTOOd	Weaver and corey	#TBT to 2013 when Corey was recovering from brain surgery at UF Health. Kristen Weaver, MD, a neurosurgery resident and member of Corey's care team, described him as kind, easy-going, well-mannered and thankful. #NTACorey #NoTwoAlike #ThrowbackThursday #UFHealth #MovingMedicineForward
Corey	Photo	Journey		10-Sep	Instagram	Overview	Y				
									http://bit.ly/1JQTOOd	Alia Corey blanket	One of Corey's post-surgery goals was to gain enough independence to stay home with Alia and take care of her without the fear of having a seizure. #NTA #NoTwoAlike #NTACorey #DaddysGirl
Corey	Photo	Journey		11-Sep	Instagram	Overivew	Y				
								Video uploaded to Facebook	http://bit.ly/1KnuaqZ	https://www.youtube.com/watc h?v=yOE_iBaEf80	
Corey	Video	Roper	8:00 PM	15-Sep	FB, Twitter	Clinical Care	Y				
									http://bit.ly/1JQTOOd	Raina & Corey - scuba	Because Corey is seizure-free, he and his wife, Raina, can live out their dreams together -- including diving in #Curacao. While sedated during his recovery years earlier, Corey would often mutter soft words about spending time in the #Caribbean with his soul mate. Now, he's living his dreams. #NTACorey #NoTwoAlike #ScubaDiving #LivingtheDream #scuba #MovingMedicineForward
Corey	Photo	Journey		16-Sep	Instagram	Overview	y				
Corey	Video	Raina	2:30 PM	17-Sep	FB, Twitter	Family	Y	Video uploaded to Facebook	http://bit.ly/1KnuaqZ	https://www.youtube.com/watc	Corey's hobbies, like scuba diving and surfing, were
									http://bit.ly/1JQTOOd	Alia and Corey	June 3, 2013: Corey reunites with daughter Alia after successfully recovering from two brain surgeries. #TBT #NTACorey #NoTwoAlike #ThrowbackThursday

Social Media Management

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We're bringing industry news to you each week on our Knowledge Hub. Visit now and read recent articles about the LBP industry.
https://lnkd.in/eTwkP8K

20

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Nisha Patel, Manager - Technical Project Lead, shares her thoughts on professional growth here at Arranta Bio in the ever-changing microbiome industry. #ArrantaAlive

93 · 1 comment

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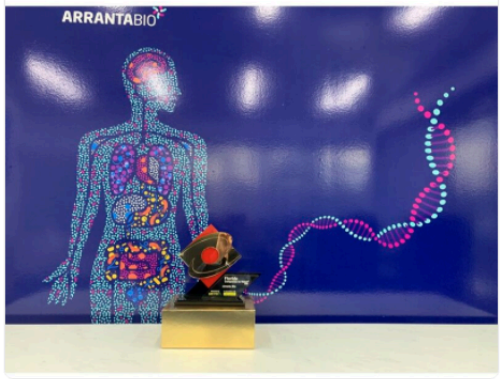
Thank you GrowFL for this honor, and for including us among the innovative companies helping to fuel change and growth in the Sunshine State.

Aaron B Cowley • 1st
Chief Scientific Officer at Arranta Bio
1mo • Edited •

We at Arranta Bio are honored to be recognized as a 2020 GROWFL Company to Watch!



17

John Gee & Company
Published by Tara Geissinger [?] · January 30 at 7:13pm

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(Post) by Amanda A.
August 07, 2018 12:08 pm

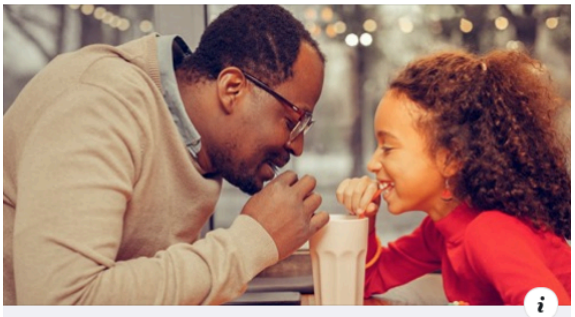
Captozyme
June 22, 2019 ·

What's new in the oxalate industry? Dr. Ira Klimberg will share results from a recent clinical study from Captozyme today at 4:05 and will join a panel discussion immediately following the presentation. #OHFBoston2019

You, Danielle Heslep, Ryan Gerds and 3 others

Captozyme
May 1, 2019 ·

This is only one of the many fascinating ways our microbiome can improve and maintain our health. #Microbiome #PharmaResearch



THECONVERSATION.COM
Can changing the microbiome reverse lactose intolerance?

Captozyme
April 29, 2019 ·

Captozyme's client services division includes service-minded, agile team-members with experience to help you grow your product pipeline.

CAPTOZYME.COM
Contract Manufacturing Services — Leader In Gut Health Research | Captozyme |

Social Media Content Writing (Subcontracting)

[First Class Smiles]

[Media Tech]

[In Home Care Clients]

[Funky Chunky]

[Tsunami Car Wash]

[CCEA]

Digital and Print Design

Website Ad Design

Artwork Design

Internal Communications/Forms

Company birthday card design - digital and print

Press Releases

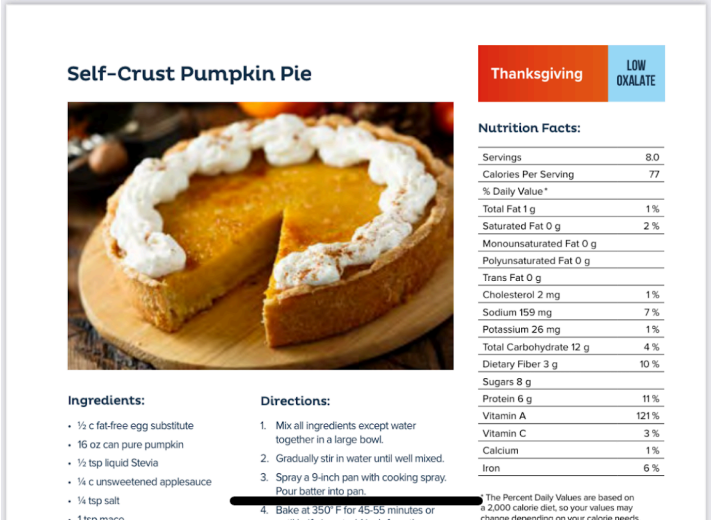
https://www.einpresswire.com/article/532759835/arranta-bio-announces-pledge-to-diversity-inclusion-and-sustainability-with-corporate-social-responsibility-initiative

https://www.einpresswire.com/article/530979011/arranta-bio-named-honoree-in-growfl-companies-to-watch

https://www.einpresswire.com/article/477889415/captozyme-named-to-gator100-list-of-fastest-growing-companies

https://www.einpresswire.com/article/484602004/new-clinical-study-shows-promise-for-dietary-management-of-hyperoxaluria

Lead Generation Tools



Full version
https://drive.google.com/file/d/1C3Jaxyq2qfCrsj6ECUzrsXJA0j3GpdVn/view?usp=drivesdk

View full version
https://drive.google.com/file/d/18V2ZnAerr1x-eF_luOHSZGThHZGG7Jwb/view?usp=drivesdk

Marketing Strategy

[Scrub Me Good - Social Media Strategy]
[Infobionic - Social Media Strategy]
[Balance Spa - Content Strategy]

Arranta Bio - 2021 Marketing Plan & Objectives

2021 Marketing Objectives

Objectives	Strategies	Benefits
Establish Marketing Infrastructure	• Detailed Plan • Baseline KPIs to determine most effective strategies for qualified lead generation • Processes and Procedures • Customer Satisfaction/Retention Tracking and NPS to ensure positive reputation	• Identifies best practices to carry forward • Facilitates business expansion with current partners • Provides "backbone" of marketing efforts • Enables marketing tracking, analysis, and management
Standardize Arranta Bio messaging and value proposition	• Establish Message • Ensure alignment brand • Training of internal staff on key messaging	• Creates a unified voice and vision • Can help sustain morale
Strengthen Awareness of the Arranta Bio	• Branding and awareness initiatives including Social Media, Website, Conferences • Awareness of current reputation (Voice of Customer survey from 2020, feedback)	• Ensures that the target market is aware of Arranta, has the desired perceptions, and is open to a dialogue • Helps make business development efforts more effective. • Helps make recruiting efforts more effective.
Support the Business Development team	• Lead generation • Conference Logistics	• Lead generation - gets the team in front of targeted decision-makers • Generates significant project opportunities • Helps generate revenue
Establish Arranta Bio as a "thought leader" in microbiome industry	• Thought leadership and content marketing initiatives including a publication plan and conference program • Holistic approach to content distribution across multiple communications channels	• Demonstrates our expertise • Increases our credibility • Increases awareness of Arranta Bio and supports our value proposition • Improves the effectiveness of lead generation and selling efforts • Differentiates from competitors
Support HR Initiatives	• Incorporate employer of choice content and job postings into social media strategy	• Builds reputation of Arranta with both potential employees and clients

ARRANTABIO

2021 Marketing Plan

Objective		Q1			Q2			Q3			Q4		
Establish Marketing Infrastructure	Determine Objectives and Establish detailed plan			Establish (3/19) ✓	Execute plan								
	KPIs			Establish (3/30) ✓	Track KPIs								
Standardize Messaging	Standardize Messaging			Messaging (3/30)	Brand (4/30)	Most Tools (5/31)	Training (6/30)						
Brand Awareness	Refresh then Redesign Website			Refresh (3/7) ✓			Redesign (6/28)						
	Content Creation				Site Photos		Video (6/28)	Leader interviews			Leader interviews		
	Social Media (>100)				at least 3 posts per week			at least 3 posts per week			at least 3 posts per week		
Support BD Team	Conferences (6)	MMDDS EU ✓		Chardar ✓	Pharmabio Jeffries	MM -MIH		MMDDS	TBD based on COVID				
Thought Leadership	Paid Publishing (4)				Pharma Almanac		Pharma Almanac		Pharma Almanac		Pharma Almanac		
	Sponsored Content (4)			Biospace Article		MB Times Ad-torial		MB Times Ad-torial				MB Times	
	Scientific content (2)				White Paper					White Paper	-		
	Webinar (1)							MB Times					
HR	Ensure Congruent messaging/ Light Linkedin Support				outsourced								

Landing Page and Lead Gen Funnel

Campaign for National Kidney Month
[Marketing Campaign Overview]