

Throwback February!

Healthcare Marketer's

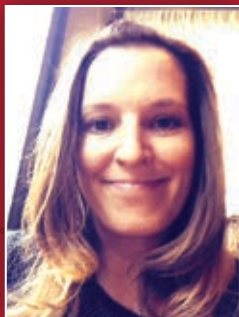
Exchange

"Where Healthcare Marketers Connect"

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2015

FEBRUARY



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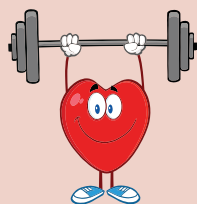
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American College of Physicians celebrates our 100th Anniversary, Leading Internal Medicine, Improving Lives.

In 1915, Heinrich Stern founded the American College of Physicians to realize his belief that America should have an organization devoted to promoting the science of medicine through regular scientific meetings and recognition of prominent internists. The early ACP held one large educational meeting and several smaller regional meetings each year and published a journal of scientific papers.



Both of these traditions thrived as the years went by, and the College—with a current membership of 137,000 physicians, residents, fellows, and medical students—now publishes *Annals of Internal Medicine*, *ACP Internist*, *ACP Hospitalist*, *Medical Knowledge Self-Assessment Program*, books, and other print and digital properties and hosts national and regional annual scientific meetings.

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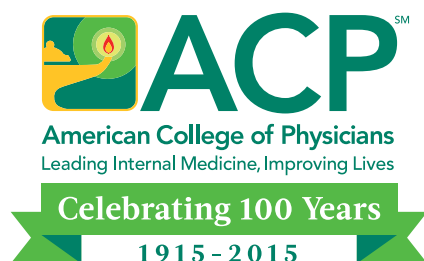
Annals of Internal Medicine

- #1 for 4 out of 4 readers
- #1 for total readers
- #1 for average issue readers
- #1 for high readers
- #1 clinical journal for average page exposures

Source: Kantar Media, June 2014 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Tables 111 and 211

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Dear Healthcare Marketer,

I enjoy seeing my friends' and colleagues' Throwback Thursday photos on Facebook. So I thought it would be fun to do something similar and share Throwback Pix of People in the Industry this month. We sent an email to our subscribers and asked Nancy Souza, veteran industry photographer, to gather some photos from "back in the day." The pictures we received got me thinking about how truly lucky we are to be part of such an amazing industry. People really love and care about each other and have developed lasting friendships. We are like one big happy family!



Throwback Nancy

So don't miss our Throwback picture pages. As together we walk down memory lane, you'll notice some of the beloved people featured in the pix have retired or passed on. However, I'm sure you'll smile along as we fondly remember the happy times we spent together at the conventions, Doctors of the World Golf Outings, the AMM, PAC/HMC, and MHMA meetings, holiday parties, and all kinds of life-event celebrations from new babies to big birthdays and anniversaries. So many good times...

In addition to our picture pages, this month we continue with our Health and Fitness stories. I have to say, I'm impressed and inspired by the many stories shared of what you're doing, younger and older, to stay in shape and live a healthy lifestyle. This month, **Andrea Gaymon** tells us about the changes she's made to keep her workout steady, her weight from fluctuating, and a couple of great reads. **Ian Purcell**, inspired by the NYC Marathon, brings us along on his journey from spectator to runner. **Dana Trimborn** provides tips on how to maximize your gym workout, plus a delicious and nutritious Peanut Butter Snack Recipe shared on our Digital Edition. **Susan Manber** is living proof that we have to be vigilant when it comes to our health. **Dayna Carman** has found her greatest fitness success through Tough Mudder and moderation. And **Chuck Rockefeller** is no stranger to a healthy lifestyle, which he tells us a little about along with his favorite movie, book, and so much more in this month's *Personal Exchange*.

Whether you're up for a healthy dose of inspiration or some fun flashbacks, enjoy our February issue! And please share with us some of your Throwback pictures*. I had such a feel-good experience flipping through these wonderful pix, I've decided to make this a regular feature.

This issue marks the 23rd Anniversary of THE EXCHANGE. I know I couldn't do it without you, my friends in the industry. Your feedback, participation, and advertising are what keeps us going. I wouldn't be here without you 23 years later. I am truly blessed!

“Memory is a way of holding onto the things you love, the things you are, the things you never want to lose.”
—From the television show, *The Wonder Years*

Thanks from the bottom of my heart,

Nancy

PARTICIPATE

- Have a Pet Photo or Story you want to share?
- We want to hear about your Vacations!
- Wine and Restaurant Reviews always welcome.

Go to www.hmexchange.com/contests.html

*Email your Throwback Photos to Denise at contact@HMExchange.com

2014 GET CONNECTED, STAY CONNECTED CONTEST

Congratulations to **Michelle Potts, Compas**.
She will receive a \$250 prize!

Holiday Photo Contest Results

From the December 2014 Issue

Congratulations to our winner, **Jill Bresnick, HMP Communications**. She will receive a \$50 prize!



Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

Ashfield Meetings & Events, healthcare event management specialist, has announced the appointment of **Jo Brook** to the Board of Directors as Engagement Director. She can be reached at joanne.brook@ashfieldhealthcare.com.

Communications Media, Inc., has announced the appointment of **Gia Lanzetta** as Associate Media Planner, **Kelly Keating** as Campaign Analyst, **Brian Cox** as Supervisor, Search Engine Optimization, and **Courtney Mullen** as Supervisor, Search Engine Marketing. They can be reached at 215-568-5944. **Yasmeen Afzal** has been appointed as Campaign Analyst and **Katarzyna Mierzejewska** as Associate Media Planner. They can be reached at 646-840-0717. **Tyler Santoro** has been appointed as Associate Campaign Analyst. He can be reached at 484-322-0880.

Compas, Inc., has announced the appointment of **Michael Hall** as Project Coordinator, ByDoctor®, and Data Assets, and **Kara Goeke** as Account Coordinator, Buying Services. They can be reached at 856-667-8577.

Fingerpaint has announced the appointment of **Alicia Deering** and **Jonathan Romeo** to its Account Service Team. They can be reached at 518-693-6960.

PulseCX has announced the appointment of **Dane Hartung** as Senior Vice President, Account and Strategy. He can be reached at 215-699-9200.

New & Noteworthy

Awards • Mergers

AbbVie, Inc., has received FDA approval for **Viekira Pak** (ombitasvir, paritaprevir, and ritonavir tablets co-packaged with dasabuvir tablets) to treat patients with **chronic hepatitis C** virus (HCV) genotype 1 infection, including those with a type of advanced liver disease called cirrhosis. And they received FDA approval for **Duopa** (carbidopa and levodopa) enteral suspension for the treatment of motor fluctuations for people with advanced Parkinson's disease. Duopa is administered using a small, portable infusion pump that delivers carbidopa and levodopa directly into the small intestine for 16 continuous hours via a procedurally-placed tube. For further information, visit www.abbvie.com.

Actavis and **Adamas Pharmaceuticals, Inc.**, has received FDA approval for the New Drug Application (NDA) for **Namzaric**, a fixed-dose combination (FDC) of memantine hydrochloride extended-release, an NMDA receptor antagonist, and donepezil hydrochloride, an acetylcholinesterase inhibitor. Namzaric was approved for the treatment of moderate to severe dementia of the Alzheimer's type in patients stabilized on memantine hydrochloride and donepezil hydrochloride. For further information, visit www.actavis.com and www.adamapharma.com.

Alcon Laboratories has received FDA approval for **Xtoro** (finaxofloxacin otic suspension), a new drug used to treat acute otitis externa, commonly known as swimmer's ear. For further information, visit www.alcon.com.

AstraZeneca has received FDA accelerated approval for **Lynparza** (olaparib), a new drug treatment for women with advanced **ovarian cancer** associated with defective BRCA genes, as detected by an FDA-approved test. For further information, visit www.astrazeneca.com.

Bristol-Myers Squibb has received FDA accelerated approval for **Opdivo** (nivolumab), a new treatment for patients with unresectable (cannot be removed by surgery) or metastatic (advanced) melanoma who no longer respond to other drugs. For further information, visit www.bms.com.

Daiichi Sankyo Company has received FDA approval for an anti-clotting drug **Savaysa** (edoxaban tablets) to reduce the risk of stroke and dangerous blood clots (systemic embolism) in patients with atrial fibrillation that is not caused by a heart valve problem. For further information, visit www.dsi.com.

Fingerpaint has announced the move of its Philadelphia office location from Wayne, PA, to a larger space in nearby Villanova, PA, to accommodate its rapid growth. The new address is 789 East Lancaster Avenue, Suite 260, Villanova, PA 19085. For further information, visit www.fingerpaintmarketing.com.

Galderma Laboratories, L.P., has received FDA approval for **Soolantra** (ivermectin) Cream, 1% for the once-daily topical treatment of inflammatory lesions, or bumps and pimples, of rosacea. Rosacea is a common, but often misunderstood, skin disorder affecting 16 million Americans, predominantly women, ages 30 and older. Although the cause of rosacea is unknown, research suggests that there are multiple triggers for the inflammation associated with the condition, including sun, alcohol, spicy food, and exercise. For further information, visit www.galdermausa.com.

Medical Advertising Hall of Fame has elected its 2015 inductees: **Dr. James Barnum**, Innovator and Founder of **Barnum Communications**, and **Francis Gace**, creative talent and Co-Founder of **Lewis and Gace**. For more information, contact **David Gideon**, Executive Director, at david@davidgideon.net.

Novartis has received FDA approval for **Signifor** long-acting release (LAR) (pasireotide) for injectable suspension, for intramuscular use for the treatment of patients with acromegaly who have had an inadequate response to surgery and/or for whom surgery is not an option. For further information, visit novartis.com.

Novo Nordisk, Inc., has received FDA approval for **Saxenda** (liraglutide [rDNA origin] injection) as a treatment option for chronic weight management in addition to a reduced-calorie diet and physical activity. For further information, visit www.novonordisk.com.

UBM Medica US has announced that **Physicians Practice**, a management resource for physicians and medical office staff, released the latest issue of its free tablet application, available from the App Store. For further information, visit www.UBMMedicaUS.com.

Wolters Kluwer Health announced that **Physical Therapy (PT)** has joined **Respiratory Therapy (RT)** as the second major non-nursing discipline added to Lippincott Procedures, the leading clinical procedures software used by nurses and other clinicians at the point-of-care. The expansion makes Lippincott Procedures the first-to-market clinical procedures solution for physical therapy. For further information, visit LippincottSolutions.com/Procedures.

Send Us Your "Throwback" Photos!

We're starting a new feature. Join in the fun!

For upcoming issues, send us your old pix from:

- Prom
- Graduation
- Weddings
- Memorable Birthdays
- Industry Events
- Childhood Days

Send your photos to Denise at contact@HMEExchange.com.



No matter how they read it, they just can't put it down



And now with so many ways to access the journal, they don't have to. With the most average issue readers, high readers, and average page exposures,¹ *American Family Physician* is still the best-read journal in primary care—no matter how it's served. Along with print, and a large, rapidly growing population of tablet and smartphone edition users, 86,266 US Family Physicians (75% of the total) are registered for Web site access because they are AAFP members.²

To learn about promotional opportunities, contact the AFP/FPM Advertising Sales Team at (201) 288-4440 or AAFP_NJ@aafp.org, or visit www.aafp.org/journals/adinfo.

References: 1. Primary Care. Medical/Surgical Study. Kantar Media; December 2013. 2. Membership data on file; American Academy of Family Physicians.



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FAMILY PHYSICIANS

American Family Physician®

THROWBACK FEBRUARY

How many people do you recognize?



GUESS WHO!
See Page 18
for the answer!



GUESS WHO!
See Page 18
for the answer!



Thanks to Nancy Souza
for providing so many
of these pictures.



THROWBACK FEBRUARY

How many people do you recognize?



GUESS WHO!
See Page 18
for the answer!



Coming in 2015



JAMA Oncology

A new peer-reviewed journal from The JAMA Network

In early 2015, The JAMA Network will launch *JAMA Oncology*, a peer-reviewed journal dedicated to all aspects of medical, radiation, and surgical oncology and its subspecialties. Led by Editor in Chief Mary L. (Nora) Disis, MD, FACP, of the University of Washington, *JAMA Oncology* will publish pivotal new findings and foster productive debate that will help clinicians and policy makers improve the lives of people with cancer.

Current customers who have a site license for one or more JAMA Network journals will receive complimentary online access to all *JAMA Oncology* content during 2015.

Features include:

- Leading clinical research
- Timely viewpoints and clinically relevant reviews
- Educational content for those engaged in oncology research, practice, and training
- Enhanced reader access through related commentary, author audio interviews, e-mail alerts, Facebook, Twitter, other social media, and Topic Collections

Advertising Information:

Nancy Souza Nancy.Souza@ama-assn.org
Maureen Reichert Maureen.Reichert@ama-assn.org
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Learn more at
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Fitting In Fitness and Healthy Food

BY ANDREA GAYMON

With a busy career and family, I set realistic expectations of working out two or three times during the workweek and then do longer workouts on the weekend. This has been more effective than trying to do five days and then feeling too worn out and guilty if I don't work out on the weekends. I rely on 30-minute DVDs that focus on both weights and cardio. My recommendations include *21 Day Fix*, *Focus T25*, and *Jillian Michael's 30 Day Shred*. These DVDs, along with great shorter workouts through Comcast On Demand with Robert Jones' total body and abs, Jill Coleman's Cardio Blast, and Mike Chang's ab routines, help to keep me from getting bored by constantly offering something new.

I also wear a Fitbit, which is a wearable physical activity tracker that monitors daily steps and exercise and syncs to my computer and smartphone. With a goal of 10,000 steps a day, the Fitbit helps me stay motivated more during a normal working day. I've started making simple changes like parking farther away to get more steps in and just generally trying to walk around more.

CHANGING UP MY DIET

Recently I switched to a pescatarian diet (fish only; no meat) and cut out dairy. I have started trying to drink one green drink a day – usually spinach, blended with pineapple and soy milk. Now I am trying to reduce my sugar intake

after reading a number of books, such as *Whole: Rethinking the Science of Nutrition* by T. Colin Campbell and Howard Jacobson and *Crazy, Sexy Diet* by Kris Carr, reviewed on this page. Through these books and others, I have been educating myself about following a plant-based, whole food diet to help optimize good health. Since making these small changes, I have had less struggles with weight fluctuations. In fact, I dropped five pounds without really changing anything else. Plus I don't have to sacrifice the things I enjoy, like having a glass of wine.

To help me stick to my healthier eating goals, every weekend I have been making a vegetarian chili that lasts the whole week for lunch (<http://allrecipes.com/Recipe/The-Best-Vegetarian-Chili-in-the-World/>). I also have been making a dairy-free pesto roasted zucchini risotto. I add shrimp to this (<http://www.theppk.com/2012/03/pesto-risotto-with-roasted-zucchini/>).

The bottom line is, to keep my life balanced, I put energy into the things that are important and make a point to surround myself with people who are fun, like to laugh, and share in the things that matter the most. Up there on the top of that list is my awesome family.

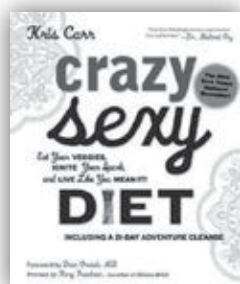
Andrea Gaymon is Vice President of Special Projects, SLACK/healio.com, 6900 Grove Road, Thorofare, NJ 08086. She can be reached at 609-636-8434 or agaymon@slackinc.com.



Taking my kids Luke (8) and Sydney (5) skiing for the first time at Snow Shoe Mountain, West Virginia, during Thanksgiving break.

On Andrea's "Best Reads for Healthy Living" List...

In *Crazy, Sexy Diet*, Carr discusses her own wellness transformation after she was diagnosed with a rare form of cancer in her early 30s. Carr had been having stomach issues but attributed those problems to her stressful work, eating on the run, and not looking after herself. She eventually had an ultrasound that showed lesions and was diagnosed with a rare, slow-growing form of cancer. She decided to take control of her health and began researching everything she could about cancer, but also other options to treat it and transform her health. She first released a book *Crazy, Sexy Cancer* with tips about seeing the diagnosis as a "catalyst" for change. *Crazy, Sexy Diet* discusses not only her story, but also what



has worked for her through the changes she has made, such as adapting a vegan diet, incorporating a more plant-based diet, juicing, reducing stress, and surrounding herself with positive people who support her. Carr's tone throughout the book portrays her passion and she offers a number of personal tips, but also provides science and research to support her statements on the negative effects a standard American diet can have on a person's health and well-being.

Bonus: *Jesus Calling* by Sarah Young gives daily inspirational readings. My mom gave it to me as a gift and it is comforting knowing that she reads this book before bed and I do too...so we think of each other.

The Expert in Me

BY SUSAN MANBER

I used to think I was a healthcare expert. As the head of Brand Strategy and Planning for one of the largest healthcare brand agencies, I developed brand communications for some of the biggest health and wellness brands in the world, spending the bulk of my career researching the realities of the ever-changing healthcare landscape.

Then, suddenly, I found I had to apply this thinking to myself.

DIAGNOSIS

Just over a year ago, I noticed a funny little pimple on the rim of my nostril...and promptly forgot about it. A few weeks later my daughter asked me what was that thing on my nose? So I made an appointment with my dermatologist who referred me to a dermatological surgeon to have it biopsied. He thought it was nothing. I didn't give it another thought...

Until New Year's Eve day at 2 p.m., when the surgeon called with the news. I had an aggressive neuroendocrine form of skin cancer called Merkel Cell Carcinoma. I would need radical surgery to remove the left side of my nose and major reconstructive surgery.

A DISAPPOINTING PROCESS OF DISCOVERY

Three hours later, I had read everything there was to read. That's a terrible feeling for someone who thrives on data. There was almost none. There were fewer than 1,500 cases a year. Two studies – one with 52 people saying one thing, and another with 22 people not sure what to say. Average prognosis from the National Cancer Center: Five months.

After calling a few world-renowned cancer centers, it became clear that I was going to have to put together my own care team and become my own expert.

TAKING CONTROL OF MY HEALTH

I signed up for what would ultimately be a total of six surgeries, six weeks of aggressive chemotherapy and radiation, and every possible alternative treatment from music therapy and acupuncture to Xi Gong and ju Jin Jyutsu to help me with the plethora of side effects. I worked with doctors across three hospital systems. I was the one who had to coordinate treatment and communication amongst the doctors. At one point, back in the hospital with a rare radiation recall reaction that stumped the doctors, it was my selfies taken after each treatment that led the team and other experts to the correct diagnosis.

I also spent an enormous amount of time in waiting rooms, chatting with other patients. I was struck by how often they didn't recognize how important a role they played in their care, how few questions they asked, how little they shared with doctors on how they were really feel-

ing. And as a result, how much more than seemed necessary many of them suffered.

EXPERIENCE AS MY TEACHER

So what have I learned? Knowledgeable individuals who take the time to understand their full range of options, who pour through and bear with the conflicting information, who share their thoughts and feelings with their doctors, and who take it upon themselves to create a truly integrated care team are those most likely to have a fully optimized treatment experience, and perhaps even teach their doctors something along the way. In today's world, it's a challenge for even the best oncologists to keep abreast of all the advances in treatment. As one oncologist put it – "I'm up to date if I'm only a week behind."

As professionals in the health and science community, we have much to learn from the patients and caregivers who are driven to understand more, learn more, fully understand their bodies, and their options, and the role they play in their care. They can play a vital role in helping to keep their doctors up to date with the latest advances, studies, and trials that could be right for them.

When it comes to cancer, and frankly most serious diseases, we tend to think in terms of the experts and defer to them. But what happens when there are only a handful of experts, and no real certainty? We are the experts in ourselves. No one knows our bodies better than we do and sharing that information with our doctors makes a fundamental difference in the care we receive.

I have learned first-hand, patients must have a driver's seat role in their care and the management/decisions of that care.

Because of my professional background, I was in a unique position to know which questions to ask and what to look for – and can now share that wisdom with every person who wants to be empowered in managing their own health. Fundamentally, the more I tell my story, the more I learn the value of storytelling across not only oncology, but in virtually every scientific field that wants to impact behavior and outcomes.

Today, I am cancer-free. I am grateful to my amazing team of doctors, yes for their expertise, but perhaps even more so for including and respecting me as an expert in my care. I believe that being able to help define and drive my experience every step of the way contributed to my healing in every way.

One of the simple truths for me now is this: Every day from here on is a gift. My goal is to return that gift to help people make better, more confident decisions on their care and recognize that every one of us is "the expert in me."

Susan Manber is Executive Vice President, Brand Strategy & Planning, Digitas Health LifeBrands, 1 Penn Plaza, 5th Floor, New York, NY 10119. She can be reached at 212-448-6700 or susan.manber@digitashealth.com.



Susan Manber



Running, Yoga, Workouts, Moderation... and Tough Mudder

BY DAYNA CARMAN

Generally, I enjoy running, yoga, and just working out at the gym. When I'm stressed, the best thing I can do for myself is go for a run. It's great therapy. The more stressed I am, the longer I can run. As I run, I let go of everything on my mind. And I really love yoga because I find it tests my physical strength. The only problem with my gym workouts is I get bored very quickly. I'll come up with a routine and then, a week later, I need a brand-new one. That's my biggest struggle, finding a way to keep it fresh.

I believe in eating everything in moderation. I don't completely cut anything out. If I want something, I eat it, just not a lot of it. I also try to go by a rule of thumb I learned from a family member who is a nutritionist to ensure I eat the right amount of protein to stay fit. You take half your body weight and that's how many grams of protein you should be eating each day. Once I started monitoring the amount of protein I was eating, it was easy to spread my intake out throughout the day.

I'M A TOUGH MUDDER – WHAT, HOW, AND WHY

My greatest fitness success for the past three years has been training for, participating in, and finishing Tough Mudder. Tough Mudder is a 13-mile obstacle course designed to test all-around strength, stamina, teamwork, and mental grit. It's a little hard to describe. When I explain it to people who haven't done it before, they usually think I'm nuts. Some of the obstacles include diving into an ice pool (there's about a foot of ice cubes on top, just to give you an idea of how cold it is), climbing really high walls, carrying tires or logs for a certain distance, army crawling in muddy water underneath electric wires, running through electric wires (the voltage isn't that high, but there's a reason you sign a death waiver), and that's just to name a few. Your ability to participate and complete obstacles is all in your head. It's an absolute adrenaline rush from start to finish, and it's addicting.

To prepare for Tough Mudder, I do a lot of running, mostly trail running at a park that my boyfriend (and team-

mate) and I love to go to. It has lots of different paths you can take to keep things more interesting. I like to be able to run at least five miles at a time, even though the Tough Mudder course is 13 miles. There are about three miles in-between each obstacle, so five miles prepares me best. My boyfriend and I also find different ways to train, like climbing on the monkey bars at the park, as well as some of the other equipment there. When training, we work out a minimum of five days a week, three running, two weight training or yoga, and then two days off. Also, in the weeks

leading up to Tough Mudder, I make sure I'm eating very well, so everything I eat acts as fuel the day of. Lots of protein, fruits, veggies. I try to stay away from any kind of junk or heavy carbs the week before. My "night before" meal of choice is a filet steak with green veggies and sweet potatoes.

I participate in Tough Mudder for a couple of reasons (this upcoming year will be my fourth). My brother is a Navy Veteran.

The main charity for Tough Mudder is the Wounded Warrior Project, so that's always the number one reason I do it. I also enjoy not only the physical challenge, but the mental challenge as well. We do it every year with the same group of people so it's always fun to push each other and work as a team.

STAYING HEALTHY

I try to make time to do the things that will help me stay healthy. Right now, for example, I'm in the middle of reading Cameron Diaz's *The Body Book: The Law of Hunger, the Science of Strength, and Other Ways to Love Your Amazing Body*. It's a really good read and it puts things into perspective, teaches you about how your body works, why, and how to be the best version of yourself.

Dayna Carman is Multichannel Media Coordinator, SSCG Media, 210 Carnegie Center Drive, Princeton, NJ 08540. She can be reached at 609-936-5610 or dcarmen@scgmedia.com.



2013 Mud-wise-er Team at Tough Mudder PA.

Tips to Make The Gym Work for You

BY DANA TRIMBORN

I like to do circuit training workouts with weights three times a week. This gets my heart rate up since the exercises are back to back. After the weights, I like to finish my workout with some type of cardio.

IF TIME IS SHORT, EXERCISE HARDER

If you don't have a lot of time to work out, whether you choose lifting or cardio, make sure it's high intensity if you only have 20 or 30 minutes. Also, interval workouts are great for cardio – this is simply alternating bursts of intense activity with intervals of lighter activity. So, you can start out at a lower resistance or speed for a couple of minutes and then increase the resistance or speed for 90 seconds to get that change of pace for your body. This type of training revs up your body and is more effective than if you were to cruise on the elliptical at the same pace.

CHOOSE CONVENIENCE

The building where CMI's office is located has a gym. Sometimes during lunch I'll go down there for a bit to do part of my workout and finish the rest after work so I don't get home as late. If it's too busy during the day, then I'll just do it all after work.

BEGIN

If going to the gym is new to you, take the first step and just get there. Once you start exercising, it's easier to

continue because you'll start to develop a routine for yourself. I find it helpful to write down which exercises I'm doing and how much I'm lifting so I can track it. Over time, as it gets easier to lift the same weight, I increase the weight based on what I have written down. Progress can be motivating too. I've also found it's important to change my workout every month so my body doesn't get used to the same exercises. I simply Google different exercises or use Pinterest to get new ideas. And if I'm not sure how to do a specific exercise, I watch a video online.

There's no reason to be afraid of going to the gym. First you have to want to. Next you have to get there. And then remember to get out of your comfort zone and push yourself to the next level.

Add healthy eating to your good workout habits! Download our Digital Edition (www.hmexchange.com) for a delicious nutritious snack recipe Dana recommends.

Dana Trimborn is Associate Media Planner, Communications Media, Inc. (CMI), 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. She can be reached at 484-322-0880 and dtrimborn@cmimedia.com.



Dana Trimborn

The Rush of Running

BY IAN PURCELL

My passion for running started off as nothing more than a sporadic hobby. However, after watching one of the most exciting and heartwarming events in all of sports, the New York City Marathon, my hobby has morphed into an enjoyable and sometimes exhilarating habit. Watching the marathon from the sidelines, and seeing how the city came together to embrace the runners, motivated me to get off the sidelines and get moving.



Ian proudly displays his finisher's medal after completing the 2014 Staten Island Half Marathon.

PUSHING THROUGH TO A GROWING PASSION

I started participating in New York Road Runner races of various distances throughout the five boroughs, including a 5K (3.1 miles) through Yankee Stadium! One of my most memorable races was the 2013 NYC Marathon – 5K Dash to the Finish, a race with all of the glory, and about an eighth of the work of the actual marathon. Participants run a 5K through Central Park, ultimately crossing the same finish line that the NYC Marathon runners cross the following day. Crossing the finish line inspired me more than ever to

complete a more challenging race. I began building up my distance tolerance by spending many Saturday and Sunday mornings running through the small and large loops of Central Park. After I completed my first 10K around Roosevelt Island, I felt ready to tackle a half marathon.

Once the registration opened for the 2014 Staten Island Half Marathon, I signed up, and almost immediately had second thoughts. I had never run more than seven miles at once, and I was about to add five more miles to that already challenging distance! Each weekend I tried to increase my mileage more and more until I hit the 11-mile mark. Once I hit that milestone, I knew I could push myself the last 2.1 miles to get me to the finish line.

THE BIG DAY ARRIVES

Race day was filled with nervous excitement. The Staten Island ferry was packed with runners and their supporters, and I couldn't help the adrenaline rush that was taking over my body. My goal was just to finish the race, but secretly I wanted to finish in less than two hours. I maintained a consistent pace throughout the entire race, and ended up finishing the race with a time of two hours and three minutes. While I didn't break the two-hour mark in that race, I knew I could do it if I trained more. I immediately set my sights on the NYC Half Marathon in March 2015, and hope to finish that race with my personal best time!

Ian Purcell is Senior Account Executive, AgencyRx, LLC, 200 Varick Street, New York, NY 10014. He can be reached at 212-896-1311 or Ian.Purcell@AgencyRx.com.



PERSONAL EXCHANGE

Chuck Rockefeller

Birthplace: Sleepy Hollow, NY

Marital Status: Married (Ginger)

Children: Son, 25; daughter, 23; two stepsons, 15 and 13

Occupation: Partner and Co-Founder, The Curry Rockefeller Group, LLC

Years in Industry: 31

College: B.A., Colorado University; numerous executive programs through Columbia University Graduate School of Business

Favorite quote: "The secret of getting ahead is getting started." Mark Twain

What are two things on your bucket list?

1. To travel through Italy with my wife for a month without cell phones.
2. Play the *Golf Digest* top 100 golf courses with good friends before age 65.

What was your first job?

Paperboy. I actually subcontracted the route since I wasn't old enough to officially work for the newspaper. I was 12 and the minimum age was 13. I have had a job ever since.

Who do you most admire for their humanitarian or charitable efforts?

Dr. Groesbeck Parham for his work in women's health in Africa. Beck is a professor of gynecologic oncology, trained by the elite in his field. A child of the civil rights movement with a drive to make things better, he has dedicated his career to battling two diseases that are the hellhounds of women in impoverished nations: cervical cancer and AIDS. He received the 2014 Humanitarianism and Volunteerism Award from the Gynecologic Oncology Foundation. Reading a letter from Beck is like taking a spiritual journey.

Another is Gary Mendell for his tireless efforts in creating Shatterproof.org. Shatterproof is a national organization committed to protecting our children from addiction to alcohol or other drugs and ending the stigma and suffering of those affected. After tragically losing his son, he realized that more had to be done to address the third largest cause of death in America.

If you could have lunch with any person, living or dead (other than a relative), who would it be?

I thought about this question for days. I would like to have lunch with Jesus. Putting faith and religion aside, his

life has impacted mankind more than anyone I can think of. And we both like red wine.

How do you stay fit?

Dedication to the gym for the last seven years: weights/cardio training, also started practicing yoga about a year ago. Both are great stress relievers, and good for my golf game.

How did you get started in the industry?

When I interviewed with medical journals in the early 1980s, Dick Kiernan gave me a sales job with *Hospital Medicine*. I have always been fascinated by "knowledge transfer." No other business model was as unique as healthcare/pharmaceuticals: Bench-Clinical Trials-Academia-Government-HCP-Patient-Caregiver.

What three adjectives best describe you?

Sincere; hard-working; funny.

Last good book you've read?

NAVY SEALS: Their Untold Story by William Doyle and Dick Couch. Bill Doyle is my favorite nonfiction writer.

What's your favorite movie?

Being There. It was the last movie Peter Sellers made, and his most brilliant performance.

What age would you like to be right now?

Since it took me over 50 years to figure out so many of life's lessons, I am happy with my current age.

What would you do or buy if you won the lottery?

Spend a year doing healthcare-focused missionary work. I would also buy a house at the beach and near the golf course.

Hobbies?

Golf and fitness.

Who was your favorite teacher?

Gravity. She taught me how to walk, then run.

Craziest thing you've ever done?

Actually, there are two: The fire walk at a Tony Robbins seminar in the 1980s; and celebrating my 55th birthday by completing the Spartan Beast fitness race in Killington, VT. It was a 13-mile race covering 12,000 vertical feet and over 20 obstacles.

What is your pet peeve?

Slow drivers in the left lane.

What famous person would you HATE to be stuck in a room with?

Nancy Pelosi.

What do you know for sure?

Friendship and love really matter.

Charles Rockefeller is Partner, The Curry Rockefeller Group, LLC, 660 White Plains Road, Suite 410, Tarrytown, NY 10591. He can be reached at 914-703-3204 (o), 914-325-8654 (c), or chuck@curryrockefellergroup.com.



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Source: Kantar Media, Dec 2014. Onc and Hem/Onc Office and Hospital, Tables 132 and 232.

Contact Leslie Dubin at leslie@harborsidepress.com



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MARCH 2015

Must-Know Industry Events

- 1-4 LAS VEGAS, NV**
34th Annual Association of Physician Assistants in Cardiovascular Surgery (APACVS) Winter Meeting, 978-927-8330
- 4 WILMINGTON, DE**
HBA Mid-Atlantic Chapter: 2015 Mentoring Program, www.hbanet.org
- 5-7 NEW YORK, NY**
Annual American Psychopathological Association (APPA) Meeting, 212-977-4000
- 5-7 SCOTTSDALE, AZ**
11th Annual Update on Women's Health Meeting, 480-301-4580
- 7-8 BALTIMORE, MD**
15th Annual Hot Topics in MR Imaging for the Technologist, 410-502-9636
- 8-12 SNOWMASS VILLAGE, CO**
6th Annual Snowmass Retina and Eye Conference, 772-287-1750
- 10-11 PHILADELPHIA, PA**
The Center for Business Intelligence is sponsoring "Social Media and Digital Platforms Compliance Strategies Summit," 800-817-8601
- 20-21 SACRAMENTO, CA**
41st Annual UC Davis Diabetes and Endocrinology Symposium, 916-734-5390
- 20-24 SAN FRANCISCO, CA**
73rd Annual Meeting of the American Academy of Dermatology, 847-240-1280
- 21-25 LAKE BUENA VISTA, FL**
2015 American Institute of Ultrasound in Medicine (AIUM) Annual Convention and Preconvention Program, 301-498-4100
- 22-25 NATIONAL HARBOR, MD**
The Center for Business Intelligence is sponsoring "Pharma Forum," 800-817-8601
- 23-27 MARCO ISLAND, FL**
18th Annual Primary Care Update, 952-948-1685
- 24 NEW YORK, NY**
HBA Metro Area Chapter: Women's

- Healthcare Innovation and Leadership Showcase, www.hbanet.org
- 25-28 LAKE BUENA VISTA, FL**
26th Annual Meeting of the American Neuropsychiatric Association (ANPA), 313-874-6779
- 25-28 HOUSTON, TX**
68th Society of Surgical Oncology (SSO) Annual Cancer Symposium, 703-449-6418

MEETINGS IN APRIL

- 16-19 MIAMI BEACH, FL**
18th Annual General Pediatric Review and Self Assessment, 786-624-2620
- 18-22 PHILADELPHIA, PA**
Annual American Association for Cancer Research (AACR) Meeting, 708-486-072

MARCH 2015

FUN THINGS TO DO

- NEW YORK** March
- Barclays Center**
620 Atlantic Avenue, Brooklyn, 917-618-6700
- 5 - Charlie Wilson
 - 7 - WWE LIVE Road to WrestleMania
 - 26 - Neil Diamond
- Beacon Theatre**
2124 Broadway, between West 74th and 75th Street, 866-858-0008
- 5 - Punch Brothers
 - 14 - Diana Krall
- Madison Square Garden**
7th Avenue, between 31st and 33rd Street, 866-858-0008
- 8 - Ricardo Arjona
 - 28 - Miranda Lambert
- The Theatre at Madison Square Garden**
7th Avenue, between 31st and 33rd Street, 866-858-0008
- 18 - Penatonix
 - 28 - Garden of Laughs

- NEW JERSEY** March
- Boardwalk Hall**
2301 Boardwalk, Atlantic City, 800-736-1420
- 5 - Harlem Globetrotters
 - 6-8 - New Jersey State High School Wrestling Championships
 - 20-21 - 10th Annual Atlantic City Beer and Music Festival
 - 27 - Miranda Lambert
- Count Basie Theatre**
99 Monmouth Street, Red Bank, 732-842-9000
- 1 - The Count Basie Orchestra with The New York Voices
 - 2 - Diana Krall
 - 3 - One Night of Queen Performed by Gary Mullen and The Works
 - 4 - Spank! The Fifty Shades Parody
 - 6 - Burt Bacharach
 - 8 - Michael Bolton
 - 11 - WRAT and WDHA present ZZ Top

- 14 - Glen Burtnik's Summer of Love V
 - 19 - James Van Praagh
 - 20 - Fifth Harmony
 - 21 - New Jersey Symphony Orchestra - Rachmaninoff and Tchaikovsky
 - 22 - Monmouth Symphony Orchestra Spring Concert
 - 31 - The African Children's Choir
- Izod Center**
East Rutherford, 800-745-3000
- 8 - The Maroon 5 World Tour 2015
 - 18-22 - Ringling Bros. and Barnum & Bailey Presents Circus Xtreme
- The Prudential Center**
25 Lafayette Street, Newark, 800-745-3000
- 7 - Charlie Wilson
 - 12-15 - Ringling Bros. and Barnum & Bailey Presents Circus Xtreme



Support Your Efforts with Healthy Eating

BY DANA TRIMBORN

Now that you've committed to getting in better shape, try eating healthier too. I recently made these Pumpkin Peanut Butter Oat Balls. They're low in sugar and fat and feature protein-packed peanut butter. I added a few other spices besides cinnamon; pumpkin pie spice or apple pie spice work well. Even better, this is a no-bake recipe!

Pumpkin Peanut Butter Oat Balls

- ½ cup peanut butter, natural organic
- 1 cup pumpkin, organic (not pie filling)
- 1 tsp cinnamon
- 3 tbsps honey
- 2½ cups oats (Gluten Free)

DIRECTIONS

Line a baking sheet with parchment paper; set aside. In a bowl, add peanut butter, pumpkin, cinnamon, and honey; mix until blended. Add the oats; mix well. If the consistency seems too wet, add more oats, a pinch at a time.

Grab a chunk of the batter and roll into balls and place on a prepared baking sheet. Do the same until no more batter remains.

Place the baking sheet in the fridge to let the balls harden a bit. Then store in the refrigerator in an airtight container for up to three weeks or place in the freezer for up to three months.



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