

Special Holiday
Issue!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 23, No 11

www.HMExchange.com

2014

DECEMBER



Matthew M. Teti
COMPAS, Inc.
A Very Teti Christmas
PAGE 8



Nikky Damion
SSCG MEDIA GROUP
Tree Trimming To-Do
PAGE 10



Jessica Crowley
COMMUNICATIONS MEDIA, INC. (CMI)
Christmas for a Crowd
PAGE 10



Elizabeth Milic
SSCG MEDIA GROUP
Christmas French Toast with a Twist
PAGE 12



Rob Carroll
SSCG MEDIA GROUP
'Tis the Season for Ugly Gifts
PAGE 12



Dora P. Shankman
SHANKMAN MARKETING AND MEDIA
RESOURCES, LLC
Grand Chalet Review
PAGE 14



Daniel J. Adams
COMMUNICATIONS MEDIA, INC. (CMI)
It's a Wrap!
PAGE 14



Anne Beck
SSCG MEDIA GROUP
Happy New Year Baby!
PAGE 15



Robert Stovall
WRITER AND MANAGEMENT CONSULTANT
New Year, New Life
PAGE 15



Dayna Carman
SSCG MEDIA GROUP
Baking All Things Apple - A Family Tradition
PAGE 16



PHARMAPALOOZA
THE CDM NEW YORK
PHARMAPALOOZA TEAM
PAGE 17



Matthew Craig West
ADVICE PERSONNEL, INC.
Personal Exchange
PAGE 18



Holiday Photo Contest

PAGE 6

Dani Barsky
COMMUNICATIONS MEDIA, INC.
(CMI)

Heather Klose
SSCG MEDIA GROUP

Allison Minutello
MEDICAL MEDIA SERVICES, INC.

LaToya Richardson
OPTIMEDIA

Karysse Robinson
COMMUNICATIONS MEDIA, INC.
(CMI)

Victoria Stiemel
FCB HEALTH

Leslie Swiedler
SSCG MEDIA GROUP

Verona, New Jersey 07044

P.O. Box 64
THE EXCHANGE

PSR# STD
US Postage
Paid
Permit #402
Saratoga, MS

True HCP Engagement!

IN EVERY WAY, ON EVERY DAY...

As a trusted source to over 1,000,000 HCPs, Frontline publications and digital assets provide unrivaled access and attention for your brand messaging and communications.



For more information, contact:
Phil Soufferis
973.290.8224
psoufferis@frontlinemedcom.com

FRONTLINE
MEDICAL COMMUNICATIONS
www.frontlinemedcom.com

www.hmexchange.com

THE HEALTHCARE MARKETER'S EXCHANGE

PUBLISHER

Nancy A. Leonard

P.O. Box 64

Verona, NJ 07044

973-744-9505

nleonard@HMEExchange.com

ASSISTANT TO THE PUBLISHER
CIRCULATION MANAGER

Denise Pecora

973-744-9505

contact@HMEExchange.com

ART DIRECTOR (Ad Submissions)

James J. Ticchio

Direct Media Advertising

73 Glenmere Terrace

Mahwah, NJ 07430

201-327-6985

jim@directm.com

EDITOR (Editorial Submissions)

Elise Daly Parker

973-919-1067

editorial@HMEExchange.com

Join us on

[Facebook.com/HMEExchange](https://www.facebook.com/HMEExchange)

[Twitter.com/HMEExchange](https://twitter.com/HMEExchange)

[LinkedIn.com/in/HMEExchange](https://www.linkedin.com/in/HMEExchange)

Copyright ©2014 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-744-9505. Email: contact@hmexchange.com.

Dear Healthcare Marketer,

The Holidays are upon us. And while usually exciting and full of joy, sometimes our traditions have to change a bit, whether we like it or not. But with the right attitude and the love of friends and family, we can create new memories, new cherished moments.

Last year it was a real bummer...My daughter, Maddie, who, though highly intelligent, still believed in Santa at 11 years old. Her friends proceeded to tell her the Friday before Christmas at a holiday get-together at one of her friend's homes that there was no Santa. She was absolutely devastated exclaiming, "Mom...next you're going to tell me there is no God." She went into her room and cried for two hours. Some of the magic was definitely lost that day, not just for Maddie, but for our whole family. I highly recommend you keep that mystique and wonder alive for as long as you can!

This year we need to find a different angle on Christmas. We need to find a new normal so we can experience new magic. I was thinking of buying that Elf on the Shelf (<http://www.elfontheshelf.com/>) as one of our new traditions. We could have some real laughs with me figuring out funny and creative places to hide the elf. Also, since we're no longer waiting for the Big Guy to arrive, we might actually open our presents on Christmas Eve, go to Midnight Mass, and sleep in on Christmas morning.

I was thinking of ways we could give back as a family too. Maybe we'll go to a soup kitchen on Christmas Eve or Christmas. We can be mindful also of those who this year might be experiencing the sting of loss because of divorce, sickness, a loved one who has passed on, or other circumstances that turn our lives upside-down. How can we celebrate in ways that include someone who is adjusting to their new normal, particularly painful during the holidays? I know this difficulty first-hand because my mom passed around Christmastime. We were feeling so lost and my best friend from childhood opened her house to us on Christmas Day. That was 11 years ago, and this has been a wonderful tradition ever since.

Our holiday issue is a happy glimpse into how folks in the industry celebrate their holidays. Take a few moments away from the stress of this busy time to enjoy stories of the season from **Daniel J. Adams**, **Nikky Damion**, **Robert Stovall**, **Anne Beck**, and **Rob Carroll**. **Elizabeth Milic**, **Dayna Carman**, and **Jessica Crowley** share delicious holiday dishes you might like to try. Plus **Dora P. Shankman** shares her recommendation for one of North Jersey's best-kept meeting and events secrets, the Grand Chalet. **Mathew M. Teti** takes us on a pictorial tour of nine years of his Christmas greetings. **Matthew Craig West** is this month's featured guest for *Personal Exchange*. We've got a few snippets and pix from this year's **Pharmapalooza** too. And don't forget to test your skills by entering our annual *Holiday Photo Contest*. See if you can match up your colleagues with their adorable baby pictures from long ago.

Whether this year brings old or new traditions, I hope you have a holiday filled with joy, peace, and love.

"Christmas gift suggestions: To your enemy, forgiveness. To an opponent, tolerance. To a friend, your heart. To a customer, service. To all, charity. To every child, a good example. To yourself, respect."
—Oren Arnold

Happy Holidays to all,

Nancy

Announcing the Brand-New
HEALTHCARE MARKETER'S EXCHANGE

Humanitarian
Awards



Look for more details coming soon...

Poll Winner:

Congratulations to **Jessica Crowley**,
Communications Media, Inc. (CMI)

She wins \$25!

Throwback February!

You've heard of Throwback Thursday...well we're joining in our own brand of looking back at days gone by. Share your photos from:

- Way back when in the industry
- Your Wedding
- High School or College Graduation or Yearbook Pix
- Baby pix
- Any fun, funny, memorable picture from your past

Send your photo and caption, along with a recent color head shot to Editor Elise Daly Parker, HMEExchangeEditor@gmail.com. Questions? Call 973-919-1067.



Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

AccentHealth has announced the promotion of **Erin Fitzgerald** to Vice President, Marketing. **Erin** will oversee all corporate communications, ad sales marketing, and network marketing programs. She can be reached at 212-763-5136.

Centron has announced the appointment of **Jennifer Samuels** as Executive Vice President, Managing Director. She can be reached at 646-722-8900.

Communications Media, Inc., has announced the appointment of **William Veltra** as Media Director, **Stacy Ferreira** as Associate Media Director, **Jessica Kichline** as Senior Search Analyst, **David Hur** as SEO Analyst, **Marisa Montague** as Assistant Media Planner, **David Bonnem** as Associate Search Analyst, **Molly Kennedy** as Associate Campaign Analyst, and **Melissa Barnhart** as Vice President, Media Director. They can be reached at 215-568-5944. **Jessica Porter** has been appointed Assistant Media Planner. She can be reached at 484-322-0880.

Fingerpaint has announced the appointment of **Nick McDowell** and **Derek Solek** to its Creative Team, **Ian DeMeritt** to lead its Medical Team, and **Jillian Englesbe** to its Account Team. They can be reached at 518-693-6960.

Frontline Medical Communications has announced the appointment of **Alan J. Imhoff** as C.E.O. over their newly integrated Clinical and News Divisions. He can be reached at 973-206-8216 or aimhoff@frontlinemed.com.

Ogilvy CommonHealth Worldwide has announced the appointment of **Raghu Desikan** as Senior Vice President, Creative Director, and **Brian Garino** as Director of Analytics over their New York-based agency **Ogilvy Healthworld**. They can be reached at 212-237-4000.

Publicis Touchpoint Solutions, Inc., has announced the promotion of **Michelle Keefe** to President. She can be reached at 215-525-9800.

New & Noteworthy

Awards • Mergers

AccentHealth has announced that it is extending its educational services into doctor office examination rooms. The company is launching an exclusive media offering with content from Harvard Medical School to educate patients on key health conditions and treatment options. Patients will be informed by content from Harvard Medical School physicians that is relevant to the purpose of their office visit, which they can access on a digital tablet, smartphone, or in print. For further information, visit www.accenthealth.com.

Baxter Healthcare Corporation has received FDA approval for Obizur [Anti-hemophilic Factor (Recombinant), Porcine Sequence] for the treatment of bleeding episodes in adults with acquired hemophilia AQ (acquired Factor VIII [FVIII]) deficiency. For further information, visit www.baxter.com.

Boehringer Ingelheim Pharmaceuticals, Inc., has received FDA approval for Ofev (nintedanib) for the treatment of idiopathic pulmonary fibrosis (IPF). For further information, visit www.boehringer-ingelheim.com.

Dermatology World (DW), The American Academy of Dermatology's monthly practice management publication, was recently recognized with five Graphic Design USA American Inhouse Design Awards for its June, August, and October 2013, and March and April 2014 issues. This is the fourth consecutive year that **DW** has received this honor since its compelling redesign in 2011. In addition, **Dermatology World (DW) Online** earned the Graphic Design USA American Web Design Award. The award-winning issues can be viewed in the **DW Online** monthly archives at www.aad.org/dw.

Ogilvy CommonHealth Worldwide has announced the New Jersey-based group's Vice President of Facilities and Procurement, **Martin Sillen**, will be inducted in the **Beautiful People's Hall of Fame**. **Beautiful People** is a charity based in Warwick, New York, that provides sports programs for children and young adults with disabilities. **Mr. Sillen** has been on the board of directors for three years and actively involved with the charity for five years. For further information on **Beautiful People**, visit www.beautiful-people.us.

UBM Medica US has announced that **Endocrinology Network**, an online community for endocrinologists and other clinicians who treat patients with type 2 diabetes (T2DM), offers comprehensive coverage on effective use of insulin. For further information, visit www.ubmmmedica.com.

Wyeth Pharmaceuticals, Inc., has received FDA approval for Trumenba (meningococcal group B vaccine), the first vaccine licensed in the United States to prevent invasive meningococcal disease caused by *Neisseria meningitidis serogroup B* in individuals 10 through 25 years of age. Meningococcal disease is a life-threatening illness caused by bacteria that infect the bloodstream (sepsis) and the lining that surrounds the brain and spinal cord (meningitis). For further information, visit www.wyeth.com.

Wolters Kluwer Health has announced it has entered into an agreement with the **American Academy of Ambulatory Care Nursing (AAACN)** to develop a new ambulatory care nursing category for **Lippincott Procedures**, a procedures software used by nurses and other clinicians at the point-of-care and in competency management. For further information, visit www.wolterskluwerhealth.com.

Now Hiring

MMS, Inc, a leader in the HCP data and digital communications industry, is looking for experienced Sales Executives with a successful track record of selling to pharma marketers, agencies, media buyers and healthcare delivery systems.

Send resume to hr@mmslists.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, average page exposures, high readers, and ad 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; June 2014. 2. Membership data on file; American Academy of Family Physicians.



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

American Family Physician®

Holiday Photo Contest

Enter our holiday photo contest, either by clicking "Contests/Polls" on our website, www.HMExchange.com, or mailing this page to P.O. Box 64, Verona, NJ 07044. Write the number of the baby picture in the circle containing the matching adult photo. If you get stuck, look for clues under "Contests/Polls" on our website. The winner will receive \$50. The entry with the most correct matchups wins; ties will be broken by a random drawing. Enter by January 7, 2015. Good luck!

1 **2** **3** **4** **5** **6** **7**

Allison Minutello
MEDICAL MEDIA SERVICES, INC.

Dani Barsky
COMMUNICATIONS MEDIA, INC. (CMI)

Heather Klose
SSCG MEDIA GROUP

Leslie Swiedler
SSCG MEDIA GROUP

Karysse Robinson
COMMUNICATIONS MEDIA, INC. (CMI)

LaToya Richardson
OPTIMEDIA

Victoria Stiemel
FCB HEALTH

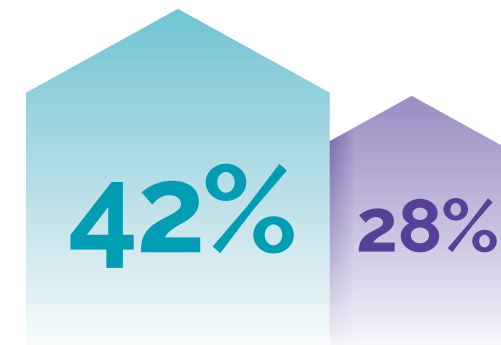
Name _____ Job Title _____
Company _____
Phone _____ Email _____

Mail to P.O. Box 64, Verona, NJ 07044 or go online to "Contests/Polls" at www.HMExchange.com by January 7, 2015.

The Oncology Workforce is Changing



By 2025, cancer care in America faces¹:



42% increase in patients and only a **28%** increase in the MD workforce

Advanced Practitioners are filling this demand in hematology and oncology!



Increase your exposures to oncology prescribers

Learn more at advancedpractitioner.com

JADPRO
Journal of the Advanced Practitioner in Oncology

¹American Society of Clinical Oncology. The State of Cancer Care in America, 2014: A Report by the American Society of Clinical Oncology. *J Oncol Pract*. 2014;10:119-142.

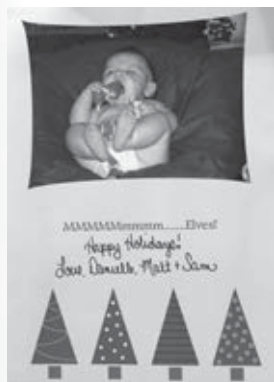
Time for the Holidays

A Very Teti Christmas

BY MATTHEW M. TETI

Each year, my wife, Danielle, and I try to come up with a fun Christmas card. Here is a snapshot of the past nine years. Don't know yet what this year will bring.

Happy holidays!



▲ YEAR 1: Sam was a very large baby, so he was eating some elves.



▲ YEAR 2: Sam stealing Santa's cookies...



▲ YEAR 4: Peace, Love, Hair Grease (shirts and crazy hair) – My grandmother was not happy about that one! She asked my mom, "What did they do to those poor children?"



◀ YEAR 5: A card from the Tetis... Where the Wild Things Are! The movie was popular and the kids were wild.

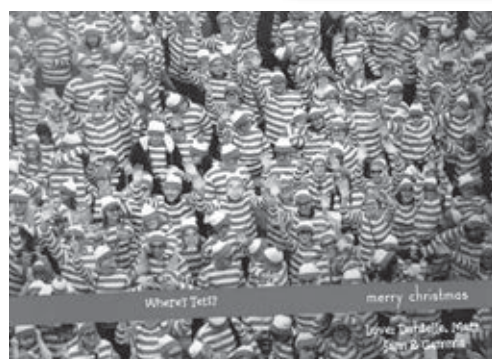


◀ YEAR 6: We couldn't get it together that year, so we just sent out a Disney card that said, "Merry Christmas Goofballs!"

YEAR 7: The Elf on the Shelf was getting popular. We decided to have the kids do some elf poses with a note that said, "Merry Christmas. Go Elf Yourselfes!"



▲ YEAR 8: We plugged the kids faces into a Saturday Night Live skit. We made a video to go with it. I obviously do not know how to play the guitar. <https://www.youtube.com/watch?v=k7Nt1lr8aM&noredirect=1>



◀ YEAR 9: We got a little interactive with... "Where's Teti?" People enjoyed searching for them. Many people thought they found me. I am not actually in the picture.

YEAR 10: Coming soon...Look for it on THE EXCHANGE Facebook page!

Matthew M. Teti is Director of Finance, Savings & MATES, Compas, Inc., 4300 Haddonfield Road, Suite 200, Pennsauken, NJ 08109. He can be reached at 856-667-8577 or mteti@compas-inc.com.



REACH PHYSICIANS WORKING IN DIABETES, ENDOCRINOLOGY, AND METABOLISM



PROVEN READERSHIP AMONG ENDOCRINOLOGISTS*

Endocrine News

THE MOST INFLUENTIAL
ENDOCRINOLOGY NEWS MAGAZINE
MAXIMIZE AD EXPOSURE

Ads fully interspersed with 4-color editorial.
Reach to >22,000 endocrinology professionals.

The Journal of Clinical
Endocrinology & Metabolism (JCEM)

THE MOST ESSENTIAL JOURNAL FOR ENDOCRINOLOGISTS**†

BEST READ CLINICAL PUBLICATION
AMONGST DIABETES/ENDOCRINOLOGY SPECIALISTS*
Primary professional activity amongst readers is patient care.



TO LEARN ABOUT PRINT AND ONLINE DISPLAY
ADVERTISING CONTACT: PHARMACEUTICAL MEDIA, INC.

Joe Schuldner | 212.904.0377 | jschuldner@pmny.com

John Alberto | 212.904.0364 | jalberto@pmny.com

* KANTAR Med/Surg June 2014 – Table 120, Dia/Endo Office & Hospital

** Essential Journal Study, Endocrinology, December 2012 – an independent study from The Matalia Group

† 2014 Google Scholar Metric

ENDOCRINE
SOCIETY

Time for the Holidays

Tree Trimming To-Do

By NIKKY DAMION

Every Christmas my family has a tradition of making a big to-do of decorating the tree. The entire family shuts off the TVs, computers, and cell phones and gathers in the living room. My mom puts on the Trans-Siberian Orchestra CD and we pull out each ornament one by one. As each ornament is unwrapped from its year-old newspaper cocoon, we talk about its significance; where it came from, when it was purchased, and then we argue about where it should go on the tree. All ornaments represent a specific passion for someone in the family and we reflect on how the theme of the ornaments changed as that individual grew up. Such a fond memory and something the family tries to always do together, even via Skype, if we cannot be in the same fire-lit living room.



Damion Family Christmas tree in Golden, Colorado. December 2014.

My favorite ornament is a homemade gingerbread Christmas tree. I made it in second grade and can recall to this day how I put it together. My teacher mixed cinnamon, gingerbread spices, and glue in a big bowl. We molded the "Christmas spice" paste into a Christmas tree shaped cookie cutter and let it harden. Once my ornament was set, I trimmed my little tree with beads and a green glitter gel pen. To this day, you can hold up the ornament and smell the cinnamon and ginger spice, even though it is nearly two decades old!

Nikky Damion is a Media Planner, Multichannel Media, SSCG Media Group, 200 Varick Street, New York, NY 10014. She can be reached at 212-331-8611 or ndamion@SSCGMedia.com.

Christmas for a Crowd

By JESSICA CROWLEY

Every Christmas morning after opening presents in our respective homes, my entire extended family (cousins, aunts, uncles, grandparents, etc.) gathers at my aunt's house to partake in a huge buffet-style breakfast. Each family contributes in a different way. One family brings the bread, another brings the bacon, another brings the orange juice and champagne, and so on! My mom brings her famous homemade creamed chipped beef, which is a favorite among many. Here's the recipe in case you want to make it one of your holiday traditions.

Mom's Creamed Chipped Beef

- ¼ cup butter
- ¼ cup flour
- Dash pepper
- 2 cups milk
- 2 ½ oz dried beef (preferably from a Farmer's Market)
- White bread, toasted

- In medium saucepan, melt butter.
- Blend in flour and a dash of pepper.



Crowley Christmas crew.

- Stir in 2 cups of milk slowly, while stirring.
 - Cook over medium heat until mixture boils and thickens, stirring constantly.
 - Reduce heat and tear dried beef into shreds, then add to cream sauce until warmed through.
 - Serve over warm toasted white bread.
- Serves 4-6.

Note: All measurements are estimates...my mom measures by eye.

Jessica Crowley is Assistant Media Planner, Communications Media, Inc. (CMI), 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-568-5944 or jcrowley@cmimediamedia.com.

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
(973) 263-9191

Learn more at
jamaoncology.com

 The JAMA Network

Time for the Holidays

Christmas French Toast with a Twist

BY ELIZABETH MILIC

Since my siblings all come back to New Jersey for Christmas (some with significant others) and our kids don't want to leave their new presents, my husband, Ivan, and I host Christmas morning breakfast. It's a busy day opening gifts, having fun with the kids, and relaxing. With seven-plus adults and three kids to feed, we need to find easy, prepare-ahead-of-time breakfast options, hence Baked French Toast!

This was such a hit last year that it has already been requested for this coming Christmas. We served it with warm maple syrup, bacon, sausage, fresh fruit, and roasted potatoes.

Baked French Toast with Pecan Crumble

FRENCH TOAST

- 1 1-pound loaf challah, sliced 1" thick
- Unsalted butter, room temperature (for baking dish)
- 4 large eggs
- 4 large egg yolks
- 2 cups heavy cream
- 2 cups whole milk
- ½ cup sugar
- 1 tsp vanilla extract
- ½ tsp ground cinnamon
- ½ tsp ground nutmeg
- ½ tsp kosher salt

PECAN CRUMBLE

- ½ cup pecans
- 2 tbsp chilled unsalted butter, cut into pieces
- 2 tbsp light brown sugar
- ½ tsp kosher salt

MAPLE SYRUP

For serving.

Source: Bon Appétit, December 2013 by Paula Disbrowe, <http://www.bonappetit.com/recipe/baked-french-toast-with-pecan-crumble>

PREPARATION

For French Toast:

- Spread out bread on a rimmed baking sheet; let stand overnight.
- Butter a 13"x9" baking dish. Arrange bread slices, overlapping, in rows in prepared dish.
- Whisk eggs, egg yolks, cream, milk, sugar, vanilla, cinnamon, nutmeg, and salt in a medium bowl.
- Pour over bread, pressing bread to help it soak up custard.
- Cover and chill at least 2 hours.
- DO AHEAD: Bread can be soaked 1 day ahead. Keep chilled.

For Pecan Crumble and Assembly:

- Preheat oven to 375°. Pulse pecans, butter, brown sugar, and salt in a food processor until nuts are coarsely chopped.
- Scatter pecan crumble over soaked bread. Place dish on a rimmed baking sheet and cover tightly with foil. Bake until warmed through (a knife inserted into the center should feel warm to the touch), 25–30 minutes.
- Remove foil and bake until deeply browned, 35–40 minutes longer. Let cool slightly

before serving with Maple Syrup.

- DO AHEAD: Pecan mixture can be made 1 day ahead. Cover and chill.

Elizabeth Milic is Senior Planner, Multichannel Media, SSCG Media Group, New Jersey. She can be reached at 212-845-8170 or emilic@SSCGMedia.com.



Vivienne, Evelyn, and me with Santa.

'Tis the Season for Ugly Gifts

BY ROB CARROLL

Every year on Christmas Day, my family has the "Ugly Gift Selection Draft." Each guest is required to bring an ugly gift of \$10 or less to the house. We then choose the order in which you get to select your gift. For example, it could be oldest to youngest or who can fit the most mini marshmallows in their mouth.

This is a Carroll family tradition for as long as I can remember. My sister still recalls when she opened the \$6 picture frame that I bought and then put her picture inside of it!

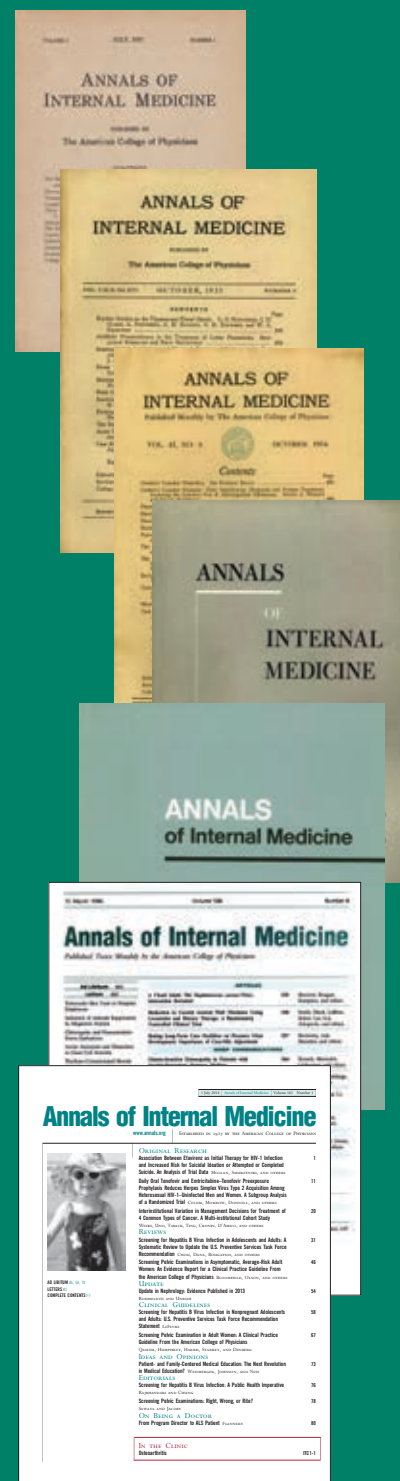
HAPPY HOLIDAYS!!!

Rob Carroll is Multichannel Media Coordinator, SSCG Media Group, New Jersey. He can be reached at 973-402-4996 or rcarroll@SSCGMedia.com.



Rob Carroll

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



When you promote your product in **Annals of Internal Medicine**, you are ensuring your message will be seen, as 82% of the physicians who receive **Annals of Internal Medicine** read it. That's the highest readership percentage in our market!



**Credible • Influential • Relevant
Practical • Clinical • Essential Reads**

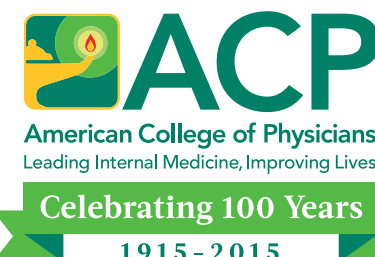
Annals of Internal Medicine

- #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

Contact:

Kevin Bolum, Director, Advertising Sales at kbolum@acponline.org or 215-351-2440; Kenny Watkins at kwatkins@watkinsrepgroup.com or 973-785-4839



ADS4001-B

Time for the Holidays

The Perfect Location For Your Next Event is the **GRAND CHALET** Soon to Be...**THE COSMOPOLITAN**

1377 Route 23 South • Wayne, NJ 07470 • 973-633-5111 • www.grandchalet.com

BY DORA P. SHANKMAN

As someone who has worked for numerous pharmaceutical companies and now has my own business, I have enjoyed assisting in planning many events over the years. With this in mind, I am eager to highly recommend **Grand Chalet**, as the owners and staff consistently go above and beyond the "norm" for every event I have either planned or attended.

In addition to business events we have helped plan over the years for several pharmaceutical and consumer health companies, I held my daughter's 21st birthday celebration, as well as both my husband's and my birthday parties at **Grand Chalet**... we can keep our ages confidential for now!! But these celebrations were perfect – everything we could have imagined.

Recently, we planned and enjoyed a beautiful wedding for my niece. It was the utmost in elegance and class – from the décor to the centerpieces to the food and cake. Everything was custom, made-to-order, and beautiful. **Grand Chalet's** owners, Scott and Eileen, helped us plan this event as if we were family. They are amazing! There was so much food during cocktail hour that guests thought it was the main meal. The food was artfully presented and graciously served by the loyal **Grand Chalet** staff. Just some of the food choices included Filet Mignon, Lobster, and Chicken Marsala. However, there are truly dozens of food and beverage choices and packages.

When I was at Wyeth, one of the loveliest professional events I helped plan at **Grand Chalet** was the annual

Golden Circle sales awards dinner. Every detail was carried out with class and professionalism. And they can fill all the audio-visual and technical needs of any kind of professional affair also, from awards events to conferences and educational presentations.

Conveniently located in Wayne, **Grand Chalet** is one of the best-kept secrets for the perfect party or corporate event in the greater North Jersey area.

Although **Grand Chalet** is and has always been superb, they are undergoing a monumental transformation that includes decorative and functional updates, as well as lush landscaping. Continuing to host events through their transition, two newly renovated, elegant rooms are open and ready for your event this holiday season and in the new year.

As they complete their transformation, they will embrace their new name, **The Cosmopolitan**, a fitting name for the unveiling of this upscale, contemporary, and chic facility.

Grand Chalet can accommodate any size event from small groups up to 400 guests. They are ready and willing to accommodate a variety of budgets and menu selections to fill your exact needs.

Dora P. Shankman is President and CEO of Shankman Marketing and Media Resources, LLC, 164 Patriot Hill Drive, Basking Ridge, NJ 07920. She can be reached at 908-470-0413 or DoraS@smmrlc.com.



The Shankmans stepping out at Grand Chalet.

IT'S A WRAP!

BY DANIEL J. ADAMS

As one of six kids, once the youngest among us learned the existence of a certain character may have been exaggerated, we started a tradition where we would all stay up helping my parents wrap presents on Christmas Eve. No one is allowed to wrap/see their own presents and we have a specific set of movies to watch while doing this – *The Muppet Christmas Carol*, *Elf*, and *National Lampoon's Christmas Vacation*. Even now when my oldest sibling is 36 with two kids and my youngest sibling is just starting college, we manage to come together every Christmas Eve and have a great time.

Daniel J. Adams is Media Account Supervisor, Communications Media, Inc. (CMI), 19 West 44th Street, Suite 801, New York, NY 10036. He can be reached at 646-840-0717 or dadams@cmimedia.com.



The family tree!

Happy New Year Baby!

BY ANNE BECK

There have been many exciting New Year's Eve celebrations throughout my life, but none as memorable as December 31, 2000.

I was due to have our first child in January 2001 and we were shooting for 01/01/01, but Julia had a different plan and arrived on 12/29/00. Aside from the unexpected tax deduction, Julia's early arrival brought us to the hospital the day before a Nor'easter hit New Jersey and dumped 15 inches of snow in the area. I still cringe when I think about what could have happened had she not decided to arrive when she did!

Due to the heavy snowfall, Julia and I were stranded with no visitors and a skeleton crew at the hospital for two days. My husband, Joe, couldn't even get back to visit us. We were lonely and anxious to get home! Unfortunately, I developed pregnancy-related Thrombocytopenia (low platelet count) and the doctors wouldn't release me until my counts came up. I begged for our freedom so they drew

my blood every two hours until my number hit the minimum needed. It was 11:00 p.m. on New Year's Eve when we got the good news. So, after shoveling all day, Joe was able to make his way back to the hospital. We packed up our little bundle and ran out the door. We arrived home by 11:45 p.m., just



Our family celebrating New Year's 2012, with Claire donning the party hat that year.

in time to celebrate. We grabbed a party hat for Julia from our stash, and rang in our first New Year together. By 12:01, reality set in and we thought – *Oh no! Now what?* Every year we laugh at how anxious we were to get Julia home and how little we knew about what would come next!

Anne Beck is a Media Planner, Multichannel Media, SSCG Media Group, New Jersey. She can be reached at 212-907-4263 or abeck@SSCGMedia.com.



Joe and brand-new Julia ringing in New Year's 2001.

New Year, New Life

BY ROBERT STOVALL

My best New Year's ever was with my wife, Kathleen, who at the time was not yet my wife. On New Year's 1995/1996, we were at the top of the Empire State Building when she told me she wanted to "take it to the next level," to go from friends to being a couple. We were married on October 26, 1996, just shy of 11 months after that magical night.



Kathleen and Robert Stovall
New Year's Eve 1995.

Robert Stovall is a Writer and Management Consultant. He can be reached at 908-358-4172 or robertstovall@verizon.net. or through LinkedIn at <http://www.linkedin.com/in/robertstovall>.

To Our Clients and Friends,
Best Wishes for a Joyous Holiday Season
and Successful New Year!



Celebrating 21 Years of Excellence in
Sales Training & Medical Communications

Gregg Terry
President

gterry@educationalresource.com
The Galleria at 2 Bridge Ave • Suite 623
Red Bank, New Jersey 07701
732.842.0202 • 732.842.1707 Fax
www.educationalresource.com

Baking All Things Apple – A Family Tradition

BY DAYNA CARMAN

For the past five years or so my family gets together for a weekend to make apple pies for the holidays. Each year we go to my family's house in upstate New York. Then we go apple picking in the area and pick as many apples as we can carry. Once we get home, the magic happens. We use all of the apples we pick and bake as many homemade apple pies as we can. And we don't just stick to traditional apple. There's also apple blueberry, apple crumb, and apple cranberry.

Last year's total was 13 apple pies, but our all-time high was 16, until this year. Since this year's designated Saturday was cold and rainy, we skipped apple picking, but still did the baking. In fact, we reached a new grand total of 32 pies, ranging from standard-size to personal-size pies.

When the baking is done, we each take one or two pies home and then freeze the rest for Thanksgiving and Christmas. Our holiday season isn't officially kicked off until we've done our annual Apple Pie Weekend.

Here are a couple of my favorite apple recipes.

Apple Crisp

- 5-7 apples, peeled and sliced
- 1 cup flour
- 1 cup sugar
- 1 tsp baking powder
- ¾ tsp salt
- 1 unbeat egg
- ½ cup melted margarine



DIRECTIONS

Preheat oven to 350°. Place apples in a greased 9" x 13" baking pan. In a separate bowl, mix together flour, sugar, baking powder, salt, unbeat egg. Mixture will become crumbly. Pour the mixture evenly over the top of the apples. Pour the melted margarine over the top. Sprinkle with cinnamon or brown sugar (or both) if you like. Bake for 30-40 minutes.

All-American Apple Pie

PIE CRUST

- 2 ½ cups unbleached all-purpose flour
- 2 tbsp sugar
- ½ tsp salt
- 16 tbsp (2 sticks) cold unsalted butter, cut into ¼-inch cubes
- 3 tbsp very cold water

In a large bowl, stir together the flour, sugar, and salt. Using a pastry cutter or two knives, cut the butter into the flour mixture until the texture resembles coarse cornmeal, with butter pieces no larger than small peas. Add the water and mix with a fork just until the dough pulls together. Transfer the dough to a work surface, cut the dough in half and pat each half into a round, flat disk. Lightly flour the work surface, then flatten each disk with 6 to 8 gentle taps of the rolling pin. Lift the dough and give it a quarter turn. Lightly dust the top of the dough or the rolling pin with flour as needed, then roll out into a round at least 12 inches in diameter and about ⅛ inch thick. Press into the bottom of pie plate. Press any scraps trimmed from the first round into the bottom of the second disk. Roll out the second dough disk into a round at least 12 inches in diameter and about ⅛

inch thick and refrigerate until ready to use.

Makes enough dough for one 9-inch double-crust pie.

NOTE: Dayna explained that some years they use Pillsbury's Refrigerated Pie Crust. Other years, they use a secret recipe passed down through the family. She was denied the recipe, so we've included a recipe.

APPLE FILLING

- 6 tart apples, peeled and sliced (Granny Smith work well)
- ¼ tsp nutmeg
- ½ cup sugar
- ¼ tsp cinnamon
- 3 tbsp butter
- ½ cup brown sugar
- 1 tsp lemon juice

Preheat oven to 375°. Mix together sugars, spices, and lemon juice in a bowl. Place piecrust in bottom of pie pan. Place half of the apples in the pie pan and spread half of the sugar and spice mixture over top. Repeat this step with the remaining apples and spice mixture. Place second piecrust over the top of apples. Fork edges and dot crust with butter. Bake for 50 minutes.

Tip: Use an egg wash on top and around the edges to get that shiny piecrust look.

Dayna Carman is Multichannel Media Coordinator, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5610 or dcarmann@sscgmmedia.com.



Annual Apple Pie Weekend 2014.

PHARMAPALOOZA 7

BY THE CDM NEW YORK PHARMAPALOOZA TEAM

Music meets medicine once again in the CDM Group's 7th annual battle of the bands to benefit The Children's Hospital at Montefiore (CHAM)

The CDM Group (CDM) and the pharmaceutical advertising industry came together to support The Children's Hospital at Montefiore (CHAM) once again on November 6, 2014, for Pharmapalooza 7 – the seventh annual healthcare advertising agency "battle of the bands" benefit concert. Industry friends and colleagues, both new and old, united at B.B. King Blues Club & Grill in Manhattan's Times Square to help support CHAM's worthy mission of providing expert care to children in need.

Conceived and organized by the CDM Group, a leading healthcare communications company, Pharmapalooza arose from the agency's commitment to supporting CHAM's Creative Arts Therapy Program and Phoebe H. Stein Child Life Program. The annual event has raised more than \$650,000 for CHAM over the seven 'paloozas, and featured bands from the healthcare advertising community, performing annually for a sold-out crowd of nearly 600 industry colleagues and supporters. Pharmapalooza 7 provided the same sort of rock-solid support, raising over \$88,000 for CHAM.

This year's first-place winner was The CementBloc with a rousing performance by their band, "Magic Pill." Sudler & Hennessey from New York landed in second place, and last year's winner, Abelson-Taylor, took home the third-place trophy. Between sets, CDM NY's very own took the stage to MC and provide entertainment throughout the evening.

The continued success of the Pharmapalooza tradition as a means to give back to the greater community is a testament to how powerful an industry can be when it harnesses the efforts of the collective. This year's Pharmapalooza 7 was no different.

For information on Pharmapalooza and how you can help support CHAM, please contact Pharmapalooza@cdmny.com.





PERSONAL EXCHANGE

Matthew Craig West

Birthplace: Brooklyn, NY

Marital Status: Married to Hallie West

Children: Emma, Age 6; Ryan, Age 3

Occupation: Talent Recruitment

Years in Industry: 17

College: Cornell University (Bachelors)/
Harvard University (Masters)

How did you get started in the industry? Who is your mentor?

Maureen Regan, my mentor and founding partner of McCann Regan Campbell Ward (RCW), is not only responsible for getting me started in the industry, but also has greatly contributed to the professional I am today. Once Maureen saw that I had a knack for hiring, she helped me tap into my passion and ultimately gave me the responsibility of hiring the majority of the company from there on out. She saw something in me I hadn't yet seen in myself, and pushed me to become the best I could be. To me, that is a true leader. The fact that I actually worked in a pharmaceutical ad agency for years qualified me for being a credible person to work as a talent recruiter within the advertising, marketing, and healthcare space, which is what I do today.

What do you collect?

As cheesy as it may sound, I consider myself a collector of people. I don't know how many people are in my "collection," per se, because it's not something that I quantify by something like the number of LinkedIn connections I have. Instead, I value the numerous relationships I've made that have real substance, which I consider to be very precious. After all, you're only as good as the people you surround yourself with both personally as well as professionally.

If you could have lunch with any person, living or dead, who would it be?

Victor Borge, who is in the *Guinness Book of World Records* for having the longest running one-man show in theatrical history. Even though I never had the opportunity to see him live in concert, I admire him because while he was alive, he became a renowned comedian, a gifted musician, an engaging performer as well as a talented public

speaker. Since I draw inspiration from creative people, I find him to be remarkable and inspirational.

If you could work doing anything in the world, regardless of the income, what would you do?

I would love to be a Barbara Walters or Phil Donahue type; someone who gets to interview great people of the world while bringing out the best in them. I believe it was Johnny Carson who said "I get the best out my guests when I make them feel comfortable," and I think that's something that people who are passionate about interviewing other people have in common. No two people who you interview are the same, but when people can relax in a familiar setting, it's easier to pull the gems from each person. To do that at a higher level, beyond for hiring purposes, is something that would be really fun to explore.

Last good book you've read?

Diary of a Mad Diva by Joan Rivers. I found her to be one of the smartest ladies of our time...and just plain hilarious! When you think about it, the fact that she was so in tune with pop culture even up to her death at 81 years old was amazing. She's someone who has truly defied gravity – in more than one respect.

Best/worst part of your job?

The best part of my job is that I get to learn people's stories and get to know their unique backgrounds and the trajectory of their careers. That's always very exciting. And, I get to work with a great group of talented people at Advice Personnel. The worst part of my job, hands down, is seeing a recruitment match that I know would be perfect and beneficial for both parties not go through for logistical reasons that are beyond anyone's control. When you work so hard to find the missing puzzle piece that will really bring a company together, it is a disappointment when something stands in the way.

What one little thing always makes you happy?

The sound of my children laughing when I tickle them. If I could, I would make it my ring tone.

What is your favorite quote?

I have lots of favorite quotes, but the most recent one I like is:

"Strong people don't put others down...They lift them up." Michael P. Watson

Matthew Craig West, Director, Advice Personnel, Inc., www.adviceny.com, 2 West 45th Street, Suite 408, New York, NY 10036. He can be reached at 917-206-1785 or mwest@adviceny.com.



Your destination for matters of good cents.



**Reimbursement
Connect**

reimbursementconnect.com

Reimbursement Connect is the professional networking platform for matters of medical billing, coding, compliance, and EMR/EHR.

Only verified revenue specialists have access, ensuring peer-to-peer networking and knowledge sharing. And easy access from both web and mobile devices makes getting connected easier than ever before.

Pharmacy Times, More Than Just a Journal.



We are the number one full-service media resource, with over 100 years of credibility, integrity, and trust, and we can deliver your brand's message to pharmacists anytime, anywhere.

- Pharmacy Times Journal reaches over 168,000 retail pharmacists
- Our media resources include print, digital, mobile, live events, and custom educational programs
- We offer over 15 advertising and single-sponsor opportunities to communicate your brand message

It's time for
Pharmacy Times

To learn more about how to talk to pharmacists, visit www.pharmacytimes.com or call Ashley Hennessy Talamo at 609-716-7777

JANUARY
2015

FUN THINGS TO DO

FEATURE EVENT FOR JANUARY



The Chicago Sketch Comedy Festival *The Nation's Largest Sketch Comedy Festival*

January 8th – 18th, 2015

The sketch comedy capital of the world hosts hundreds of performers in over 150 shows. Chicago SketchFest also features panels of sketch comedy experts each year who educate and entertain participants and the public with stories and advice.

For two weeks the Chicago Sketch Comedy Festival turns Stage 773 into a sketch comedy oasis, renting out the entire building and featuring simultaneous performances in all three theaters.

For further information, visit <http://www.chicagosketchfest.com/>
Stage 773
1225 West Belmont Avenue
Chicago, IL 60657

NEW JERSEY January

Bergen Performing Arts Center

30 North Van Brunt Street, Englewood,
201-227-1030

- 9 - Little Anthony and The Imperials
- 10 - Martin Sexton
- 11 - Late Nite Catechism 3: Till Death Do Us Part
- 17 - The Soft Parade
- 22 - Winter Festival: *West Side Story* with Sarah Chang
- 23 - Sha Na Na Sings Hits from *The Movie Grease*
- 24 - Kashmir
- 25 - Sid The Science Kid
- 30 - Mummenschanz
- 31 - Judy Collins

Count Basie Theatre

99 Monmouth Street, Red Bank,
732-842-9000

- 3 - Sing-A-Long Wizard of Oz
- 9 - Jim Gaffigan

- 10 - Wild Kratts Live
- 11 - Dancing with the Stars
- 15 - Dave Mason's Traffic Jam
- 16 - The Elvis Birthday Bash Starring Mike Albert and Scot Bruce
- 17 - No Shush New Jersey Symphony Orchestra (Matinee for Kids)
- 18 - Neil Berg's 100 Years of Broadway
- 25 - The Buddy Holly Story Live On Stage
- 31 - Mummenschanz

Izod Center

East Rutherford, 800-745-3000

- 1-4 - Disney On Ice Presents Princesses & Heroes
- 24 - WWE Live Supershow
- 30,31 - Monster Jam

Mayo Performing Arts Center

100 South Street, Morristown,
973-539-8008

- 4 - Sing-A-Long Sound of Music

- 9 - Shatner's World: We Just Live In It
- 10 - The Doo Wop Project
- 15 - *Nice Work If You Can Get It*
- 17 - Rockin' the 70s
- 18 - Winter Festival: Sarah Chang Plays Bernstein
- 25 - *Pinkalicious*
- 27 - Sid The Science Kid Live
- 28 - Mayhem Poets
- 30 - 20th Anniversary Celebration: Valery Gergiev with the Marlinsky Orchestra
- 31 - *Sister Act*

NEW YORK January

Barclays Center

620 Atlantic Avenue, Brooklyn,
917-618-6700

- 2 - Katt Williams
- 16 - Dillon Francis
- 25 - Linkin Park
- 31 - Igor Krutoi Gala Concert

Beacon Theatre

2124 Broadway, Between West 74th and 75th Street, 866-858-0008

- 16,17 - Umphrey's McGee
- 23 - The Tragically Hip
- 28 - Billy Idol
- 30 - John Oliver
- 31 - Video Games Live

Madison Square Garden

7th Avenue Between 31st and 33rd Street,
866-858-0008

- 2,3 - The Harlem Globetrotters
- 4 - Maggie Dixon Classic
- 10 - Rivalry On Ice
- 15 - Sam Smith
- 16,18 - Professional Bull Riders
- 22 - Fleetwood Mac: On with the Show
- 30 - Jack White

Nassau Veterans Memorial Coliseum

1255 Hempstead Turnpike, Long Island,
800-745-3000

- 8-11 - Disney On Ice Princesses & Heroes
- 25 - Fleetwood Mac: On with the Show

Radio City Music Hall

1260 Avenue of Americas, 866-858-0008
23,24 - Joe Bonamassa