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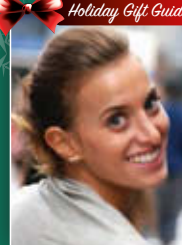
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Dear Healthcare Marketer,

My mind is spinning as the holiday season is now in full swing. Life is busy enough without the added stress of decorating, buying, wrapping, and more. I know I have to take a deep breath and remember that everything doesn't need to be perfect. The most important part of this season is time spent with family and friends. This rings truer than ever after losing many close relatives this past year and now helping to support my best friend whose cancer has returned. Not to mention what is happening around the world.

I want to have the peace and joy this season can offer...and I know that comes from living in the moment. I keep reminding myself. My personal mantra for this holiday season is – “Be here now!”

One of the ways we've slowed the Holi-Daze down a bit and kept it about gathering and giving and not so much gifting is by participating in a tradition I've been hearing about for years. We're walking in a local Turkey Trot for Team Zoey on behalf of a little girl in our town who suffers from Progeria, the disease that causes rapid aging in children. I have gathered the troops from Maddie's 8th grade class and the families are joining together to support Zoey. This seems like a fitting way to express gratitude for all that we have...to do something on behalf of another. I'll let you know how it goes.

In case your company or even you as an individual want ideas on how to give during this holiday season, in this issue **Brendan Middleton** is sharing the step-by-step simplicity of holding a charity drive. **Maureen Reichert** gives us a little history on how her Christmas gathering has grown to include 38 guests and counting. **Kathleen Harrison** shares her annual ornament tradition. Plus we've got a host of delicious recipes starting with an entrée and ending with dessert from **Bierce Riley**, **Susan Price**, **Monique Michowski**, and **Amy Clarke Luchsinger**. For added holiday cheer, we're featuring **Terry Nugent's** reflection on the joy we can bring as members of the pharma industry. You'll find this piece in our Digital Edition.

We've also got photos and a recap of the recent Pharmapalooza event that raised \$96,000 this year for the Children's Hospital at Montefiore. **Heather Shankman** shares adorable holiday pix of her precious dog, Alba, below. And there's our *Annual Baby Photo Contest*. Do you think you can guess which baby photo belongs to which adult? Don't forget to participate...you could win \$50 to offset your holiday spending.

Finally, to simplify your gift-giving, we have a new feature we're excited about this year. It's our *Holiday Gift Guide* from those who have a side business in our industry. Looking for some customized gifts for the animal lover on your list? How about some one-of-a-kind precious gemstone jewelry? Or the gift of an in-home custom-framing consultation for that special memento or photo? Teas, essential oils, candles, unique hostess gifts, and more are all offered from industry friends **Gia Lanzetta**, **Elizabeth Speak**, **Marion E. Gold**, **Dominick Cirilli**, **Terry Nugent**, **Leslie McDonald**, and **Teri Grajo**. And thanks goes this month to **Sara Loughran** for her participation in *Personal Exchange*.

It's so easy to get caught up in the holiday crazies...and run around like chickens with our heads cut off. This year, I'm determined to keep it simpler. Join me? And have a happy, joy-filled, relaxing (!?) season – gathering with those we love and serving those who need a helping hand.

“The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart.”  
—Helen Keller

Holiday Blessings to you and yours,

*Nancy*

## All-New Monthly Feature! Best Day In...

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- **Daytime** – museums, bus or boat tours, gardens, historic sites, shopping, attractions
- **Best Lunch** – cheese steaks, clam chowder, fried chicken, scones, crepes
- **Dining Out** – From fine dining to a hole in the wall and anything in-between
- **Nightlife** – Clubs, live music, night lights, ghost tours, rooftop bars, sports events

Contact our Editor, Elise Daly Parker, at 973-919-1067 or [editorial@HMEExchange.com](mailto:editorial@HMEExchange.com).

## Happy Holidays from Alba

BY HEATHER SHANKMAN



Alba getting in the holiday spirit with her Santa beard! She is a chocolate lab who turned three years old on October 1st.



Here's Alba with her New Year's hat. Happy New Year everyone!

**Heather Shankman** is Marketing and Communications Manager, OncLive Strategic Alliance Partnership Program, 666 Plainsboro Road, Building 300, Plainsboro, NJ 08536. She can be reached at 609-716-7777, ext. 150 (o), 908-642-1158 (m), or [hshankman@onclive.com](mailto:hshankman@onclive.com).



# Announcements

Send press releases to: [news@hmexchange.com](mailto:news@hmexchange.com)

## Onward & Upward

Promotions • Additions

**Communications Media, Inc.**, has announced the appointment of **Kyle Dennis** as Media Planner. He can be reached at 856-667-8577. **Chelsea D'Ariano**, **Ashley Marcello**, **Meghan Lee**, and **Jessica Hungtingon** have been appointed Associate Media Planner, **Zachary Farrell** as Supervisor, Media, and **Jessica Krader** and **Colleen Fedorwicz** as Media Planner. They can be reached at 215-568-5944. **Daniel Kim** has been appointed to Media Planner. He can be reached at 646-840-0717.

**GA Communication Group** has announced the appointment of **Chris Weber** as Senior Vice President, Group Account Director. He can be reached at 312-803-1900.

**Giant Creative/Strategy** has announced the promotion of **Vanya Akrahoff** to Senior Vice President, Group Creative Director, **Janet D. Vennari** to Senior Vice President, Managing Group Director, and **Kristine Ellis** to Senior Vice President, Creative Director. They can be reached at 415-655-5200.

**GuidemarkHealth** has announced the appointment of **Vic Zambrotta** as President. He can be reached at 201-740-6104.

**Novartis** has announced the appointment of **Dr. James (Jay) E. Bradner** as President of the **Novartis Institutes for BioMedical Research (NIBR)** and member of the Executive Committee of **Novartis**, effective March 1, 2016.

**Ogilvy CommonHealth Worldwide** has announced the promotion of **Brian Doherty** to Executive Vice President, Director of Client Services, for **Ogilvy CommonHealth Wellness Marketing**. **Johanna Skilling** has been appointed Executive Vice President, Director of Planning U.S., for **Ogilvy CommonHealth Worldwide**, and **Ken Jordan** as Executive Vice President, Brand Lead, for **Ogilvy Healthworld**. They can all be reached at 973-352-1000.

## New & Noteworthy

Awards • Mergers

**Alcon** has received FDA approval for **AcrySof® IQ Aspheric IOL** with the **UltraSert™** Pre-loaded Delivery System for patients undergoing cataract surgery. For further information, visit [www.alcon.com](http://www.alcon.com).

**Cleveland Clinic** and **Candescent Health** have formed a multi-year partnership aimed at transforming radiology care, with a goal to improve healthcare value through defined quality standards, enhanced workflow processes, and the creation of an efficient, nationwide cloud-based radiology network. For more information, visit [www.clevelandclinic.org](http://www.clevelandclinic.org) or [www.candescenthealth.com](http://www.candescenthealth.com).

**Endo Pharmaceuticals, Inc.**, has received FDA approval for **Belbuca** (buprenorphine) buccal film for use in patients with chronic pain severe enough to require daily, around-the-clock, long-term opioid treatment and for which alternative treatment options are inadequate. For further information, visit [www.endo.com](http://www.endo.com).

**Frontline Medical Communications (FMC)** has announced the launch of **IDPractitioner™**, a new website launching by December 2015. **IDPractitioner** will be the new digital resource that provides indispensable information relevant to infectious disease practitioners. **FMC** has also developed a partnership with **watzen**, the company that makes all media social. **FMC** will use **watzen** to personalize the user experience, beginning in 2016, for the new website **IDPractitioner**. For further information, visit [www.frontlinemed.com](http://www.frontlinemed.com).

**TGaS Insights**, a division of **TGaS Advisors®**, has announced the launch of **TGaS Insights Reports**, a new service designed to give life sciences commercial leaders fact-based support for managing the forces shaping this

fiercely competitive sector. Each **TGaS Insights Report** provides essential data and analysis to help pharmaceutical leaders understand the changing landscape and make decisions with greater confidence. For further information, visit [www.tgas.com](http://www.tgas.com).

**Novartis** has received FDA approval for **Seebri Neohaler** (glycopyrrolate) inhalation powder 15.6 mcg as a stand-alone monotherapy for COPD. Novartis expects that **Seebri Neohaler** will be available in the first quarter of 2016. For further information, visit [www.novartis.com](http://www.novartis.com).

**Practical Gastroenterology**, A Peer Review Journal, est. 1977, is celebrating 40 years of service to the gastroenterology universe. 2016 will begin our 40th year. Thank you, Healthcare Marketers, for making **Practical Gastroenterology** a success in Gastroenterology & Endoscopy!

**SLACK Incorporated**, publisher of **Healio.com**, is set to expand its unique series of web-first news magazines delivering peer-tested content. Published monthly and beginning in March 2016 **Healio Rheumatology** will compile the most-read content from **Healio.com** based on website metrics, and distribute it in a print news magazine reaching 6,100 physicians, including the universe of U.S. rheumatologists. For further information, contact **Lee Gaymon** at 856-848-1000, ext. 356.

**UBM Medica's Physician's Practice**, in partnership with **Kareo**, has launched **Practice360** – an online informational resource and community for small and independent medical practices. For further information, visit [www.physicianspractice.com/practice360](http://www.physicianspractice.com/practice360).

To Our Clients and Friends,  
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# Holiday Cheer

## The Ever-Evolving Christmas Gathering

BY MAUREEN REICHERT

**H**oliday traditions, how do they start? Good question, I know my family has a lot of traditions and I really don't know how they started. I believe our Christmas Eve tradition started when my parents moved from the Bronx to Queens in 1960. My mom's family would come over on Christmas Eve and have a light supper and then attend midnight mass. After mass, they would come home and open up their gifts. The morning was for us kids and the craziness that ensued!

The first few family Christmas Eves I recall in my parents' home included around eight adults, me, and my three brothers. Time went on and as we all aged, somewhere along the line, my mom's sister Aunt Peggy (many of you know her from working at LLNS for John Swift) started hosting Christmas Eve. Again it was the Aunts/Uncles and now more kids had been added to the family! So what were once eight adults and four kids became 10 adults and 15 kids. Santa Claus stopped by for many years. There were also \$5 grab-bag gifts

for the adults. Various friends would stop in for drinks and a lot of fun was had at Aunt Peggy's house. I remember one year when my cousin cooked for all of us and dinner was served around 9:00 p.m. Needless to say everyone was quite inebriated by that time. Oh boy, that was a really fun Christmas Eve. By then, many of the "kids" were married/dating, having kids of their own, and no longer joining in on the big family Christmas. The count at Aunt Peggy's around that time was around 28 of us!

### GOING WITH THE FLOW

About three years ago, Aunt Peggy broke her leg on black ice! Christmas Eve was up in the air. Since Aunt Peggy couldn't do it, who was going to host? I volun-

teered to host it. Of course, my husband Jim and I have the smallest house, but we do throw a mean party. Christmas Eve has been at our house ever since. Now, with more marriages and more kids...we are up to 38 people. It is crowded, loud, and FUN!

Jim and I move furniture, set up the bar outside on the deck with heaters, and we even have a tent! We cater this event and set it up buffet-style. Everyone

takes turns at the dining room table, or they eat on the stairs, couch, floors, any open spot. The "homemade" Bailey's is flowing and so is the love.

I feel blessed to have such a large close family. Family is extremely important to me and Jim. Although some family members are no longer with us, we stop and toast them because they are always in our hearts.

The toast is usually the same, "May we all be blessed with another year of health and happiness and may we all be together again next year!"

The door is always open (not because we are hot and crowded) to anyone who would like to stop by. The Reicherts, Brennans, Dunleavys, and Hoos welcome everyone with open arms. This is a tradition we all hope keeps going and going and going.

Merry Christmas and Happy Healthy 2016!

**Maureen Reichert** is Account Manager, Journal of the American Medical Association, 119 Cherry Hill Road, Suite 330, Parsippany, NJ 07054. She can be reached at 973-263-9191, ext. 226, or [Maureen.Reichert@ama-assn.org](mailto:Maureen.Reichert@ama-assn.org).



Molly (my daughter) on Santa's lap! I think 2004.



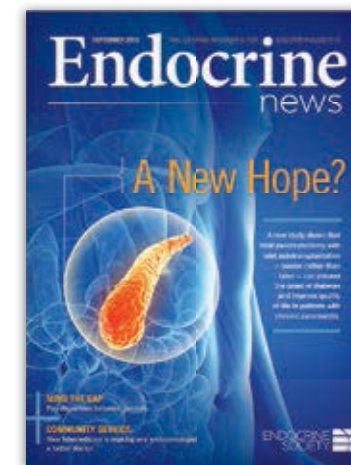
Crowded around Aunt Peggy's dining room table, circa 1986.

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\* Essential Journal Study, Endocrinology, January 2015 – an independent study from The Matalia Group

<sup>†</sup> Kantar Med/Surg June 2015 – Table 119, Dia/Endo Office & Hospital

<sup>‡</sup> Kantar Med/Surg June 2015 – Table 219, Dia/Endo Office & Hospital

ENDOCRINE SOCIETY



# Holiday Cheer

## Our Ornament Tradition

BY KATHLEEN A. HARRISON

I started a tradition with my two children when they were young, around the time my oldest was about four. Every year, whenever we took a trip, whether it was to the beach, the West Coast, an island, or to Europe, they always picked out for themselves a Christmas ornament. Also every year for Christmas they get a Christopher Radko ornament from Santa. These are fine hand-crafted



My children — Reid and Kaitlyn.

European glass-blown treasures. Over the years, my children, now ages 20 and 22, have acquired many ornaments. When they are decorating our Christmas tree they will hold up an ornament as they remember the fond memories from the trip they took to Costa Rica, Hawaii, China, France, and more.

Now that my daughter has graduated from college and has started her career, she is also thinking about an apartment of her own in the next year. She knows when she leaves that all of her ornaments will go with her for her first tree. It's nice to think that someday my children will be able to share their ornaments and memories with their own families.

**Kathleen A. Harrison** is Executive Vice President/Managing Partner, Pharmaceutical Media, Inc., 30 East 33rd Street, New York, NY 10016. She can be reached at 212-904-0372 or [KHarrison@pmi.com](mailto:KHarrison@pmi.com).

## Tasty Cranberry Apple Crisp

BY SUSAN PRICE

I always make this cranberry/apple crisp for the holidays. Easy and delicious.

### INGREDIENTS

- 3 cups cranberries (1 - 12 oz pkg)
- 2-3 large unpeeled apples, cored and thinly sliced
- ½ cup sugar
- 1 teaspoon cinnamon
- ¼ cup flour, divided
- 2 tablespoons brown sugar
- 1 cup rolled oats (quick or regular)
- ½ cup chopped walnuts
- 3 tablespoons melted butter
- Extra sugar for sprinkling



### DIRECTIONS

1. In large bowl, combine cranberries, apples, sugar, cinnamon, and 1 tablespoon of the flour.
2. Transfer to greased shallow baking dish.
3. In the same bowl (no need to rinse) combine remaining flour, brown sugar, oats, and nuts.
4. Stir in melted butter.
5. Mix well. Sprinkle over fruit mixture.
6. Top with sugar (amount dependent upon how tart the cranberries are).
7. Bake in 375° oven for 40 minutes.

**Susan Price** is Journal Manufacturing Manager, American Medical Association, 330 North Wabash Avenue, Suite 39300, Chicago, IL 60611-5885. She can be reached at 312-464-2582 or [susan.price@ama-assn.org](mailto:susan.price@ama-assn.org).

## Irresistible Chocolate Wafers

BY AMY CLARKE LUCHSINGER

These cookies are so good, they rarely last a day in our house. My teenage boys love them so much, they'll even help make them! It's amazing that we only ever make them at Christmastime.

*Hint: You need to make this dough 2 hours in advance of baking.*

### INGREDIENTS

- 2 ½ sticks butter, at room temperature
- 2 cups sugar
- 2 large eggs, at room temperature
- 1 tablespoon vanilla extract
- ¾ cup cocoa powder
- 2 cups flour
- 1 teaspoon baking soda
- ½ teaspoon salt
- Sugar for garnish



### DIRECTIONS

1. In a large bowl, add the butter and sugar and cream together with a hand mixer (or in large stand mixer).

2. Add the eggs and vanilla extract to the creamed mixture and blend until combined.
3. In a medium bowl, add the cocoa powder, flour, baking soda, and salt.
4. Slowly add the dry ingredients to the creamed mixture and continue mixing until incorporated.
5. Wrap dough in waxed paper and refrigerate for 2 hours, no more than 12.
6. Preheat oven to 350°.
7. Roll dough into ½ inch balls (or larger if desired) and roll in sugar to garnish.
8. Place on a parchment lined cookie sheet and bake for 10 minutes. Refrigerate dough between batches.
9. Place on wire rack to cool.

Can be stored for 1 week in airtight container. Amazing warmed and served with vanilla ice cream.

**Amy Clarke Luchsinger** is Director, Global Corporate Sales, Oxford University Press, 198 Madison Avenue, New York, NY 10016. She can be reached at 212-743-8321 (o), 919-219-3493 (m), or [Amy.Luchsinger@oup.com](mailto:Amy.Luchsinger@oup.com).

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\*Source: Kantar Media, June 2015 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Tables 110 and 210



## In Pursuit of the Perfect Brisket

BY MONIQUE MICHOWSKI

When Nancy asked me if I would submit a recipe for the holidays, I told her my “dream/fantasy” was to write a cookbook on Jewish Holiday Cooking. I would call it *The Italian Girl’s Guide to Jewish Cooking*. She loved the idea, and said write about it...so here I am.

### This is how I came up with this “Meshuganah” idea:

When I was dating my husband, we would go to his parents’ house for the Jewish holidays. Since I didn’t grow up Jewish, the holidays and cooking were a new experience for me. Every holiday my mother-in-law would make

a variation of the same holiday meal: matzo ball soup, gefilte fish, boiled potatoes, latkes if it was Chanukah, baked chicken, and brisket. This was radically different than the holiday meals I was used to with my family. Our dinners consisted of antipasto, ravioli with cheese, a stuffed turkey, roast beef, mushrooms, stuffed artichokes,

and a nice salad. Almost everything was made with extra virgin olive oil, basil, tomato, and garlic!

### EXPLORING BRISKET

I loved my mother-in-law’s matzo ball soup. The other dishes were also delicious, but the brisket just didn’t do it for me. It was too cooked for my liking, hence it was dry and had a lumpy very dark brown gravy-ish topping. I thought there had to be a better way and started to experiment on my own. My brisket always ended up tasting like the main course to an Italian Sunday family dinner. I browned it in extra virgin olive oil on top of the stove and then cooked it for 10 hours at a low temperature in the oven with tomato paste, garlic, onions, salt, and pepper. No wonder, it was the main course to a Sunday dinner ☺

I heard from so many people how much they loved their brisket. So over the years I have been asking my Jewish friends and my husband’s relatives how do they make their brisket? No two recipes are ever the

same. The closest recipes have come to being similar is that someone uses Coca Cola as the marinade vs. Dr. Pepper or 7 Up. *Who knew you marinate brisket in soda!!!* One cousin marinates her brisket in pineapple juice for 24 hours and then cooks it for 15 hours. Other

friends swear by Lipton Onion Soup mix. These responses fascinated me, so much so I had the idea (fantasy) that I would collect “Brisket” recipes, try each one, and write about it in my own cookbook, *The Italian Girl’s Guide to Jewish Cooking*.

Having a family of five, a full-time job, and a very busy life...

the book remains a fantasy. So I have decided to stick with what I know and share a recipe I have tried, love, and it is not brisket! It is a recipe my sister gave me 10 years ago for pasta with sausage and fennel. It is always a hit.

When I perfect the brisket, I will share the recipe. In the meantime, if you have a great brisket recipe and want to share, please do. Who knows it may end up in my cookbook one day. I promise to give you full credit.

By the way I have perfected the latke. That will be in the book, too!

### Pasta della Zia Favorita

A FAVORITE RECIPE...GREAT FOR THE HOLIDAYS OR A WINTER DINNER

I call this dish “Pasta of the Favorite Aunt” because my sister Gale shared it with me years ago and it has been a crowd-pleaser every time I have made it. It is my son Max’s favorite dish!



My sister Gale and her husband Jack, my brother Dan and his wife Sharon, and my husband Michael and me.

### INGREDIENTS:

- Garlic (fresh)
- ¼ cup plus 6 tablespoons extra virgin olive oil
- Small onion (fresh)
- 1 bulb fresh fennel (looks like it is a cousin of celery)
- 1 lb rigatoni (or pasta of your choice)
- 1 teaspoon salt
- 4 sweet Italian sausage links (about 1 lb)
- 1 6 oz can tomato paste
- ¼ cup Pecorino Romano cheese (grated)
- Hot pepper flakes

1. Chop ¼ cup of garlic in small pieces and sauté until browned in 2 tablespoons of extra virgin olive oil. Remove garlic from pan and set aside
2. Chop onion to equal ¼ cup in small pieces and sauté in about 2 tablespoons of extra virgin olive oil. Remove from pan and set aside.
3. Chop fennel to equal ¼ cup in small pieces and sauté in 2 tablespoons of extra virgin olive oil. Once cooked remove fennel from pan and set aside.
4. Boil water for pasta. Make sure pot is big enough to hold at least a pound of rigatoni (I use the biggish size). Once water is boiling, add salt (about a teaspoon) and

pasta. I like “al dente” so I cook for about 11 minutes, less time for penne and smaller pasta.

5. Take 4 Italian sausage links and remove casing. Heat ¼ cup of extra virgin olive oil in pan, add sausage, and break up the sausage into pieces...do not cut; break/crumble. Sauté the sausage in the oil until it becomes brown/cooked.
6. Add the cooked garlic, onion, and fennel in with the sausage.
7. Add the can of tomato paste.
8. Cook all together.
9. Add ¼ cup of Pecorino Romano grated cheese.
10. Once pasta is cooked and before draining, take 1 cup of the pasta water and add to the mixture of sausage, garlic, fennel, and tomato paste. Stir until the consistency changes to more of a sauce.
11. Add drained pasta to sauce and toss to coat.
12. Add hot pepper flakes if you like a little “heat.”

Makes enough for 4 people.

Serve with crusty Italian bread and a nice green salad (arugula is perfect).

Monique Michowski is National Account Manager, Medical Economics, UBM Medica. She can be reached at 732-278-4549 or [mmichowski@advanstar.com](mailto:mmichowski@advanstar.com).

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# Holiday Cheer

## Holiday Charity Drives – Easier Than You Think!

BY BRENDAN MIDDLETON

The holiday season is a time of giving – and who better to receive than individuals and families who are truly in need?

As the holidays approach, I encourage my fellow healthcare marketers to organize charitable collection drives at the workplace. It's an ideal way to improve morale, enhance your reputation in the community, and (most importantly) provide support to those who are facing difficult times.

The great thing about putting together a holiday drive, whether you're collecting toys, food, or warm clothing, is that it's such an easy, low-effort way to make a positive difference with limited time available.

Start by calling one or more charitable organizations in the area, such as soup kitchens, shelters, and social service agencies. Most will be glad to accept your donations. Then, place large boxes or collection bins in prominent locations throughout your office – employee entrances, break rooms, and common areas typically work well. Send an interoffice email, post a homemade flyer or two...and you're done.



QPharma employees stock the food pantry at the Community Soup Kitchen in Morristown, NJ.

I'm always surprised at how giving and generous my coworkers can be – I've collected donations of entire turkey dinners, crates of new toys, even handknitted scarves! On the day your donations are due, simply recruit some helpers (preferably one will have a spacious vehicle with a large trunk or hatchback) and make delivery arrangements.

Over the years, I have participated in dozens of collection drives ranging from a few boxes to several truckloads – but the quantities don't matter. What these activities had in common was that they supported the local community and gave our employees a boost of holiday goodwill. In fact, after last year's Thanksgiving drive, my colleagues asked how they could do more to help...and we now send a team of volunteers to a nearby soup kitchen to assist with food distribution each and every month.

As members of our communities, we are obligated to act as good neighbors and corporate citizens.

This holiday season, team up with your coworkers to bring hope and help to those who need it most. You'll be glad you did.

**Brendan Middleton** is Director of Marketing and Public Relations, QPharma, Inc., 22 South Street, Morristown, NJ 07960. He can be reached at 973-656-0011, ext. 2112, or [brendan.middleton@qpharmacorp.com](mailto:brendan.middleton@qpharmacorp.com).

## Sweet Potato Soufflé

BY BIERCE RILEY

Easy and delicious as an accompaniment to any holiday meal, there are always people waiting to dig into this dish. I serve it in oven-to-table cookware about 2½" deep with a large berry spoon so everyone can get the soufflé and the praline topping in one scoop. We serve it at Thanksgiving, our Beethoven's Birthday Party in mid-December, Christmas, and at our post-New Year's party for gearhead friends. Folks tend to scrape the serving dish clean.

### INGREDIENTS

- 2 cups mashed yams (1 large can)
- ¼ cup brown sugar
- ½ cup milk
- ⅓ cup butter
- ½ teaspoon vanilla
- Dash salt
- 2 eggs

Mix above ingredients together. Place in 2-quart baking dish.

### TOPPING INGREDIENTS

- ½ cup brown sugar



- ⅓ cup flour
- 1 cup chopped pecans
- ⅓ cup melted butter

1. Mix sugar and flour, sprinkle on sweet potato mixture.
2. Add nuts.
3. Drizzle with melted butter.
4. Bake uncovered at 350°F for 45 minutes or microwave covered for 15-20 minutes. Center will rise, and temp in center should be about 180°F

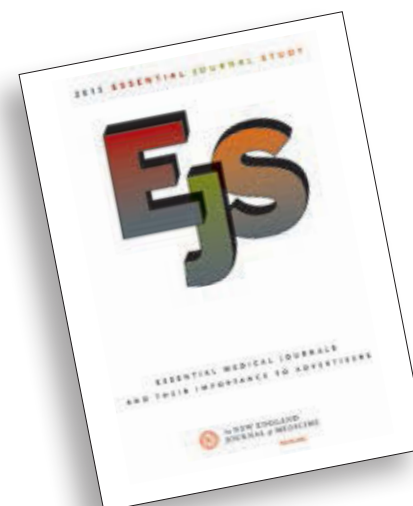
**Hints:** After I put on the sugar/flour mixture, I pat it down to level the surface. Cooking it in the oven gives it a crunchy top, but the microwave is handy if you're taking it to someone's house and there's a dead bird in the oven.

I double the recipe in Villeroy & Boch Botanica oven-to-table cookware – either the shallow oblong dish (cooks faster) or the deep round dish to conserve space on the table. It's done when the center has risen and interior temperature is 180°F. Leave at least 1" headspace in the cookware to avoid overtopping.

**Bierce Riley** is a self-employed Marketing Research Consultant, 19 Budd Street, Morristown, NJ 07960. She can be reached at 973-455-0491 or [Bierce.Riley@gmail.com](mailto:Bierce.Riley@gmail.com).

# ESSENTIAL

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**Essential.** That's how physicians in 13 key specialties think of the *New England Journal of Medicine*.

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# THE EXCHANGE *Holiday Gift Guide*

UNIQUE IDEAS FROM INDUSTRY ENTREPRENEURS

Great gift ideas plus a way to support our industry friends' businesses? Win-Win! We asked our readers to share their side businesses...and the result is this mini gift catalog. Take a look and find gifts to please everyone from your favorite holiday host to the dog-lover on your list!

## Moonbeams Jewelry and Gifts

[www.moonbeamsproducts.com](http://www.moonbeamsproducts.com)

BY MARION E. GOLD

There is a great similarity between creating a press release, ghostwriting an article or editorial, or crafting a tactical marketing plan – and designing a piece of jewelry. Words or gemstones. Both need to be carefully considered in order to meet the needs of target audiences, clients, and customers.

As my jewelry-designing persona, "Miriam Bat-Rachel," I design each item of jewelry around the shapes and colors of natural stones. I spend many hours choosing and then arranging the stones and sterling silver beads on my worktable, moving them around



until I like the way they look. When creating the silver or bronze wire accents, I enjoy bending and twisting the wire, so the design looks natural on the focal stone – literally as if it were part of the natural texture of the stone.

Words or gemstones. Working with either takes great precision and they both light up my creative spirit!

**Marion E. Gold** is owner of Marion E. Gold – Communications That Make A Difference (Scottsdale, AZ, and Chicago, IL). She can be reached at [gold@powercom.net](mailto:gold@powercom.net) or [moonbeams@powercom.net](mailto:moonbeams@powercom.net).



"Miriam" checking the color quality of a new strand of semiprecious gemstones.

## goDog

BY GIA LANZETTA

My partner and I are dog people. Simple as that...

We are dog-lovers, owners, and enthusiasts and are always on the hunt for products that can make our lives with our four-legged companions easier. The goDog Bag came from years of walking our dogs in the city and the suburbs, always trying to fit everything we needed for ourselves and our dogs into one space and never finding any product that quite met our needs. A purse was too bulky, and walking around with pockets stuffed to the brim wasn't functional (or comfortable). Out of these frustrations came the goDog Bag. We finally have a product that meets all of our needs; we hope you feel the same way.

The goDog Bag is exactly the carry-all you and your dog have been waiting for. The goDog Bag's smart design perfectly blends style and functionality. With a reflective exterior pocket for cell phones, key ring to

[www.godogbag.com](http://www.godogbag.com)



Four Stylish Carrying Options

securely attach keys, clear (detachable) pouch for treats, built-in wallet, pet waste-bag dispenser, and space for miscellaneous items, you'll be wondering what you did without one! The goDog Bag comes in five different colors and has a variety of carrying options to suit any need.

For any direction your dog takes you goDog Bags™ are a must!

**Gia Lanzetta** is Associate Media Planner, Communications Media, Inc. (CMI), 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-609-3057 or [glanzetta@cmimedia.com](mailto:glanzetta@cmimedia.com).

# THE EXCHANGE *Holiday Gift Guide*

UNIQUE IDEAS FROM INDUSTRY ENTREPRENEURS

## Backyard Living

[www.facebook.com/Backyard-Living-BYLNJ-114206850699/](http://www.facebook.com/Backyard-Living-BYLNJ-114206850699/)

Our website is under construction, so please visit our Facebook page in the meantime. (Coming Soon... [www.bynj.com](http://www.bynj.com))

BY TERI GRAJO

I started Backyard Living, along with my husband, in 2000. I left a corporate job with BD (where I ran the R&D department for the diabetes business unit), to pursue a longtime interest of running my own business. Backyard Living is a brick-and-mortar retail store that carries everything for your backyard. After launching the store, expanding its retail space, and growing sales and profits, I backed away from the day-to-day operations and returned to healthcare, working as a consultant to start-up medical device companies. During this time, I reconnected with Tim Frank, President of Triple Threat Communications, which led me to join the company in 2008 and eventually serve as the head of operations.

Today, although I'm no longer involved with the daily operations of Back-

yard Living, I stay connected by running the finance and marketing aspects of the store, which I find is aided by my work at Triple Threat. Because the two companies share many of the same business philosophies, especially always

putting customers first, I can easily transition from one to the other and often can apply what I learn at Triple Threat to my work at Backyard Living (particularly helpful with things like ads, direct mail, and social media).

Speaking of transition, each November, we transform our store from a backyard haven to a winter wonderland. The inspiration for Backyard Living happened at a holiday party, surrounded by friends and family, so it's gratifying to see folks bring their friends and family to show off our store. We've become known as the place with unique hostess and holiday gifts. This year, our hottest gift items are our monogrammed cutting boards, engraved serving pieces, and a candle line called Frasier Fir.

**Backyard Living:** 235 Franklin Avenue, Ridgewood, NJ 07450 • 201-689-9111

FB, Twitter, Intsa: BYLNJ

**Teri Grajo** is Executive Vice President, Operations, Triple Threat Communications, 140 East Ridgewood Avenue, Suite 415 ST, Paramus, NJ 07652. She can be reached at 551-574-0347 or [tgrajo@triplethreatcommunications.com](mailto:tgrajo@triplethreatcommunications.com).



## doTerra Essential Oils

[www.mydoterra.com/lesliemcdonald](http://www.mydoterra.com/lesliemcdonald)

BY LESLIE McDONALD

Are you ready to open your heart and mind to everyday, natural solutions to uplift your mind, body, and spirit? Discover how Essential Oil therapy works with your body's natural chemistry to provide natural, potent, and pure care for everyday wellness needs.

With doTerra's Certified Pure Therapeutic Grade Essential Oils, you can learn how to better manage sleep issues, moods, and how to safely and effectively boost your immune system.

These potent and pure plant and botanic extracts are an incredible resource for increasing our vitality and energy, healing the mind and body, and providing us with health support in all facets of our lives.

Using essential oils aromatically can influence you in a myriad of ways. Traditionally, aromatic usage has been aimed at improving a person's mood. A better and more stable temperament can have countless benefits on your life, every single day.

And these oils are safe for using with children and people of all ages!

What is my favorite at-work diffuser blend? Peppermint and Lemon Essential Oil are great to use when feeling low on energy. You will also love the refreshing and uplifting aroma when these two are diffused together.

And if you experience feelings of tension, take 1-2 drops of Lavender internally and you will feel some calming relief.\*

For more information on doTerra Essential Oil therapy, please contact Leslie McDonald at [lsiwiedler@gmail.com](mailto:lsiwiedler@gmail.com) or visit [www.mydoterra.com/lesliemcdonald](http://www.mydoterra.com/lesliemcdonald).

**Leslie McDonald** is a Media Investment Specialist, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-907-4359 or [lmcdonald@SSCGMedia.com](mailto:lmcdonald@SSCGMedia.com).

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Pure Therapeutic Grade Essential Oils



# THE EXCHANGE *Holiday Gift Guide*

UNIQUE IDEAS FROM INDUSTRY ENTREPRENEURS

## Dawkins' Doggy Designs

[www.etsy.com/shop/dawkinsdoggydesigns](http://www.etsy.com/shop/dawkinsdoggydesigns)

[www.facebook.com/dawkinsdoggydesigns](http://www.facebook.com/dawkinsdoggydesigns)

BY ELIZABETH SPEAK

**M**y name is Liz and my boxer Dawkins gave me the inspiration to create customized doggie items. The name of my little business

is Dawkins' Doggy Designs. I have had my own etsy store for about two years now. I sell bandanas, bow ties, neckties, fleece coats, costumes, crate covers, and rope leashes. Each item is fully customizable! Customers can add embroidered names, monograms, choose fabric patterns, and order specific sizes based on dimensions! Every purchase includes a free treat or hand-made dog toy. I take a lot of

My Models: Dawkins and her sister Kali.

pride in my work and really enjoy doing it. My next step is to do craft fairs or events where I can rent a vendor space. Items can be found at [www.etsy.com/shop/dawkinsdoggydesigns](http://www.etsy.com/shop/dawkinsdoggydesigns) or [www.facebook.com/dawkinsdoggydesigns](http://www.facebook.com/dawkinsdoggydesigns).

*Elizabeth Speak is a Campaign Analyst, Communications Media, Inc. (CMI), 4300 Haddonfield Road, Pennsauken Township, NJ 08109. She can be reached at 215-568-5944 or [espeak@cmimedia.com](mailto:espeak@cmimedia.com).*

## FIT TO BE FRAMED

[www.fittobeframed.com](http://www.fittobeframed.com)

BY DOMINICK CIRILLI

I've had a custom framing side business for over 20 years. It's spread through word of mouth. I've never really advertised. However, I did put a website together.

Why Fit to Be Framed? Trying to convey your vision to a professional framer can be hard at times. With our In-Home/In-Office consultation, the frame shop comes to you. In addition to custom framing, what sets me apart is the personal touch. Through an in-home consultation, we can help you achieve the best solution for your artwork right in the environment in which it will be displayed.

Other reasons to consider an in-home consultation:

- You may have a collection of art that should be framed at the same time
- Your art may be too large or too delicate to transport
- You may be unable to travel or too busy to visit a frame store

Fit to Be Framed offers custom framing ranging from simple to high-end pieces: Awards, Wedding Memories, Mementos, Sports Memorabilia, Posters, Artwork, Needlepoint, Jerseys, etc.

*Dominick Cirilli is Creative Director, CM&N Advertising, 320 East Main Street, Somerville, NJ 08876. He can be reached at 908-722-8000, ext. 109 (o), 732-735-8014 (c), or [dcirilli@cmn-adv.com](mailto:dcirilli@cmn-adv.com).*



## ASPEN TEA COMPANY

[www.aspen-tea.com](http://www.aspen-tea.com)

BY TERRY NUGENT

**M**y fiancé, Anya Friday, has a company called Aspen Tea Company. She offers nutritious, delicious tea for you and me. They're kosher, non-GMO, and made with 100% Certified Organic leaves, roots, berries,

flowers, and spices. There are six delicious flavors in all – Prophet's Peace, Green Healer, Six Bears' Harvest, Snow White Mountain, Old Woodsman's Morning, and Rocky Mountain Chai. A blend of organic spices and ingredients from around the world are combined to create these unique, gourmet tea recipes.

Aspen Teas make ideal holiday gifts for friends, colleagues, clients, and countrymen. With an expanded line of products in the making, Aspen Teas will be offering Tea Chests and Gift Baskets for the holidays.

For more information or to place an order, go to [www.aspen-tea.com](http://www.aspen-tea.com).

*Terry Nugent is Director of Publishing and Association Development, mms, Inc., 935 National Parkway, Suite 93510, Schaumburg, IL 60173-5150. He can be reached at 630-477-1553 or [t-nugent@mmslists.com](mailto:t-nugent@mmslists.com).*



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# Holiday Photo Contest

Enter by clicking "Contests/Polls" on our website, [www.HMExchange.com](http://www.HMExchange.com)

Can you match the baby with the adult? Select the number next to the baby photo that matches up with the 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, 2016, at [www.HMExchange.com/contests.html](http://www.HMExchange.com/contests.html). Good luck!



1



2



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10



Natalie Dubbs  
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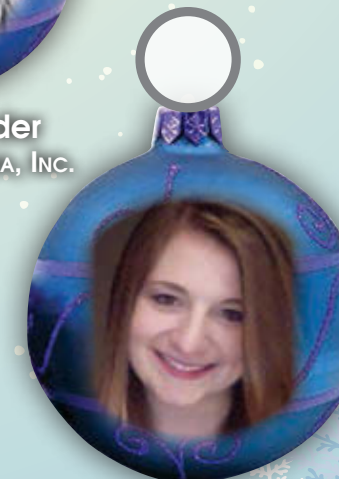
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Kelli Bishop  
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Morgan Moerder  
COMMUNICATIONS MEDIA, INC.  
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Deanna DeWitt  
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Anne Beck  
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Lauren Hopfan  
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Kevin Bolum  
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# PHARMAPALOOZA 8

## A HEALTHY DOSE OF ROCK

### A Night of Fun and Celebration for the Benefit of Children

Hosted by the CDM Group

Unless you were at Pharmapalooza 8 on November 5, 2015, you've probably never seen a man in a cow costume sing a spirited rendition of "Moos Like Jagger." Thanks to The CDM Group and the pharmaceutical advertising industry, the main stage at B.B. King Blues Club & Grill was filled with these moments as everyone got together for a healthy dose of rock in support of The Children's Hospital at Montefiore (CHAM).

For the 8<sup>th</sup> year in a row, The CDM Group brought industry friends and colleagues together to raise money for the Creative Arts Therapy Program at CHAM. Pharmapalooza grew from the agency's commitment to CHAM and the Phoebe H. Stein Child Life Program. It has now raised almost \$800,000 over the past eight years. Pharmapalooza 8 alone raised over \$96,000 with the help of 600 dedicated supporters, musicians, and fans.

This year's first-place winner was Pharmapalooza newcomer Saatchi & Saatchi Wellness with a rousing performance by their band, "The Saatchi & Saatchi Wailers." CDMiConnect grabbed 2<sup>nd</sup> place with their modern country twist as "County Fair Balance," and last year's 3<sup>rd</sup> place winner, AbelsonTaylor (hailing from Chicago), held steady in 3<sup>rd</sup> this year with a great performance as "Hard to Swallow."

While Pharmapalooza is undeniably an annual night of revelry and celebration for the pharmaceutical advertising industry, this year was special. For the first time, the true beneficiaries of this night of music – the kids of CHAM – were the stars of the event's campaign. Thanks to a fun-filled photo shoot at CHAM with patients and families, this year's materials showcased unique photos and artwork for each of the inspiring CHAM rock stars. As one young patient explained, "Playing guitar helps me forget about the pain in my body." This year's campaign is a testament to the importance of art and music to the healing process for these young patients.



Pharmapalooza's tradition and success continues to prove the power of an industry to rally behind a collective belief and truly make a difference.

For information on Pharmapalooza and how you can help continue to support CHAM and its wonderful programs, please contact [Pharmapalooza@cdmny.com](mailto:Pharmapalooza@cdmny.com).

For more information, go to [pharmapalooza.org](http://pharmapalooza.org).

No matter how they read it,  
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**References:** 1. Kantar Media, Medical/Surgical Study, June 2015, Primary Care. 2. Kantar Media, Website Usage and Qualitative Evaluations, June 2015, Family Medicine. 3. Membership data on file: American Academy of Family Physicians.



AMERICAN ACADEMY OF  
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## PERSONAL EXCHANGE

# Sara Loughran

**Birthplace:** Philadelphia, PA

**Marital Status:** Married

**Children:** Two Daughters, Ava is 4 and Madison is 2

**Occupation:** VP, Associate Director of Multichannel Media

**Years in Industry:** 13

**College:** Penn State University

**Personal Motto, Mantra, or Favorite Quote:** "Expect the Unexpected."

### What is the biggest obstacle you have overcome?

Learning how to walk again. I fractured my pelvis in a car accident in college, which left me bedridden for several weeks. I had to take the semester off and was disappointed that I would not be able to graduate on time with my friends. One would think that learning how to walk again was a physical feat, but mental strength played a huge part. The pain and determination was nothing I could have ever imagined, but I fought through it, and was up on my feet again in three months. Through summer courses, I was able to graduate college in four years.

### Do you have any pets?

I did not have my first pet until I was 22. I finally broke my parents down and talked them into getting a dog (Yorkie). Then I moved out of the house a few months later. I do have a Yorkie of my own now. She is seven years old and her name is Mildred, or Milly, for short.

### If you could do a guest role on a TV show, which one would it be?

I'll admit it...I love reality TV. Not enough to go on most of the crazy shows out there, but I definitely watch just about everything. One reality show I would love to be on is *Big Brother* (I'm sure most people have never heard of this show or aren't willing to admit it!).

### How do you stay fit?

I haven't seen the inside of a gym in five years. I am constantly running after my two kids, so I suppose that's how I stay "fit."

### How did you get started in the industry?

I think I am one of the few that A) knew what media planning was and B) knew that's what I wanted to do well before I graduated college. I majored in Advertising and loved my Media Planning course, which led me to a media planning internship at a healthcare agency, and the rest is history.

### What is your most embarrassing moment?

See above question about wanting to be on *Big Brother*.

### What three adjectives best describe you?

Determined, Organized, Impatient.

### What is your favorite movie?

My husband always says I have the oddest collection of movies, and it is true - classic movies are not necessarily my favorite and I usually can't watch a movie more than once or twice. My DVD collection includes such cinematic masterpieces as *A League of Their Own*, *The Village*, and *Rush Hour 2* (not 1, just 2).

### What one little thing always makes you happy?

There's nothing like a fresh manicure/pedicure to pick you up ☺.

### What is your pet peeve?

Unfortunately, I have many, but one is top of mind because I just had my girls' birthday parties. I don't understand why people wait until the last possible day to RSVP, or even worse, don't even respond at all!

### What was the best present you ever received?

On my 31st birthday, I found out I was pregnant with my second daughter.

### What is one thing you can't live without?

My hair straightener. There are very few people who have seen my hair au naturel, and it will definitely stay that way!

### What do you know for sure?

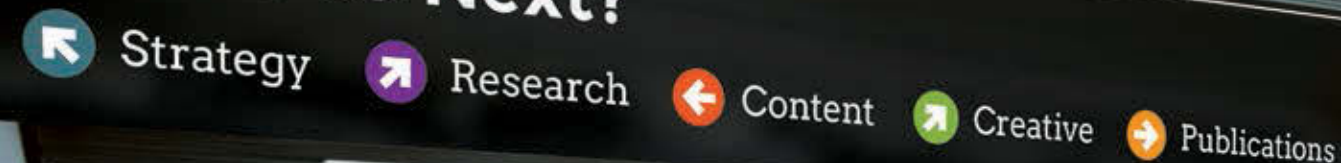
Motherhood is a unique experience. No matter what advice your family, friends, or strangers in the store like to give you, it probably won't pertain to you. There is no advice, book, DVD, class in the world that could ever prepare you for the most challenging, rewarding experience of your lifetime.

### What is your favorite vacation spot?

If you had asked me this question five years ago, I probably would have given you an elaborate day-by-day itinerary of somewhere on an island with all-inclusive beverages and food. Now, I'll take sleeping "in" until 8 a.m. as a vacation!

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# Holiday Cheer

## Joy to the World

BY TERRY NUGENT

I came across this quote on the December 2014 page of my old-school wall calendar:

*True happiness comes from the joy of deeds well done, the zest of creating things new* – St. Nicholas

Not having fact-checked this, I presume there is an actual St. Nicholas abiding still in the Roman Catholic pantheon (not something you can take for granted – ask St. Christopher and the Acme Medal company, which lost a top-seller to a Vatican saintly RIF).

But back to the point of this little holiday essay: that quote resonated with me. I remember as a child (yes, I was young once) the anticipation of Christmas, visions of the presents that would await me under the tree. As I aged, the holiday became less and less exciting, until finally it became little more than a shopping chore.

But old St. Nick has posthumously restored the joy in the holiday season. Those of us who have become...shall we say "mature" (to say the least), come to realize that true happiness does not come from gift-wrapped presents, but rather in good deeds well done, creative projects completed, value added, accomplishments made.

This is particularly true for healthcare marketers. To create an engaging promotion, or media solution that delivers it to its intended audience, and thus to help ensure that patients live to see more holidays...these are a few of our favorite things.

We are grateful for the gifts of creativity and wisdom that enable us to communicate the benefits of the bounteous fruits of our industry to the prescribers who give these gifts to their patients, and the patients who delight in finding them under the healthcare tree.

So this holiday season, let us celebrate with the joy of deeds well done and zest of things created anew, the innovations of the research-based pharmaceutical industry that has given so many holidays to so many people around the world by marketing St. Nicks like you and me.

In the words of the elfin Paul Simon, "These are the days of miracle and wonder." Our mission as healthcare marketers is to make sure the light of these wonders is not hidden under a proverbial bushel basket by going forth and teaching all nations so that the flame of knowledge shall truly light the world.

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