

**Next Month:
Humanitarian Recognition**

Healthcare Marketer's

exchange

"Where Healthcare Marketers Connect"

Vol. 34, No. 3
APRIL 2025

Celebrating Life

Samer Atherah
Guideline Central

Amy Carlolano
Greater Than One

KC Dickerson
Accenture

Lynn Gale
OptimizeRx

Heather Klose
SSCG Media Group

Roxana Mihaela Muniz
Healthlink Dimensions

Adam Sansolo
JAMA Network

Aaron Wattenberg
Haymarket Media, Inc.

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*Source: Medical/Surgical Media Measurement, 2024, Table 402 Average Issue Readers and Average Page Exposures.

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Dear Healthcare Marketer,

As Spring begins, the days lengthen, and there are signs of new life popping up all over, April seems like a fitting month for our Celebrating Life and Self-Expression theme.

If you know me, you know I believe in celebrating life to the fullest! Lately, I've been reflecting on the places I want to go and the experiences I want to embrace. To be honest, I've felt a little anxious – maybe it's time to map out a five-year plan filled with travel and new adventures.

Two incredible groups I'm part of have been a huge source of inspiration. The Pickleball Ladies always find ways to celebrate. And, despite my bad knees keeping me off the court, they welcome me into their lively social scene. From monthly birthday gatherings and book clubs to happy hours and theater outings, they bring joy into everyday life. This year, we're even planning a trip together!

Then there's my Facebook meetup group for women over 50, which has opened my eyes to so many new possibilities. These women are constantly organizing events, taking on meaningful causes, and truly seizing the day. Many are retired, giving me a glimpse into the future. I must say, it looks exciting. As I take inspiration from these communities, I'm reminded that life is meant to be embraced, no matter what stage we're in.

This issue reflects that spirit, filled with stories of resilience, passion, and the pursuit of dreams. I was especially moved by the words of **Samer Atherah** (Guideline Central), who beautifully captures the essence of resilience, "I have learned to take life as it comes – to process, to let go, and to move forward with an open and grateful heart." The stories in this issue echo that sentiment in so many ways. The authors have shared personal journeys of strength, perseverance, and the pursuit of their dreams. Their experiences remind us that even in difficult times, there is hope, kindness, and an unshakable human spirit.

I am happy to celebrate with **Adam Sansolo** (JAMA Network) as he shares how genetic testing led to a diagnosis of Lynch Syndrome that resulted in early detection of and recovery from cancer. **Lynn Gale** (OptimizeRx) tells of her triumphant journey to better health and how she's paying this forward so others can experience transformation too. **KC Dickerson** (Accenture) brings us through her harrowing experience racing against the encroaching LA fires...now she's giving back.

On the creative expression front, **Amy Cartolano** (Greater Than One) shares her delight in performing and designing and their positive impact on her day-to-day work as a media planner. **Aaron Wattenberg** (Haymarket Media, Inc.) made lemonade out of lemons (or pizza out of flour!) during the pandemic and channeled his love of cooking into perfecting pizza recipes. They sound amazing! When it comes to cultivating your passion, SSCG Media Group's **Heather Klose – aka, the Tchotchke Queen** – proves that if you pursue the things you love one step at a time, those steps add up. And, thanks to **Roxana Mihaela Muniz** for giving us a glimpse of the things she celebrates in life and more in this month's *Personal Exchange*.

As you read this issue, I hope you find inspiration in these stories. May they inspire you to celebrate life, plan your own adventures, and find joy in the journey ahead.

Here's to celebrating life,

Nancy



PARTICIPATE IN ONE OF OUR UPCOMING ISSUES!

Digital Trends

Just Tell Us In A Few Paragraphs About One Or More:

- Favorite binge-worthy series, movie, or documentary on Netflix, Hulu, Amazon, YouTube, etc.
- Apps that make your life easier and how
- Online groups you belong to – health, hobbies, book groups
- AI advances and use, personally and professionally
- Favorite websites and podcasts and why
- Tech gadgets, social media connections and experiences

Take our Digital Trends Survey! <http://hmexchange.com/contests.html>



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July and August

TRAVEL AND LEISURE ISSUES

Share with us your favorite:

- Day trips • Vacations • Hiking • Biking • Beaches • Ideal days and stays • Restaurants • Bars • Resorts • Romantic trips • Travel mishaps

Tell Us Your Tips for Finding Deals and Trip Planning!

*Winner chosen by a random drawing of all participants.

Send your submissions to Nancy at NALeonard@HMExchange.com or call 973-420-1192 to discuss.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

Area 23, an IPG Health Company, has announced the appointment of **Michael Doring** as Associate Director, Engagement Strategy. He can be reached at mike.doring@gmail.com.

AstraZeneca has announced the appointment of **Lindsy Baltz** as Associate Director, Specialized Roles.

Biolumina has announced the appointments of **Nicole Grossi** as Group Project Manager and **Grace Geib** as Account Supervisor.

Calcium+Company has announced the appointment of **Kein Ziemkiewicz** as Senior Vice President, Group Creative Director.

CMI Media Group has announced the following appointments: **Ryan Curran** as Senior Analyst, Paid Social; **Emily Nelson** as Associate Director, Engagement Strategy; **Priscilla Segnini** as Associate Director, Paid Social; **Craig Zirpolo** as Analyst, Paid Social; **Mike Scaringelli** (miscaringelli@cmimediagroup.com) as Director, Engagement Strategy; **Billy Kroupa** (bkroupa@cmimediagroup.com) as Senior Analyst, Programmatic; **Steven Hyde** as Associate Director, SEM; **Scotty Scaricamazza** as Senior Engagement Planner. Promoted at the company were: **Nicole Sciorilli** (nsciorilli@cmimediagroup.com) to Supervisor, Engagement Planning; **Ashley Mohr** to Director of Engagement Strategy; **Caroline Knotts** to Analyst, Paid Social; **Jessica Freeswick** and **Valentina Vavlas** to Engagement Planners; **Brady Wassel** to Senior Analyst, Paid Social; **Caroline McHugh** to Senior Engagement Planner; **Elyse Lenhardt** to Senior Analyst, Client Finance; **Stephanie Jablonski** (sjablonski@cmimediagroup.com) to Associate Director, Business Insights; and **Sarah Yung** (syung@cmimediagroup.com) to Manager, People Experience, for **CMI Media Group** and **Compas**.

ConnectiveRX has announced the appointment of **Laura Incitti Blair** as Chief Commercial Officer.

Doceree has announced the appointments of **Ritesh Patel** (Ritesh.Patel@doceree.com) as Chief Growth Officer and **Katie McChesney** as Director, Customer Success.

Eversana Intouch has announced the appointment of **Leah Zlatnik** as Vice President, Client Services.

Fingerpaint Group has announced the appointments of **Brett Fischer** (brett.fischer@verizon.net) as Senior Vice President, Creative Director, **Jonathan Romeo** as Executive Vice President, Engagement Strategy, and **Carolyn Clark** as Vice President, Group Account Director.

Formedics has announced the appointment of **Vincent Muehter** as President. He can be reached at Vincent.Muehter@formedics.com.

GlaxoSmithKline has announced the appointment of **Dan Metzgar** as Senior Manager, Patient Marketing, U.S. Oncology, and **Jennifer Ghith** as Senior Director, Channel Integration and Innovation Lead in Global Scientific Communications.

Havas Life Chelsea has announced the appointments of **Panos Talianos** (talianosp@gmail.com) as Director of Project Management and **Kelly O'Brien** as Account Group Supervisor.

Havas Lynx New York has announced the appointment of **Brent Meyer** as Senior Account Executive. He can be reached at brentmeyer81@gmail.com.

HealixGlobal has announced the appointment of **Alexandra (Ally) Meitner** as Associate Director, Communications Design. She can be reached at [ally.meitner@healixglobal.com](mailto:meitner@healixglobal.com).

HealthLink Dimensions has announced the appointment of **Roxana Muniz** as Senior Director, Sales and Partnerships. She can be reached at Rmuniz@healthlinkdimensions.com.

IPG Health has announced the promotion of **Jack Vance** to Chief Data and Activation Officer. He can be reached at jack.vance@ipghealth.com.

IPG Mediabrands has announced the appointment of **Ruben Ramirez** as Associate Director, Communications Design. He can be reached at Ruben.Ramirez@mbww.com.

MedThink, Inc., has announced the promotion of **Mary Browning** to Director, Media Strategy.

MINDS + ASSEMBLY has announced the appointment of **Christie Sugrue Volke** as Senior Vice President, Media Director. She can be reached at Christie.volke@mna.com.

NEON, an IPG Health Company, has announced the appointment of **Melissa Mitchell** as Editorial Manager.

Novo Nordisk has announced the appointment of **Carly Bentley** as Omnichannel Orchestration Therapeutic Area Lead.

Ogilvy has announced the appointment of **Michael DiSalvo** as Managing Director, Head of Public Relations, Social, and Influence, Health.

Organon has announced the appointment of **Ryan Billings** as Head, U.S. Dermatology Marketing.

Pfizer has announced the appointments of **Patrizia Cavazzoni, M.D.**, as Chief Medical Officer and Executive Vice President, **Jeffrey Legos** as Chief Oncology Officer, and **Zerimar Carter** as Consumer Marketing Seconded, U.S. Oncology.

Publicis Health Media has announced the appointments of **Emily Harton** as Associate Director, Paid Social, and **Emily Freirich** as Associate Director, Strategy. They can be reached at Emily.harton@publicishealthmedia.com and Emily.freirich@publicis.com, respectively.

Razorfish Health has announced the appointment of **Greg Hayes** as Group Vice President, Media.

Regeneron has announced the appointment of **Katie Sutherland** as Director, Dermatology Consumer Marketing.

RevHealth has announced the promotion of **Astha Parikh, PharmD, RPh**, to Account Supervisor. She can be reached at aparikh1112@gmail.com.

Saatchi & Saatchi Wellness has announced the appointment of **Coriann Cafiero** as Group Account Supervisor.

Solve(d), an IPG Health Company, has announced the appointment of **Dana Haltiwanger** as Associate Media Director.

SSCG Media Group has announced the appointment of **Amy Winters** as Group Supervisor, Media. She can be reached at awinters@sscgmedia.com.

Swoop has announced the appointment of **Nicole DeCeglie** as Data Ops Account Manager. She can be reached at Nicole.deceglie@swoop.com.

TBWA/Worldhealth has announced the appointment of **Gabriella Tangredi** as Senior Vice President, Group Account Director, and **Cory Watkinson** as Executive Director, Client Services.

TriStar has announced the appointment of **David Horowitz** as Vice President of Sales and Strategic Growth. He can be reached at DHorowitz@tristarpub.com.

Verona Pharma has announced the appointment of **Caryn Cheek** as Product Manager of HCP Marketing.

Vivo Agency has announced the appointment of **Jessica (Rice) Boden** as President.

Wildtype Health has announced the appointment of **Melissa Moen** as Senior Vice President, Group Account Supervisor. She can be reached at melissamoen@gmail.com.

NEW & NOTEWORTHY

awards • mergers • approvals

AbbVie has received U.S. FDA approval of EMBLAVEO™ (aztreonam and avibactam) as the first and only fixed-dose, intravenous, monobactam/B-lactamase inhibitor combination antibiotic. It is approved in combination with metronidazole for patients 18 years and older who have limited or no alternative options for the treatment of complicated intra-abdominal infections (cIAI).

Axsome Therapeutics has received U.S. FDA approval of Symbravo (meloxicam and rizatriptan) for the acute treatment of migraine with or without aura in adults.

Flex Marketing Group, a new agency catering to pharmaceutical, biotech, medtech, and health tech clients, has been launched by former leaders from **Inizio Evoke**. The independent agency is built around core principles of flexibility and adaptability, which will allow the agency to offer greater speed, innovation, and effectiveness to its clients.

Medtronic has received U.S. FDA approval for its adaptive, closed-loop neurostimulation approach to treating the motor symptoms that come with Parkinson's disease. The company said its U.S. rollout represents the largest-ever commercial launch of a brain-computer interface technology, with **Medtronic's BrainSense** platform reading changes in a patient's neural activity in real-time and then adjusting therapy to suit.

Novartis has acquired **Anthos Therapeutics**, a biopharma firm majority-owned by **Blackstone's** (BX.N) drug development unit to boost its cardiovascular business.

2025
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THE ART OF EXPRESSION Embracing my Creativity

BY AMY CARTOLANO

From the moment I stepped onto the stage at the age of seven, I knew performing would be a lifelong love.

There's nothing like the thrill of basking in the warmth of a spotlight, stepping into a different world, and letting the energy of the audience fuel me. Growing up, I made it my mission to participate in a show once a year, if not more (popular credits include *Les Misérables*, *Footloose*, *Mamma Mia*, and *Grease*, to name a few!).



Kicking off my love for performing in *Footloose!*

PERFORMANCE IMPACT

Performing has shaped who I am in more ways than I can count. Learning choreography and harmonies under pressure and time constraints has trained me to adapt quickly and think on my feet – a skill that translates seamlessly into my career. The discipline of rehearsing for weeks towards an end goal mirrors the work I do today, where planning and execution work to create successful media plans. Just as a show must go on despite hiccups, working in a



Bringing Eponine's story to life in *Les Misérables*.

fast-paced industry has also taught me how to pivot when needed while simultaneously keeping that end goal in sight.

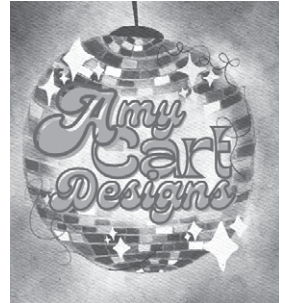
ALL-ENCOMPASSING ART

But my love for the arts doesn't stop at performing! Theater introduced me to the behind-the-scenes magic as well, the details that bring a production to life. From costume design to set building, publicity, and social media management, I jumped at every opportunity to contribute. If there was a way to give back to the craft that shaped me, I was all in. These experiences didn't just deepen my appreciation for the visual aspects of performance, but they also sparked my second passion: design.

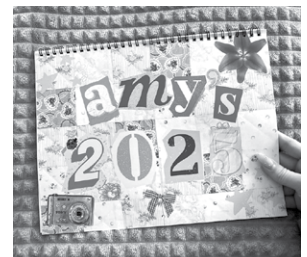
In college, I explored design by minoring in New Media and Digital Design, where I discovered the joy in creating digital art. From Adobe Suite to Procreate to Canva, these digital tools became my playground, allowing me to design everything from social media graphics to calendars (one of which went viral and became a bestseller on Etsy!). There's something incredibly rewarding about crafting a visual experience that enhances someone's space, just like a great costume or set elevates a performance.

PERFORMING BECKONS

Design and performing may seem like separate worlds, but for me, they are two sides of the same coin. Both allow me to express myself, tell stories, and create something that resonates with others. Whether it's the rush of hit-



A logo for my design world, created in Procreate.



My 2025 calendar design that unexpectedly went viral!



A graphic design project inspired by my love for Rome.

(Continued on page 7)

Celebrating Life



The Art of Expression *(Continued from page 6)*

ting the final dance pose on stage or the satisfaction of seeing a design come to life, I truly feel alive in my creative worlds.

I know my journey with theater isn't over – far from it. The thrill of performing is something I can never truly leave behind. To this day, I keep that passion alive by taking dance classes, practicing my tap dancing, and embracing any chance to sing. Whether it's belting out a song in the car, recording videos just for fun, or harmonizing



Nothing beats the feeling of singing under the lights!

in a group, music remains an essential part of who I am. One of my next dreams is to perform at a jazz club or take part in a cabaret in New York City. Standing under warm lights, microphone in hand, it's always a vision that keeps me inspired.

For me, celebrating life and self-expression means fully embracing every facet of my creativity. Whether I'm under a spotlight or behind a digital canvas, I am always creating, performing, and finding new ways to share my passions with the world. At their core, they are both forms of self-expression that make me feel most alive. No matter where my career and creative journey take me, one thing is certain. I will always find a way to create and inspire, and hope to bring a little more beauty into the world.

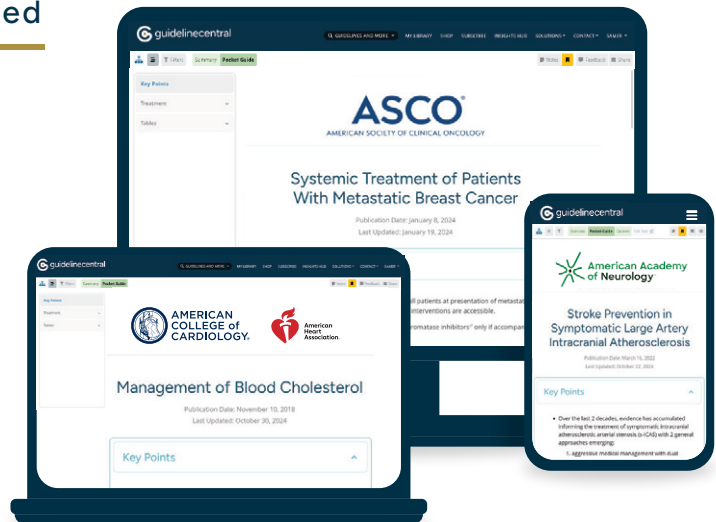


Amy Cartolano is Assistant Media Planner, Greater Than One. She can be reached at 929-999-7980 or acartolano@greaterthanone.com.

BUCK THE STATUS QUO

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Prioritize Prescriptions. Not Impressions

EXPRESSION OF LIFE

BY SAMER ATHERAH

I was born in Al Ain, UAE – an oasis in the desert, where my journey first began. From the golden sands of Abu Dhabi and Dubai to the vibrant streets of Beirut, the historic charm of Athens, and the rich cultures of Sana’a, Muscat, and Amman, my path has been one of constant discovery, adaptation, and growth. Now, on the sunny shores of Florida, I carry with me the essence of each city, each culture, and each encounter – each one leaving a lasting mark on my soul and shaping the person I am today.

I’ve learned that life isn’t a destination – it’s a rhythm, a flow, an ever-unfolding story. It’s in the small things: the warmth of the morning sun, the scent of freshly brewed coffee, the laughter of my boys. These moments remind me that gratitude isn’t just an act. It’s a way of seeing the world.

CHALLENGES AS STEPPING STONES

Life has thrown its fair share of challenges my way – navigating the demands of single parenthood, balancing personal and professional responsibilities, and shouldering the weight of being both a provider and a nurturer – but I’ve come to realize that struggles aren’t roadblocks. They’re stepping stones. Moving across different countries, starting over in unfamiliar places, and adapting to new ways of life wasn’t always easy. There were moments of exhaustion, self-doubt, and feeling like I had to be everything and everywhere at once. But each challenge strengthened my resilience and deepened my understanding of what truly matters. I’ve learned to take life as it comes – to process, to let go, and to move forward with an open and grateful heart.



Ruins of Petra, 2012.

VALUING AUTHENTICITY

In a world that often nudges us toward conformity, I’ve chosen authenticity. Traveling, meeting people from different walks of life, hearing their stories – all of it has reinforced the belief that true fulfillment comes from being unapologetically yourself. To me, authenticity means honoring my emotions,

speaking my truth, and making choices that align with my values, even when the easier path might be to simply follow the crowd. It means embracing both my strengths and my vulnerabilities, because they are what make me human.

HUMAN CONNECTION

One of the greatest gifts this journey has given me is the power of human connection. Some of the most profound moments in my life have been shaped by deep conversations, shared laughter, and even raw, unfiltered tears. I’ve come to cherish these connections, knowing that, no matter our backgrounds, we are all woven together by the same emotions, struggles, and dreams.

PROCESSING AND RECHARGING

Of course, life isn’t just about the highs – it comes with its lows, too. Over time, I’ve developed my own way of navigating challenges: process, release, and recharge. When hardship hits, I allow myself to feel – to sit with my emotions, understand them, and learn from them. I don’t believe in suppressing pain. I believe in facing it, understanding it, and then letting it go

– whether through writing, meditation, or heartfelt (sometimes heated) conversations with the people I trust most.

Recharging is just as important. Whether it’s a walk in nature, a creative DIY project, or cooking a simple, nourishing meal, these moments of solitude and self-care bring me back to center. They remind me that life isn’t meant to be lived on autopilot – it’s meant to be *felt*, to be experienced with intention.

So I choose to celebrate. Not just the milestones, but the small victories, the quiet moments, the in-between spaces where life truly happens. My journey across different continents and cultures has shown me that life’s richness isn’t in the grand gestures, but in the everyday magic we often overlook.

And with every sunrise, I remind myself: I am here. I am alive. I am grateful.

Because life isn’t just about existing – it’s about truly *living*.



Me and my boys, 2022.



Samer Atherah is Director of Marketing, Guideline Central. He can be reached at 407-702-9290 and satherah@guidelinecentral.com.



An LA Fire Experience

BY KC DICKERSON

At 3:00 p.m. on January 9, I finished my last conference call of the day – I work East Coast hours – and prepared for an afternoon of being on watch to see if the fires that had engulfed the Pacific Palisades were continuing to spread. I told my colleagues that I felt safe, but my car was packed and ready to go just in case. I knew the fiery inferno in Los Angeles was like no other, with colleagues having lost their homes just days before and my sister having evacuated her home in Sherman Oaks as a precaution. I felt safe at my home in Agoura Hills but also knew that the scale of this fire was unprecedented and moving quickly.

THE FAST-MOVING FIRE

At 3:02 p.m., my phone rang. My niece – watching the fire situation closely – was faster than the alert system set to tell us to evacuate that the phone company had set up. “Get out of the house,” she told me, “there is a fire near you!” “What are you talking about?” I asked calmly – as I went to look out the back window – to see a large plume of black smoke rising high into the sky – too high – and too close for my comfort. I got off the phone quickly – and started the anxiety-induced emergency routine I had practiced the night before – my protocol intended to take 10 minutes was now in action. Turn off the gas, close the windows, get my cats in their carrier, manually open the garage, close the garage (pinched my fingers, ouch!), and flee.

GETTING AWAY FROM DANGER

I was on the highway within four minutes. Hit the gas. Drive North. Nose running, coughing, eyes tearing – dialing hotels for a room, north of Oxnard. Running for what felt like my life – for a safe location for three to four nights. I was heading toward Santa Barbara – I didn’t know where – I just knew that I needed a place to stay until the threat of fire was over.

Hotel availability was impossible. Every room was disappearing as the agents were finding them. I called the Accenture emergency line – I explained – I am in the car – I need your help to find me a hotel, I need you to call every hotel between Oxnard and San Ynez and see if you can find occupancy for four nights for me and two cats. They were on it. I also called my mom who was dialing away. I kept driving. There were no rooms anywhere. I was prepared to drive as long as it took.

A FRIEND INDEED

Two hours later, I arrived in Santa Barbara, and called a former colleague there, desperate, who told me to come to her home. She moved me in with my cats without question and graciously took us into her home for six nights until the threat of the fires had passed. She comforted me through initial smoke-related sickness and stress.

THANKFUL FOR COMPANY SUPPORT

My company supported me through the initial days – first when they knew I was on the road – confirming I was safe – and knowing I needed to take a day off the first day after I arrived in Santa Barbara. They provided me with Natural Disaster days to use for the time off so that I wouldn’t have to use my PTO for my time out of office, and they also checked in on me to see if I had found a hotel – offering to offset the costs. (I didn’t need it – but appreciated the offer.) They offered Mental Health support and a listening session understanding the stress and trauma of a simple evacuation. This past week, I participated in a company-sponsored volunteer opportunity in the city for those who did lose their homes.

I’m one of the lucky people who did not lose my home – I evacuated for six days – and returned to some items to clean up. It was stressful – but it’s not lost on me

that it’s worse for the 30,000+ Angelenos who no longer have anything left. They need permanent housing. They need beds. Sheets. Pillows. Deep mental health support. Medications. Passports and birth certificates. Their children need books, clothing, and toys. They need shoes, and socks, and underpants, and sanitary supplies. They need healthy food and kitchens to cook in and cooking utensils. They need pet food. They need government support – and quickly. I encourage those who can to give time and donate resources to help Los Angeles rebuild.

Los Angeles is resilient. But we must be resilient together.

If you’re looking for ways to donate or volunteer, check out this article. <https://www.cnet.com/news/los-angeles-fires-donations-relief-efforts-and-how-to-help-fire-victims>



Volunteering with Team Accenture to support those impacted by the fires with Dream Center LA.



KC Dickerson is Executive Vice President, Head of Engagement, Accenture. She can be reached at Karin.dickerson@accenture.com.

My Quest for Perfecting Homemade Pizza

BY AARON WATTENBERG

I've always had a passion for cooking. So, when COVID kept us home and limited our activities, it wasn't entirely surprising that I turned to pizza as a hobby I could pour into. As I experimented, trying different methods, tools, and combinations of flavors, pizza-making became a fun way to express my creativity and even celebrate life with friends and family.

If you surveyed 100 people (*Family Feud* style) and asked what is their favorite food, I'd imagine pizza would be the Number One answer. The simplicity of crushed tomato, mozzarella and Parmesan cheeses, olive oil, basil, and a perfectly baked crust makes this my favorite food of all time. I can eat pizza at any time of the day, at any temperature, and any style.

MY COVID HOBBY

During COVID, many people started a new hobby or focused on a method of self-improvement and, ultimately, self-expression. I ordered an Ooni Pro Home Pizza Oven. Then, I started digging into hours of YouTube videos on how to make your own dough and how to create a great pizza sauce. I researched the equipment you need to launch your pizza into the oven, turn it for even cooking, and something to hold a wide range of toppings at your creative disposal.

THE DOUGH

What I first discovered was that making pizza dough is so easy. The ingredients are simple – water, flour, yeast, and salt. You can add things like olive oil, sugar, or honey, but for the traditional Neapolitan-style dough, you just need those first four. I use a 00 flour, but you can use all-purpose flour, bread flour, or a combination of any. Ooni has a free app that features a dough calculator to help you get the right balance. When I first started, I made a dry dough, which was much easier to work with. Now, I use a higher water percentage, which makes for a lighter dough, and gives you those great air pockets in the crust. The more you make it, the easier it gets, and you can adjust to your preference.

THE SAUCE

Again, I feel like simple is the best, and that's the case with the pizza sauce as well. I take one can of whole peeled San Marzano tomatoes, and put them in a bowl, with a couple pinches of salt, some olive oil (is two drizzles a measurement?), two crushed garlic cloves, and a handful of fresh basil. I use a hand blender to blend it pretty thin,

but you could leave it chunkier based on your preference. That's it!

ASSEMBLING

To assemble my traditional Margherita pizza, I stretch my dough and place it on a floured (traditional AND semolina) wooden pizza peel, which is a paddle-like tool for getting the pizza in the oven. Then, I add my sauce, spread a thin layer of Parmesan or Pecorino Romano cheese. After

that, I'll include paper thin slices of a slicing mozzarella cheese (Boar's Head, etc.) and then tear some fresh mozzarella and place evenly around the pie (don't go overboard). Finally, one more drizzle of olive oil.

IT'S IN THE TIMING

Launching the pizza takes some skill and a lot of practice. I've torn the bottom of the dough and ended up with a pile of sauce and cheese burning on the pizza stone a few times, but after a few throw-aways (or fold-over calzones), I've gotten pretty good at it. My oven uses coal and wood, which I really enjoy as it allows me to adjust the flames and temperature to get it really hot right before I slide in

the pizza. The oven gets up to 900°F degrees, so pizzas can literally cook in 90 seconds. Move quickly and turn the pie after the first 20-30 seconds to prevent burning the edges. Once you take the pie out, give it 30 seconds to rest before adding some basil leaves, and you're ready to cut and eat!

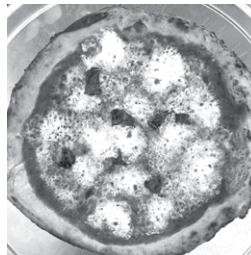
We love inviting friends and family for pizza night, especially during the spring and summer. My kids jump into the action, creating pizzas with their favorite toppings. Ellie keeps hers simple with plain or Margherita, while Matthew goes with chicken cutlet, pepperoni, peppers, onions, and hot honey! I've created a house specialty that everyone loves – No sauce, mozzarella cheese, onions, portabella mushrooms, truffle burrata, truffle salt, and a drizzle of truffle oil when it comes out of the oven. Decadent and amazingly tasty.

This new skill hasn't stopped me from visiting the local pizza shop, but when you put the time and effort into building a pizza from scratch, it tastes just a bit better.

First Pizza – Not a perfect circle and extra-charred crust.



Margherita Pizza.



Chicken Bruschetta.



House Special – Truffle Burrata.



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The Tchotchke Queen

BY HEATHER KLOSE

The *Tchotchke Queen* is what my closest friends affectionately call me. The nickname stems from my love and adoration for, you guessed it: tchotchkes. Think miniature figurines, tiny trinkets, and vintage furniture better suited for my grandparents' house than my own.

A LONG-STANDING PASSION

My addiction to vintage began in high school. As soon as I had my own money to spend, you could find me in every thrift store in the area. I opted to thrift my clothing as an early form of self-expression as I couldn't afford the latest trends my peers were sporting anyway. Whenever I could, I'd be scouring thrift racks for polyester dresses and wool knit sweaters one would presume belonged to the cast of the movie *9 to 5* instead of a teenage girl.

Once I touched down on campus at a very art-forward college, I couldn't wait to expand my affection for vintage by decorating my dorm with antique ephemera and art. After graduation, I moved to New York City with friends from school. There were five of us in an apartment and I paid under \$400 a month for the largest room. This was the biggest space of my own yet and it took me no time at all to start collecting vintage furniture and expanding my assortment of art and trinkets I kept from college. My roommates were baffled by how I managed to find space for an antique fainting sofa, armchair, and coffee table in my bedroom, while still having space for my record and book collection, not to mention a daybed and vanity at which I got ready every day. Vintage-everything became my identity and, bestowed by my friend group, I graciously accepted my new nickname.

MORE IN MAINE

That was about 15 years ago and I can say that my tchotchke collection has only grown since becoming a first-time homeowner. I'm more selective now about what I pick up on my thrift adventures but that doesn't mean I've slowed down any. In fact, since relocating to Maine two years ago, I've stumbled upon a community of vintage enthusiasts who share the same passion as I do for second-hand treasures.

Last January during our first bitter-cold Maine winter, my partner and I stumbled into a vintage market called

The Vault about a half-hour from our home. A carefully curated, monthly market of 20+ vintage vendors with a rotating theme is what we patronized that afternoon. To say I couldn't believe my eyes when we stepped foot inside would be an understatement. Each vendor created a unique shopping experience in a small 9'x10' booth, their spaces bursting with the love they had for what they do and the new life they were about to give to preloved vintage goods. I longed to be part of it, but I would spend the next year doubting whether I could ever do it on my own.

THE VAULT DEBUT

Fast-forward to today and I've established myself as a monthly vendor at The Vault. About one year after visiting the market, I had my debut as a vintage reseller at their January iteration. I still can't believe how quickly I pulled it all off. It was a whirlwind considering I introduced myself to the owner in early December, said yes to an open booth on New Year's Day, and had to be up and running by the first day of the market on January 25.

I worked tirelessly over the course of three weeks in preparation for my big debut but it was all worth it for the positive feedback I received from the owner, vendors, and shoppers alike! They loved what I did with my space. Many said I was a natural at this. It was a weekend of laughs and fun that I will never forget. When we closed the market on Sunday afternoon until the next month, I found myself counting down the days until the next vintage extravaganza.

I've learned so much already in my first few months of doing this, but one thing is obvious: I was meant to sling vintage goods. This is my passion, my calling. All of the years spent browsing thrift stores and carefully tiptoeing through antique shops has led me to this. I just had to wait for the perfect moment in time.



The Little Chartreuse Vintage booth at The Vault, hosted by Freckle Salvage Company in Winthrop, ME.



Heather Klose is Vice President, Group Supervisor, Multichannel Media, SSCG Media Group, An Omnicom Health Group Company. She can be reached at hklose@sscgmedia.com.

Knowledge Is Power MY CANCER JOURNEY

BY ADAM SANSOLO

In my head I knew it was a possibility, just a matter of time, but I didn't want to face that it would happen so soon. My father had a genetic marker called Lynch Syndrome, which we found out when he was elderly and went through genetic testing. When they found the marker, the doctors suggested my siblings and I get genetic testing as well because there is a 50/50 chance it can be passed down. I, of course, inherited Lynch Syndrome. But knowledge is power! So, I was a step ahead. I took that knowledge and used it.

INFORMED AND PROACTIVE

I spoke to friends, doctors, colleagues and began my journey to protect myself and be screened for any possible cancers that are linked to men and Lynch Syndrome. My dad had colon cancer twice so I was already getting colonoscopies at a young age because of this. The difference now is that I am being monitored yearly and have added endoscopies to the menu as well. Some close friends of mine told me that I need doctors who specialize in Lynch Syndrome and who understand what it entails. So I changed my doctors and found myself at Fox Chase Cancer Center in Philadelphia where the care, the understanding, the team work, and everything is second to none.

Since finding out I had Lynch Syndrome, I was advised that I needed to start seeing a urologist as well. For a few years, I was just going for yearly screenings of my kidneys. At the time, I was considered to be low risk so I was meeting with the PA/NP and had only met with the doctor once. My yearly routine consisted of bloodwork, an MRI, and X-rays. Afterwards, I would have a follow-up appointment and we would then discuss the findings.

DISCOVERING A MASS

But in the summer of 2024 that all changed. The appointment wasn't routine like it had been so many times before. I will never forget what my PA Elena said to me. "This is what we have been waiting for. This is why we have been watching you. We are ready for this and you will

be okay." They found a mass in my lower right kidney and it had changed. I was moved along quickly.

I came in to meet with my doctor who I hadn't seen in years, Dr. Alexander Kutikov. And although years had passed, he remembered me and treated me as if we were old friends, making me feel at ease and like it was going to be okay. You need this from your oncology team as you go

through this. The stress of it all is hard, don't let anyone fool you. The support of your family, friends, colleagues, your doctors, nurses – you need it all. I was told it was time even though the mass was thankfully still small. It had to come out. It didn't belong in my body any longer.

Unlike other cancers, you can't biopsy the kidney. So, we did more testing, more CT images with contrast, more bloodwork, and more X-rays. We also had to check my lungs by CT because that is where cancer can travel to. We dotted the i's and crossed the t's. Whatever the doctors and nurses said to do –

we were doing. We scheduled the surgery and the waiting period was probably the hardest part. I just wanted it over and done with. I wanted the cancer out of my body.

SURGERY

I was scheduled to have a partial nephrectomy. That meant they were going to remove a portion of my right kidney, leaving about two-thirds of it. They remove the mass, clear the margins, and take what they need. It's an incredible procedure they performed part robotically and part laparoscopically. I was left with five long incisions. I was going to be out of commission for eight to ten weeks, with no lifting, no exercise, no overexerting myself. Unlike other cancers, after the nephrectomy, that is all. You don't do chemotherapy or radiation. You just remove the cancer and move on.

THANKFUL TO BE RECOVERING

Of course I am being monitored by my team very closely. I am finally feeling like myself again. I just rejoined playing my weekly football games with friends and am enjoying walking the Asbury Park boardwalk with my wife,

(Continued on page 13)



Celebrating my daughter Montana's 16th birthday in Long Branch, NJ.



A Journey of Life and Health

BY LYNN GALE

To quote Dr. Seuss, “Oh, the Places You’ll Go!” This is so true for all of us. In 2018, a path presented itself to me for better health. In a short time, I found myself working with an amazing health program called Optavia. I lost weight, learned healthy habits, and was coached by an incredible woman, Kristin. That same year, I decided to pay it forward and become a coach for this awesome program that changed almost everything about me.

MAKING CONNECTIONS

A passion was born inside of me so fierce. I took my coaching business to Facebook and began building different and new relationships with family, friends, new friends, alumni from high school, you name it. I truly believe in the divine intersection of lives and, in 2021, a woman named Jenny reached out to me via Facebook Messenger.



Lynn and Jenny at the Optavia Convention 2023.

She was inspired by a post regarding weight loss and was interested to learn more. We had a wonderful discussion, talking about our lives as they led up to this very moment. It was joy, love, peace, purpose, all rolled up into one.

THE RIPPLE EFFECT

Jenny and I began to work together, and her transformation was and is still amazing to watch. Her weight loss is astounding (over 200 pounds). With her new confidence, she has moved to Florida, joined a local Republican party chapter, met and engaged with local and state officials, and, at last count, she has made about 100 new

friends in a very few short years. I coach Jenny every week as health is a journey, never a destination. Jenny further joined me on my coaching team, and we often talk about the ripple effect this has had on her family, friends, and clients as we are working to be “world changers.” Jenny and I finally met in-person for the first time at the 2023 Optavia Convention in Georgia. For three days, we glowed in the community of others who are also called in courage, connection, and purpose.

INTERSECTION GRATITUDE

As fate would have it, during the time Jenny and I spent in Georgia together, my health coach, Kristin, lost her battle with breast cancer.



Lynn and Kristin Celebrating Life in 2021.

Her celebration of life coincided with our time in Georgia. For those I was with at the convention who also knew Kristin, we raised a glass to this incredible fighter who brought me to this community. Without Kristin, Jenny and I would not have met, and a friendship never formed. I often look back to the intersections of life, who comes into our lives and why. It’s all a divine plan and I am ever so grateful I took this path and many others, too. So yes, Dr Seuss, “Oh, the Places You’ll Go!”



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Knowledge Is Power *(Continued from page 12)*

daughter, and our two dogs. I just had my first imaging scan since the surgery and got my first clean bill of health. I will have another in three months, but I am positive that I can live my life, move on, and just know with close monitoring and a great support system I will be okay! I can’t thank Dr. Kutikov and the Urology Oncology team at Fox Chase Cancer Center enough, as I know they are going to be my lifelong friends.

GET TESTED

I have learned through my journey that when it comes to certain kinds of cancer, genetic testing can be life-saving. So, in an effort to help others, my strongest suggestion

is get genetic testing. Then, if you find you have a marker that indicates the possibility of disease, you can be proactive and ready with information and an excellent, knowledgeable medical team just like I did if and when cancer is ever detected. You will have the power and knowledge to make the choice that’s right for you.



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Children: Allegra and Hudson

Job Title: Senior Director – Sales and Partnerships

Years in Industry: 25 years

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“Be kind, for everyone you meet is fighting a battle you know nothing about.”



WHAT IS YOUR MOST EMBARRASSING MOMENT?

16 years old talking back to my mom and her grabbing me back by my ponytail in front of my friends. Horrifying.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Passionate, Sensitive, Kind.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Be a better storyteller.

WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

I would buy a big house with a large porch for my parents and family to be together.

WHAT ONE THING WOULD YOU HAVE DONE DIFFERENTLY?

I would have followed my passions more than the money. I often wonder how life would have been different if I took a right at the fork rather than a left.

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

Go after your passions. Don't listen to anyone – follow what's in your heart. Don't let fear stop you from pursuing what lights the fire in your heart. Trust it will lead you on the right path!

WHAT ONE LITTLE THING ALWAYS MAKES YOU HAPPY, OTHER THAN YOUR FAMILY?

Nature!

CRAZIEST THING YOU'VE EVER DONE?

Went to Angel Falls in Venezuela and slept in the Amazon overnight in a hammock.

WHAT IS YOUR PET PEEVE?

People that say they are going to do something and not follow through. Bugs me every time!

WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

Birth of my twins.

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

Music, it gives me life. I love a lot of different types of music. Currently listening to Hermanos Gutierrez, FKJ, Kendrick Lamar, and Ozuna.

IF YOU COULD WORK DOING ANYTHING IN THE WORLD, REGARDLESS OF THE INCOME, WHAT WOULD YOU DO?

I would be a travel writer. Travel the world, take photos, eat all kinds of cuisines, and write all about it!

WHAT IS YOUR FAVORITE VACATION SPOT?

Key West. Island vibes, music on every corner, flip-flops everywhere, relaxed, and good food and drinks. It's the place for me.

WHAT ARE SOME THINGS ON YOUR WISH LIST WHEN YOU RETIRE?

Move to South Carolina, buy a home with a wraparound porch, oak trees, and Spanish moss in the front yard, laughing with my husband in the sun, watching our children thrive in their adult lives.

WHAT WAS YOUR FIRST JOB?

My first job was at 15 years old at the Willowbrook Mall, at a store called Canadians. It was a trendy clothing shop. I took the bus there alone. I was the youngest person there, but I always loved having money in my pocket from an early age.

DO YOU HAVE ANY PETS?

I do! I have a French bulldog named Charlie Muniz! He is white with blue eyes.

HOW DID YOU GET STARTED IN THE INDUSTRY?

My first job was in 2000, working as a Media Coordinator at Torre Lazur McCann, Parsippany, NJ. My boss was the marvelous Kathy Sullivan, who I still have a great relationship with to this day! We sat in one office together working on media plans. She taught me so much. We met with the reps in that same little office and this is how I was introduced into this wonderful industry I still get to enjoy.

WHAT IS THE BIGGEST OBSTACLE YOU HAVE OVERCOME?

Being a people-pleaser. I spent so many years making sure other people were happy and pleasing them, that I always put myself last. I was so depleted by the end of each day and anxious. I learned through the years, you need to take care of yourself first to be able to give to others. It is still a work in progress, but I've gotten much better through the years.



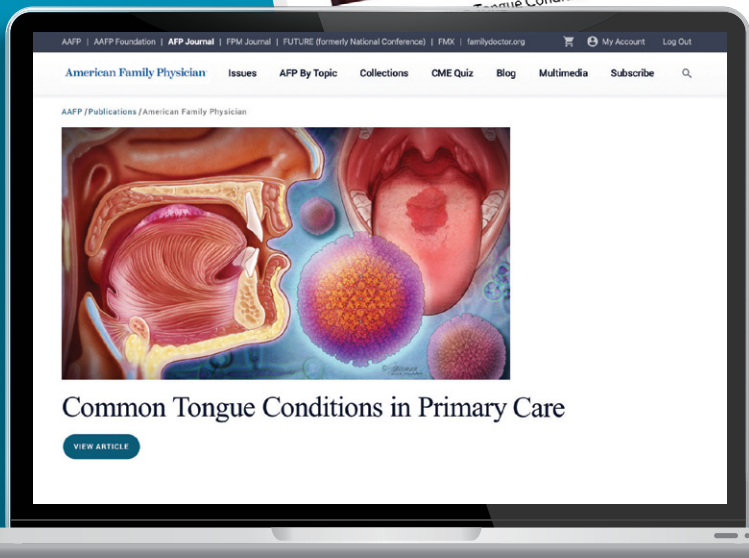
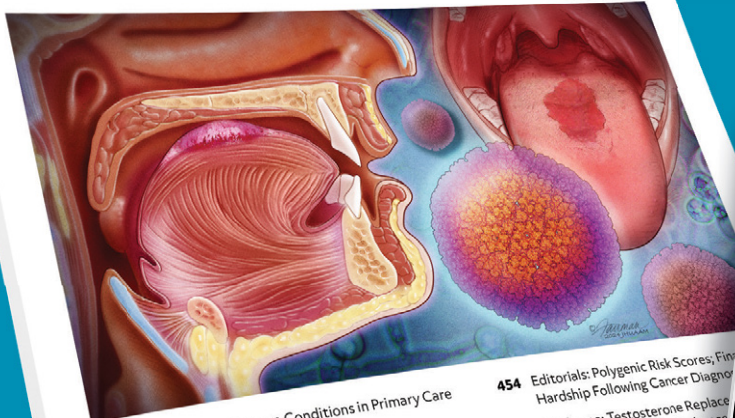
Family and me in Florida for a wedding, Summer 2024.

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American Family Physician®

November 2024

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- 533 FFIN's CI: Diet and Risk of
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