

Next Month:
Kids and Family

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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SUMMER ADVENTURES

Make Memories. Explore More. Live Well.

Tom Boyle
Real Chemistry

Pearson Brown
AbelsonTaylor Group

Diane Carpenteri
HealthCom Media and
Wolters Kluwer

David Elkins
eHealthcare Solutions

Krissy Gutowski
AMC Media Group

Kris Pearson
Publicis Health, CoLab

Nicole Woodland - De Van
Compas

PERSONAL EXCHANGE
Stacey McHugh
JAMA Network

The Summer List

The Beach House

The Next Chapter

just
one more
chapter
♥

EXPLORE
LOCAL

GOOD TIMES
GREAT BREWS



ASSOCIATION OF MEDICAL MEDIA

Connect. Educate. Better Outcomes.

Mark Your Calendar

Exciting Events Are On The Way...

SEPTEMBER

EDUCATIONAL FORUM

In person at CML, Philadelphia, September 17, 12:00PM – 2:00PM

OCTOBER

COMEDY RX

Gotham Comedy Club, New York City, Mid-October, Time TBD

609-297-2232

help@ammonline.org

Please visit:

<https://amm.memberclicks.net/calendar-of-events> for more information.

PUBLISHER

Nancy A. Leonard

P.O. Box 64

Verona, NJ 07044

973-420-1192

naleonard@HMEExchange.com

PRODUCTION MANAGER

Michele Astone

michele@HMEExchange.com

ART DIRECTOR (Ad Submissions)

James J. Ticchio

jim@directm.com

EDITOR (Editorial Submissions)

Elise Daly Parker

973-919-1067

editorial@HMEExchange.com

SOCIAL MEDIA COORDINATOR

Katie Leonard

katie@HMEExchange.com

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Dear Healthcare Marketer,

Summer is in full swing, and I've made it my mission to try new things and discover new places. My latest passion? Mah Jongg! I am completely addicted. I highly recommend it – not only does it keep your brain active, but it's also a wonderful social activity. My pickleball group of 15 has been learning together, thanks to our friend Joan, who has been incredibly patient in teaching us all.

Since my orthopedist told me pickleball is off-limits because of my knee, I've returned to golf – and I'm loving it again. I have been playing on some of New Jersey's wonderful public courses, met so many interesting people along the way, and even treated myself to a new set of clubs. They were definitely overdue! During one round last year, the club head of my old set flew right off on my drive. Apparently, club shafts dry out and don't last forever. It was quite the scene and gave everyone a good laugh!

Next up is a getaway to Saratoga Springs with my pickleball friends. We're looking forward to the races, fabulous restaurants, the casino, browsing all the wonderful shops, and taking in the beautiful views. I can't wait!

I've also joined a Water Zumba class, which has been a lot of fun. And I've been thoroughly enjoying the excitement of the World Cup, Wimbledon, and cheering on the Knicks. Sports have provided a welcome escape from the day-to-day stresses of the world. I've been reminded of just how much joy they can bring. Speaking of sports, kudos to all who organized Sports Day. What a great event!

In November, I will reach another exciting milestone. I'm turning 65. To celebrate, I'll be traveling to Nashville with my best friends from high school. It's hard to believe this chapter has arrived. I also never thought I'd hear myself say this, but...I can't wait to go on Medicare!

As you probably know from my updates, I'm always ready to seize the day, and I know I'm in good company. This issue features just some of the wonderful ways our colleagues enjoy summer fun and more. Looking for a good book? Whether you love Rom-Coms or Thrillers, **Nicole Woodland – De Van** (Compas) has you covered with a whole slew of reviews that will point you to your next great beach read. Ever heard of a "farm ramble"? **David Elkins** (eHealthcare Solutions) coined the name for this activity, which can stretch far beyond summer. It's a way of shopping local and seasonal pretty much anywhere you go. **Kris Pearson** (Publicis Health, CoLab) takes us on a tour of some of his favorite craft breweries across Monmouth County, New Jersey. No matter if you're up for delicious suds and some pub grub or a scenic rustic barn vibe with an outdoor biergarten and rooftop deck, you will find something on this list you're sure to enjoy! And who doesn't love a good Broadway show? Yet we all know it's a pricey proposition. Enter **Tom Boyle** (Real Chemistry) with excellent ideas on how to enjoy the best theater at reasonable prices.

Travel stories always inspire me, and **Diane Carpenteri's** (HealthCom Media and Wolters Kluwer) story is no exception. She shares her recent fabulous trip along the Rhine on a Viking River Cruise, with an added-on few days touring Northern Italy. Yes, please! For those ready to don their hiking boots and up for a challenge, **Pearson Brown** (AbelsonTaylor Group) tells about her favorite, often-visited hike through Runyan Canyon, in the foothills of the Hollywood Hills. She's even run into quite a few famous folks on the trails. **Krissy Gutowski** (AMC Media Group) shares the mountaintop experience of scaling Angels Landing in Zion National Park. As she overcame her fears, this trek turned out to be a life-changing experience filled with exhilaration. And we're delighted to have **Stacey McHugh** (JAMA Network) participating in this month's *Personal Exchange*. We extend a hearty congratulations on her recent and much-deserved Nexus Sales Rep of the Year Award! Congratulations also to **David Elkins** who won the YETI Cooler. Enjoy! And thanks to all for participating in our summer issue.

No matter where this summer takes you – from the outlands of the world to the discoveries that lie just beyond your backyard – I wish for you a slower pace and a few opportunities to carpe diem!

*Happy Summer,**Nancy***PARTICIPATE IN OUR OCTOBER ISSUE SOCIAL IMPACT: WHY WORK HERE?**

Every workplace has a story to tell. In our October Social Impact: Why Work Here? issue, we're exploring what makes organizations meaningful places to work and grow. We invite you to share your experiences, insights, and advice on creating positive workplace cultures that inspire employees and attract top talent.

Consider answering one or more of these questions:

- What makes your organization a great place to work?
- How has your company made a positive social impact on employees, customers, or the community?
- Are you involved in an Employee Resource Group (ERG), volunteer program, mentoring initiative, or workplace club? How has it enriched your experience?
- What business etiquette or workplace habits have helped you succeed?
- What interviewing tips would you offer job seekers or hiring managers?
- How do you find, develop, and retain exceptional talent?
- What advice would you give someone starting their career in healthcare marketing?
- Do you have a side hustle, passion project, or are you a social media influencer outside of work? How has it shaped your professional life or personal growth?

Share your story and inspire others with the experiences, lessons, and passions that make a difference both inside and outside the workplace.

Contact Nancy at NALeonard@HMEExchange.com or 973-420-1192 for more information or to send in your submission.

ANNOUNCEMENTS

ONWARD&UPWARD

promotions • additions

AbbVie has announced the appointment of **Rick Sousa** as Manager – Marketing Operations Gastroenterology.

Alnylam Pharmaceuticals has announced the appointment of **Jaime Morelli** (jmorelli@alnylam.com) as Director of Marketing.

American College of Physicians has announced the appointment of **Nicole Meilinger** as Sales Administrator.

AstraZeneca has announced the appointment of **Laura Newth** as Director, Channel Strategy – GEO and Web.

BGB Group has announced the appointments of **Danielle Avellino** as Vice President, Group Account Supervisor, and **Andi Weiss** (andi.weiss@bgbgroup.com) as Vice President, Brand Strategy.

Biolumina has announced the appointment of **Brad Schuman** as Vice President, Group Account Supervisor.

Bristol Myers Squibb has announced the appointments of **Devon Keeley** as Senior Manager, Marketing Operations, and **Eric Champion** as Director, Breyanzi HCP and Omnichannel Marketing.

Butler/Till has announced the appointment of **Karen Muñoz** as Associate Director of Integrated Media Planning.

CMI Media Group has announced the appointments of **Dr. Assia Abada** (aabada@cmimediagroup.com) as Executive Vice President, Enterprise AI; **Justin Leonardo** (justinleonardo47@gmail.com) as Supervisor, Engagement Planning; **Stephanie Quon** as Senior Vice President, Engagement Strategy; **Arianna Thomas** as Associate Analyst, Programmatic; **Gerardo Heredia** (gcavero@cmimediagroup.com) to Associate Director, Engagement Strategy; and **Katelyn Xavier** as Associate Analyst on the Paid Social Team. Promoted at the company were **Matthew Oshinsky** (moshinsky@cmimediagroup.com) to Director, Media Automation (CXM); **Alexander Belli** to Data Analyst; and **Matthew Gunther** (mgunther@cmimediagroup.com) as Executive Client Lead.

Compas has announced the appointment of **David (Dinh) Le** (dtle4190@gmail.com) as Manager, Ad Tech Services.

Conexiant has announced the appointment of **Trevor Deal** (trevor.deal@conexiant.com) as Director of New Business Development.

Deerfield Group has announced the appointment of **Colleen Joslin** as a Supervisor.

Digitas has announced the appointment of **Heena Makhijani** (heena.makhijani@gmail.com) as Manager, Paid Search.

Doceree has announced the appointment of **Brian Jenkins** as Director of Business Development.

Elevate Healthcare Marketing has appointed **Cara Mercadante** (cmercadante@elevatehc.com) as Account Director.

EVERSANA INTOUCH has announced the appointment of **Mike Guarino** as Chief Executive Officer and the promotion of **Smita Upadhyay** (Smitaben.upadhyay@eversana.com) to Vice President, Experience Strategy.

Haleon has announced the promotion of **Renato Camera** (rcamera07@gmail.com) to Vice President, Global Business Lead Advil.

Havas Gemini has announced the promotion of **Kristen McAloon** (kristen.mcaloon@havas.com) to Vice President, Account Supervisor.

Havas Lynx New York has announced the appointment of **Jonna Rautsola** as Vice President, Strategy.

Healio has announced the promotion of **Lee Gaymon** to Chief Marketing Officer.

Heartbeat has announced the promotion of **Jessica Corso** to Associate Director, Production.

HMP Education has announced the appointment of **Jessica Bell** (jbell@hmpglobal.com) as Senior Director of Educational Strategy – Oncology.

Inception Company has announced the appointment of **Pat Purcell** (ppurcell@inceptioncompany.com) as Chief Executive Officer.

IQVIA has announced the promotion of **Ethan MacDonald** (ethan.macdonald@iqvia.com) to Director, Activation and HCP Audiences.

Johnson & Johnson Innovative Medicine has announced the appointment of **Alyssa Carmasine** as Associate Director, Omnichannel Strategy and Execution, and the promotion of **Nikul Shukla** to Senior Pharma/Biotech Marketing Leader | Cardiology, Rare Disease and Neurology.

Klick Health has announced the appointment of **Stephanie Ross-Carman** as Senior Vice President, Group Account Director, and **Aleksandra Waciuta** as Senior Talent Acquisition Partner.

Merck has announced the appointments of **Birju Shah, Ph.D.**, as Director, Global Oncology Marketing, sac-TMT; **Erika Schweibenz** as Associate Director, Pulmonologist and IDN Strategy; **Diana (Kuttner) Taylor** as Associate Director, Digital Marketing Customer Engagement Planning and Measurement; and **Ajaya Das** as Head of U.S. Oncology Breast and GYN Cancers Marketing, Executive Director.

MJH Life Sciences has announced the promotion of **Noah Fishbein** (nfishbein@mjlifesciences.com) to Vice President of Sales.

Omnicom Health has announced the appointment of **Molly Brown** as Senior Director; **Jessica Kling** (jessica.kling@omc.com) as Senior Vice President, Management Director; and **Rebecca Feld** as Associate Director Talent Acquisition.

Omnicom Media has announced the appointment of **Yigit Donuk** to Senior Vice President, Strategic Partnerships, and the promotion of **Melissa Murgia** (melissa.murgia@mbww.com) to Associate Director, Communications Design.

PHD has announced the appointment of **George Paredes** as Manager, Paid Search.

Propel Health Communications has announced the appointment of **Rebecca McQuade** as Vice President, Project Management and Operations Director.

PulsePoint has announced the appointment of **Peter Levin** (plevin@pulsepoint.com) as Vice President, Head of Audience Solutions.

Real Chemistry has announced the appointment of **Devon Jones** as Associate Media Director.

RevHealth has announced the appointment of **Melanie (Birch) Fertel** (melaniebirch93@gmail.com) as Group Account Supervisor.

Takeda has announced the appointment of **Mary Keroack** as Senior Manager of Field Solutions, Field Enablement and Performance.

NEW&NOTEWORTHY

awards • mergers • approvals

Amphastar Pharmaceuticals, Inc., has received FDA approval for Rextovy™, a nasal spray, over-the-counter opioid overdose treatment for adults and pediatric patients.

AstraZeneca has received FDA approval of Capivasertib (Truqap), the first targeted therapy for certain patients with prostate cancer whose tumors are deficient in a tumor suppressor protein called PTEN.

Lupin Pharmaceuticals has received FDA approval for Ranluspec™ (ranibizumab-hkdz) Injection used to treat vision-threatening conditions like wet age-related macular degeneration and diabetic eye disease.

MannKind Corporation has received FDA approval for Afrezza®, a rapid acting inhaled insulin for children.

CMI Media Group and Compas Announce Growth and Expansion

The expansions and elevations will include:

- **Justin Freid** stepping into the role of Group President, Media, and responsible for advancing the needs of the organization's customers and deliverables with an agency of the future mindset and vision.
- **Oleg Korenfeld** will be Group President of a new Tech and Platforms business unit focused on delivering advanced technologies and consulting services to advertisers, media partners, and agencies in support of their in-house efforts to connect to their most important customers.
- **Eugene Lee** will be Group President of a new Specialty Communications division, with a focus on scaling high-value solutions for specialized business units such as Medical Affairs, and highly specialized ultra-rare disease marketing.
- **Paul Kallukaran** will serve as Chief Data and AI Officer, leading data and AI strategy. He will partner with Chief People and Transformation Officer **Julie Missaggia**, who will lead human-machine collaboration across the organization. **Marjolein Bruurs** will add operations oversight to her remit as Chief Financial and Operations Officer.
- Supporting this cross-organizational evolution are newly elevated Client Presidents **Shannon O'Malley** and **Sandy Weag**, partnering with the agency's client leaders to ensure the highest commitments to excellence in all deliverables.

BROADWAY NEEDS A REVIVAL

BY TOM BOYLE

Broadway's Golden Age describes theatrical works from an era that creatively blended book, music, lyrics, and choreography to support the story and was regarded as the greatest period of growth for theater as an art form. While few shows stand the test of time and popular demand (*The Lion King*, *Wicked*, *Hamilton*), Broadway has really lost the plot of what makes theater accessible to all, leading many shows to close shop far too soon after they open as ticket prices soar to an all-time high.

A LOSING PROPOSITION

Broadway's 2025-2026 season has just completed, and the Tony® award nominations have been handed out. Sadly, this season, Broadway grossed a mere 1% above the prior season driven by expensive above title celebrities and the upfront cost it takes to mount a production. The majority of shows opening are taking a major financial risk, resulting in loss. Take *Death Becomes Her*, for instance, one of the best musical comedies that opened in 2025 to great reviews. The show did not recoup its mammoth \$31.5 million capitalization when it closed on June 28, 2026. Because it closed without paying back its investors, the production effectively lost the entirety of its investment. Another example, this time a play – *Little Bear Ridge Road*, starring the great Laurie Metcalf – was capitalized at \$4.1 million and closed early on December 21, 2025, after failing to recoup those costs.

MAKING BROADWAY FEASIBLE

Broadway is at a crossroads. No matter the valuation of the production, people are evaluating the benefits of spending \$200 on a theater ticket through the lenses of inflation. Broadway has become an indulgence and to help get your butt in seats throughout the summer, this article

will explore affordable ways to see your favorite shows without compromising your budget

APPS AND LOTTERIES

These allow theatergoers to purchase tickets based on price, convenience, and ease of access. **Digital lotteries** offer one of the most affordable ways to purchase tickets. You can enter a **lottery** or buy a **digital rush ticket** from your phone directly, without lining up at the box office early in the morning. Apps notify you instantly if you win, and you can purchase right there. Not ready to commit? Monitor demand for your favorite shows using apps such as **TodayTix** where you can

buy same day, or in advance with discount incentives built in. **Theatr** is also a great app acting as a middleman for sellers and buyers. Sellers can list tickets they cannot use (in advance, or one hour before curtain), and buyers have the same opportunity. **Theatr** also allows buyers to make offers to sellers to score the best price.

INCENTIVE PROGRAMS

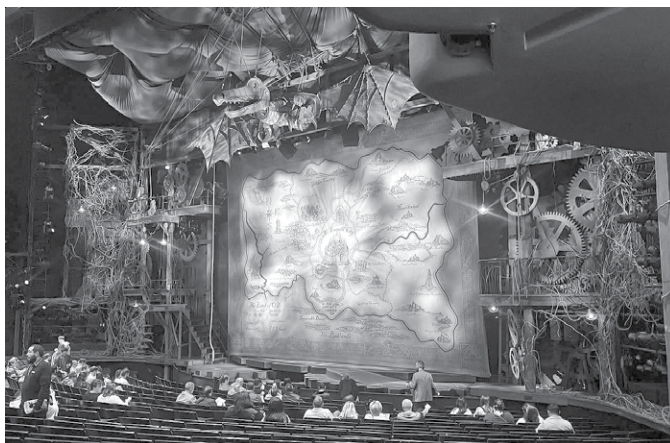
Many nonprofit theater companies provide opportunities for students, teachers, and youth to secure tickets to shows at a discounted rate. **TDF** (Theatre Development Fund) allows students, educators, and arts fans to unlock exclusive Broadway discounts. Lincoln Center offers **Linc-Tix**. **Second Stage** offers \$30 tickets to those 30 and under. **Manhattan Theatre Club** has

\$35 tickets for those under 35. And **Roundabout Theatre Club** has \$30 HipTix for those under 40. Finally, for those 18 and under accompanied with a full-price ticketed adult, there is **Kids Night on Broadway**, and **Broadway Week** offering buy-one, get-one discounts.

IN-PERSON

There are also ways to save on processing fees and other baked-in broker costs. Go to the theater in person, let them

(Continued on page 7)



Wicked has been running on Broadway for 23 years.



Schmigadoon, 2026 Tony Award Winner for Best Musical.

At the Edge of Fear

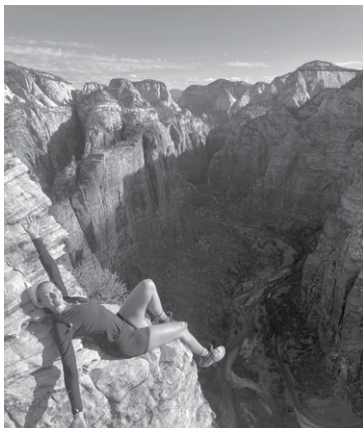
HIKING ANGELS LANDING

BY KRISSY GUTOWSKI

We held our breath as we waited for the email to load. The July sun beamed down on us as we fanned out on lawn chairs at our Airbnb after making the drive from Bryce Canyon to Zion National Park.

"WE GOT IT! WE GOT A PERMIT! WE'RE HIKING ANGELS LANDING!"

A mix of excitement and fear swept through me. I agreed to hike if we got the permit because I was convinced that we wouldn't *actually* get a next-day permit. I had read how dangerous this hike was – the need for chains as you climbed the exposed path with deep drop-offs on each side. I wasn't experienced enough for this! I didn't even think I liked heights. Shouldn't only professional hikers be doing this, not someone on their first national park hiking trip out West?



Enjoying the summit!

HEADING TO ANGELS LANDING

But there I was, only a mere few hours later, up before the sun and on the shuttle to the trailhead. That same mix of anticipation and apprehension buzzed through my body as I sat beside my friends. We spent a lot of time the night prior reading and learning that the hikers who have

the best experience hit the trail as early as possible to avoid the crowds and ascend with the sunrise. The shuttle halted at The Grotto, and we tumbled out onto the trailhead.

REFRIGERATOR CANYON

The movement in my legs started to disperse the initial nerves and we began the trek. Eventually, we reached a side canyon known as Refrigerator Canyon. The air was



Enjoying the summit of Angels Landing.

cool and the high walls of rock guided us through an area marked as a quiet zone to protect the Mexican Spotted Owls that reside within the shaded canyon. The excited chatter came to a halt as we slowed our pace, gazing in awe at the rock formations with their hollowed-out carvings created by years of wind whipping its way through. The greenery stood out against the red of the rocks.

WALTER'S WIGGLES

As we left Refrigerator Canyon behind, we approached Walter's Wiggles. New to this kind of hiking, I quickly learned that we were starting switchbacks – a series of zig zags carved into the cliff face. From the top of the cliff looking down, we laughed as it looked like

a human ant farm: hikers breathing heavily as they snaked their way up the side of the cliff. I had been so focused on the famous chain section that the athleticism of this section surprised me, mocking me for thinking that chains were the hardest part.

SCOUT LOOKOUT

Clearing the switchbacks led us to Scout Lookout, a viewpoint that opened you up to sweeping mountain views...and the start of the chains. Tired yet exhilarated, I no longer felt nervous. The hike up to this point had fueled me with proof that my body was strong and capable. I was loving every moment of surrounding myself in the red rocks and the desert landscape. I was ready to take on the challenge.

Leaving behind our two friends who opted out of the exposed section, we faced the start of the chains.



Preparing to start the final leg of the hike – the chain section.

(Continued on page 7)

Edge of Fear *(Continued from page 6)*

THE CHAINS

Together my friend and I held hands and took three deep breaths with intention and excitement.

With my hands gripping tightly around the chains, I kept my eyes toward my feet, placing them carefully in the jagged step-like formation of the rocks. It was only after I had made it a bit that I decided to pause and look up. The views of the canyons sent a chill down my spine. Signs of the sun crept up the side of the mountains, and the air seemed to sweep around me in a celebratory embrace.

"Holy shit, this is AMAZING!"

ELEVATED ELATION

Suddenly any and all fears were overtaken by joy. We conversed with a few other early-morning hikers as we climbed. By the time we reached the top, we were dancing, jumping up and down with gratitude. The grin on our faces became permanently plastered, even when the rambunctious chipmunks made a go at our snacks. Our elation made us bold, and we swung our feet off the side of the cliff as we admired the canyon peaks now below us. I was engulfed by the feeling I had similar to those I had on other stops in Sedona and Bryce Canyon.

This is what it means to be alive.



Zion National Park, Utah.

I now chase the exact thing I once feared. I've been on an unending quest to feel alive in a way that can only be felt at the summit of mountains, the depths of forests, and the edges of my comfort zone.



Making our way up the chain section to the summit.

Broadway *(Continued from page 5)*

know your budget, and they will help find the best seats (sometimes better than online) for a great price. You can even bring discount codes from online sites or direct mailers. In-person rush, lottery, and standing room tickets are



Moulin Rouge closes up shop in August – last chance!

limited to certain shows. Quantities and prices vary, but usually range from \$45-\$65, available when the box office opens. Finally, for those who don't mind waiting in a line (and

these days, New Yorkers will line up for the opening of an envelope), there are TKTS booths located in Lincoln Square and Times Square where folks can buy day-of tickets to shows that have not sold out that day. Not all shows are guaranteed to be on the boards, but recently hits like *Chicago*, *MJ The Musical*, and *The Lost Boys* have been listed.

SHOW RECOMMENDATIONS

This season's must-see hits include a breathtaking revival of *Death of a Salesman*, starring Laurie Metcalf and Nathan Lane, *Every Brilliant Thing*, currently starring Mariska Hargitay and soon Tracee Ellis Ross, and, finally, in the play category, *Giant*, starring John Lithgow, who recently won a Tony® Award in this role as author Roald Dahl. New musicals that have hit the block include the Golden Age stylings of *Schmigadoon* or sink your teeth into *The Lost Boys*, the best vampire musical to play Broadway. You can never go wrong with the classic fan favorites, including *Just in Time*, *Maybe Happy Ending*, *Hadestown*, and *Wicked*.

LAST CALL

While we would love every show to run 23 years like *Wicked*, not all do. This year, we are seeing a few shows bring the curtain down early, but they were critically acclaimed, and should not be missed. They include *Moulin Rouge*, closing August 30, and *Ragtime*, which ends its Tony® Award winning limited run on August 16.



Krissy Gutowski is National Account Manager, AMC Media Group. She can be reached at kgutowski@amcmmediagroup.com, krissy.gutowski@formedics.com, and 267-575-0208.



Tom Boyle is Media Director, Real Chemistry. He can be reached at tboyle@realchemistry.com.

Cruising the Rhine With a Little Northern Italy Mixed In

BY DIANE CARPENTERI

All of those who know me (grandmother to nine), know how much I adore children. However, when an opportunity presents to take a vacation that does not include anyone under the age of 18, count me in!

Viking River Cruise, Rhine Getaway, seven nights, Amsterdam to Basel with an extension in Northern Italy/Lake Maggiore area? Frank and I...we're not exactly "cruise" people. However, a luxury ship with three levels and 180 passengers including crew sounded intriguing. So off we sailed.

TOURS

From start to finish, we were treated like royalty. We were greeted at the airport in Amsterdam and brought to our ship with an option to explore the area on our own or by a local seasoned tour guide. Each day of the cruise the ship docks along the Rhine River at amazing places – Kinderdijk, Netherlands, to tour windmills, Cologne, Koblenz, Rudesheim, Speyer, and Breisach, Germany, Strasbourg, France, Basel, Switzerland. Each day there are several tours to choose from – all guided by a well-educated, local historian tour guide. Some of the tours are for a minimum of two hours and some have you meet the ship for dinner and departure from the dock. Tours are for every level of activity and include walking, biking, hiking, food, and wine tasting. There is a tour that fits everyone's persona. There is the option to return to the ship for lunch each day or stay on shore to tour the area on your own and dine at a local restaurant.

Windmills.

NIGHT VIEWS, DINING, RECREATION

The travel along the Rhine River is at night. I highly recommend a room with a balcony so you can sit and enjoy the scenic views. Castles – lots of beautiful castles and cathedrals. The Rhine River also has 14 locks the ship passes through during the evening. It's fascinating to watch the process from the upper deck or from your room balcony. The food? Each evening's menu consists of a



Our ship at the dock in Amsterdam.

musicians as you pass through each country. There is an upper deck for sunning as well as a running/walking track and shuffleboard games. In other words, it's low key and if that's the type of vacation you are seeking, I highly recommend Viking River Cruises.



Kolner Dom cathedral in Cologne. The tallest spired church in the world.

Lake Maggiore in Italy. Everything was expertly arranged by Viking!

If you are a history buff and want to learn from experts about some of the regions of Europe and want a stress-free experience, I highly recommend exploring all the packages Viking has to offer.

"regular" menu but also a menu from the region you are traveling through that day. The meals are wonderful and prepared by a chef that visits the dining room to greet guests before each dinner seating.

There are no casinos on the ship, and the entertainment is provided by local



Hotel along the river in Germany.

Our trip ended on the ship in Basel, Switzerland, where we took advantage of an extension of the adventure into Northern Italy. Greeted at the dock, we boarded along with our luggage onto a luxury tour vehicle that drove us through the beautiful countryside of Basel, stopping along the way for a light lunch and view of the Alps. Passing through the Swiss/Italian border, we then spent the final three days and two nights on



Famous beer hall in Cologne.



A bridge in Worms Germany.



Diane Carpenteri is Associate Publisher, HealthCom Media and Wolters Kluwer. She can be reached at dcarpenteri@healthcommmedia.com or 203-253-7935.

Monmouth County Breweries

BY KRIS PEARSON

Monmouth County, New Jersey, has developed a strong craft beer identity in recent years, with breweries that emphasize not just quality beer but inviting taproom experiences. Many of these spots are clustered near the Jersey Shore or in redeveloped areas like Fort Monmouth, giving them a mix of coastal energy and community-centered design. Visitors can expect a range of atmospheres – from rustic farm breweries to sleek modern tasting rooms – along with rotating beer menus and regular social events.

COLTS NECK

In Colts Neck, **Source Farmhouse Brewery** stands out for its scenic, agrarian setting. Housed in a restored barn, the brewery's taproom blends rustic décor with modern comfort, featuring indoor seating, a loft, and expansive outdoor areas like a biergarten and rooftop deck. The beer menu typically emphasizes farmhouse ales, IPAs, and seasonal specialties, while the space frequently hosts gatherings, casual events, and relaxed weekend outings. Nearby orchards and open land enhance the "destination brewery" feel, making it ideal for longer visits.



BELMAR

Closer to the Shore in Belmar, **Beach Haus Brewery** offers a more polished brewpub-style experience. Built on the site of a historic bakery, it features multiple floors, a rooftop patio, and a full kitchen. Guests can choose from a wide-ranging tap list – IPAs, lagers, stouts, and more – while pairing their drinks with chef-driven dishes. The brewery often hosts live music and social events, giving it a lively, nightlife-friendly atmosphere compared to more traditional tasting rooms.



WALL TOWNSHIP

In Wall Township, **Bakes Brewing Company** focuses on hop-forward beers in a sleek, modern taproom. Known for its IPAs, alongside lagers and stouts, the brewery emphasizes freshness and qual-



ity pours. The space itself is designed to feel upscale yet approachable, making it a popular stop for casual meetups. While food options are limited compared to brewpubs, the taproom vibe and rotating beer lineup keep things engaging for repeat visitors.

FARMINGDALE

For a more rural, outdoor-oriented experience, **Tall Oaks Farm and Brewery** in Farmingdale combines craft beer with a farm setting. The tasting room is simple and inviting, but the real draw is outside: fire pits, picnic areas, a covered pavilion, and pet-friendly seating create a relaxed, community-driven environment. The beer menu leans toward approachable styles and seasonal releases, and the brewery frequently hosts events like parties, live entertainment, and private gatherings.



FREEHOLD AND KEANSBURG



In more compact downtown settings, breweries like **Artis Brewery** in Freehold and **Grin Brewing** in Keansburg offer smaller, more intimate taproom experiences. Artis pairs its beer with nearby food options and a welcom-



ing, social atmosphere, while Grin Brewing operates out of a historic building with a cozy, local feel. These types of breweries often rely on rotating taps, friendly staff interaction, and community events rather than large-scale amenities.

OCEANPORT

One of the most notable newer additions is **Skinny Flowers Brewing Company** in Oceanport, located at the RiverWalk Center redevelopment at Fort Monmouth. The brewery features a spacious, modern taproom with an open-air design and patio seating, creating a bright, social environment. Its beer menu typically includes a rotating selection of IPAs, pale ales, lagers, and specialty



(Continued on page 11)

Sun, Sand, and Stories

Your Ultimate Summer Beach Read Lineup

BY NICOLE WOODLAND - DE VAN

There's just something magical about reading on the beach – the salt in the air, sun on your skin, and a story you can't put down. Whether you're craving romance, drama, or a twisty thriller, this list of my top beach reads has you covered for those slow mornings to late-night “just one more chapter” moments.

Grab your tote and sunglasses and let's build your summer stack.

ROMANCE READS THAT BRING THE HEAT (AND THE FEELS)

If summer reading had a main character, it would definitely be romance. These picks range from laugh-out-loud rom-coms to emotional love stories that hit you right in the heart.

CLASSIC BEACHY ROM-COM ESCAPES

• *The Unhoneymooners* by Christina Lauren

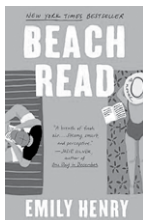
Olive and her nemesis Ethan end up being the only two people not taken out by food poisoning at a wedding. So, naturally, they take off on the bride and groom's Hawaiian honeymoon. Forced to pretend to be newlyweds, their fake relationship quickly starts to feel a little too real.



If you're looking for pure joy between the pages, this is it. Laugh-out-loud funny, witty, and downright adorable. I tore through this in one sitting, cocktail in hand, literally laughing out loud. This is my go-to rom-com recommendation. An easy five-star summer read!

• *Beach Read* by Emily Henry

January is a romance author who's suddenly not so sure she believes in love anymore. Her old college rival Gus writes dark literary fiction and is suffering from a serious case of writer's block. When they end up living next door for the summer, they decide to challenge each other to swap genres.

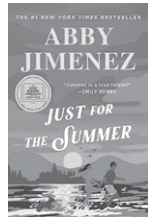


What starts as a fun challenge turns into something deeper as they push each other outside their comfort zones and, yes, start falling for each other along the way. A great beach read with strong characters, meaningful backstories, and just the right mix of funny and heartfelt.

• *Just for the Summer* by Abby Jimenez

This one has such a fun premise...two people cursed in love decide to “date” to cancel each other out. What could go wrong?

Justin thinks every woman he dates finds her soulmate right after him. Emma has the same problem, so they come up with a plan to help break their “curse.” Of course, what begins as a simple experiment turns into something much more complicated as real life and real feelings come into play.

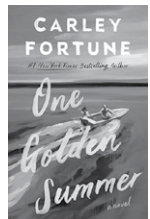


Sweet, easy to read, and layered with deeper themes of family and mental health.

SUMMER LOVE, BUT MAKE IT EMOTIONAL

• *One Golden Summer* by Carley Fortune

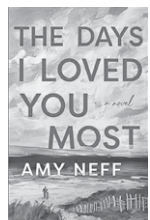
The *ultimate* beach read. Alice returns to a lakeside town that holds pivotal memories from her past and reconnects with Charlie, the boy from that memory. Their summer unfolds with a fun romance filled with flirty banter and passionate love scenes, nostalgia, and self-discovery.



Once you've read this one, be sure to add *Every Summer After* and the recently released (May 2026) *Our Perfect Storm* to your TBR list. They're topping every BookTok chart.

• *The Days I Loved You Most* by Amy Neff

This one is all the feels! Evelyn and Joseph, after decades of marriage, make the heartbreaking decision to end their lives on their own terms following a devastating diagnosis. Over their final year, they reflect on their life together and reconnect with their family.



I read this during a Ladies Who Lit reading retreat and it sparked such a meaningful discussion. It's emotional, thought-provoking, and one where you'll definitely want tissues nearby.

BOOK-TO-SCREEN FAVORITES (READ BEFORE YOU WATCH!)

There's nothing better than reading the book before watching it on screen, especially when there's buzz around it.

• *The People We Meet on Vacation*

by Emily Henry

Best friends Poppy and Alex have taken one trip together every summer for years until something went wrong. Now, Poppy convinces Alex to take one final trip to fix everything. Told across timelines, you piece together what



(Continued on page 11)

Summer Reading *(Continued from page 10)*

happened and whether they can move from friendship into something more. A little predictable, but the characters are so lovable. A classic slow-burn romance with movie buzz (Netflix) to match.

• **Heated Rivalry** by Rachel Reid

If you're on BookTok at all, chances are you've seen this one.

NHL rivals Shane Hollander and Ilya Rozanov have a fierce on-ice rivalry and a long-running secret relationship off-the-off-off-ice. Spanning years, their story explores identity, pressure, and the risks of living authentically as a queer man in a hyper-masculine sports world. It's spicy, emotional, and completely addictive.

Part of a six-book series and gaining attention from the HBO Max show, the book absolutely holds its own. This one will have you "reheating" and rereading on repeat!

TWISTS, SECRETS, AND PAGE-TURNING DRAMA

Need a break from romance? These will keep your heart racing between beach naps.

• **The Beach House** by James Patterson

Law student Jack Mullen investigates his brother's suspicious death in the Hamptons and quickly realizes powerful, wealthy people are protecting dangerous secrets.

James Patterson is the author who got me into reading (shout-out to *Kiss the Girls!*), and this one is everything he does best...short chapters, fast-paced, and impossible to put down. A five-star summer thriller you can easily devour in one beach day.

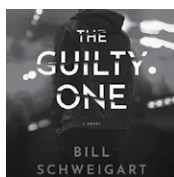
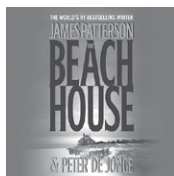
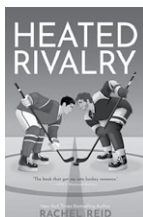
• **The Guilty One** by Bill Schweigart

Detective Cal Farrell is a hero with no memory of the case that made him. As he works to recover his memory, he gets pulled into a series of brutal, symbolic murders.

This one is extra special because Bill is a childhood friend of mine and, wow, he delivers! I devoured this in a day. Fast-paced, gripping, and perfect for a one-sitting beach read.

Whether you're stretched out on a beach chair, lounging lakeside, or sneaking in chapters between everything else, these books are the perfect summer escape.

Happy reading!



Breweries *(Continued from page 9)*

brews like coffee stouts, often with around a dozen options on tap. Food is available through nearby vendors via QR ordering, and the brewery regularly hosts live music, trivia nights, and game-day watch parties, reinforcing its role as a lively neighborhood gathering spot. The space is also known for being family- and dog-friendly, making it accessible for a wide range of visitors.

BUT WAIT THERE'S MORE...

Just a short distance away, **Birdsmouth Beer** offers a contrasting but complementary experience. Also located within the Fort Monmouth redevelopment (at The Commissary at Baseline), Birdsmouth specializes exclusively in lagers – a relatively unique focus in the region. Its taproom is more minimalist and beer-centric, typically pouring styles like Mexican lagers,

Vienna lagers, and dark lagers. While the food program is limited in-house, visitors can pair their drinks with nearby dining options. Activities here tend to be low-key and social, with a relaxed tasting-room feel that appeals to lager enthusiasts and those looking for a quieter stop compared to larger breweries.

Finally, established names like **Kane Brewing** in Ocean Township and **Carton Brewing Company** in Atlantic Highlands round out the scene with

classic taproom setups. Kane is known for its hop-forward beers and structured tastings and tours, while Carton offers a cozy, conversational tasting room in a historic building.

Both emphasize the core craft beer experience – fresh pours, knowledgeable staff, and a relaxed environment for sampling flights.

Taken together, Monmouth County's breweries offer a wide spectrum of taproom experiences – from barnyard biergartens to beachside brewpubs.

Whether you're looking for a full meal, live entertainment, or just a quiet place to sample a flight, the county's mix of locations and styles makes it easy to build a varied and memorable brewery itinerary.



Nicole Woodland - *De Van* is President, Compas. She can be reached at 856-667-8577, 856-903-6442 (Direct), or nwoodland@compas-inc.com.



Kris Pearson is Vice President, Account Director, Publicis Health, CoLab. He can be reached at 201-240-4723 or Kris.Pearson@Publicis.com.

HIKING IN THE HOLLYWOOD HILLS

BY PEARSON BROWN

One of my favorite hikes is Runyan Canyon, in the foothills of the Hollywood Hills. Close to the Sunset Strip, north of Hollywood, the hike winds around a 160-acre urban park and is a truly LA experience for locals and visitors. When I lived in the city, I hiked this steep dusty trail three to five times a week. Since I moved to the East Coast, I still go back to Runyan a couple of times a year whenever I visit my old stomping grounds. I go not just for the scenic views of the city, the massive mansions dotting the hills, or the Hollywood sign, nor for the exercise and fresh air, or even for the people and dog-watching, but for the many memorable experiences and encounters I have had traversing this rocky and challenging trail.

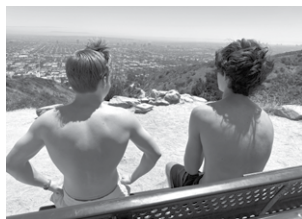
A PATH LESS TRAVELED

While many hikers stick to the main fire road, I climb the steep incline off the beaten path, where I challenge myself to ascend



My son at age nine, affixing a padlock with his first initial, "S," painted on it. We go back each year to spot it.

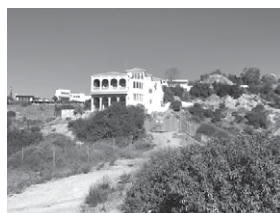
tumble down the mountain-side. I have seen many a hiker slide until stopped by the spikey brush along the path. Other sites along the trail are the remains of the Outpost sign, a competitor to Hollywoodland sign, which eventually became the Hollywood sign; a chain fence covered



My son, Stephen, right, and his cousin, Trystan, left, enjoying a view of the city from one of the scenic outlooks at Runyan Canyon.

the face of the hill without using my hands for balance. At the peak, at 1,320 feet, there's a landmark, Indian Rock, where you can straddle the San Fernando Valley and the Los Angeles basin. There you can take in panoramic views of the Hollywood Hills, Downtown LA, and the Santa Monica Mountains.

The descent of Runyan's West Trail, also known as the "hard trail" due to its level of difficulty, is as technical and grueling as the ascent. Here, there are precipitous well-worn steps of wood beams along the ridge, offering a semblance of a guardrail before a



A view of the "murder mansion," which has been the subject of many Hollywood tales.



A selfie with the Hollywood sign in the distance.

with hundreds of padlocks left by hikers; and the "Loz Feliz murder mansion," which was rumored to be haunted and later became the site of cult activity after it was abandoned for decades following a tragic murder-suicide in the 1950s.

LISTENING IN

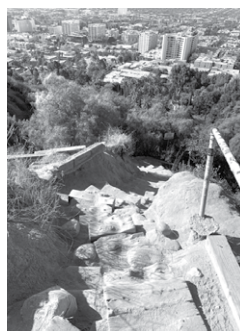
The formidable physical challenges, the views, and the lore are as exciting and spectacular as the "only-in-LA" conversations I have overheard on the trail. I have considered writing a book of haikus or maybe a tell-

all of the bits and pieces of gossip I have heard from passersby as I've minded my own business hiking the trail. Overheard...a leak about the A-lister who will star in the next blockbuster, celebrity affairs, who is showing a baby bump, etc. I've also run into quite a few famous faces along the trail, but in the discreet way of LA denizens, other hikers mostly do not acknowledge them, aside from a nod, a smile, and the occasional

(and most non-bothersome greeting), "I love your work."

WORTH NOTING

A couple of downsides to Runyan Canyon are finding nearby parking. So go early before all the side streets are parked up. Pay attention to street signs for restrictions. Also, there are no restrooms, so go before you go. While it's not your typical hike, surrounded by peaceful nature scenes, streams, and abundant wildlife, it is a hike that is a uniquely LA experience. Like a good movie, you never know what's going to happen or who might make a cameo appearance!



The treacherous steps descending from the peak on the backside of Runyan Canyon.



My son and I are taking a rest break and posing for a photo on one of the ridges along Runyan Canyon.



Pearson Brown is Director, Marketing and Communications, AbelsonTaylor Group. She can be reached at 312-894-5437 (Office), 310-994-7057, or Pearson.Brown@AbelsonTaylorGroup.com.

Why We Eat Local

BY DAVID ELKINS

"Let food be thy medicine and medicine be thy food."
— widely attributed to Hippocrates (circa 400 BC), though not verified in his known writings.

Ever been on a farm ramble? I have. In fact, I may have invented the farm ramble. At the very least, I coined the phrase.

Fill the cooler (my 15-odd-year-old Yeti Tundra 45 is a beast) with ice, hit the road, and fill it up with goods discovered on a loosely planned out itinerary: a piece of the Hudson Valley, the Adirondacks, Quebec, South Jersey, the Delaware Valley, the Eastern Shore of Maryland and Delaware, the list goes on and on...



A PLACE OF PLENTY

I hereby pronounce that our beautiful country is overflowing with locally grown fruits and vegetables, humanely raised animals that nourish us, fish from our waterways, honeys and syrups, always sweet, never cloying, and a never-ending plethora of custom-made excellence — spices, jams, sauces.

And did I mention the eggs? If you're reading this missive, you can likely find someone (a neighbor, a farmer, a farmers market) selling fresh laid eggs within a 10-minute drive of where you sit right now. Free-roaming hens loving their lives. Eggs with no stamps (really, stamped eggs?), no private equity ownership. Just the freshest, most lovely thing to eat today.



Forgive me for skipping the dairy — but there is an embarrassment of riches to tell about:

A small island in Lake Champlain, Vermont, with a summer Saturday market that punched well above its weight — on the lawn of a church — teeming with peak summer abundance. It's where I found a goat cheese that I think about to this day — herbaceous and earthy — slathered on bread picked up a few stands away. And then there was the raw milk, by NY law, only available on the farm where

it is raised and milked. I knew an Amish farmer from Pennsylvania — a longtime vendor at several Manhattan Green Markets — who opened a small shop on the Upper West Side. He would, upon recognizing a trusted customer, produce a bottle of raw milk from somewhere in the back. A surreptitious scofflaw, but Hippocrates would have approved.

HEAD TO THE FARMERS MARKET

So the farmers market. Dismissed by some, beloved by others. I can write a never-ending love letter to the wonders of the farm market. Ever-changing but predictable. Colorful. Fresh-dug, dirty, and delicious.

So often illness is a direct result of diet. Processed foods are pervasive — my seven-year-old daughter's NY state public school serves Doritos. We look to the marvels of modern medicine to heal us, after the fact. Hippocrates didn't have to battle the ubiquitous junk that we have at our fingertips, but he was onto something.

It's mid-June. In the Northeast this means blueberries, strawberries, spring peas (English/Snap/Snow), asparagus (hurry up), radishes, spring garlic, spring onions, garlic scapes. And the July explosion is coming: tomatoes, corn, and cucumbers — all superstars.

So load up the cooler. Or just grab a bag. The farm is out there. It may be on a mountainside or on an island you didn't know existed — but there's an excellent chance it's just down the road from you.



David Elkins is EVP of Pharma Partnerships, eHealthcare Solutions. He can be reached at 917-399-9997 and delkins@ehsmail.com.

Stacey McHugh

Birthplace: Brooklyn, NY

Children: One son, Zach

Job Title: Senior Account Manager

Years in Industry: Too many!

College: Brooklyn College

Think Different

WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

I have been fortunate to have had several mentors – Stephanie Harmon taught me the world of media planning and buying. Jeff Bonistalli guided my sales career. And last but not least, all my current and former AMA Sales colleagues who I learn from every day.

WHAT WAS YOUR FIRST JOB?

My first job was at 16 years old in the VA Hospital in Brooklyn. I was assigned to fill in for the secretary in the Department of Psychiatry. Several of my friends also worked at the VA, but they were told for personal safety reasons to never go on the floor I worked on...funny no one ever told me to be concerned!

WHAT IS SOMETHING YOUR FRIENDS/ COLLEAGUES DON'T KNOW ABOUT YOU?

I'm an introvert! That sounds odd for a salesperson, but I am happiest just staying home by myself.

WHO DO YOU MOST ADMIRE FOR THEIR HUMANITARIAN OR CHARITABLE EFFORTS?

Both Mackenzie Scott and Melinda Gates for using their personal wealth to advocate for women's rights and global health.

WHAT IS YOUR FAVORITE RESTAURANT AND WHY?

I don't really have a favorite restaurant. I like trying different restaurants and cuisines. Some recent favorites are Quality Bistro and Naks, both in New York City.

HOW DID YOU GET STARTED IN THE INDUSTRY?

Right out of college, I went to an employment agency (those don't exist anymore!). They said, "How would you like to work at an advertising agency that sells drugs to doctors?" I didn't know what to expect after that, but off I went for an interview in the Marketing and Media Department at Klempner Advertising.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

I would say kind and generous but admittedly also control freak.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Keep my mouth shut and learn to control my facial expressions LOL.

WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

Right now, I have two favorites – The "New York Times" Games particularly the Crossword, Spelling Bee, the Mini, and the

Midi. I also just started learning Mah Jongg and practice on Realmahjongg.com.

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

First, retire! Then I would buy an apartment in NYC, a house at the beach, and a house in the mountains.

WHAT IS YOUR PET PEEVE?

According to my son, I have a very long list...he is correct!

HAVE YOU EVER HAD A BRUSH WITH FAME?

I was part of the audience for the show "Wonderama" when I was about five years old. The host picked me to stand up and talk to him. I froze and held onto my brother for dear life and never got up. I missed my big break!

WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

The erosion of our democracy.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

I don't really binge-watch but I do like several series and will watch more than one episode at a time – "Hacks," "Shrinking," "Four Seasons," "Gilded Age," and "Bridgerton."

WHAT DO YOU KNOW FOR SURE?

Life is short. Don't let it pass you by.

WHAT IS YOUR FAVORITE VACATION SPOT?

Anywhere there is a beach. Just sitting under an umbrella with a good book and listening to the waves is my ideal vacation.

WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?

I wanted to be a journalist. I traded writing articles for writing RFPs!

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

I haven't been able to travel much in the last few years so that is #1. I would also like to finally do some redecorating in my house.



Antelope Canyons in Arizona.

Stacey McHugh is Senior Account Manager, JAMA Network. She can be reached at stacey.mchugh@ama-assn.org or 862-261-9614.



Why Advertise in *American Family Physician*?

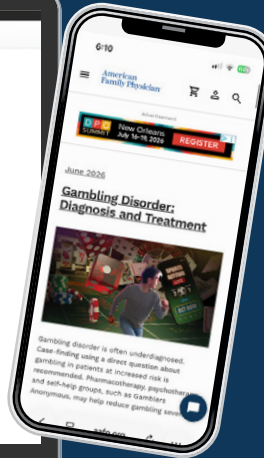
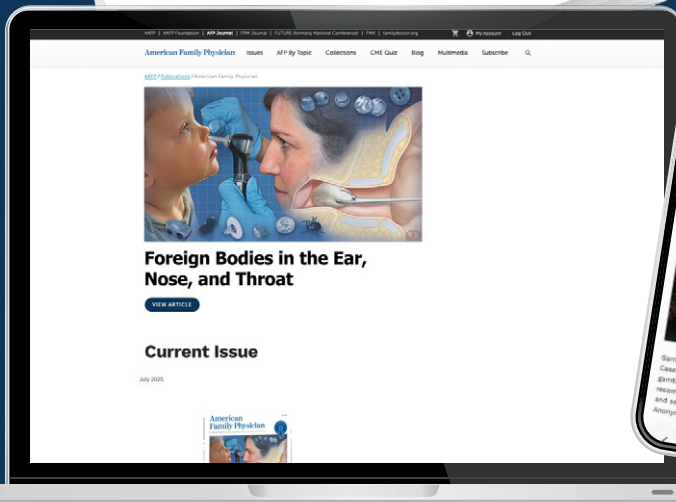
- ▶ 161,000+ family and other primary care physicians receive *AFP* in print every month¹
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- ▶ #1 media brand in primary care across multiple metrics²
- ▶ 26% of all prescriptions during office visits are written by family physicians³
- ▶ 23% of all patient visits go to family physicians³
- ▶ 239,000 CME quizzes completed annually—proof of reader engagement²

1 Source: AAFP Internal Data

2 Source: M3 MI

3 Source: IQVIA Data

4 Source: CDC National Center for Health Statistics



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*Source: Medical/Surgical Media Measurement, 2026, Table 402 Average Issue Readers and Average Page Exposures.