

Next Month -
Throwback February!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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JANUARY



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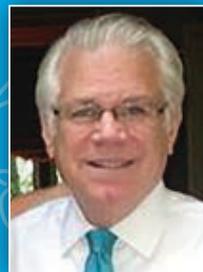
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Dear Healthcare Marketer,

When I think about health and wellness, my dad comes to mind. He is 87 years old, only been in the hospital once for his appendix when he was in his 20s, takes no medication except for fish oil, he doesn't eat properly, and plays about 100 rounds of golf a year.

How is it possible to be 87 with no health issues? The doctors are perplexed when he goes for his physical every two years. Wouldn't you know though, after all these years of not doing any exercise besides golf, Dad recently decided to lift dumbbells that were my brother's when he was a kid. Dad was doing deep knee bends with two 10-pound weights when he pulled his calf muscle. We ended up in the emergency room and they wanted to know his medical history. They couldn't believe how healthy he was. How could this be, they asked. What was his secret? Was he a marathon runner? They just couldn't get over how fit and trim he is. The doctors and nurses said they have never seen anyone like him. They even remarked that maybe they should do a study on him.

In addition to genetics, I believe it's my dad's attitude and his calm demeanor. He does not let things rattle him. I wish I was like him. I'm not, however. I take after my mom. So if I had to give one tip for this, our health and wellness issue, I would say stay calm, carry on...and play a lot of golf!

You'll find a lot more tips here in this Health and Wellness issue too. And since it's the beginning of the New Year, maybe you'll be inspired to try a new exercise option, make some adjustments to your eating habits, experiment with a new recipe, or read a book about health that might help you expand your mind (instead of your wasteline!). We've got all this and more on the following pages. **Jerry LePore** shares his journey to greatly improved health through yoga. **Amy Washburn Novak** pushed past the pain to discover a love of spinning. **Marian Bolum** inspires us with her dedication to preserving healthy locally sourced food. **Andrew McGuire** has turned exercise into fun by having workout buddies and discovering Kinesis...and shares a delicious nutritious recipe too. **Nikky Damion** has taken her exercise routine to new competitive heights. **Terry O. Tormey** tells of the impact both fish oil and some highly recommended books have had on his life. **Shannon Tubridy** makes an airtight case for making time to exercise no matter how busy life gets. **Katelyn Inman** was determined to run a race every month last year and succeeded. And we've got **Victoria Steimel** sharing snippets of her life, including how she stays fit, through this month's *Personal Exchange*.

And just in case you run out of motivation, as so many of us do by the time February rolls around, we've got some more Health and Wellness stories coming up in our next issue too.

It's always time for healthier living...May this year be your healthiest yet!

“ *The secret of getting ahead is getting started.* ”
 —Mark Twain

Happy Holidays to all,



Mailbag

Thanks so very much for the opportunity to write my article about domestic violence and share the Center for Hope and Safety (*One Is Too Many*, November 2014). It is an amazing organization working on a vitally important issue, and I am privileged to have a small part in what they do. I am deeply grateful to you for devoting an entire issue to the good work that so many good people and good organizations are engaged in. After reading about these initiatives, I have renewed hope that the world can become a better, brighter, kinder, more caring place.

I so appreciate the wonderful work you and your colleagues do at THE EXCHANGE! You really are unique in this industry. With every issue, you create a community that connects us in ways we could not have imagined. You illuminate the larger lives we lead, outside the workplace, by giving us a voice, enabling us to share our passions, and to communicate with one another

through channels that would otherwise be unavailable to us. You give us an opportunity to see the person within the professional, the beating heart and generous spirit and quirky self inside the focused, disciplined, business-minded workhorse. We come alive to each other and can better understand one another – the foundation of any true community of like-minded and well-meaning individuals. In the end, what brings us together is so much stronger than what pulls us apart. You and your colleagues at THE EXCHANGE demonstrate that principle compellingly and in a spirit of good will and good humor with the humanistic perspective you bring to every endeavor.

— Warmest Regards,
 Jeff Forster
 PRI Healthcare Solutions
Jeff.forster@prihcs.com

Participate in THE EXCHANGE We Love Pets Poll. Go to hmexchange.com/contests.html

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

American Medical Communications (AMC) has announced the appointment of **Angie Randazzo** as National Account Manager. She will lead the Oncology Nursing Society (ONS) sales effort. She can be reached at aran-dazzo@americanmedicalcomm.com.

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

Communications Media, Inc., has announced the appointment of **Clifton Covey** as Supervisor, Search Engine Marketing, **Phuong Nguyen** as Assistant Media Planner, **Alex Tung** as Supervisor, Insights & Analytics, **Tanner Barbon** as Associate Search Analyst, and **Doug MacDonald** as Associate Campaign Analyst. They can be reached at 215-568-5944. **Nicole Williams** has been appointed Senior Search Analyst. She can be reached at 484-322-0880.

DMW Direct has announced the appointment of **Matthew Falcone** as Digital Marketing Specialist. He can be reached at 610-407-0407.

Harrison and Star has announced the appointment of **Mark Friedman** as Executive Vice President, Creative Officer. He can be reached at 212-727-1330.

The JAMA Network has announced the appointment of **Marsha Fogler** as Account Manager, The JAMA Network Team. She can be reached at 973-263-9191.

Ogilvy CommonHealth Worldwide has announced the promotions of **Julia Allen** to Vice President, Account Group Supervisor, **Ogilvy CommonHealth Wellness Marketing, Brad Imwalle, Ph.D.**, to Senior Medical Director, **Ogilvy CommonHealth Medical Education, Carmine Jichetti** to Innovation Group Supervisor, **Ogilvy CommonHealth Worldwide, Ryan Mullins** to Senior Account Coordinator, **Jessica Poracky** to Assistant Account Executive, and **Lindsey Reilly** to Associate Copywriter, **Ogilvy CommonHealth Medical Marketing**. They can be reached at 973-352-1000.

New & Noteworthy

Awards • Mergers

Bryant Brown Healthcare and **Group 22** are partnering to offer clients new services to maximize ROI of interactive marketing. Their newly increased capabilities include app development, creation of multimedia training and sales tools, website programming, search engine optimization, and 3D graphics. The agency's enhancements include added emphasis on metrics design, tracking and reporting, and ROI analysis for interactive campaigns. For further information, contact **Bob Brown** at 310-406-2460, ext. 101, or visit www.bryantbrown.com.

Fingerpaint has announced the acquisition of Phoenix-based **Olson Communications**, a 13-year-old firm known for its work in the film, entertainment, real estate, and hospitality industries. The acquisition will add public relations, content marketing, and promotions to **Fingerpaint's** scope of services, while also expanding its footprint to the Southwest. For further information, visit fingerpaintmarketing.com.

Genzyme, a **Sanofi Company**, has received FDA approval for Lemtrada (alemtuzumab) for the treatment of patients with relapsing forms of multiple sclerosis (MS). Because of its safety profile, the use of Lemtrada should generally be reserved for patients who have had an inadequate response to two or more drugs indicated for the treatment of MS. For further information, visit genzyme.com.

The JAMA Network, beginning January 1, 2015 will handle all commercial and bulk reprint sales from its offices in New Jersey and Chicago. Customers from around the world will benefit from competitive global pricing and a streamlined process for obtaining quotes and placing orders. For further information, contact **Sue Lovenberg** at sue.lovenberg@ama-assn.org or 973-263-9191 ext. 218.

Ogilvy CommonHealth Worldwide announced the network won Silver in the "DTC Print Campaign" category and 33 of its entries received

Awards of Excellence certificates at the Rx Club Show Awards, held at the Metropolitan Pavilion in New York City. For further information, visit www.ochww.com.

Oncology Nursing Society (ONS) has announced a new advertising sales partnership with **American Medical Communications (AMC)**. Starting January 1, 2015, AMC will be handling all print and digital advertising for ONS. ONS is a professional association of more than 35,000 registered nurses and other healthcare providers dedicated to excellence in patient care, education, research, and administration in oncology nursing. ONS has three leading publications: *Clinical Journal of Oncology Nursing*, *Oncology Nursing Forum*, and *ONS Connect*. In addition to the three print journals, ONS also has online media outlets, including a website that generates more than 500,000 monthly impressions and two weekly e-newsletters that are delivered to more than 30,000 nurses with open rates averaging 22%. For further information, visit www.ons.org.

Oxford University Press announces that it will begin publishing *Aesthetic Surgery Journal*, *Journal of Crohns & Colitis*, *Nutrition Reviews*, and *International Journal of Neuropsychopharmacology* beginning in January 2015. For advertising information, please contact **Carol Levine** at carol.levine@oup.com or 212-743-8302 (office) or 917-297-7114 (mobile).

Physicians Resource Education, LLC, is sponsoring the **2015 32nd Annual Miami Breast Cancer Conference**. **Joan Lunden** is scheduled to be a keynote speaker on Saturday, February 28. For further information, visit www.gotoper.com.

Purdue Pharma has received FDA approval for Hysingla ER (hydrocodone bitartrate), an extended release (ER) opioid analgesic to treat pain severe enough to require daily, around-the-clock, long-term opioid treatment and for which alternative treatment options are inadequate. Hysingla ER has approved labeling describing the product's abuse-deterrent properties consistent with the FDA's 2013 draft guidance for industry, *Abuse-Deterrent Opioids – Evaluation and Labeling*. For further information, visit purduepharma.com.

SLACK, Incorporated, publisher of *Healio Gastroenterology*, is pleased to announce the selection of its Peer Perspective board for this new publication, launching in January. Published monthly, *Healio Gastroenterology* will compile the most-read content from Healio.com and distribute it in a print news magazine reaching 15,000 gastroenterologists and hepatologists in the United States. For more information, contact **Lee Gaymon**, Vice President, Marketing & Audience Development, at lgaymon@slackinc.com, 856-848-1000, ext. 356.

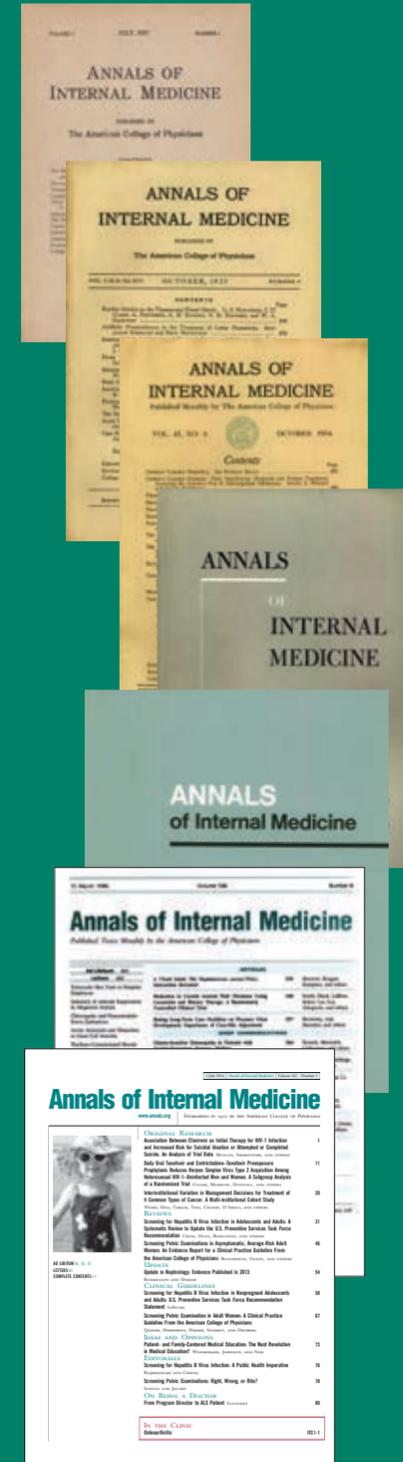
TGaS[®] Advisors has been acquired by **Trientis Vitae**, a newly formed group led by **TGaS** founder **Stephen Gerard** and members of the senior management team. The management led buyout was sponsored by **Gemini investors**, which led a consortium of financial investors including **Triangle Capital Corporation**, **Tregonon Capital Corporation**, and **Salem Investment Partners**. For further information, visit tgas.com.

TransforMED, a subsidiary of the **American Academy of Family Physicians**, announces a new customizable **Small Practice Solutions** package to help achieve better Triple Aim outcomes for Primary Care practices with one to four providers. **Small Practice Solutions** allows small and solo practices to achieve measureable results designed and priced exclusively for each individual situation and desired outcome. For further information, visit transformed.com.

Valeant Pharmaceuticals International, Inc., has received FDA approval for Onexton Gel (clindamycin phosphate and benzoyl peroxide), 1.2%/3.75%, for the once-daily treatment of comedonal (non-inflammatory) and inflammatory acne in patients 12 and older. Acne vulgaris is a common skin disorder that affects 40 to 50 million people in the United States. For further information, visit valeant.com.

Wolters Kluwer Health announced that each sale of the **2015 Lippincott Solutions Inspired Nursing Calendar** will benefit Honor A Nurse. Created by the **American Nursing Foundation (ANF)**, Honor A Nurse publicly acknowledges registered nurses who have made a difference in the lives of others. For further information, visit lippincottolutions.com.

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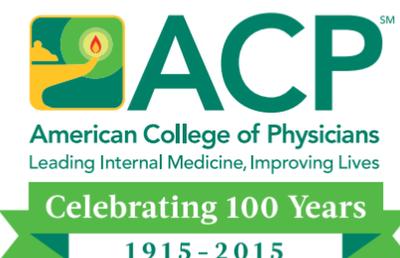
Annals of Internal Medicine

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

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

Contact:

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





Back to the Gym for Me...

BY ANDREW MCGUIRE

After having spent an inordinate amount of time with my tailor a few months back – assessing a grim situation of letting more things out than taking in, I vowed to get back into an exercise routine. First up was yoga, which was not successful. I gave that up after a few sessions of schwitzing and carrying on, trying to keep up with what, I thought, was a beginner's class. Final straw was, for the big finale of one particular session, students aligning their mats against a wall, climbing same wall to assume partial handstands. *Are you kidding me?* I thought. I watched on in total disbelief. Wasn't getting that Namaste vibe, just wasn't feeling it; in fact, I felt overwhelmed in a class full of advanced and flexible lululemons.

PEARL PERSONAL

Two dear friends, Jane and Joan, suggested I team up with them, hire a new trainer, and share the expense...just find something altogether different. That's how I hooked up with a terrific studio in Little Falls, NJ, called Pearl (www.pearlpersonaltraining.com), which offers training on Kinesis (ancient Greek for movement) equipment. Eric Walsh is a great trainer who runs the place. Kinesis is truly a holistic workout because it combines cardio, strength, and flexibility training – even beginners like me can get a good workout without killing themselves and risking unnecessary injury. Your body and core have to be anchored appropriately before



Joanie and me doing our Kinesis thing. Note she has far better form than I. I'm working on it.

doing any work with the weight resistant cables. If you're off kilter, you stay off kilter. The weight of the equipment will prevent you from doing the exercises improperly. The cables offer 360-degree range of motion exercises, so the workout rarely gets stale; lot's of versatility and options with Kinesis. The three of us – Jane, Joan, and me – have commandeered the studio two evenings a week – even getting first dibs on the music. You know how awesome it is to work out to the Tony Bennett songbook?

The trainer routine is working for me. It's like a doctor's appointment. You've made a commitment; you show up. And having two friends along makes for a socially fun evening – so going to the gym is something to look forward to and less of an onus of obligation. Now I'm expanding the regimen – booking stretching classes in Montclair, NJ (www.powerstretchstudios.com). That and eating more veggies*, I'll be back at the tailor in no time taking it all back in.

***Try This Recipe:** Halve a spaghetti squash – Scoop out seeds. Place squash in quart-sized Ziploc® plastic bag and microwave 12 minutes – take it out, scoop out the squash with a fork to get that spaghetti look. Add olive oil, some cracked pepper, pignoli nuts (roasted or not), little bit of shaved Parmigiano-Reggiano or ricotta salata for your salt effect. You have a satisfying meal.

Andrew McGuire is Regional Sales Director, New England Journal of Medicine, 860 Winter Street, Waltham, MA 02451. He can be reached at 973-771-8926 or amcguire@nejm.org.

A Year of Running

BY KATELYN INMAN

In 2014, I set a personal goal with my best friend to run a race every month! We wanted to create a goal that would keep us active and enjoying our city and having races was a great motivator to train throughout the year. Before starting this goal, I could barely run more than a mile, so it's been amazing to see how far I've come. Throughout the year, we ran a two-miler, several 5/10Ks, the Broad Street Run 10-miler, the Rock 'n' Roll Half Marathon, and The Ugly Sweater Run.

Typically, I train by myself and try to alter routes to increase or decrease distances from a minimum of two miles a day to a maximum of up to six miles, with three to four miles being average. Philadelphia has a great running path along the Schuylkill River and the Ben Franklin Bridge is an awesome training tool, but I still do a lot of urban running throughout random parts of the city.

It's been a great year of running. It's much easier for me to just go run a couple miles than I EVER thought it would be. And running these races has been a fun way to support charities and spend time with my friends. I've even been able to improve my 5K time by five minutes! Running is an awesome lifestyle change and a habit I'm sure I will continue for years to come.

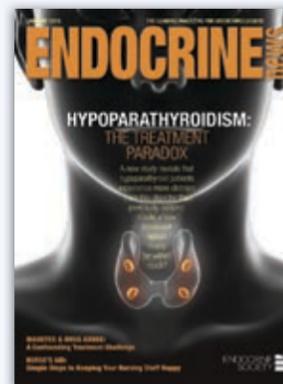


After completing my FIRST half marathon in September.

Katelyn Inman is Campaign Analyst, Communications Media, Inc., 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-568-5944 or kinman@cmimedi.com.



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* KANTAR Med/Surg June 2014 – Table 120, Dia/Endo Office & Hospital
** Essential Journal Study, Endocrinology, December 2012 – an independent study from The Matalia Group
† 2014 Google Scholar Metric





Love At First Ride – NOT

BY AMY WASHBURN NOVAK

If someone asked me what I thought of Spinning – an indoor cycling class offered at many gyms – after my first class back in Chicago in 1992, I would've said I'd prefer

for someone to poke me in the eye with a sharp stick. That's how much I despised it! It was SO intense...Music thumping almost as loud as my heart, legs burning like they were on fire, and gasping for anything resembling air in the loud, hot room. I didn't go back for 15 years!

IF AT FIRST YOU DON'T SUCCEED

Fast forward to 2007...Now I was married with two kids, ages six and four. I was back living in southwest Michigan and was a member at a local gym. My years of running were catching up with me and my lower back was giving me some trouble. I needed to find a cardiovascular activity that wouldn't put strain on my lower back. A good friend of mine taught a Spinning class at my gym. After contemplating it for far too long, I decided I should try her class to find out if I'd like it any better taught by my friend. Answer: NO! It was just as hard as it was so long ago back in Chicago. And now I was 15 years older!!

Well, the benefit of being friends with the instructor was I felt comfortable telling her my REAL feelings about Spinning...It's exhausting, stings my legs, feels like my lungs

are burning, and hurts to sit for several days following a 45-minute class! And the benefit of an instructor knowing her student is that she can respond by saying, "Yes, it's hard...suck it up until you adjust to the intensity level." She assured me that if I kept coming back, not only would it get a bit easier, but I might actually find that I like it.

FROM ENTHUSIAST TO INSTRUCTOR

That was truly an understatement. I kept going back, it DID get easier...In fact, I fell in love with Spinning! So much so that a couple of years ago I decided to become a certified Spinning instructor. The only thing I like more than teaching the classes is coming up with the playlists for each one. Anyone who knows me knows I'm a music enthusiast. I often tease that I missed my calling as a record producer! I teach an average of three days a week and Spinning – combined with a few days a week of weight training – really keeps me in shape. I love to indulge in good

food and good drink so I say that I exercise simply to keep up with the rate at which I eat!!

Amy Washburn Novak is President, Strategic Media Consulting, Inc., 5108 Trumpeter Drive, Portage, MI 49024. She can be reached at 269-382-0091 or anovak@strategicmediaconsulting.com.



It took a while...but now I love Spinning!

If you're looking for a fun, intense way to stay in shape, I highly recommend you check out a class. Here are some Spinning facts to consider:

- These indoor cycling classes are generally held in a fitness studio, with various light and music settings to create an energized atmosphere.
- Instructors guide participants through various phases, such as warm-ups, steady cadences, sprints, climbs, cool-downs, etc.
- You control resistance on your bike to make the pedaling as easy or difficult as you choose and your instructor gives you cues to change the resistance throughout the ride.
- All you'll need is workout clothes, a towel (it gets pretty sweaty), and a water bottle.



If you're an avid Spinning enthusiast you already know exactly where my enthusiasm comes from. If you're not, I hope you try out a class and find Spinning as fun and rewarding as I do. Ride on!

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* Ask about the 2013 Essential Journal Study and the 2014 Brand Funnel Study.





Powerflow Yoga Boss and Cancer Survivor

BY JERRY LEPORE

I'm proud of how much I've been able to accomplish while managing a serious and chronic health condition. I opened my 10th Powerflow Yoga studio this October, and more than 10,000 yogis all over New Jersey have practiced with us. I haven't talked about my illness much because I don't want people to think of me as my disease. I'm just a person, a yogi, a father, a businessman. But I'm realizing now it's important for others to understand that you can reach your goals no matter how many obstacles stand in your way. Hairy Cell Leukemia (HCL) did not stop me. As recently as last year, I had my third recurrence of this frightening but treatable blood cancer. Each time I come back stronger. I attribute my success in health and business to yoga.

THE RABBIT-HOLE OF ILLNESS AND INJURY

Ten years ago, I was 39, and I was physically miserable. My left knee nagged me, and I had surgery to repair a torn ligament. No big deal, I hoped, but it took longer than it should have to heal, and my fatigue kept getting worse. Then the flu knocked me out for two weeks, and my family and coworkers were losing their patience. I just didn't get better. Later in the year, I wound up having colorectal surgery for recurring hemorrhoids. I won't go into how unpleasant that experience was, but while recovering from surgery I began to have night sweats and distention on the left side of my stomach. I was losing weight quickly and was so tired that I could barely get myself to the office.

It turned out, after an MRI, a bone marrow biopsy, and several blood tests, that my immune system and body were completely broken. This, the tests showed, was the result of HCL, a chronic form of cancer that lives in the blood. The good news is that it's treatable. The bad news is that it's not curable, and it recurs. Though I've relapsed twice since the first episode, I catch it before it gets me that sick. I know when my blood counts are low from regular testing and, when the diagnosis is confirmed, I get treated to get my leukemia back in remission. It's a challenge to stay positive, but I do. I have to.

MY YOGA PRACTICE BROUGHT ME BACK TO LIFE

About a year after my first bout with HCL, I found yoga. At the time I was still searching for a way to get my body

back in shape. Basketball and running had continued to give me nagging injuries. So I dragged a friend with me to a hot yoga class in Chatham. During savasana, the final resting pose in a yoga class, I collapsed into my pool of sweat. I thought, *This is what I've been searching for.* Yoga whipped me physically, but also offered a spiritual awareness that had been missing from my life. I was completely hooked, some would say obsessed. I started feeling stronger, more flexible, and focused within months. I got my life back.

At the time, I was a partner at HealthLogix, a medical education company I started with two friends and colleagues. It was growing and successful, but, after all I had been through and realizing our time is short, I was eager to share my passion for yoga in a bigger way. I decided to go into the yoga business and opened Powerflow Yoga in Chatham in 2008.

STAYING POSITIVE EVERY DAY

I have made a lot of changes since I first became sick. I went through a divorce, left a business, started Powerflow,

and then some. But yoga has kept me on a peaceful and sustainable path that helps me focus on the most important people in my life: my three boys. I practice two to three times a week to stay grounded and sane. As I mentioned, I have relapsed twice, and I may again. But yoga helps keep my body strong so I can fight HCL and endure the treatments without too much interruption in my life. Yoga teaches me not to worry so much about how sick I was or how sick I could be one day. I am simply okay with how things are right now.

I know I need to eat well, and I do. I try to stick to a balanced diet of chicken, fish, vegetables, and plenty of salads and fruits. However, the foods of my Italian heritage will always be a part of my life. I am conscious that I have to rest and stay well to retain my strength to keep up with a busy life. But to be mentally positive and strong, it's my yoga I rely on.

Jerry LePore is the Founder and Owner of Powerflow Yoga, a company of 10 New Jersey yoga studios that are committed to fun, powerful, and challenging yoga classes that are accessible to all people. He can be reached at 1288 Van Houten Avenue, Clifton, NJ 07013, 973-769-2350, or jlepore@powerflownj.com.



Jerry and his managers celebrate the opening of their latest studio in Wayne, NJ, with Mayor Christopher Vergano.

It's Bikini Bodybuilding for Me

BY NIKKY DAMION

I am actually a national competitive bodybuilder, so health and fitness is my life! Outside of healthcare media of course :)

A LITTLE BACKGROUND

I was a competitive gymnast and cheerleader all the way to the collegiate level. Once I retired from my sports, I found myself going a bit stir crazy without something to compete in. I wanted to challenge myself to transform

my body so I started searching on Instagram. When I saw all these healthy, strong women working to better themselves, I decided to do the same. I found out about the National Physique Committee (NPC) in 2013 and began training to become a bikini bodybuilder. The level of bodybuilding I compete in strives for female competitors to find a perfect balance between muscular structure and femininity. We are women who are toned, curvy, and healthy without being overly muscular.

TRAINING BEGINS

I started my training in December 2013. Like many people find post-college, my body wasn't as tight as it once was and adulthood was catching up with me, so I needed a change. Since starting my journey as a bikini bodybuilder, in the past year I have lost nearly 30 pounds, 15% of those pounds being pure body fat, lost over 12 inches on my body, and added muscle to my five-foot-tall frame. I also gained immeasurable confidence in myself and met a great community of friends in the fitness world, who I love calling my "FitFam."

COMPETING

I am a member of the Team Works Figure Bikini team based in New York City. I work with my coach Jennifer Seales, a former Olympian figure bodybuilder, who I meet with once a month. We establish a workout schedule, diet plan, and supplementation routine. I follow my plan and see Jen regularly for check-ins. There are hundreds of shows around the country year-round. I have competed in New York City twice and once in Denver, Colorado. The actual show preparation requires me to wear a sparkly jeweled two-piece bikini, heels, jewelry, professionally done hair and makeup, and, of



Nikky Damion (middle) taking first place at the Brooklyn Grand Prix in October 2014.

course, that classic deep, dark spray tan bodybuilders need in order to show their definition under the stage lights. In addition to my work with my coach, I also am a sponsored athlete. I work with MYOKEM, a supplement company, and serve as a brand ambassador for their products through social media presence and promotional demos.

FINISHING WELL

Each show is broken into bikini "classes" by height and a class

can contain anywhere from 10 – 40 girls per class, depending on the size of the show. I am happy to share I placed in the Top Three finishes in all of my 2014 competitions. I took third place at the Northwest Summer Classic in July. I took first place at the Brooklyn Grand Prix on October 4,

and took second at the Colorado Natural Open in late October. I am now a three-time nationally qualified athlete and will be moving up to compete at the national level in 2015 in hopes of winning my professional bodybuilding ProCard. I am currently in my "off season" and am working to gain more muscle to take the stage again in June 2015.

In addition to meeting my fitness goals, I have made myself a fitness personality across Instagram and Facebook with my "Nikky Fitness" pages and plan on continuing this sport for the long-term future. I am hugely passionate about this sport!



Nikky Damion takes home two trophies at her NPC Bikini Debut in July 2014.

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DO SOMETHING!

BY SHANNON TUBRIDY

As a busy, working mom, it's hard to find the time to fit exercise into my day. And as much fun as it is, running around after my 15-month-old daughter Quinn just isn't cutting it! I'm sure many of us have expressed at some point how they wish there was just a few more hours in the day to get everything done. Thing is, there can be, you just need to *make* the time. Whether it's getting up a little earlier (which I'm not a big fan of personally), or waiting until the kids go to sleep, you have to carve out the time for you.

When the weather is nice, I like going for walks with Quinn in the stroller, or even taking her on a bike ride through the neighborhood with my husband, Terence. It's great exercise for us and gets us out of the house at the same time. And, of course, there's always the pool, the park, or the beach. But, this time of year, I wait until Quinn is in bed before I usually throw in a Physique57 DVD and do 30-60 minutes of activity three to four times a week. Phy-



Shannon with her husband, Terence, and daughter, Quinn.

siques7 is a barre-based workout with intervals of cardio, strength training, and stretching. It's literally nonstop for the entire time, and I can honestly say I have never done anything like it before! I was taking their classes in New York City for a few years, but found the DVDs offer me the flexibility to change things up at home. It's so unique, and I love that I can see and feel the difference in my muscles after just a few workouts.

I like food way too much to just sit around and, especially around the holiday season, I figure something is better than nothing. So I'm sure you can find time in your day as well. And once you do, you might not feel as guilty having that dessert!

Shannon Tubridy is Vice President, Group Supervisor, Multichannel Media, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-450-2952 or stubridy@sscgmedia.com.

Life-Changing Fish Oil and Good Reads

BY TERRY O. TORMEY

To maintain a healthy lifestyle, I exercise daily. Lots of walking! I avoid elevators and escalators, and I take OMAX3®, a fish oil every day.

Fish oil is nature's anti-inflammatory, and it supplies Omega-3, which helps our bodies get the fatty acids necessary to function, but fish oil also delivers other significant health benefits such as:

- **Lower Elevated Triglyceride Levels.** High triglycerides are known to put you at risk for heart disease.
- **Reduced Arthritis Symptoms.** Fish oil supplements (EPA+DHA, in particular) reduce stiffness and joint discomfort. Omega-3 supplements also seem to boost the effectiveness of many anti-inflammatory drugs.
- **Improved Brain Function.** There is a wealth of clinical data that concludes those who consume foods rich in Omega-3s have lower levels of depression, and the effects of antidepressants are enhanced. Additionally, improved cognition has been noted. Some even show Omega-3s reduce ADHD symptoms.

If you want to find out more about how fish oil works, I recommend *Fish Oil: The Natural Anti-inflammatory*, by

Joseph C. Maroon, M.D., and Jeffrey Bost, P.A. For me, this was a life-changing read.

Another book that's really had an impact on my overall health is Dr. David Perlmutter's *Grain Brain: The Surprising Truth about Wheat, Carbs, and Sugar – Your Brain's Silent Killers*. It is not a typical diet book. It is science-heavy with plenty of comments about the deleterious impact of our modern "Western diet." It is another genuine life-changing read. Perlmutter is an acquaintance of mine, and a doctor who practices what he preaches!

Terry O. Tormey is President and C.E.O., Prevention Pharmaceuticals, Inc., 142 Temple Street, Suite 205, New Haven, CT 06510. He can be reached at 1-267-247-5448 or TOT@PrevPharm.com.



Terry O. Tormey

Eat Your Food

BY MARIAN BOLUM

There are so many benefits of preserving your own food. It allows you to eat locally grown food all year, gets you out of the grocery store, and, best of all, you take full control of what you're consuming. With preserving, you decide where your food is from and you control the amount of added preservatives, sugar, and salt. It is one of the healthiest meal-prep options you can choose. While it took us a couple of years, we eventually eliminated about 90% of our food purchases from grocery stores. During growing season, we fill our pantry and freezer with canned and dehydrated vegetables, fruits, beans, stocks, soups, meats, and honey. Our pantry and freezer are our personal grocery store stocked with food from our gardens and local farms for nutritious, tasty meals.

WELL PRESERVED MEANT WELL-PREPARED

Having a filled pantry and freezer of food was very helpful on January 13th, 2012. That day I was released from the hospital. One week prior, my husband, Kevin, rushed me to the hospital when my abdomen and legs swelled. After numerous tests, I was admitted to the Cardiac Care Unit, then transferred to

the Intensive Care Unit. I was diagnosed with Viral Cardiomyopathy and was in Congestive Heart Failure caused by the flu I had over the holidays. My heart function was below 10 percent. Not knowing if medications would work, we prayed and tried to stay optimistic. Luckily, I responded well to the meds and was released with a portable heart defibrillator that monitored me 24 hours a day. I was given strict instructions to limit my mobility, as well as my sodium and liquid intake. Since I had preserved my own food without any salt, my diet wasn't an issue. Sitting in the chair all day, however, really bothered me. Kevin and my daughter, Kait, took over the cooking and household tasks, while keeping me positive and encouraging me.

TURNING MY EXPERIENCE INTO EDUCATION

After a couple of months, I regained my strength and more heart function. Today I feel great and refuse to let my heart damage get in my way of living life. While recovering, I kept thinking about what I could do to help others in my situation. I was asked to speak and offer words of encouragement to cardiac patients at a local hospital. But I wanted to help more people. Kevin encouraged me to teach others about preserving and attend an intensive training program at Cornell University Cooperative Extension to become a Certified Master Food Preserver Educator. After months of training, I completed the program and started Farm to Jars (www.FarmtoJars.com). My goal is to educate people on every economic level about correct preserving procedures and

give them the confidence to start. My classes include home canning, freezing, dehydrating, fermentation, low-sodium meals, farm-to-table and healthy fast-food meals. In addition to family and friends, I now reach many more through retail stores, farmers' markets, community colleges, CSAs, restaurants, churches, private/group classes, and health and wellness expos.

HOW TO START PRESERVING

Take baby steps.

- First, keep a careful eye on what your family eats.
- Start with freezing (the easiest form of preserving). Create portion sizes for your family needs and store in freezer bags or containers.
- If you want to do home canning (jars), use the correct process and up-to-date (after 1994) tested recipes. There are two preserving processes; one for low acid foods like

soups, vegetables, and meats, and one for high acid foods like pickles, jams, and fruits. Critical steps and procedures for canning must be followed in order to be safe. Use a valid resource to learn the correct procedures, such as the National



Farm to Jars.

Center for Home Preservation (<http://nchfp.uga.edu/>) and Ball Fresh Preserving (<http://www.freshpreserving.com/>).

PRESERVE FOR GOOD

Preserving food takes minimal equipment, planning, and time. A filled pantry and freezer with healthier options is rewarding and makes mealtime easier with the added bonus that your food tastes better because it's preserved at its peak flavor. Best of all, you have control of what you eat. You know where your food is coming from, slowly eliminate your use of grocery stores, and support local farmers.

There are so many reasons why I believe my heart will stay strong, including the support and encouragement of my family and friends, diet, exercise, medications, and helping others. I welcome each day with determination to stay healthy and be able to help others learn how to take control of what they are eating for health, taste, and economic reasons.

Marian Bolum is the Owner and Educator of Farm to Jars, 25 South Main Street – 127, Yardley, PA 19067, www.farmtojars.com. She can be reached at 609-306-3489 or farmtojars@gmail.com. She is married to Kevin A. Bolum, Director of Advertising Sales, American College of Physicians, 190 North Independence Mall West, Philadelphia, PA 19106-1572. He can be reached at 215-351-2440 (office), 215-680-0259 (mobile), or KBolum@acponline.org. They are the parents of Kaitlin R. Bolum, Industry Sales Coordinator, Digestive Disease Week (DDW). She can be reached at kbolum@gastro.org and 301-941-2627.



Paris,
Summer 2014.

Birthplace: Virginia
Marital Status: In a relationship
Children: None
Occupation: Senior Media Planner at FCB Health
Years in Industry: 2
College: University of Virginia (UVA)

What are two things on your bucket list?

I want to travel to all seven continents. I also want to give back and provide a scholarship to help a UVA student to study abroad. I was fortunate enough to receive scholarships and I would love to be able to pay it forward.

What is your favorite restaurant?

It's About Thyme in my hometown, Culpeper, VA, is my favorite restaurant. All of the fruits and vegetables come straight from the owner's garden and the food is delicious. Everyone there is friendly. They have a unique type of cheese called Better Cheddar, or more commonly known as "Culpeper Crack" because it is so addictive.

How do you stay fit?

Specifically, I run, go to the gym, and take Zumba classes, but I enjoy a lot of activities that keep me active like hiking, swimming, and going for long walks.

How did you get started in the industry?

I studied marketing at the McIntire School of Commerce at UVA and narrowed my interests down to advertising. I had several informational interviews with different people in the industry and one of them happened to work at FCB. I applied for a position and the rest is history!

What is your favorite movie?

It's difficult to decide, but I do love *It's a Wonderful Life* and *The Lord of the Rings*. *The Parent Trap* (modern version) is definitely a guilty pleasure. Every Christmas Eve, I watch *It's a Wonderful Life* with my family and it brings back memories and puts things into perspective.

Hobbies?

I love traveling, exploring the city, speaking French, swimming, taking pictures, dancing, and spending time with family and friends.

Best part of your job?

The best part is getting to know new people and providing value for my clients. I enjoy working and interacting with

PERSONAL EXCHANGE

Victoria Steimel

so many interesting people. It is also a great feeling when you can make a difference for clients and help them to efficiently reach their goals.

What would you like to know more about?

I love learning about astronomy and the universe. I've been watching *Cosmos* and really enjoying it. I would also like to be able to speak more languages.

What one little thing always makes you happy?

Nice weather!

Have you ever had a brush with fame?

Jesse Tyler Ferguson, who plays Mitchell on *Modern Family*, sat at the table across from me at Milk & Honey (a speakeasy-style bar). I tried to play it casual, but I had a terribly painful sunburn and my friend accidentally scratched me so I screamed. The whole bar went silent. I don't think I made a good impression...

If you could see anyone in concert, who would it be?

I used to say Bruce Springsteen, but now I've seen him in concert – so next I would have to say Elton John!

What was the best present you ever received?

My uncle took me and my cousin on a three-week adventure trip to Egypt during a summer in college. I had dreamed of going there my whole life. It was incredible. Cairo was such a culture shock that after leaving it and traveling around the rest of Egypt, coming back to it was culture shock all over again.

What is your most memorable birthday?

I spent my 20th birthday in Morocco while studying abroad for the summer. I was worried that, for the first time in my life, I might have to go to school on my birthday, but luckily it fell on a Sunday. We spent the day at a beach house and had a delicious feast and bonfire.

What is one thing you can't live without?

My friends and family.

What is your favorite vacation spot?

While I love to travel to exciting and new places, there is no better place to vacation than Emerald Isle, North Carolina. I go with my family annually and it is always the best week of the year.

Since I'm one of eight and my mother is one of nine, there are about 50 of us at the beach. We stay at neighboring beach houses. We spend our days out in the sun and in the water and plan different events each year like a hot dog eating contest or comedy show. We always have a lot of laughs and a lot of fun.

Victoria Steimel is Senior Media Planner, FCB Health, 100 West 33rd Street, New York, NY 10001. She can be reached at 212-885-3295 or Victoria.Steimel@fcb.com.

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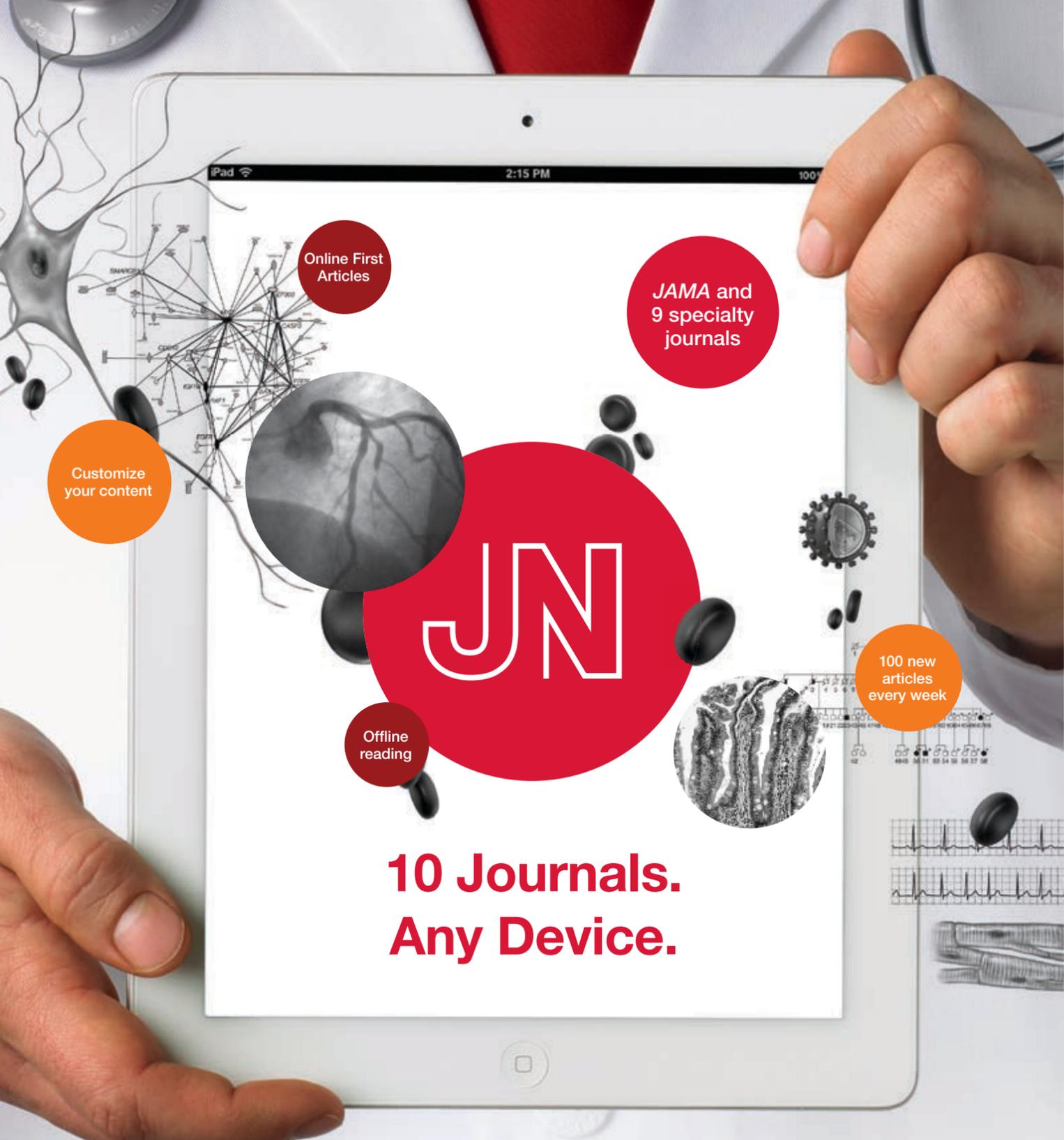
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References: 1. Primary Care. Medical/Surgical Study. Kantar Media; December 2013. 2. Membership data on file; American Academy of Family Physicians.



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FEBRUARY 2015

Must-Know Industry Events

2-6 MARCO ISLAND, FL
3rd Annual Essentials in Primary Care Winter Conference, 800-327-4502

3-5 NEW ORLEANS, LA
12th Annual Medicare Congress, 646-895-7316

4-6 SAN DIEGO, CA
4th Annual Structural Heart Intervention and Imaging: A Practical Approach, 858-652-5400

5-8 DALLAS, TX
14th Annual National Family Medicine Board Review Course, 800-458-4779

6-7 SACRAMENTO, CA
33rd Annual Infectious Diseases Conference, 916-734-5390

6-9 ST. PETERSBURG, FL
15th Annual International Symposium on Congenital Heart Disease, 727-767-8584

11-14 PARADISE ISLAND, BAHAMAS
19th Annual Winter Conference on Clinical Issues in OB/GYN, 800-327-3161

12-16 SAN JOSE, CA
American Association for the Advancement of Science (AAAS) Annual Meeting, 866-229-2386

18-22 HUNTINGTON BEACH, CA
American College of Psychiatrists Annual Meeting, 312-662-1020

20-21 MEMPHIS, TN
14th Annual St. Jude/PIDS Pediatric Infectious Disease Research Conference, 703-299-6764

20-24 HOUSTON, TX
American Academy of Allergy, Asthma, and Immunology (AAAAI) Annual Meeting, 888-869-0189

23-27 TRUCKEE, CA
38th Annual Emergency Medicine Winter Conference, 916-734-5390

24-26 NEW YORK, NY
Institute for International Research is

sponsoring "ePharma Summit 2015," 888-345-8016

25-26 PHILADELPHIA, PA
Center for Business Intelligence is sponsoring "Sample Compliance and Reporting Summit," 800-817-8601

26-3/1 MIAMI BEACH, FL
32nd Annual Miami Breast Cancer Conference sponsored by Physicians Education Resource, LLC, www.gotoper.com

MEETINGS IN MARCH

5-7 SCOTTSDALE, AZ
11th Annual Update on Women's Health Meeting, 480-301-4580

20-24 SAN FRANCISCO, CA
73rd Annual Meeting of the American Academy of Dermatology, 847-240-1280

FEBRUARY 2015

FUN THINGS TO DO

NEW YORK February

Beacon Theatre
2124 Broadway, between West 74th and 75th Street, 866-858-0008

- 6 - Spandau Ballet
- 7 - Jason Isbell
- 14 - The 70's Soul Jam Valentine's Concert

Madison Square Garden
7th Avenue, between 31st and 33rd Street, 866-858-0008

- 18 - Billy Joel
- 25 - Florida Georgia Line – Anything Goes

The Theater at Madison Square Garden
7th Avenue, between 31st and 33rd Street, 866-858-0008

- 14 - Babyface
- 19-3/1 - Sesame Street Live: *Make a New Friend*

Irving Plaza
17 Irving Place, 212-777-6800

- 4 - Asaf Avidan
- 11 - Sam Hunt
- 12 - The Noise Presents Periphery with Nothing More, Wovenwar, and more

- 15 - Kongos – Lunatic Tour 2015
- 19 - Jencarlos Canela
- 28 - Jukebox the Ghost

NEW JERSEY February

Count Basie Theatre
99 Monmouth Street, Red Bank, 732-842-9000

- 7 - *In The Mood: 1940s' Musical Revue*
- 8 - Monmouth Symphony Orchestra Winter Concert
- 10 - Spandau Ballet
- 13 - Billy Ocean
- 14 - A Valentine's Doo Wop
- 15 - Late Night Catechism
- 16 - WJRZ Presents Foreigner
- 21 - Bobby Collins
- 22 - Rain – A Tribute to the Beatles
- 26 - Natalie MacMaster – Visions from Cape Breton
- 27 - Pink Floyd Experience: 4 Sides of Floyd
- 28 - No Rush: New Jersey Symphony Orchestra

Izod Center
East Rutherford, 800-745-3000

- 21 - Chris Brown and Trey Songz

Mayo Performing Arts Center
100 South Street, Morristown, 973-539-0345

- 5 - The Australian Bee Gees Show
- 6 - *In The Mood: 1940s' Musical Revue*
- 7 - Complexions Contemporary Ballet
- 8 - Imago Theatre's FROGZ
- 10 - *The Rainbow Fish*
- 13 - Rosanne Cash
- 14 - The Fab Four
- 17 - Foreigner
- 19 - Tango Buenos Aires
- 20,21 - Stomp
- 22 - Dance Party Concert with The Laurie Berkner Band Live!
- 23 - *Harriet Tubman and the Underground Railroad*
- 26 - The Pink Floyd Experience
- 27 - Natalie MacMaster and Donnell Leahy
- 28 - *Anything Goes*

The Wellmont Theater
5 Seymour Street, Montclair, 973-783-9500

- 7 - George Lopez
- 14 - Young the Giant