

Next Month –  
Living in a Digital World

Healthcare Marketer's

# exchange

"Where Healthcare Marketers Connect"

Vol. 24, No. 12  
JANUARY 2016

## ***Fitness Breakthroughs from Top Pharma Execs***

*Changing Lives with  
HBA's "Fit to Lead" and  
J&J's Corporate Athlete Program*

## ***When Cancer Leads to Greater Health***

*Nutritious Delicious Recipes*

## ***Brand-New Feature: Best Day in...***

*by Paulette McCarron*

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# No matter how they read it, they just can't put it down



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PUBLISHER  
**Nancy A. Leonard**  
P.O. Box 64  
Verona, NJ 07044  
973-744-9505  
[naleonard@HMEExchange.com](mailto:naleonard@HMEExchange.com)

ASSISTANT TO THE PUBLISHER  
CIRCULATION MANAGER  
**Denise Pecora**  
973-744-9505  
[dpecora@HMEExchange.com](mailto:dpecora@HMEExchange.com)

ART DIRECTOR (Ad Submissions)  
**James J. Ticchio**  
Direct Media Advertising  
73 Glenmere Terrace  
Mahwah, NJ 07430  
201-327-6985  
[jim@directm.com](mailto:jim@directm.com)

EDITOR (Editorial Submissions)  
**Elise Daly Parker**  
973-919-1067  
[editorial@HMEExchange.com](mailto:editorial@HMEExchange.com)

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DEAR HEALTHCARE MARKETER:

As you know my daughter Katie left for college in September. At that point, my daughter Maddie and I made it a goal to eat healthier. We always blame Katie for our bad habits. No matter what she eats – ice cream, chips, chicken fingers and fries – she doesn't gain weight. (I have to admit though her portions are smaller than ours.) I enlisted the help of a nutritionist who definitely taught us a few things. The one that sticks in my mind is Peanut M&M's are better than plain because they offer that protein we all need to balance out the sugar – LOL!



On a serious note, we know we need to get rid of the white bread and pasta and replace them with whole wheat versions. We need to make sure our meals consist of a balance of protein, carbs, vegetables, and good fats. We need to drink more water and cut out high sugar options like orange juice. No processed foods. Basically fuel our bodies with good stuff. Maddie has done better than I. However, I definitely have made some positive changes that I'd like to think are lifestyle improvements.

As we approach the New Year, I plan on adding to my goal of better health. Some of the tips in this issue are just the thing to help me be kinder to my body and soul. We've got some inspiring fitness and well-being success stories from **Karen Kron**, **Lindsay Schubert**, **Denise Sena**, **Jessica Pfennig**, and **Mike LoPresti**, all of whom engaged in programs that used the power and encouragement of camaraderie to improve their health. **Leslie McDonald** shares how Essential Oils have made an impact for good on her well-being. We've got a few yummy but simple crock-pot recipes I'm definitely going to try – you'll find one in these pages and one in our Digital Edition. And there's even a gluten-free biscotti recipe that sounds delicious.

This January, I am not only making changes to my health, but I made some exciting changes to HEALTHCARE MARKETER'S EXCHANGE too. Did you notice our brand-new cover? Plus we've got a fabulous new regular feature, *Best Day in the City*. Travel savvy **Paulette McCarron** starts us off with her take on a perfect day in London...a second day continues in our Digital Edition. We've refreshed and redesigned a few pages, including *Announcements* and *Personal Exchange*, this month featuring **Dianne Reynolds**. And you'll also find our website has a whole new design that's crisp, dynamic, and easy to navigate. Plus we've got a Brand-New Job Listing Ad Bundle. See details below.

With the holidays behind us, many of us welcome January as an opportunity to regroup and commit to a healthier lifestyle. With that in mind, I hope you have the best year ever!

“Strive for progress, not perfection.”  
—Unknown

Happy Healthy New Year

*Nancy*

P.S. Don't miss our next issue – It's the latest and greatest info on *Living in a Digital World*.

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# ANNOUNCEMENTS

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

onward&upward

promotions  
additions

*Advanced Clinical* has announced the appointment of **Denise Kurowski**, Senior Vice President, FSP. She can be reached at 847-267-1176.

*Communications Media, Inc.*, has announced the appointment of **Arielle Soriente** and **Darrell Springfield** as Associate Media Planner, **Jonett Conner** as Associate Director, Media, **Kate Drummond** as Vice President, Media, and **Elizabeth Jensen** as Associate Media Planner. They can be reached at 215-568-5944. **Joshua Willson** has been appointed to Senior Digital Ad Operations Specialist. He can be reached at 484-322-0880.

*NXLevel Solutions* has announced the appointment of **Daniel O'Connor** as head of its PharmaCertify™ Division. He can be reached at 609-466-2828.

*Ogilvy CommonHealth Worldwide* has announced the appointment of **Caroline Asbaty** as Account Group Supervisor for **Ogilvy CommonHealth Wellness Marketing**, **Jennifer Park** as Account Supervisor for **Ogilvy CommonHealth Payer Marketing**, **Keren Baum** as Senior Program Director and **Christine Trucco** as Senior Account Director both for **Ogilvy CommonHealth Medical Education**. They can be reached at 973-352-1000

new&noteworthy

awards & mergers  
FDA approvals

*Alexion Pharmaceuticals* has received FDA approval for Kanuma (sebelipase alfa) as the first treatment for patients with a rare disease known as lysosomal acid lipase (LAL) deficiency. For further information, visit [www.alxn.com](http://www.alxn.com).

*AstraZeneca Pharmaceuticals* has received FDA accelerated approval for an oral medication to treat patients with advanced non-small cell lung cancer (NSCLC). Tagrisso (osimertinib) is now approved for patients whose tumors have a specific epidermal growth factor receptor (EGFR) mutation (T790M) and whose disease has gotten worse after treatment with other EGFR-blocking therapy. For further information, visit [www.astrazeneca.com](http://www.astrazeneca.com).

*Bristol-Myers Squibb* has received FDA approval for Empliciti (elotuzumab) in combination with two other therapies to treat people with multiple myeloma who have received one to three prior medications. For further information, visit [www.bms.com](http://www.bms.com).

*Dignitana, Inc.*, has received FDA approval for marketing in the United States the first cooling cap to reduce hair loss (alopecia) in female breast cancer patients undergoing chemotherapy. For further information, visit [www.dignicap.com](http://www.dignicap.com).

*Eli Lilly and Company* has received FDA approval for Portrazza (necitumumab) in combination with two forms of chemotherapy to treat patients with advanced (metastatic) squamous non-small cell lung cancer (NSCLC) who have not previously received medication specifically for treating their advanced lung cancer. For further information, visit [www.lilly.com](http://www.lilly.com).

*Genentech* has received FDA approval for Cotellix (cobimetinib) to be used in combination with vemurafenib to treat advanced melanoma that has

spread to other parts of the body or can't be removed by surgery, and that has a certain type of abnormal gene (BRAF V600E or V600K mutation). For further information, visit [www.gene.com](http://www.gene.com).

*Janssen Biotech* has received FDA accelerated approval for Darzalex (daratumumab) to treat patients with multiple myeloma who have received at least three prior treatments. Darzalex is the first monoclonal antibody approved for treating multiple myeloma. For further information, visit [www.janssenbiotech.com](http://www.janssenbiotech.com).

*Oxford University Press* announced that effective with January 2016 issues, it will publish the following journals: *American Journal of Clinical Pathology*, *LabMedicine*, and *Critical Values* on behalf of the **American Society for Clinical Pathology** and *Pain Medicine* on behalf of the **American Association of Pain Medicine**. For more information, contact **Carol Levine** at [carol.levine@oup.com](mailto:carol.levine@oup.com) or visit [www.oupmediainfo.com](http://www.oupmediainfo.com).

*Pfizer* has received FDA approval for QuilliChew ER chewable tablets. Pfizer now offers two different products for the treatment of ADHD in patients ages 6 years old and above – liquid Quillivant XR® (methylphenidate HCl) CII and new QuilliChew ER chewable tablets. For further information, visit [www.pfizer.com](http://www.pfizer.com).

*Publicis Health Media (PHM)* has announced a new branding architecture affecting its three key office locations in Philadelphia, New York, and Chicago. Each office will be identified with a new signature brand name. The key PHM locations will be named as follows: **Publicis Synapse** – Chicago; **Publicis Thrive** – Philadelphia; and **Publicis Pulse** – New York. For further information, visit [www.PublicisHealthMedia.com](http://www.PublicisHealthMedia.com).

*Social Reality, Inc. (SCRI)*, and *American College of Chest Physicians (CHEST)* announced the launch of a medical programmatic digital ad platform, SRAXmd, that engages medical professionals at practice locations and through desktop display messaging, pinpointing the healthcare provider market via specific brand messaging in real-time. The next-gen platform also enables the mobile location-based delivery of ads that are tailored to a specific field of medicine, in this case, the critical care, pulmonary, and sleep medicine field, providing a high value service to both the pharma industry and medical professionals. For further information, visit [www.socialreality.com](http://www.socialreality.com) or [www.chestnet.org](http://www.chestnet.org).

*Takeda Pharmaceuticals* has received FDA approval for Ninlaro (ixazomib) in combination with two other therapies to treat people with multiple myeloma who have received at least one prior therapy. For further information, visit [www.takeda.com](http://www.takeda.com).

## INDUSTRY OPPORTUNITIES

**AD SALES:** UBM Americas is seeking candidate with experience selling print and digital ad space in healthcare vertical; prospecting and selling to new and existing accounts and attending trade shows. Contact Vicki Martin at [vicki.martin@ubm.com](mailto:vicki.martin@ubm.com).



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Your challenge is to get your clients' messages in front of the right physicians' eyes. 82% of the physicians who receive **Annals of Internal Medicine** read it.\*

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

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# Health & Wellness

## A Balanced Approach

BY DENISE SENA

Life is ever changing. What worked in our 20s most likely will not have the same results in our 50s. To be successful, I believe it's important to know your body and stay on top of how different foods make you feel. However one way to live a more fit and healthy life that never seems to change is "portion control." That will work every time.

### CHOOSING A HEALTHY LIFESTYLE

My favorite way to work out is to jump on my rowing machine. I love it! It's a full body workout that provides cardiovascular and strength/toning training at the same time. When I row, I get a well-rounded workout in and feel much more effective throughout the day.

I practice "clean eating" that reduces inflammation, which can be the undertone to many diseases and strongly impact the way we feel. I don't consider how I eat a diet. It's really a way of living. Drinking enough water to keep hydrated also cannot be over-emphasized. And though I have high cholesterol that has been passed down from generation to generation – something I will have to manage all my life – I am lucky that I am at a very low risk for heart disease because of healthy choices I have made.

I love the connection between vitality, energy, and food. I have gluten and dairy sensitivities that make me a tough person to split appetizers with! Last year I introduced fish, eggs, and chicken into my diet after a five-year vegetarian stretch and it's made a big difference when I train six months out of the year for triathlons. Eating "clean," eliminating processed foods, prioritizing organic and non-GMO (genetically modified organism), drinking 64-72 ounces of



The Queen of the Crest Triathlon in Wildwood NJ.

water a day, and sleeping 7-8 hours all help so I can be the best I can be and give to others.

### SHARING MY PASSION FOR GOOD HEALTH

My commitment to promoting a healthy lifestyle extends to others as well. I volunteer my time as the Director of Fit to Lead, a newly formed affinity group of the Healthcare Businesswomen's Association (HBA). Fit to Lead organizes events that focus on the connection between wellness, fitness, and leadership.

In addition to Fit to Lead, I've attended the Corporate Athlete Program of the Human Performance Institute, a Johnson & Johnson company. The course is complemented by strategies on energy management, and eating light and often as ways to stabilize glucose all day, keep energy up, and fuel movement and exercise. Participating in this program was life-changing, and reminded me to focus on my purpose and ultimate mission in life: "To bring my best self to the table every day, in everything I do." This is a message I continue to pass on to others.

### MAINTAINING BALANCE

Life pulls us in every direction, Mother Nature simply will not extend the day to exceed 24 hours. Most days for me it comes down to a choice of where I want to dedicate my time. Fitness is always in the Top 3, though some days it does not get the gold medal. I also love to read about nutrition. *Clean Eating* and *Experience Life* are my favorite go-to magazines. I journal as well, as a mechanism to rid thoughts – good or not good.

Everything is a choice. I prioritize every day. This way I am not struggling to "Do it all" and be everything to everybody. "Wearing too many hats can mess up your hair."



*Denise Sena is a Project Leader in Customer Strategy and Innovation, Merck Pharmaceuticals, 351 North Summeytown Pike, Upper Gwynedd Township, PA 19454. She can be reached at 267-305-0269 or [denise.sena@merck.com](mailto:denise.sena@merck.com).*

### Gluten-Free Almond Biscotti

I love to make biscotti. I triple the batch and freeze them. Then break them out for a celebration like New Year's.

#### Ingredients

- 2 tbsp grape seed oil (or butter if you like)
- ½ cup agave
- ½ tsp almond extract
- ½ cup egg whites (or 2 eggs, large)
- 1 cup almond meal
- 1 ½ cups gluten-free flour mix
- ½ tsp xanthan gum
- 1 tsp baking powder
- Pinch sea salt

Optional – Add 3 tbsp cocoa powder when adding in dry ingredients

½ cup slivered almonds

Optional – Add in dark chocolate chips when adding in dry ingredients



#### Directions

1. Preheat oven to 300° F.
2. In a medium-size bowl, mix together all wet ingredients; first 4 ingredients.
3. Then, add dry ingredients and mix again till batter is like cookie dough, not too sticky though! Malleable enough so that you can knead it.
4. Divide dough into 2 equal parts and create two logs about 12" long x 3" wide. My logs were about a finger high.
5. Bake logs on a baking sheet at 300° F for 25 minutes, then let cool for 10 minutes.
6. At a 45-degree angle, cut your pieces of biscotti. I cut about 10 biscotti out of each log.
7. Evenly spread out biscotti on baking sheet and bake at 300° F for 10 minutes. Then, flip biscotti over and bake for another 10 minutes.
8. Eat them hot!



# Health & Wellness

## Getting Fit for Life

BY JESSICA PFENNIG

My biggest health scare was being diagnosed with uterine cancer on May 20, 2013. Getting the dreaded phone call from your physician saying you have cancer is a call I don't want anyone to get. It stopped me in my tracks and caused me to regroup. I have learned that focusing on the changes of your body and being the best advocate for your personal health is a lifelong commitment.

### THE DIAGNOSIS THAT CHANGED MY APPROACH TO HEALTH

Before cancer, I was a "random" exercise person. My diet was super poor and I would register for ambitious races and show up at the Start Line with little to no training. Not recommended. I did this for many half-marathons. It was after the cancer treatment that I got a fresh start on how I approach my health. I am not perfect, but diet and exercise are top of mind.

I focus on "The 17-Day Diet." Recommended by my oncologist, it has made the management of cancer side effects so much better. Through four cycles of 17 days, you introduce various foods into your diet aligned to clean eating. My healthy recipes center around being simple. I love a three-egg-white omelet with onions, peppers, tomatoes, and spinach to start off my morning.

### TRIATHLONS KEEP ME MOTIVATED

I get my health motivation by setting ambitious goals related to being in a race and then work to make that dream a reality. My passion is training for triathlons – running, swimming, and biking. Starting in 2015, I could not swim one pool length, a huge barrier to overcome since I wanted to do open-water swimming in a triathlon. I took private swim lessons and slowly started to work on my technique and endurance. Now, I can swim over 1.5 miles in one workout session.

I journal about my workout sessions to track my progress and help me stick with a workout plan. I also have a 2015 journal filled with photos, race results, my goals going into the race, and a very deep dive on lessons learned.

### KEY SUPPORT FROM HBA FIT TO LEAD

Instrumental in my fitness success is my involvement in Healthcare Businesswomen's Association Fit to Lead (FTL) program. A triathlon is the launching point for a

complete initiative focused on leadership and "management from within." FTL kept me engaged as I started to complete triathlons. Without their support, I would not be where I am today with fitness goals and professional leadership. I joined the HBA Fit to Lead program twice. The first time I was tentative and noncommittal. I didn't really know what I was getting into. I thought I could "muscle" my way through a triathlon. I wasn't engaged. I didn't join support calls, made excuses as to why I couldn't travel for face-to-face training sessions, and excused my way out of showing up for the actual race.

When I took a step back, I realized I did not do my best. This was not who I was. I decided if I ever joined Fit to Lead again I would have to be ALL IN. So in the next training season – 2015 – I was all in. I carved time out of my schedule so I could meet the commitments. The HBA FTL group kept me motivated and provided a network of experts. The FTL women became my network of strength to encourage me – even when my performance was below my standard. At my first Open Water Swim I was close to finishing last, but all the women stood on the dock cheering me on. Their vote of confidence made my race

day experience all that much better as I broke down my personal barriers.

I have learned that to get the best experience out of life I need to be present in the moment – no worrying about the past or the future. I have a daughter and every time I have a chance to be with her, I take it. I practice deep breathing to de-stress. For example, if I'm stressed when I enter the pool, I can feel it with each stroke. I stop and just float on my back breathing deeply, calming myself. I also do deep breathing at night during my long commute and as I get ready for bed.

I am amazed at how many "firsts" I've had just in 2015. Seeing it all written down in my journal makes me proud!



Jessica finishing her fifth triathlon at the TriRock Clearwater Race.



*Jessica Pfennig is Global Digital Governance Director, AstraZeneca Pharmaceuticals, 1800 Concord Pike, Wilmington, DE 19850. She can be reached at 302-886-4951 or [Jessica.Pfennig@AstraZeneca.com](mailto:Jessica.Pfennig@AstraZeneca.com).*



## Essential Oils – Essential for Better Health

BY LESLIE McDONALD

Essential Oils came to me at a time when I was looking for a more natural way to support my body and life. A friend of mine leads Essential Oil Workshops in NYC and I attended my first one in August. The class expands on what Essential Oils are and explains the many benefits to our health when we add them to our daily routine. Essential Oils instantly became part of my daily routine and I have not looked back since leaving that first class!

### WHAT ARE ESSENTIAL OILS?

They are nature's defense mechanism for plants and cells. They are pure extracts from plants so they are highly concentrated and 50-70 times more powerful than their herbal counterparts. With Essential Oils, a single drop can service every cell in our body. They work at a cellular level to protect cells and are able to penetrate cell membranes and fight against environmental threats. Using these precious oils can ease breathing, protect against seasonal threats, nourish the skin and sinuses, cleanse the air, and uplift your mood.



Pure Therapeutic Grade Essential Oils.

### WAYS TO USE ESSENTIAL OILS

**Diffuse:** Diffusing distributes the oil molecules in the air. Use a cold water diffuser or you can directly inhale the oils from an open bottle. You can also put a few drops of oil in the palm of your hand and cup your hands to your nose and inhale. Diffusing oils cleans the air and supports breathing. And they smell great!

**Shower:** Add a few drops of oil to the corners of the shower floor where the water won't wash it away as quickly. Let the hot water diffuse the oils naturally.

**Internally:** Most oils are safe to take internally. Just add to water, drop under tongue, or put in an empty capsule. Taking the oils internally nourishes the whole body.

**Topically:** One drop of Essential Oil can service every cell of your body. Apply to feet, ears, chest, back of neck, head, or troubled areas. Use topically to nourish muscles and joints.

### MY DAILY ESSENTIAL OILS ROUTINE

#### Morning

- **Lifelong Vitality Pack:** These are supplements that contain nature's most powerful antioxidants with nine

different Essential Oils including Frankincense, thyme, cumin, orange, peppermint, ginger, caraway, chamomile, and clove.

- **Lemon:** Add it to cup of water first thing in the morning. Lemon oil breaks down petrochemicals in the body.
- **Peppermint:** I diffuse this while I am getting ready for work or inhale to increase alertness and focus. Rub on the back of the neck to cool the body and ease head tension.
- **Frankincense:** Add a drop under the tongue because it is good for nourishing the brain. Also add a drop to moisturizer because it can be used topically to beautify skin.

#### Afternoon

- **Peppermint:** Diffuse to increase alertness and focus.
- **On Guard:** Add a drop to tea or diffuse for immune support and to eliminate airborne threats.
- **Slim & Sassy:** Add to water to manage hunger and support a healthy metabolism.

#### Evening

- **Deep Blue Oil:** Great after a long day of sitting at a desk and after a good workout, rub this on achy muscles.
- **Lavender:** Add to a bath to soothe irritated skin and diffuse at bedtime to calm emotions and support restful sleep.

Before running out to the nearest health food store and grabbing Lavender Oil off the shelf, consider the quality of the oil. doTERRA Essential Oils are certified pure therapeutic grade and undergo third-party testing to ensure potency, purity, and consistency in every batch of oil. The tests confirm that the Essential Oil is free of contamination and unexpected alteration during production. doTERRA Essential Oils are safe to use aromatically, topically, and most can be used internally! They are the purest oils you can find in the world today.

Please get in touch with me if you'd like more information.



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

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## Building Physical and Mental Strength as a Family

BY MIKE LOPRESTI

Sometimes "health and well-being" means improving physical health. Sometimes it refers to mental health. For me, it definitely means both sides of the coin. I've suffered through many injuries over the years. Starting at age 17, joints have been dislocating, ligaments tearing, tendons rupturing, and disks herniating. By 2014, I'd hit my rock bottom in terms of physical health and it was having a strong impact on my mental health. I felt weak – fragile, even, afraid to bend over to pick up a piece of paper due to lingering back issues – and I'd just about resigned myself to a life of recurring injury and pain.

### TIME FOR A CHANGE

Right about this time, my fiancé, Becky, suggested giving CrossFit a try. Despite my history, my curiosity got the best of me and I went with her to CrossFit Mount Laurel to see what the fuss was all about. The owner was well-versed in physiology and exercise. He inspired confidence that realistic goals, scaled workouts to make allowances for my past injuries, and increasing commitment to the program would strengthen me, not hurt me. Ultimately, I decided it was time to make a change. To be bold, not afraid. To not accept weakness. To be proactive about prevention and not wait for injury. I signed up for two classes per week, more apprehensive than excited, but committed nonetheless. This really could make me, or very literally break me.

### STEADY PROGRESS

In CrossFit, the entire class does the same WOD, or "workout of the day"; well, the entire class, it seemed, except me. The trainers always had substitute workouts for what I wasn't able to do, and I always felt like the oddball doing my own workout. Once I started talking with my classmates, however, many told stories of similar experiences. It



Like father, like daughter – Madison's first CrossFit competition.

took almost six months before I successfully completed the same WOD as everyone else. At 12 months, I was attending four to five classes per week. And the changes in both my physical and mental health were amazing.

I'm no longer fragile; I'm strong. I started out deadlifting 90 pounds while terrified, and I'm now deadlifting over 200 pounds with confidence. I'd given up on ever running again, but here I am, jogging (slowly) short distances of 400-800 meters at a time. It feels freeing. I climbed a 25-foot rope for the first time since high school. I'm no longer hesitant to pick up a piece of paper.

### BECOMING A FIT FAMILY

During that first year, I introduced my daughter, Madison, to CrossFit. She loves the classes, enjoys working out with a bunch of adults, and impresses me with how she handles gymnastic-oriented moves like handstand pushups with ease. She's now 17, much stronger than she's ever been, and exudes a much higher level of self-assurance. Even if I'm out of town, she'll drive herself to the gym and complete the day's WOD with a bunch of new friends who are, on average, 10 years older than she. We've thoroughly enjoyed our father-daughter time at CrossFit and have even entered fun-oriented competitions like the Festivus Games. Just like the Costanza family's unique winter holiday on *Seinfeld*, Festivus is for the rest-of-us: novice and intermediate athletes.

There are still a few things I struggle to do (jumping rope still humbles me), but now my "can do" list is many times longer than my "can't do" list. And that's why I started: because I was tired of all the things I couldn't do. I was simply tired of saying, "I can't..."

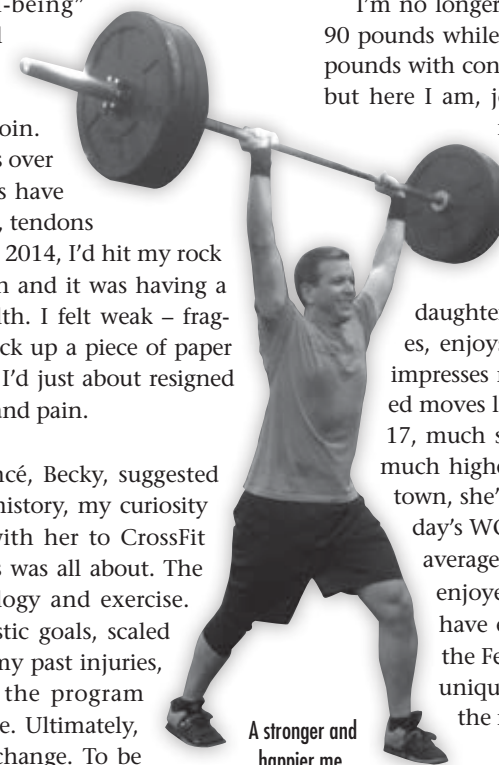
### CHANGE IS POSSIBLE!

CrossFit isn't for everyone, but we can all find something that helps us build or maintain our physical health, even if it's just an everyday walk around the neighborhood. Start small if necessary, but *start*. Get moving. Be proactive about your health and well-being, even when it feels like you've been handed more than your fair share of limitations. You'll be rewarded with emotional health that grows along with your physical strength.

If you can, share these rewards with a friend or loved one. I'm forever grateful that Becky asked me to give CrossFit a try, and she's reaped the benefits of a happier, healthier, and stronger Mike LoPresti. Many thanks to Becky, Madison, and the fantastic trainers and CrossFit family at CrossFit Mount Laurel. I wouldn't be the same guy without you!



**Mike LoPresti** is Senior Director, Medical Education, Global Academy for Medical Education, 7 Century Drive, Suite 301, Parsippany, NJ 07054. He can be reached at 484-919-1958 or [m.lopresti@globalacademycme.com](mailto:m.lopresti@globalacademycme.com).



A stronger and happier me.



## Boot Camp Breakthrough

BY KAREN KRON

Over the last several years, I have lost weight, strengthened my core through a personal trainer, and been doing boot camp.

### WORKING OUT ROUTINELY

Wanting to keep my core strong as I age, I started working with a personal trainer five years ago, and continue still once a week when my schedule permits. My trainer is an older, feisty woman who spent her career working at a newspaper in Human Resources. In her mid-50s she retired and then took up personal training to fulfill a personal goal of her own. She has been very inspiring to me, and pushed me to do more cardio on top of the personal training I do with her.

Once I had established regular workouts with my personal trainer, she suggested boot camps as an option because she thought I would like and be motivated by the group dynamic. I took her suggestion with a grain of salt. Soon after, however, I ran into a woman I had worked with previously, who had been plumpish. In the year since I'd last seen her, she had totally transformed her body composition. I hardly recognized her and told her how great she looked. When I asked how she did it she told me she had joined a local franchise of Fit Body Boot Camp (<http://www.fitbodybootcamp.com/>). After investigating them, I found that I was pleased with their philosophy – a 30-minute, intense workout, 3-5 times a



First 2-Minute Plank.

week, along with a healthy diet, will transform your body. I signed up and have never regretted it.

I find the hardest part of getting fit and maintaining is just getting out there and doing it. I've belonged to many health clubs, but never really used the facilities as often as I should have. By working one-on-one with a trainer, I have accountability to someone for my fitness goals. Adding boot camp totally motivates me, because I've made many connections to other boot campers who all struggle with the same challenges. Having the camaraderie of group exercise is really motivating, and I've never felt like I didn't want to go. I highly recommend it.

### A BALANCED LIFE

In addition to a regular fitness routine, I do a number of things to keep fit and live a balanced life. I focus on eating "real foods" almost exclusively. I have eliminated all wheat products, choosing instead other grains, like rice, buckwheat, and corn flours and products. I had been plagued with GI intolerance of certain foods, and started investigating potential causes. Based on my findings, I removed wheat from my diet. I feel 100% better and seem to have resolved my GI issues. I stay away from "processed foods." I have also found getting plenty of rest is the best stress-reducer. It's one simple thing I can do that does wonders for my ability to deal with the demands of a busy life. I try to diligently work toward my goals. Keeping firm boundaries in place helps me stay focused so I don't let other things interfere with my progress.

At 62, I am actually healthier in some ways than I was when I was younger. I have annual physical exams with my internist, and do all preventative tests she recommends. My bone density has improved with exercise from the baseline test done at 50. And I have found that Yoga has been helpful in keeping me positive. It has taught me how to breathe, and shown me that flexibility need not diminish as I age. Yoga once a week is sufficient. Finally, self-help and diet books are always interesting to me and offer ways to rethink my life strategy. One book that's been around a while and has impacted my intellectual and spiritual life is *The Road Less Traveled* by M. Scott Peck, M.D. This book essentially helps me understand what I must do to be more of a fulfilled human being. Peck breaks the book into four parts that focus on: Discipline, Love, Religion, and Grace and how to approach each to achieve gratification.



**Karen Kron** is Contracts/Procurement Manager, Shine Medical Technologies, Inc., 2555 Industrial Drive, Madison, WI 53713. She can be reached at 608-210-1060 or [Karen.Kron@shinemed.com](mailto:Karen.Kron@shinemed.com).



## Taking Fitness to The Max

BY LINDSAY SCHUBERT

My husband Mike and I often talked about how we needed to start a workout routine, but used the excuse that we work different hours and it would be too hard to go to the gym together. Then a friend of mine recommended we try The Max Challenge. This is a 10-week program focused on fitness classes that combine both cardio and strength training, nutritional counseling, and motivation. They offer classes at 5, 6, and 7 a.m., as well as night classes. We could fit them into our changing schedules. So this summer, I joined Max Fitness with my husband in Marlboro, New Jersey. The classes are fast-paced and continually changing so it never gets boring. And the members and trainers make you feel like family so you're more accountable to go to class every day.



Lindsay and husband Mike.

My biggest struggle was sticking to a routine, and then not getting bored once I was in that routine. It was difficult to get into The Max Challenge at first, especially because I am not a morning person. However, I have now gotten into

the habit of going to Max Fitness every morning before work (five days a week) and I've never felt healthier. My husband and I really needed that regular routine in order to get us started on a healthier lifestyle. Also, the atmosphere at

Max – warm, welcoming, encouraging, and supportive – helps us stay committed to going to the gym every morning.

Once we were working out regularly the need to eat healthier followed. It sounds simple, but the change I made this year was to focus more on real foods. I really limit processed foods in my diet – like cheeses, breads, and sugars. I am definitely eating more fruits and vegetables and try to stick to natural foods. To satisfy my sweet tooth, I often cut up an apple and have it with a scoop of Nutella. The Nutella is not so healthy – but I guess it's better than ice cream!

Check out Lindsay's delicious recipe for Crock-Pot Chicken Salsa in our Digital Edition.



**Lindsay Schubert** is Supervisor, Multichannel Media, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5752 or [lschubert@SSCGMedia.com](mailto:lschubert@SSCGMedia.com).

Here's a Healthy and Delicious Favorite...

### LOW-FAT CROCK-POT CHILI

#### Ingredients

|  |  |
|--|--|
| Coconut oil for coating<br>crock-pot     | 1 15 oz can black beans<br>rinsed/drained                      |
| 1 onion, chopped                         | 1 15 oz can kidney beans<br>(white or red), rinsed/<br>drained |
| 1 tbsp minced garlic                     | ¼ cup diced jalapeno pepper,<br>mild                           |
| 1 red bell pepper, seeded/<br>diced      | 1 tbsp chili powder  |
| 1 green bell pepper, seeded/<br>diced    | 1 tbsp cumin   |
| 1 lb ground turkey                       | 2 tbsp tomato paste  |
| 1 28 oz can crushed or diced<br>tomatoes | Black pepper to taste  |

#### Directions

1. Coat the inside of your crock-pot with coconut oil.
2. Add ingredients to crock-pot in the following order: onion, garlic, peppers, ground meat, tomatoes, beans, jalapeno, chili powder, cumin, and tomato paste.
3. Cover and cook on HIGH until done, stirring occasionally to blend all ingredients (about 4-6 hours, 6-8 hours if your crock-pot is older).
4. Season with black pepper and serve with low-fat or nonfat sour cream.

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Source: Kantar Med/Surg June 2015, IM-H Table 112 & Table 212. Edited specifically for hospitalists.



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Best Day In...

# LONDON

## ITINERARY

### Morning

- Knightsbridge Hotel
- Westminster
- Parliament
- Big Ben
- Cabinet War Rooms

### Midday

- Bridgeage Walk
- Green Park
- Westminster Abbey
- Buckingham Palace
- London Transport Museum

### Evening

- Marks and Spencer's, Harrods
- Ye Olde Cheshire Cheese

BY PAULETTE  
McCARRON

In the wallets that I've owned over the years, one thing has remained consistent, despite the shift of credit cards or driver's licenses. I carry with me the London Underground passes of the many trips I've made to London. They link me to my spiritual home

and are a talisman for luck.

Going to London is often a first stop for Americans because there is no language barrier, unless you consider "lorry, crisps, and lift" to be a foreign language. (Translation: truck, potato chips, and elevator.)

### STARTING OUT THE DAY ☀

During my last trip we rented an apartment, but I recommend the **Knightsbridge Hotel**, near world-famous Harrods, with elegant rooms and a working manual elevator with sliding gate. The hotel serves an adequate breakfast and there are also now many cafes city-wide, with excellent pastries and espresso to start your day.

Fortified, you can hop on the Underground and head to **Westminster** to gawk at **Parliament** and **Big Ben**. In the vicinity and highly recommended are the **Cabinet War Rooms**, Clive Steps, King Charles Street, London SW1A 2AQ.

This underground bunker, close to Whitehall and the seat of British politics, preserved and turned into a museum, is where Churchill ran the UK war effort during WW2. Much remains as it was back in the 1940s, and it's mesmerizing to see the old maps, phones, and bunks where the British fought to save their nation.

### MIDDAY MEANDERING ☀

After a couple of hours immersed in history, go outside, head to "Bridgeage Walk," and make your way towards **Green Park**, which will serve as an excellent locale for a picnic – you'll enjoy many landmarks on route, including **Westminster Abbey**.

As an alternative (or on day 2), you can start your day at **Buckingham Palace** and enjoy the **Changing of the Guard**. Not only tourists attend and it's worth a trip. Check the schedule to make sure the spectacle is on that day.

Once you've enjoyed your lunch in Green Park in the shadow of the Palace, hop aboard the Underground at Green Park Tube station and head to Covent Garden

and the **London Transport Museum** (Covent Garden Piazza, London WC2E 7BB). This museum, shop, and café, within walking distance to Soho and West End theatres, celebrates the history of the "Tube" and bus system that is the heartbeat of greater London.

Once you've enjoyed your time at the museum, you may need some time to rest, so hop on the Tube and head back to the hotel. After a suitable interval, it's time for some shopping and tea.

### TEATIME AND BEYOND ☺

**Harrods**, 7-135 Brompton Road, London SW1X 7XL, is in fashionable Knightsbridge, right by your hotel. This is the mecca of British high-end shopping. While "commoners" are more likely to be at **Marks and Spencer's**, **Harrods** draws millions each year to gawk at the décor, admire the food courts, and take tea. Worth a trip to wander the many floors and snag a Branded Harrods souvenir for fun.

If beer is more your thing, hop in a London cab and ask the driver to take you to "Ye Olde Cheshire Cheese," near Fleet Street. A very old pub, originally opened in the 1500s, the food is "British" and the ale cold. It's been there for centuries and looks it. Get the fish and chips with mushy peas. Great place to have dinner and soak up local color, if a tad touristy.

Ready for a second day of touring?  
More in our Digital Edition...



**Paulette McCarron** is Vice President, Group Director, Media, Publicis Health Media, One Penn Plaza, 4th Floor, New York, NY 10001. She can be reached at 212-448 6736 (o), 347-443-6786 (c), or [paulette.mccarron@publicishealthmedia.com](mailto:paulette.mccarron@publicishealthmedia.com).



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<sup>2</sup>Based on Frontline's analysis of reported total reader/website visitor metrics among measured, MD-focused, ad-supported media.

### TO LEARN MORE, CONTACT:

Alan Imhoff, CEO | 973.290.8216 | [aimhoff@frontlinemed.com](mailto:aimhoff@frontlinemed.com)

JoAnn Wahl, President, Custom Solutions | 908.581.6110 | [jwahl@frontlinemed.com](mailto:jwahl@frontlinemed.com)

Phil Soufleris, VP, Sales | 973.290.8224 | [psoufleris@frontlinemed.com](mailto:psoufleris@frontlinemed.com)

Lee Schweizer, Director, eBusiness Development | 201.669.6304 | [lschweizer@frontlinemed.com](mailto:lschweizer@frontlinemed.com)

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# Dianne Reynolds



"Nothing ventured, nothing gained!"

**Birthplace:** Yonkers, NY

**Marital Status:** Married to Michael Reynolds

**Children:** Son – Warren, 10; 2 stepchildren – Kelly, 21; Jack, 18

**Years in Industry:** 18

**College:** State University New York at Oneonta

**What are two things on your bucket list?**

Visiting Hawaii and Australia.

**What was your first job?**

My first job was at McDonald's. I got the job the day I turned 16.

**Do you have any pets?**

Two dogs: Golden Retriever, Tazzy, 13; Lab, Diesel, 7. One cat: Little Miss Sunshine, 3. And fish.

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

I would love to have a guest role on *Grace and Frankie*. It is a new series on Netflix starring Jane Fonda, Lily Tomlin, Sam Waterston, and Martin Sheen and it is hysterical.

**Who do you most admire for their humanitarian or charitable efforts?**

Warren Buffett.

**If you could have lunch with any person, living or dead (other than a relative), who would it be?**

Barbra Streisand. I have always thought she was super talented.

**How do you stay fit?**

I wish I did. I plan on getting a new elliptical machine, since mine isn't working, so I can get back in shape.

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

I was invited by Fran Young to attend Sports Day back in 1997 and was introduced to Joe Donofrio and Sue Panetta with Partners in Medical Communications. I worked on *Neurology Reviews* and *Pulmonary Reviews*.

**What three adjectives best describe you?**

Outgoing, loyal, caring.

**What is your favorite movie?**

*The Wizard of Oz.*

**What is the last good book you've read?**

*The Outlander* series. I am fascinated with the time travel and learning about the Scottish Highlands in the 1700s.

**What would you do or buy if you won the lottery?**

I would share with family and close friends, donate to worthy causes, travel, and buy a beach house.

**What one thing would you have done differently?**

I would have taken a semester abroad when I was in college. I was planning on doing it and did not receive support from my parents. I realize that Mom didn't want me to go because she would miss me and worry, but I think I missed out on a great opportunity.

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

My son's smiling face.

**Craziest thing you've ever done?**

Become a skydiver after my first tandem jump almost ended with me dying.

**What are your pet peeves?**

1. Slow drivers in the left lane and drivers that drive under the speed limit on local roads.
2. The improper use of the words I and me.

**Have you ever had a brush with fame?**

When I worked on *Diversion* magazine at Hearst, George Clooney was in the building doing a promotion for *Esquire* magazine. As I entered the elevator banks, the area was filled with women looking at George. So when he was leaving the area, I called out to him, "Can you just stop and shake one hand?" He stopped, turned, smiled, walked over to me, and shook my hand. Then he left. All the women were in shock that I did that.

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

The Beatles.

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

Cheese.

**What is your favorite vacation spot?**

I don't think I have been there yet. There are so many places I believe I would love, but have not yet had the opportunity to visit. But if I had to pick from the places I have vacationed, I would say The Outer Banks in North Carolina. The Outer Banks is a wonderful place for a family vacation. The ocean water is super warm and the sound is like a huge pool. You can walk for a mile and the water never gets passed your waist. The rental houses are reasonably priced and the area we go to is not commercial. You can drive on the beach and there are so many awesome beach spots to enjoy.

*Dianne Reynolds is Group Publisher, OBG Management and Ob.Gyn News, Frontline Medical Communications, 7 Century Drive, Suite 302, Parsippany, NJ 07054. She can be reached at 973-206-8014 or dreynolds@frontlinemedcom.com.*

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

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

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

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## Digital Edition Extra

### Bonus Content Only Available Here

AM NOON PM

# Best Day In... LONDON

BY PAULETTE MCCARRON, CONTINUED FROM PAGE 12

### A SECOND DAY SCENARIO

On day 2, after the trip to see the **Changing of the Guard**, walk up Piccadilly and wander towards Soho. In addition to the theatres and amazing varieties of cuisine, there is Charing Cross Road: Best bookstore shopping in London, with dozens of bookstores. **Foyles** is my favorite – it's where I spent half my last trip! Not too far from there is **PHO**, for amazing Vietnamese food, on Wardour Street.



Once you've eaten, the afternoon can be best spent at the **Tower of London**. This is "our Majesty's royal palace and fortress," a magnificent trip back in time, complete

with a view of the incomparable **Tower Bridge**, guided by real Beefeaters in full costume. Be prepared to be dazzled, to laugh, and to see where Anne Boleyn lost her head.

After all that, you'll be famished, so head to Brick Lane – home of the best Indian food in London – within East London. I recommend the restaurant **Brick Lane Clipper** if you're not in a rush. In addition to tremendous food, there are plenty of open-air markets and galleries to enjoy.



**Paulette McCarron** is Vice President, Group Director, Media, Publicis Health Media, One Penn Plaza, 4th Floor, New York, NY 10001. She can be reached at 212-448 6736 (o), 347-443-6786 (c), or [paulette.mccarron@publicishealthmedia.com](mailto:paulette.mccarron@publicishealthmedia.com).



## Health & Wellness

### Taking Fitness to The Max

BY LINDSAY SCHUBERT

CONTINUED FROM PAGE 11

HERE'S ONE OF LINDSAY'S HEALTHY GO-TO DINNERS.

**Salsa Chicken in the Crock-Pot**

**Ingredients**

Pam

1 jar salsa

1-2 lbs boneless chicken breast

1 packet Old El Paso Taco Seasoning Mix

**Directions**

1. Spray the crock-pot with Pam.

2. Add 1/2 a jar of salsa to the bottom.

3. Add chicken breasts.

4. Sprinkle the packet of taco seasoning over the top.
5. Cover all with remaining salsa.
6. Cook for 6-8 hours on low.
7. Shred the chicken and add it to salad with black beans and avocados! Sometimes I add in a little extra salsa, lime, and cilantro.



**Lindsay Schubert** is Supervisor, Multichannel Media, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5752 or [lschubert@SSCGMedia.com](mailto:lschubert@SSCGMedia.com).

# Must-Know Industry Events

# FEBRUARY

2016

## 5-6 SACRAMENTO, CA

34th Annual Infectious Diseases Conference, 916-734-5390

## 10-13 KOLOA, HI

23rd Annual Conference on Office Gynecology & Women's Health for the Primary Care Provider, 925-969-1789

## 13-16 ST. PETERSBURG, FL

16th Annual International Symposium on Congenital Heart Disease, 727-767-8584

## 14-19 WAIKOLOA, HI

40th Annual Skin Disease Education Foundation's Dermatology Hawaii Seminar, 973-290-8214

## 17-20 CANCUN, MEXICO

20th Annual Winter Conference on Clinical Issues in OB/GYN, 925-969-1789

## 17-21 RIO GRANDE, PUERTO RICO

Annual American College of Psychiatrists Meeting, 312-662-1020

## 23-26 LAS VEGAS, NV

16th Annual Minimally Invasive Surgery Symposium (MISS), 973-206-8092

## 23-27 AVON, CO

16th Annual Winter Conference on Pediatric Emergencies, 925-969-1789

## 29-3/2 NEW YORK, NY

Institute for International Research is sponsoring "ePharma Summit 2016," 800-345-8016

## MEETINGS IN MARCH

### 4-7 LOS ANGELES, CA

Annual American Academy of Allergy, Asthma & Immunology Meeting, 414-272-6071

### 8-9 ORLANDO, FL

2016 Medicare Marketing and Sales Summit, 800-767-9499

# FUN THINGS TO DO

# FEBRUARY

2016

## NEW YORK

February

### Beacon Theatre

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

- 3-4 - Jenny Lewis – Rabbit Fur Coat Anniversary Tour
- 11 - Bryan Adams
- 13 - The '70s Soul Jam Valentine's Concert
- 14 - An Evening of Love: The Valentine's Day Show featuring Stephanie Mills & Will Downing
- 19 - An Evening with 2Cellos
- 20 - Josh Ritter
- 25-26 - Jason Isbell
- 27 - R5

### Madison Square Garden

4 Pennsylvania Plaza, 866-858-0008

- 6 - Marc Anthony
- 13 - Billy Joel
- 19 - Daryl Hall & John Oates
- 25-27 - Black Sabbath: The End

### The Theatre at Madison Square Garden

4 Pennsylvania Plaza, 866-858-0008

- 4 - Juan Luis Guerra
- 5 - Mike Epps

### Radio City Music Hall

1260 Avenue of the Americas, 866-858-0008

- 13 - Los '90s Merengue

## NEW JERSEY

February

### MPAC Mayo Performing Arts Center

100 South Street, Morristown, 973-539-8008

- 2 - Flight School
- 4 - Sergio Mendes
- 5 - New York Gilbert & Sullivan Players *The Pirates of Penzance*
- 6 - Tao: Seventeen Samurai
- 10 - The Beach Boys
- 12 - Stormy Weather
- 14 - Foreigner – The Hits Unplugged
- 18 - Polish Baltic Philharmonic of Gdansk
- 19 - The Marshall Tucker Band and The Outlaws
- 20 - Drew Thomas Magic presents: *Materialize!*
- 21 - Daniel Tiger's *Neighborhood Live*
- 25 - A Night with Janis Joplin
- 26 - Tap Factory
- 27 - *Straighten Up and Fly Right*

### NJPAC

One Center Street, Newark,

1-800-Go-NJPAC

- 6-7 - Year of the Monkey: Nai-Ni Chen Dance Company
- 6 - Simply Streisand
- 12 - Babyface with Special Guest After 7

- 13-14 - *Men Are From Mars – Women Are From Venus Live!*
- 13 - Valentine's Day with Megan Hilty
- 14 - Antoinette Montague
- 18 - New Jersey Speakers Series: Diana Nyad
- 19 - Disney *Fantasia: Live in Concert*
- 20 - All-State Band, Wind Ensemble, and Women's Chorus
- 20 - Tom Papa
- 25 - Rain: A Tribute to the Beatles
- 27 - Star Power
- 27 - Vistas & Landscapes: Copland & Dvorak

### Prudential Center

25 Lafayette Street, Newark, 973-757-6600

- 18 - Jeff Dunham – Perfectly Unbalanced Tour
- 20 - Marc Anthony – *Concierto Del Dia de San Valentin*
- 24 - Janet Jackson – Unbreakable Tour

### The Wellmont Theater

5 Seymour Street, Montclair, 866-820-4553

- 9 - Lupe Fiasco
- 26 - .38 Special
- 27 - The Fab Faux