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HEALTHCARE MARKETER'S EXCHANGE

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Cover Photo Credit: Albert Ziganshin/Shutterstock.com

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Dear Healthcare Marketer:

Welcome to our Health and Wellness issue! Another year, another resolution to get healthier and de-stress... do something besides eating! I've gotten exercise down, but eating healthy through major stress is a huge battle for me. A perfect example was when my dad got very sick this past summer into fall...very upsetting and food was my go-to for comfort.

I know I'm not alone in the ongoing desire to get fit. And I also know I'm not giving up on myself! Recently, in an effort to reduce stress in a healthier way, I found this great place in Verona called Lotus Spa. They offer a 45-minute foot massage. It is heavenly! I feel so relaxed when I leave there. Another change I want to make is to stop eating out so often. We all know preparing our own food helps control portion size and it's generally healthier. So rather than make lofty and general goals, like "I'm going to lose 50 pounds," I'm committed to eating out less and getting massages more;) How about you?

On the following pages of THE EXCHANGE, you'll find inspiring stories of how the companies in our industry are doing their part to help their employees get healthier. I started to see this trend when we were putting together the Humanitarian Award issue. That issue gave me a glimpse into some of the health and wellness support companies are offering their employees these days. I had no idea these programs existed! Really impressive *and* effective. You'll see a few personal examples of how these health initiatives have had life-changing impact too. Featured companies include AAFP, The Bloc, CMI/Compas, AbelsonTaylor, Create NYC, ContextMedia, Triple Threat Media, Inc., and American Medical Communications, and Publicis Health Media.

We've got a few simple recipes that are delicious and nutritious from Larry Elkin and Kathleen Doyle. I'm intrigued by the idea that Denise Vitola serves up Cauliflower Rice as a low-carb substitute for real rice...check out that simple recipe. Plus Julie Revelant shares her story of losing weight and changing her lifestyle and passes on plenty of tips to help empower us all. And you'll get an up close look into Mary Jane Garvey's life through this month's *Personal Exchange*.

This issue is always inspiring and perfectly timed to give us all some ideas of how we can make some changes that matter this year regarding our health. In fact, our Editor Elise Daly Parker, inspired by the stories in last year's Health and Wellness issue, started the Max Challenge this past year because of the articles she read and edited. She's lost weight, works out regularly, absolutely loves the program, and looks great!

Next up...I'm very excited about our 25th Anniversary Celebration. Our special February edition will feature a *Then and Now* retrospective, dozens of fabulous pics from industry events that span the years, personal updates of folks you may be wondering about in *Where Are They Now*, and lots more snippets from lots more friends of THE EXCHANGE. So be on the lookout for a fabulous issue!

Here's to a Happy and Healthy New Year,

Nancy



25th Anniversary Issue Advertising Offer:

In February, if you run a 1-page, 4-color ad (regular rate), we will roll back rates to 1992 for a second full-page ad (in the February issue) to \$2,445.00.

Don't miss out! This must-read issue will include:

- A look back in pics.
- Where Are They Now! Catch up on long-time industry friends.
- Milestones: Where were you? Greatest invention...Greatest medical breakthrough.
- Updates on favorite EXCHANGE authors.

- A collection of the best articles ever published.
- Then and Now - How Life Has Changed over 25 years.

And many more surprises!



Coming in March **LIVING IN A DIGITAL WORLD ISSUE**

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ANNOUNCEMENTS

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onward&upward

promotions
additions

Fingerpaint has announced the appointment of **George Morse** to its Creative Team and **Kraig Arnold** to its Account Service Team. They can be reached at 518-693-6960. **Rodrigo Brinski** has joined their Interactive Team. He can be reached at 484-381-4100.

Ogilvy CommonHealth Worldwide has announced the appointment of **Cassie Forman** who joined the Specialty Marketing Team as a Project Coordinator. She can be reached at 973-352-1000.

SLACK, Incorporated, has announced the appointment of **Joseph R. Hageman, M.D.**, as Editor of *Pediatric Annals*. He will be responsible for physician review and editorial direction of the journal to ensure it continues to publish clinically relevant articles for today's pediatricians, nurse practitioners, and physician assistants. He can be reached at 856-848-1000.

Eisai, Inc., has announced the appointment of **Rebecca Jolley** as Senior Vice President Americas Commercial, Oncology Business Group. She can be reached at 201-692-1100.

new¬eworthy

awards
mergers

American Medical Association (AMA) President Andrew W. Gurman, M.D., stated, "The AMA House of Delegates, reflecting more than 170 state and specialty medical societies from across the country, today reaffirmed its commitment to healthcare reform that improves access to care for all patients. Using a comprehensive policy framework that has been refined over the past two decades, the AMA will actively engage the incoming Trump Administration and Congress in discussions on the future direction of healthcare. The AMA remains committed to improving health insurance coverage so that patients receive timely, high-quality care, preventive services, medications, and other necessary treatments. For further information, visit www.ama-assn.org.

ContextMedia Health has announced that they will acquire **AccentHealth**, which provides best-in-class patient education at the point of care, in an all-cash purchase. For further information, visit www.contextmediainc.com.

Gilead Sciences, Inc., has received FDA approval for Vemlidy (tenofovir alafenamide, TAF) 25mg, a once-daily treatment for adults with chronic hepatitis B virus (HBV) infection with compensated liver disease. For further information, visit www.gilead.com.

Merck has received FDA approval for Zinplava (bezlotoxumab) injection 25 mg/mL. Merck anticipates making Zinplava available in first quarter 2017. Zinplava is indicated to reduce recurrence of Clostridium difficile infection (CDI) in patients 18 years of age or older who are receiving antibacterial drug treatment of CDI and are at high risk for CDI recurrence. For further information, visit www.merck.com.

Novo Nordisk has received FDA approval for Xultophy 100/3.6 (insulin degludec 100 units/mL and liraglutide 3.6 mg/mL injection). Xultophy 100/3.6 is a once-daily combination of Tresiba (insulin degludec injection) and Victoza (liraglutide) injection indicated as an adjunct to diet and exercise to improve glycemic control in adults with type 2 diabetes inadequately controlled on less than 50 units of basal insulin daily or less

than or equal to 1.8 mg of liraglutide daily. Xultophy 100/3.6 enters into a new class of diabetes treatments that combine a basal insulin and glucagon-like peptide-1 receptor agonist (GLP-1 RA) in a single, once-daily injection. For further information, visit www.novonordisk-us.com.

Ogilvy CommonHealth Worldwide has won four silver trophies in the 2016 W3 Awards categories; Branded Video/Branded Content (Promotional/Branding), Online Video (Miscellaneous), Video Features (Writing), and Social Content and Marketing (Health and Fitness). All of these honors were awarded for a campaign developed for a leading OTC medication used to treat illnesses common to children. For further information, visit www.ogilvy.com.

Publicis Health Media has been named one of the 50 Best Places to Work in Advertising and Media by *Advertising Age* for 2016. Based on criteria such as hiring practices, benefits, office perks, and workplace environment, the magazine's annual list recognizes and celebrates the best places to work across advertising agencies, ad-tech firms, media companies, and brand marketers. For further information, visit www.PublicisHealthMedia.com.

Sanofi has received FDA approval for once-daily Soliqua 100/33 (insulin glargine and lixisenatide injection) 100 units/mL and 33 mcg/mL for the treatment of adults with type 2 diabetes inadequately controlled on basal insulin (less than 60 units daily) or lixisenatide. For further information, visit www.sanofi.us.

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*Source: Kantar Media, December 2016 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Tables 110 and 210

THE RESTORATIVE POWER OF SABBATICALS

BY LEIGH ANN BACKER

Some of Marilyn Harvey's most memorable days of work as an AAFP employee weren't spent at the Leawood, Kansas, headquarters. Instead they were spent at the Missouri State Fair in Sedalia, Missouri. Marilyn, Administrative Coordinator, is one of several AAFP Journal Media Division staff who have benefited from the organization's generous sabbatical program, which offers long-term staff the opportunity to spend a month pursuing an interest away from work while continuing to earn their regular salary.



Marilyn Harvey helped with 4-H exhibits at the Missouri State Fair.

AAFP employees with 10 years or more of consecutive service are eligible to apply for the program, which was developed "to allow individuals to pursue a new set of challenges, different from those of the workplace, and then return to the Academy with renewed energy and a broader perspective," says Holly McCoy, Vice President and Chief Human Capital Officer. The AAFP executive management team considers the applications and approves up to 10 sabbaticals each year.

PERSONAL SABBATICAL EXPERIENCES

Marilyn helped with 4-H exhibits at the fair. She also spent time teaching at her church's Vacation Bible School and working at an animal shelter thrift store. "The activities involved a lot of face-to-face public encounters outside of my usual 'cubie' work environment," Marilyn says. "It was exciting and invigorating."

"Employees grow from the experience of conceptualizing the design of their sabbatical, which requires creativity, planning, effort, and thought, as well as from immersing themselves in the activity," says Holly. Employees reflect on their experience through a written report, which they are asked to submit within a month of their return to the office.

Several Journal Media Division staff have participated in the sabbatical program in recent years. Mara Lambert, Senior Associate Editor for *American Family Physician*, traveled to Sarajevo, the capital of Bosnia and Herzegovina, with a humanitarian organization, the American Jewish Joint Distribution Committee (JDC).

"The primary mission of JDC is to serve Jewish communities across the world, especially those in isolated areas with

elderly, at-risk, and vulnerable residents," Mara says. "My time in Sarajevo was educational and inspiring." On returning home to Kansas, she volunteered for Jewish Family Services, a local nonprofit agency, by helping with its food pantry and providing rides to seniors in the community who no longer drive. The AAFP provides a stipend for travel expenses as part of the program.

Jenny Ressel, Senior Editor for *American Family Physician*, recently applied for her second sabbatical. The AAFP allows employees who take sabbaticals to reapply every five years. Her first, in 2011, was spent volunteering for Friends of the Johnson County Library. Jenny helped prepare for a fundraiser – a used book sale that raised approximately \$65,000 for the library. "After being able to do something different and work with a new set of people, I came back to work with a fresh perspective and more energy than I'd had in a long time," Jenny says. "It was a lot of fun working with people who love books as much as I do."



Jenny Ressel raised money for her local library.

AAFP Journal Media staff have also used their sabbaticals to assist with their church's music ministries and teach at an arts camp.

LIFE-CHANGING AND LASTING IMPACT

My own sabbatical in 2014 was spent helping with fundraising efforts for the local chapter of the ALS Association. This was a cause near and dear to my heart because my mother-in-law had died of ALS (amyotrophic lateral sclerosis or Lou Gehrig's Disease) the year before. I also used my sabbatical time to prepare to participate in the Walk to Defeat ALS, a 5K event. As I wrote in my sabbatical report, "The theme of my sabbatical (not that a sabbatical requires a theme, but we editors like them) was walking – because those with ALS cannot and because I can." I established a walking regimen during my time away from the office that significantly improved my physical and mental health.

For several years I passed on the opportunity to apply for a sabbatical. I always felt like there was too much work to be done and didn't want to leave my fellow editors short-handed. However, everyone was well served by my time away. I came back feeling rested, renewed, and looking forward to applying for another sabbatical – in 2019!



Leigh Ann Backer is the Executive Editor of *Family Practice Management*, published by the American Academy of Family Physicians, 11400 Tomahawk Creek Parkway, Leawood, KS 66211. She can be reached at 913-906-6000, Ext. 5138, or lbacker@aafp.org.



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*Source: Kantar Media, June 2016 Medical/Surgical Readership Study

Making a Healthier Lifestyle Rewarding

BY NICHOLE HERMES

It's that time of the year again; the time when everyone makes New Year's resolutions, vowing to become healthier. As we all know, it is hard to stick to these resolutions. Maybe that's because we just need a little extra support to remain committed to a healthier lifestyle. Sometimes, support can come from unexpected places, like your employer. I have worked for AbelsonTaylor for over four years and am proud to say that we have developed and maintained a strong, fun wellness program to help support employees in their ongoing quest to become healthier.

MAKING BETTER HEALTH A PRIORITY ONSITE

ABELSONTAYLOR WELLNESS FAIR

Each year in the spring, we invite approximately eight different categories of wellness vendors onsite for our Wellness Fair. The most noteworthy vendors have included chiropractors, healthy meal delivery services and restaurants, nutritionists, acupuncturists, onsite wellness screening organizations, local organic food distributors... and the list goes on. We believe bringing different types of wellness providers directly to our employees makes it easier for them to lead healthier lives, exposing them to concepts they may not have ever thought about.

HEALTHY SNACKS

In addition to our annual Wellness Fair, AbelsonTaylor provides complimentary healthy snack and drink options to employees on an ongoing basis. This includes local seasonal organic fruits and vegetables, nuts, cheese, milk, and juices. This variety of healthy snack options enables employees to stick with a plan to eat healthy throughout the day.

COMPETITIVE EVENTS

We also participate in a number of wellness events. One of our more notable and well-received events has been our walking/activity program and, most specifically, our Beat The CFO challenge. Each month employees are awarded wellness points if they achieve a certain number of steps. Steps are measured from a fitness device; FitBit, Jawbone, or the Moves App. During select months, even more points are awarded if they "out step" our CFO. It can get pretty competitive during those months as everyone is stepping up their activity levels to outdo one another.

REWARDING WELLNESS

That brings me to our Wellness Rewards! All employees are able to participate in our Wellness Program and earn points towards generous wellness savings. Rewards possibilities include \$20 per month off insurance benefit deductions simply by having one annual wellness exam; the ability to earn

free fitness tracking devices; receiving an annual free flu shot; as well as deposits into employees' Health Savings Accounts. Financial stress can often lead to health issues. So, in recognition of that, we offer rewards points to those employees who participate in onsite educational meetings relating to financial and retirement planning.

Our employees are really engaged in many facets of our wellness program. When asked for feedback about our wellness program, Melissa Tully, Senior Art Director, remarked: "The incentives from AT keep our family on track and mindful of our health." Tom Maczuga, Account Supervisor, commented: "AT truly cares about my health and wellness. That's the best benefit I can ask for from an employer. I know AT provides the best tools to get and stay healthy."

EDUCATION THAT CAN LOWER COSTS

One unique aspect of AbelsonTaylor's Wellness Program is that we don't just focus on food, gym memberships, and health-oriented rewards – we also focus on helping our employees understand their medical benefits, so they are better equipped to make the best decisions. Two years ago, we started partnering with a company that assists employees with spending their healthcare monies more wisely. For instance, this vendor can review prescriptions for an employee and possibly recommend a lower cost alternative they can discuss with their doctor; assist employees with price comparisons for non-urgent healthcare or diagnostic tests such as MRIs; or help with something as straightforward as finding a new doctor – even making the appointment for them.

Not necessarily a traditional wellness benefit, this service offers peace of mind while educating employees on how to be better consumers of their medical plans.

AbelsonTaylor is a health and wellness agency and therefore we believe in taking care of our own in that regard as well. Living a healthy life is encouraged as a way of life. We want to be there for our employees by supporting and assisting them so they can be successful. We view wellness as a team effort, not an individual challenge. So we continuously work on growing and expanding our wellness programs and rewards with a goal of keeping employees motivated, engaged, and healthy.

We wish you a happy and healthy 2017!



Nichole Hermes – MSHR, PHR, CEBS, GBA, CMS, SHRM-CP is Employee Benefits/HRIS Manager, AbelsonTaylor, 33 West Monroe, Suite 600, Chicago, IL 60603. She can be reached at 312-894-5955 or nichole.hermes@abelsontaylor.com.



Annual AbelsonTaylor Wellness Fair.



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Health Isn't Just Our Livelihood – It's Our Lives

BY CARLY KUPER

As a healthcare media agency, we promote physical and mental well-being through not only the services we provide to our clients, but the employees as well. We've always been inspired by our clients' missions to improve health, and there has been a focus on wellness at CMI/Compas since the very beginning of the company.

WELLNESS ISN'T JUST PHYSICAL HEALTH...IT'S FINANCIAL AND EMOTIONAL HEALTH AS WELL

We have in place alternative work arrangements to alleviate work/life balance stressors, to allow time for our employees to focus on such activities. We also encourage and facilitate team-building events particular to each team that promote physical well-being either through healthy cooking classes (a client team recently attended), employee-led group fitness activities (this has been dubbed Philly Fit Club), and company-sponsored physical competitions (the 10-mile Broad Street Run). We offer an Employee Assistance Program to aid in employees' mental and financial well-being, which includes counseling sessions, and tips on financial advice/planning, as well as stress alleviator information.

In the Philadelphia office, for example, we sponsor an employee-driven book club that focuses on personal and career growth and development, reading books such as *Lean In* by Sheryl Sandberg and *Thinking, Fast and Slow* by Daniel Kahneman. Our company offers gym discounts through Global Fit to maintain physical well-being. We also offer additional travel discounts, as well as generous PTO (paid time off), encouraging employees to be able to disconnect. Lastly, we promote fun, through our Fun Committee and company-sponsored events, which allow our employees time to mentally reload. Between birthday breakfasts, our company family picnic, or year-end events (which include a night-out black-tie celebration, holiday brunches, professional chair massages), we try and go out with a bang to reward our employees with a little decompression time to let their hair loose.

WE TAKE HEALTH PERSONALLY

Jen Ferreira, Senior Account Manager, Compas, shared her experience: "Compas has been extremely supportive of my personal health journey as well as the health and

well-being of every employee. Following my own personal journey into wellness, which led me to setting goals around my health and feeling strong and confident, I was encouraged to start a lunchtime Fit Club for my peers where we gather in the boardroom for a quick 30-minute workout video together. Oftentimes I have been consulted about what healthy foods we could order for team events. In addition to that, Compas goes above and beyond with things such as annual stress relief chair massages, fitness programs, and gym memberships. Fitness trackers have even been added as options for our anniversary gifts! It is very clear that CMI/Compas places an emphasis on employee well-being and health."



Jen Ferreira

A LIFE-CHANGING FITNESS SUCCESS STORY

Julia Missaggia, Director, Human Resources, shared: "CMI/Compas' dedication to family, work/life balance, and care for health contributed to my own health journey, which I am still on. I've had the support of a team (instead of being a one-woman show), care from my supervisor

encouraging me to leave at a reasonable hour to spend time with my children (at other agencies that I've worked for in the past, this was looked down on), and true care for my health. I finally took the plunge in July into my own fitness/health goal of losing a significant amount of weight to feel well, because I want to be healthy for my family, my career, and my future. So far, I've been able to lose 35 pounds. I feel less stressed and more energized. And I definitely attribute my ability to get healthier to the support I receive at work. I hope other people feel as grateful as I do for the supportive healthy environment CMI/Compas creates."



Carly Kuper is Vice President, Public Relations & Corporate Communications, CMI/Compas, 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. She can be reached at 484-322-0880 (o), 610-731-5409 (c), or ckuper@cmicompas.com.



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Publicis Health Media Core Values That Support Health and Wellness

BY DANIEL DELLACONA

One of our core values at Publicis Health Media (PHM) is “We Choose Health.” For PHM this means that not only are we dedicated to working in the market space of health and wellness, but that we also provide incentives and programs to all our employees for both their physical health and emotional well-being.

Our inventive Health and Wellness programs have been recognized by our employees as a factor in making PHM one of the best places to work – most recently validated by Publicis Health Media being ranked #11 on *Ad Age’s* 2016 Best Places To Work list. Here are some of the ways we support our employees’ well-being.

HEALTH STIPENDS

One of our most popular programs is our Health and Wellness stipend. All full-time employees receive \$250 per year to apply to their health and wellness goals. They can apply this stipend to gym memberships, exercise programs, or technology that will help them achieve their wellness goals. The most popular categories this year have been yoga, spin classes, and the Apple iWatch.

HEALTH COACHES

Through benefits provided by our parent company Publicis Groupe, we offer health coaching through WebMD. These one-on-one coaching sessions are conducted by health experts trained to engage and support participants in improving their health. Coaching can consist of phone calls, emails, and/or self-reported weekly activities via the WebMD Digital Health Assistant. Topics from smoking cessation to managing chronic conditions are all options for specialized coaching. Employees can also use their “Digital Health Assistant” to create trackers, participate in message boards, or integrate their personal health devices into an online dashboard.

MAKING WORK/LIFE INTEGRATION EASIER

We know that integrating your work and personal life can be challenging. We want our employees to know that their health is a priority and that a busy schedule isn’t a reason to skip a doctor’s appointment if they are feeling under the weather.

To help make life a little easier, we offer all employees Teledoc. By phone or mobile, they can obtain a consultation from a board-certified doctor who can diagnose their condition, treat it, and write prescriptions to manage common health problems. This is becoming a very popular program for our Millennials.

We also acknowledge that work and personal life integration doesn’t only concern the employee – many of our employees are also caregivers. Our latest program launched in 2016 was the Bright Horizons Care Advantage Program. This program provides our employees with a comprehensive resource for urgent and ongoing family care needs to help mitigate the challenges of balancing work and family obligations, such as child care, elder care, and pet care. Services

are provided by Bright Horizons Family Solutions, a leading nationwide provider of high-quality care and family support resources.

EMOTIONAL WELL-BEING DURING TIMES OF CRISIS AND CHANGE

Finally, we recognize that we have to support our employees’ emotional health. At PHM we encourage our employees to bring “their whole lives to work.” By living this philosophy, we acknowledge that at times tragic global and local events outside of work can produce stress and anxiety that often follow employees into the workplace. Our solution to address these types of events is to create what we call Safe Space Conversations. A safe space is intended to provide a place where anyone can express themselves without fear of being made to feel uncomfortable, unwelcome, or unsafe. Our Safe Space Conversations are led by facilitators trained in creating an environment where our employees can express their emotions, concerns, and solutions for dealing with these events.



Daniel Dellacona is Group Vice President, Human Resources & Resource Management, Publicis Health Media, 1 Pennsylvania Plaza, New York, NY 10119. He can be reached at 212-448-6643 or daniel.dellacona@publicishealthmedia.com.



Publicis Health Media Team at the Wall Street Heart Run & Walk 2016.

TTM and AMC Gets a Bit Fit

BY JOHN LOUGHRAN

It’s a little-known fact, but apparently sitting on your butt all day in front of a computer est no bueno. I’m the classic example of someone who had been saying for months (er, years maybe?) that I was going to start getting in better shape “probably next week.” I remember watching *The Biggest Loser* with my wife while drinking a beer and eating a bowl of ice cream saying that I should probably start going to the gym again. Thankfully, my job gave me the kick in the butt that I needed to jump-start my fitness and do something I love – WIN – at the same time!

TAKING OUR HEALTHCARE BUSINESS PERSONALLY

At Triple Threat Media, Inc., and American Medical Communications, Inc., where we boast about our combined partnerships with 24 medical associations that reach over one million Healthcare Professionals, we would be hypocritical if we didn’t internally stress the benefits of leading a healthy lifestyle! The Cardiologists, Pulmonologists, Nurses, Pharmacists, etc., etc., we reach would have been mortified to see what was in our offices’ fridges and cupboards, and the hours at a time our people would spend glued to computer screens.

A HEALTHY CHALLENGE

So midway through 2016, we started our own Fitbit Challenge. A Fitbit is a pedometer on steroids – a stylish wearable device that keeps track of your steps (heartbeat and more on certain models), and allows you to sync your information to a network so you can compete with friends, track your progress, and more. All of our employees who wanted to participate (it wasn’t mandatory) were given a Fitbit, and throughout the year we did various team challenges. These were generally based around which-ever team took the most steps during a month, which made for some awesome team building *and* exposed those who are insanely competitive. I have been furious that no matter how much I walked, ran, flailed my arms in the air while watching TV (not really, but I know others have), I couldn’t surpass one of our editors, who clearly does more walking THAN ACTUAL WORK (you know it’s true, Tori!).

The Fitbit challenge was and is a hit across our companies. Instead of catching people having two glasses of wine at lunch, we now saw people going for walks around the building, eager to not only improve their own fitness, but also win the monthly challenge (we built in some cool incentives). Our companies offer our partners a very cool gamification platform (enough shameless plugs in this arti-

cle???) and we always talk about how competitive healthcare professionals are. Well this challenge opened our eyes to how competitive the people in our offices are as well.

PERSONAL CHANGE FROM THE CHALLENGE

I got super competitive myself, and looked for any edge I could find to stay towards the top of the pack. I tried multitasking, which required bringing some of my carpentry skills into play. With some professional grade dust-removal, an unused expandable shoe rack, and the top of a



TV dinner tray, I was able to assemble my very own treadmill desk. A brisk 3.2 MPH over six hours of emails, conference calls, and RFPs would make Jillian Michaels proud. Mix in some exhibit halls and walking from one meeting to another in New York, and you’ve got yourself a decent number of steps and a slightly smaller beer belly (special thanks to Miller Lite for only having 96 delicious calories). The challenge sparked more change in my life than I expected. I started eating better, replacing a few cheesesteaks and hoagies a week with salads, and my beloved weekend morning trips to Dunkin’ Donuts with trips to Greece with John Stamos for that yogurt he’s always talking about (hey, if I can look as good as Uncle Jessie does when I’m 50, it’s totally worth it).



The Do-it-Yourself Treadmill Desk – Not all Dangerous!

So our companies’ Fitbit Challenge has been a huge success. Some people lost weight (I dropped about 10 pounds). Some people just became more conscious of getting up and moving around every once in a while. It’s definitely something we plan to continue. Our healthy culture at TTM and AMC also includes weekly Monday lunchtime yoga sessions that get a decent turnout – another great benefit of working for awesome companies that care about the bottom line *and* also their employees’ waistslines.

Kudos to the leadership of our companies. By that I mean that I sent each of them a box of Kudos, the delicious granola snacks. Here’s to good health and prosperity in the New Year!



John Loughran is Director of Sales at Triple Threat Media, Inc., 630 Madison Avenue, Manalapan, NJ 07726. He can be reached at 215-292-4112 or JLoughran@TripleThreatMedia.com.

The Bloc: Building a Healthy Community Where Creativity Can Thrive

BY STEPHANIE BERMAN

Doctors make the worst patients. It's an old adage, based on a general truth, and it's one I'd like to extend beyond the doctor's office to the rest of the healthcare space. People working in health and wellness are not always so good at taking care of their own health and wellness.

It's a challenging industry. Whether you are on the client or agency side of the business, there is constant pressure to perform, do more with less, and over-deliver, day after day. I am pretty certain that every one of us could work

24 hours a day and still not cross everything off our To-Do list. That kind of pressure takes its toll. We lose ourselves in the shuffle, and the very things that should be at the top of our list in order for us to function and excel at a high level – diet, exercise, sleep, downtime – fall off the bottom of the page.

PRIORITIZING HEALTH AND WELL-BEING

In 2015, these things made their way back to the top of our company To-Do list. Twice a year we issue BlocPulse, a survey that assesses the satisfaction level of our employees and allows us to proactively solve potential challenges. While the results have been consistently high since we initiated the survey, we saw that people needed help to achieve a healthy work/life balance. We realized that there was more we could do as a company to support the well-being of our employees.

So, in response to this feedback, we pulled together a cross-functional team to activate healthy change. We are championing the implementation of progressive policies that provide practical support for all employees. While many of these initiatives were already underway, several important new programs were added to the mix over the last 18 months.

HEALTHY DESIGN

Our new offices in downtown New York were designed with the well-being of our employees as the primary consideration. The layout maximizes light and facilitates open communication. The Bloc's new home was recently awarded the IFMA New York City Award for Excellence in Design & Construction, beating out Twitter, and it is energizing and inspiring everyone on a daily basis.

HEALTHY BALANCE

Several years ago, we introduced an open vacation policy to encourage people to take the time they need to unwind, unplug, and recharge. We also offer a Summer Friday Program, in which employees are able to leave the office at 1

p.m. – if there is client work to be completed, teams collaborate to provide the necessary coverage and take turns to ensure everyone gets a few extra hours to recoup and recharge.

Additionally, this past April we launched Flex Fridays. More and more companies are finding that the traditional five-day, in-office workweek is out of step with reality, to the detriment of innovation, efficiency, and work/life balance. Flex Fridays give employees the flexibility to get their work done offsite, one day a week, as long as it works for their team, client, and manager. It underlines the fact that The Bloc is not a location – we are a global, nimble, 24-hour creative engagement agency that thrives on flexibility.

HEALTHY BODIES

Like many organizations, we offer gym memberships and healthcare benefits for our staff. We provide fresh fruit bowls every day, and ensure that there are healthy choices alongside the chips in our vending machines. (But here's the fair balance – we also

celebrate the end of each week with Bagel Fridays. As my old granny used to say, a little of what you fancy does you good.) There is also strong community support for charitable initiatives that have people breaking a sweat in the name of a good cause. Bloc'ers regularly band together to bike, walk, run, climb, and Tough Mudder their way to fitness and give back in the process, with The Bloc providing a 100% match for employee donations.

HEALTHY MINDS

With the move to our new office last year, we set aside a Wellness Room. It's a quiet space with a couch and a yoga mat, and provides a safe haven for our nursing moms, and for Bloc'ers who need some peace. Finally, to help employees to recharge and refocus midweek, we offer a Moving Meditation class on Wednesday afternoons.

We have always believed that the strength of The Bloc is based on the strength of our people. When they thrive, we thrive. With our commitment to wellness within our community, our company and our people are getting healthier together.



Stephanie Berman is a Partner, The Bloc, 32 Old Slip, New York, NY 10005. She can be reached at 646-616-2534 (o), 917-482-4410 (c), or SBerman@thebloc.com.



Bloc'ers regularly run, bike, walk, and climb together, raising their heartbeats as they raise funds for causes they care about.

Create NYC Custom-Tailored Health and Wellness

BY NATALIE McDONALD

Create NYC offers every employee a custom-made wellness benefit. This support allows for individual focus in a defined area related to well-being, wisdom, wonder, or giving. Goals range by colleague and are self-selected based on interest. Support is given in the form of encouragement and financial reimbursement to drive goal attainment. Since not all employees like to spend their time on a treadmill, our wellness program goes beyond the typical gym membership and is sometimes used towards activities such as cooking classes, health retreats, offering time and services to a charitable cause, and many other activities that balance our team outside of work. All Create NYC employees take advantage of our wellness program, but choose from a variety of possibilities that suit their individual needs.



In August, Create NYC bonded while climbing all 354 steps to Lady Liberty's crown!

allows me to incorporate standing and pacing into my normal work day, helping to alleviate some of the stress on my spine."

TELECOMMUTING OPTIONS

While Create NYC operates during traditional business hours, our office serves as a "home base" for our telecommuting team. We host weekly team meetings onsite, but

Create NYC employees are in charge of managing their business and thereby decide the most efficient way to get their work done. Some employees prefer the collaborative atmosphere of our home office and thrive in a bustling setting, while others prefer the quiet surroundings of their home office. The choice is theirs. Our goal has always been to drive efficiency and we trust our team to make decisions that will yield the best results. Since our employees determine the most efficient way to manage their day by choosing where they work, we see an increase in productivity.



To put our teamwork and skills to the test, our agency divided into teams during a July offsite to "escape the room." Team 1 slayed it!

OFFSITE FUN AND GAMES

Beyond our wellness program, we encourage our company culture through offsite activities that emphasize key opportunities for company growth. The entire team is invited to participate. Because our team operates with a level of telecommuting flexibility, it's a high priority to have regular offsites for team collaboration. These activities serve as an important way for us to connect on business matters while also enjoying each other's company for a fun activity. Recent activities have included a team trip to the top of the Statue of Liberty and participation in "Escape the Room" – this is a fun, interactive game with puzzles requiring teamwork to solve and successfully win the game. Our entire agency participated in teams and had a blast competing to "escape the room."

A FEW MORE PERKS

Create NYC also provides monthly lunches and offers Summer Fridays to name just a few more wellness perks. Our monthly lunches are informal gatherings scheduled to reward the team and encourage team building. And our Summer Friday program allows each employee up to three paid days off scheduled during the months of May – August. These Summer Fridays are offered to employees to demonstrate appreciation for hard work and to encourage balance.



Natalie McDonald is Founder and President, Create NYC, 180 Varick Street, Suite 212, New York, NY 10014. She can be reached at 646-682-7791 and natalie@createnyc.com.

Nurturing Employee Wellness from the Start

BY JED COHEN

ContextMedia is deeply committed to the health and well-being of our team. Our newly enhanced benefits program, Care@ContextMedia, is designed to take care of our team members, and those we love, while we transform healthcare. That starts day one, when our new hires are immediately eligible for coverage under our health, vision, and dental insurance program! Beyond that, we address health and well-being holistically, with a number of initiatives.

We encourage an active lifestyle by bringing activities into the office, including weekly onsite yoga and meditation sessions. If you can't get out of the office to hit the gym, we have a number of treadmill desks in place, so you can burn a few calories while working through your inbox! But when you can get out, we offer free or heavily subsidized gym memberships. Our New York office even has quarterly "Wellness Wednesdays," when the team is encouraged to take a mid-afternoon trip to Equinox for a group fitness class. We've done everything from spinning to "boot-camp," with lots of things in between. No cost to participants or gym membership required, just a willingness to sweat.

As much as we all love our jobs, time away is also important. Especially for life's milestones! In order to allow our employees to celebrate, (beyond our standard vacation and sick leave), ContextMedia now

offers one week of paid Marriage Leave on the occasion of your wedding, and four weeks of paid sabbatical after a tenure of five years! We also offer new mothers on our team a full sixteen weeks of paid Maternity Leave.



Financial well-being is another important piece of the puzzle. On that front, ContextMedia helps our team plan for the future with a 401(k) plan and a 50% match. We also offer a student-loan refinancing program and debt-counseling service to help our employees get ahead. And, if you're interested in continuing your education, we offer a continuing education allowance up to \$1,000 per year.

The design of our offices encourages social collaboration, with open spaces to have informal meetings. We also have healthy food and drinks available throughout the day. No need to stop by the local coffee shop, we have a barista onsite, ready to make a latte just for you. Breakfast is catered in a few times per week, and daily healthy lunches are available, all at no charge to our team!

In short, the health and well-being of our team is important to us here at ContextMedia, and we are pleased to support our team in every way we can!



Jed Cohen is Director of Operations, NYC, ContextMedia, 119 West 40th Street, 10th Floor, New York, NY 10018. He can be reached at 212-257-6236 or jed.cohen@contextmediainc.com.



Among other benefits, ContextMedia offers catered lunches every day.

Cauliflower Fried "Rice"

BY DENISE VITOLA

I like to make cauliflower "rice" with all kinds of stuff. For example, I usually add lobster or shrimp to my "rice" to make it no or low-carb. I season it with some soy, pepper, and garlic; combine with onions, scallions, peppers, broccoli, and an egg. It's delicious. You need to try it!

INGREDIENTS

1 head cauliflower Olive oil
Salt Pepper

DIRECTIONS

1. Place cauliflower chunks in a food processor and pulse until broken down into rice-size pieces.
2. Heat olive oil in a skillet over medium heat; add cauliflower "rice", salt, and pepper.
3. Cover skillet and cook until heated through, 3 to 5 minutes.
4. Remove lid and fluff "rice" with a fork.



Denise Vitola is a Wellness Coach, Founder/CEO, Vitola Strategies, Jersey City, NJ 07302. She can be reached at 917-553-9633 or denise@vitolastrategies.com.

Avocado Toast

BY KATHLEEN DOYLE

A quick and delicious breakfast or lunch.

INGREDIENTS

½ avocado
1 slice wheat bread
Salt
Pepper

DIRECTIONS

- Smash half a ripe avocado on a slice of bread and sprinkle with salt and pepper to taste.



Kathleen Doyle is Senior Digital Media Buyer/Planner, ab+c Creative Intelligence, 819 North Washington Street, Wilmington, DE 19801. She can be reached at 302-655-1552 or kdoyle@ab-c.com.

Get Healthy This Year!

BY JULIE REVELANT

Writing healthcare content for a living has turned me into a bona fide health nut and made me passionate about leading a healthy lifestyle. I eat a (mostly) plant-based diet, I'm in the gym most mornings running, spinning, and lifting weights, and I do my best to get enough sleep and find ways to de-stress.

BUT MY LIFE WASN'T ALWAYS THIS WAY

About 10 years ago, I was working for a nationally syndicated talk show, logging 80-hour weeks and I was under a ton of stress. I didn't prepare healthy meals and ate way too many sweets. The thought of going to the gym exhausted me, though I had become a certified spinning instructor the year before. I packed on almost 15 pounds and my clothes were tight. I was miserable.

I decided to start my own business and also take control of my health. I joined Weight Watchers, lost the weight, and learned everything I could about eating well, fitness, and a healthy lifestyle. I taught spinning again, too.

Then in 2009, I got a postcard inviting me to sign up for a half-marathon to raise money for the Crohn's and Colitis Foundation of America. I had never run a mile in my life and wasn't sure if I could. But I thought about my friend who had recently had surgery for Crohn's disease and endured a ton of pain afterwards. If she could get through that, I could get through 13.1 miles.

I completed that half-marathon and run in races every year since. And I am committed to leading a healthy lifestyle.

Here are some things that helped me along the way and can help you too.

1. TAKE IT SLOW

Instead of setting lofty goals – *I'll lose 10 pounds by next week!* – which will only set you up for failure, make a list of small, realistic, and achievable goals.

2. TRACK

I like the *Lose It!* app but find one that works for you. When you hold yourself accountable for what you eat, you'll be much more likely to stick to your plan.

3. SCHEDULE IT

I usually head to the gym first thing in the morning when there's less chance for other things to take priority. The endorphin rush sets the tone for the day and gives me a ton of energy.



If mornings aren't realistic for you, put your workout on your calendar for another time and don't let anything else get in the way.

4. GET AN ACCOUNTABILITY BUDDY

One of my friends and I sign up for the same class or meet at the gym. Knowing she is also waking up for a 5:45 a.m. class means I won't bail on her.

5. PLAN, PREP, AND COOK

Make home-cooked meals, so you know what's in your food and can control portions. Eating at home can also help you save money, lose weight, and strengthen your family's bond.

You can make dinner in 30 minutes or less. I chop up vegetables beforehand, use my slow cooker, and freeze meals. I also make easy meals like salmon and broccoli, a batch of lentil soup, or a frittata.

6. SNEAK IN A WORKOUT

Working out doesn't have to be all or nothing. If you can't spare an entire hour or even 30 minutes, find a fitness app with 10 or 20 minute HIIT (High Intensity Interval Training) workouts, take a brisk walk around the block, or do some jumping jacks

or yoga poses in between conference calls.

7. DO IT TOGETHER

Talk to your partner and your kids about reasons to get healthy and try to get them on board too. Go out on the weekends for a hike or a bike ride. Raining? Put on some music and have a dance party.

8. BE FLEXIBLE

As I learn more, I make healthier changes. For example, I recently started to up my intake of fruits and vegetables by making a green juice in the morning.

9. ASK FOR HELP

Enlist the help of a nutritionist, a credible weight loss plan, or a certified trainer who can educate you and help you achieve your goals.

10. GIVE YOURSELF A BREAK

A healthy lifestyle isn't about perfection – it's about striking a balance. There are some days I eat too much chocolate or choose to sleep later instead of working out. Although my life is busy, I know that fitting in time for relaxation, fun, meditation, and prayer is also what leading a healthy lifestyle is all about.



Julie Revelant is Principal, Revelant Writing, LLC, 10 Library Place, #663, Bethel, CT 06801. She can be reached at 917-524-9287 or julie@revelantwriting.com.

Larry's Bazinga Vegetarian Chili

BY LARRY ELKIN

The meat version of this chili was loved by all...this vegetarian version is as good. Turkey optional!

INGREDIENTS

- 2 cups chopped onion
- 6 cloves garlic – finely chopped
- 1 large green bell pepper – chopped
- 1 large red bell pepper – chopped
- 3 medium carrots – finely chopped
- 1 medium green zucchini – diced
- 1 medium yellow squash – diced
- 1 cup bok choy – chopped
- 1 cup mushrooms – chopped
- 3 jalapeno peppers – minced
- 3 tbsp chili powder
- 1 tsp salt
- 1 tsp smoked paprika
- 1 tsp ground red pepper (cayenne)
- 1 tbsp ground cumin
- 1 tbsp ground coriander
- 2 tbsp dried Mexican oregano
- 1 (28 oz) can whole plum tomatoes – chopped or crushed by hand
- 1 (4 oz) can tomato paste



- 2 tbsp unsweetened cocoa powder
- 4 cups vegetable broth
- 1 (11 oz) can corn kernels
- 1 (15 oz) can black beans, rinsed and drained
- 1 (15 oz) can white or pinto beans, rinsed and drained
- 1 (15 oz) can red kidney beans, rinsed and drained



Optional:

- 1 lb ground turkey
 - 1 lb diced turkey breast
- Sauté until browned

DIRECTIONS

1. Sauté all chopped vegetables until soft – cook separately to insure consistency in browning.
2. Combine all cooked vegetables with the chili and spices – sauté for 10 minutes.
3. Add the crushed tomatoes, tomato paste, cocoa powder, vegetable broth, corn, and beans (and turkey, if using).
4. Cook for one hour.

Yields approximately 4 quarts.



Larry Elkin is Owner of Bazinga, LLC, a Printing and Design Firm. He can be reached at 973-600-2682 or bazinga.elkin@att.net.



Mary Jane Garvey



"Patience is a virtue..."

Birthplace: Brooklyn, NY

Marital Status: Married

Children: 4

Occupation: Partner at PDQ Communications

Years in Industry: 30

College: Fairfield University

What are two things on your bucket list?

When my sons were little we read many books about trucks. They always wondered what it would be like to sleep in the cab of an 18-wheeler. One of these days I am going to stop at a truck dealer to see what the sleeping space behind the cab looks like.

Also on my bucket list is a trip with my husband to either Calgary or the Texas State Fair. We want to see a rodeo, taste all the great barbecue foods, and go to a concert.

What was your first job?

My first job was working in a supermarket deli. I was 16. I sliced cold cuts and served everything else. The butcher took me aside the first week and showed me his cut off finger. He told me never to rush for demanding customers. My mother's friends stopped to buy things and chat, which made the time pass quickly.

What is your favorite restaurant?

I like casual restaurants with local foods. There is a restaurant in Juno Beach, Florida, called Captain Charlie's Reef Grill. It is a small fish restaurant. Their bar is two doors away. You wait there until your table is ready. Most of the entrees are fish caught that morning listed on a blackboard. The desserts are homemade and delicious. All are artfully prepared.

How do you stay fit?

To stay fit I walk with my dog and friends. We mostly talk, talk, talk.

How did you get started in the industry?

I started in advertising right out of college at an agency called Dancer, Fitzgerald Sample in New York City. The salary was \$7,500 a year. I loved it.

What's the last good book you've read?

Last summer, I read *The Nightingale* by Kristin Hannah. It is an historical fiction novel about two sisters in France during World War II. It kept me riveted.

What is one thing you'd like to learn more about?

I would love to learn how to make French macaroons. I love to cook. When we were first married, we went to Switzerland a few times. We always brought a few boxes of macaroons home as gifts. My daughter and I took a course a few years ago at Sur La Table. Of course, those macaroons turned out perfectly. Since then, I have tried three times to make them again only to get flat dense disks. Nothing like the melt in your mouth confections we brought back from our travels.

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

I would take the family on a trip someplace special and put the rest aside for my grandchildren's educations.

What are your hobbies?

I have lots of hobbies. I love to paint watercolors and acrylics. I also love to sew. I have made drapes for the house as well as smocked dresses for my daughter when she was little. I recently embroidered 200 napkins with the letter H for my daughter's wedding reception. Now I am having fun making things for my granddaughters. I also enjoy playing nine holes of golf with my husband and friends. Unfortunately, I am awful at it.

What one little thing always makes you happy?

Sitting on the beach reading a book.

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

The Beatles. I was in fourth grade when they appeared on *The Ed Sullivan Show*. I listened to them in elementary school, high school, and college.

What famous person would you HATE to be stuck in a room with?

Nancy Grace. Every time I see her on TV I change the channel. I can't stand her loud, opinionated, in-your-face attitude.

What do you think is the most important issue facing us today?

Isis.

What is one thing you can't live without?

My family. They are wonderful.

If you could work doing anything in the world, regardless of the income, what would you do?

I would retire and open a homemade organic ice cream store on the North Fork of Long Island. It would also have penny candy. I would have it open during the summer months.

What is your favorite vacation spot?

We have a weekend house in Southold, NY. The town is rural, small, and quaint. It is wonderful in the spring, summer, and fall. Our children and grandchildren come often on the weekends. The beaches are within walking distance. There are also farm stands, vineyards, and breweries to tour. After dinner everyone loves to roast s'mores over the firepit my son built. Very relaxing!

Mary Jane Garvey is CEO, PDQ Communications, Inc., P.O. Box 191, Carle Place, NY 11514. She can be reached at 516-354-7469 (o), 516-318-3311 (c), or MJGarvey@PDQCom.com.

Must-Know Industry Events

7-8 SAN FRANCISCO, CA

ExL Pharma is sponsoring "Pharma Digital and Multichannel Marketing Boot Camp," 866-207-6528

9-12 SNOWBIRD, UT

42nd Annual Cardiovascular Conference at Snowbird, 800-283-6296

10-11 PONTE VEDRA, FL

Advances in Breast Cancer Management 2017, 800-462-9633

10-11 PHOENIX, AZ

Mayo Clinic Multiple Sclerosis and Autoimmune Neurology – 2017, 480-301-4580

12-17 SNOWMASS, CO

The 5th Snowmass – 2017: Hot Topics in Radiology, 813-806-1000

13-17 SARASOTA, FL

Cardiology for Primary Care and Hospital Medicine, 866-267-4263

15-16 BALTIMORE, MD

Center for Business Intelligence is sponsoring "Medicare Quality Measures," 800-817-8601

15-18 ST. MAARTEN, NETHERLANDS ANTILLES

24th Annual Conference on Office Gynecology & Women's Health for the Primary Care Provider, 925-969-1789

17-20 CARLSBAD, CA

The 30th Annual Practicing Physician's Approach to the Difficult Headache Patient, 312-867-9104

20-24 LAHAINA (MAUI), HI

5th Annual Primary Care Winter Conference, 800-327-4502

20-24 SARASOTA, FL

Neurology Updates for Primary Care, 866-267-4263

23-25 SCOTTSDALE, AZ

6th Mayo Clinic Conference in Gynecology: Robotic and Laparoscopic Surgery, 480-301-4580

24-26 LAKE BUENA VISTA, FL

10th Annual International Symposium on Stereotactic Body Radiation Therapy and Stereotactic Radiosurgery, 216-444-9380.

27-28 AUSTIN, TX

ExL Pharma is sponsoring "The Medicare 2017 Conference," 866-207-6528

MEETINGS IN MARCH

3-7 ORLANDO, FL

The American Academy of Dermatology 2017 Annual Meeting, www.aad.org

30-4/1 SAN DIEGO, CA

American College of Physicians 2017 Internal Medicine Meeting, www.acponline.org

FEBRUARY 2017

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FUN THINGS TO DO



NEW YORK February

Beacon Theatre

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

- 4 - Jim Jefferies
- 5 - Jerry Seinfeld
- 11 - 70s Soul Jam Valentine's Concert
- 17 - Frank Turner & The Sleeping Souls
- 18 - Nu Soul Revival Tour
- 28 - Adam Savage & Michael Stevens: Brain Candy Live

Madison Square Garden

7th Avenue, between 31st and 33rd Street, New York, 866-858-0008

- 2,3 - The Lumineers
- 15-18 - Red Hot Chili Peppers

- 22 - Billy Joel
 - 23,24 - Ariana Grande
- Radio City Music Hall**
1260 Avenue of the Americas, New York, 866-858-0008
- 10 - Freestyle & Old School Extravaganza
 - 25 - Ms. Lauryn Hill

NEW JERSEY February

Prudential Center

25 Lafayette Street, Newark, 800-745-3000

- 11 - Marc Anthony
- Mayo Performing Arts Center**
100 South Street, Morristown, 973-539-8008
- 3 - The Piano Men
 - 4 - The Drew Forum Presents Seth Meyers
 - 5 - *Into the Woods*
 - 7 - Taj Express
 - 8 - *The Rainbow Fish*

- 9 - Scott Bradley's Postmodern Jukebox
- 10 - Bobby Collins
- 12 - *Once*
- 17 - Chris Botti
- 23 - National Symphony Orchestra of Ukraine
- 25 - *Annie*
- 26 - Rachmaninoff's Second Piano Concerto

The Wellmont Theatre

5 Seymour Street, Montclair, 973-783-9500

- 4 - I Want My Mff: A 1980's Dance Party Featuring Losers Lounge
- 7 - DNCE
- 10 - The Musical Box Presents "Selling England By The Pound"
- 11 - Chippendales
- 17 - Tom Segura: No Teeth No Entry Tour

