

Celebrating 25 Years

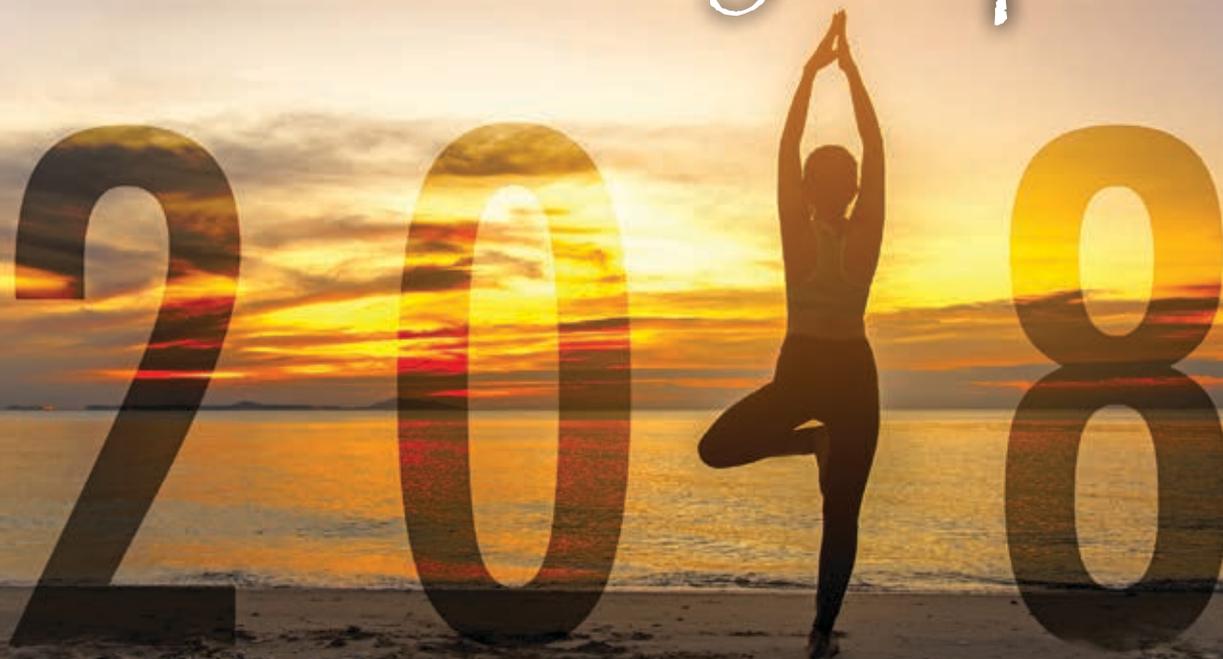
Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

Vol. 26, No. 12
JANUARY 2018

Mind • Body • Spirit



Find Out How American Academy of Family Physicians (AAFP), AXON Communications, CMI/Compas, PulseCX, and Targetbase Keep Employees Healthy and Happy

Inspiring Stories

Sara Loughran

Was Determined to Walk Again

Ken Sylvia

The Path to Victory with His Autistic Son

Throwback Update from
Karen Brounstein on Her
Breast Cancer Journey

Plus Personal Exchange with
Kim Kleinberg

Healthy Eating Tips from Julie Revelant

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Dear Healthcare Marketer:

Welcome to our Mind, Body, and Spirit issue!

The New Year always brings a fresh opportunity for us to take a deep breath after the busy holiday season and sharpen our focus on a happier, healthier year ahead. In this issue, we're spotlighting the current movement toward mindfulness and overall well-being. It's a much more encompassing holistic approach to good health than nutrition and fitness alone that can benefit us all. I am the first to admit that I am a stress monger who is in dire need of an intervention, for example!!

Have you noticed how well-being really is being promoted everywhere these days? Even my daughter's high school offers programs such as yoga and meditation in an effort to, in their words, "help give students the skills to develop a positive self-identity and the ability they need to interact with others in a healthy, respectful manner."

I love what companies are doing to promote well-being, too. They offer more services and programs than ever to ensure work-life balance. As I read through the stories in this issue, I was encouraged to see how companies are doing what they can to help alleviate stress on the work front...and provide practical ways for staff members to take better care of themselves! Let's face it, life is complicated and we all experience challenges. I, for one, have had my share of obstacles as a single parent sandwiched between two generations as the sole breadwinner in this crazy world of pharma. So I know firsthand we can all use a little extra support.

Read on to find out what CMI/Compas, American Academy of Family Physicians (AAFP), Targetbase, AXON Communications, and PulseCX are doing to make work a more pleasant experience and to inspire healthy habits. On a more personal note, Ken Sylvia tells his triumphant story of raising his son who was diagnosed with autism and diabetes. Sara Loughran shares about a fateful day in January 2001 that changed everything for her and influences how she approaches life to this day. Our 25th Anniversary Throwback article includes an update on Karen Brounstein's battle against breast cancer. Personal Exchange is with Kim Kleinberg this month. And Julie Revelant offers 10 tips to help families develop healthy eating habits.

As we turn the page on last year, and welcome the newness of 2018, let's remember though there will be challenges to face, the way we approach them can lead to a healthier and more fulfilling life.

Here's to your Best Year of Well-Being ever,



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Send your story and include a picture of your pet to Naleonard@HMEExchange.com.

Deadline is January 15.



ANNOUNCEMENTS

onward&upward

promotions
additions

AXON Communications has announced the appointment of **Jeffrey Freedman** to the newly created position of Vice President, Integrated Communications. He can be reached at 914-701-0100.

CMI/Compas has announced the appointment of **Lauren Purpura** as Associate Campaign Analyst; **Kelley Galloway** as Supervisor, Social Media; and **Jabar Wilson** as Associate Analyst, SEO. They can be reached at 215-568-5944. **Justin Park** has been appointed as Analyst, SEO, and **Andrew Baxter** as Manager, Data Analytics. They can be reached at 484-322-0880. **Shannon O'Malley** has been appointed as Director, Media. She can be reached at 646-840-0717. **Clara Paciuete** has been appointed as Corporate Training Manager. She can be reached at 856-667-8577.

GlaxoSmithKline has announced the appointment of **Hal Barron** as Chief Scientific Officer and President of R&D. He can be reached at 888-825-5249.

Intra-Cellular Therapies, Inc., a biopharmaceutical company focused on the development of therapeutics for central nervous system disorders, has announced the appointment of **Andrew Satlin, M.D.**, as Executive Vice President and Chief Medical Officer. He can be reached at 646-440-9333.

NorthStar Communications, Inc., a global strategic healthcare education and communications company, has announced the appointment of **Steve Farrell** as Senior Director. He will be heading up the pediatric and oncology franchises and can be reached at 215-321-7900.

W2O Chicago has announced the appointment of **Donna Duncan** as Healthcare Group Director. She can be reached at 415-362-5018.

new¬eworthy

awards, mergers
approvals

AliveCor has announced the FDA approval of the Kardia Band for the Apple Watch that records an ECG. It is the first medical device accessory approved by the FDA for the Apple Watch. The band is activated with a touch of its integrated sensor and displays the rhythm in real time on the watch face and records the rhythm for later use. For more information, visit www.alivecor.com.

Amgen has announced the FDA approval of Repatha (evolocumab) for the prevention of heart attacks, strokes, and coronary revascularisations in adults with established cardiovascular disease. The drug is the first PCSK9 inhibitor to be authorized for preventing such cardiovascular events. For more information, visit www.amgen.com.

AstraZeneca has announced the accelerated FDA approval of Calquence (acalabrutinib) for the treatment of adults with mantle cell lymphoma who have received at least one prior therapy. For more information, visit www.astrazeneca.com.

AXON Communications has been recognized with the **Top Places to Work Award** by *PR News*. The award celebrates organizations like AXON that are changing "the employer status quo" in the workplace. For more information, visit www.axon-com.com.

Change Healthcare has announced the formation of a strategic relationship with **Google Cloud** that leverages the two companies' strengths to develop innovative solutions for the healthcare industry. **Change Healthcare's** clinical knowledge and extensive expertise in healthcare imaging, combined with **Google Cloud's** capabilities in artificial intelligence, analytics, and infrastructure, has the potential to help enable real-time collaborative

Send press releases to: news@hmexchange.com

care and augmented radiology workflows. For more information, visit www.changehealthcare.com.

CVS Health has announced an agreement to purchase **Aetna**. The landmark deal, which still needs to be approved by shareholders and regulators, would combine the vast network of CVS pharmacies, walk-in clinics, and its pharmacy benefits management business with Aetna's health plans, which cover more than 22 million Americans. For more information, visit www.cvshealth.com.

Dynavax Technologies Corporation has announced the FDA approval of Heplisav-B. The two-dose hepatitis B vaccine is Dynavax's first drug to come on to the market. For more information, visit www.dynavax.com.

Frontline Medical Communications has announced that *Clinician Reviews*, its journal dedicated to nurse practitioners and physician assistants, has been named the recipient of the 2018 Nostradamus Award by the *National Kidney Foundation's Council of Advanced Practitioners*. For more information, visit www.frontlinemed.com.

GlaxoSmithKline has announced the FDA approval of Juluca, the first two-drug regimen for maintenance treatment of HIV-1. The drug combines GSK plc's Tivicay and **Johnson & Johnson's** Edurant. For more information, visit www.gsk.com.

Indivior has announced the FDA approval of Sublocade as the first once-monthly injectable buprenorphine product for the treatment of moderate-to-severe opioid use disorder in adults who have initiated treatment with a transmucosal buprenorphine-containing product. For more information, visit www.indivior.com.

Intelligent Surgical, Inc., a medical technology company, has announced the FDA clearance for revision Total Hip Arthroplasty (THA) with its **Intelli-joint HIP® System**, a 3D mini-optical navigation system that provides surgeons with precise measurements for cup position, leg length, and offset for THA. For more information, visit www.intelligentsurgical.com.

Merck & Co. has announced the FDA approval of Prevmis (letermovir) for the prevention of cytomegalovirus (CMV) infection and disease in adult allogeneic stem cell transplant patients. For more information, visit www.merck.com.

Mylan has announced the FDA approval of Ogivri (trastuzumab - dkst) as a biosimilar version of **Roche's** Herceptin (trastuzumab) for use in patients with HER2-positive breast and metastatic stomach cancers. For more information, visit www.mylan.com.

Otsuka Pharmaceutical has announced the FDA approval of Abilify (aripiprazole) MyCite as the first drug authorized in the U.S. with a digital ingestion tracking system. A sensor embedded in the tablet sends a message to a wearable patch, which transmits the information to a mobile application, allowing patients to track ingestion on their smart phone. For more information, visit www.otsuka-us.com.

The Walchli Tauber Group (WTG) announces its new partnership with the **American Diabetes Association**. WTG will be the new digital advertising sales representative for *DiabetesForecast.org*, the premier consumer magazine website for people living with diabetes or prediabetes. The website reaches highly engaged people actively seeking ways to live healthier, happier, and longer, while managing their condition. Additionally, WTG will represent the ADA's professional journal websites, including: **Diabetes, Diabetes Care, Clinical Diabetes, and Diabetes Spectrum**. For more information, contact Stephen.Tauber@wt-group.com.

WellDoc, a leading digital health company, has announced that the **IQVIA Institute for Human Data Science** named BlueStar, WellDoc's FDA-cleared digital therapeutic for people living with Type 2 diabetes, the "Top App" in the category of clinical diabetes treatment. For more information, visit www.welldoc.com.



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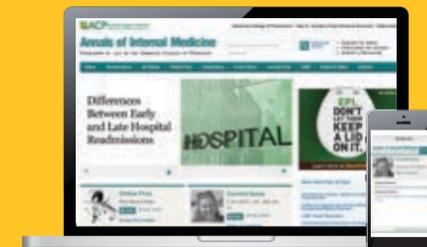
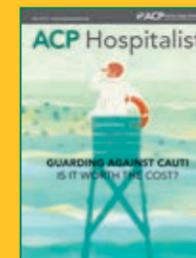
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*Source: Kantar Media, June 2017 Medical/Surgical Readership Study, Internal Medicine Office and Hospital.



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A Day that *Changed Everything*

BY SARA LOUGHRAN

January 14, 2001, just two weeks before my 20th birthday, is a day that will forever be ingrained in my heart. I often think of my life as pre and post this date, as everything about my life, both physically and mentally, changed in an instant.

The details of that day are fuzzy and, in the past 16 years, it has been hard to discern what was a dream and what was reality. I don't remember the actual car crash, but the smells and sounds of my first memory stay with me, even after all of these years.

I awoke to the coldness of the street on my back, the sounds of sirens and first responders around me, and the Jaws of Life above me, as it pried the tangled car off my body. Then I was in a helicopter. And then I was in a hospital.

THE SHOCK OF DISBELIEF

My parents arrived after having to drive three-and-a-half hours to Penn State, not knowing what they were going to find. I told them I was "fine." I believed I was hurt, but I was going to walk out of there soon, because it didn't make any sense that this would happen to me. I was a good kid and an excellent student, and these types of things just don't happen to people like me, right? But they do, and it did.

I only had a few external cuts; the majority of my injuries were related to internal bleeding and a fractured pelvis. I was able to walk just hours before, but now they told me I couldn't. I wasn't really in pain (from the shock) and I thought I was resilient, so I was still in good spirits. I believed I would be leaving the hospital soon. After all, I had some homework I needed to finish and that is what was on my mind!

A PAINFUL REALITY

Then the pain and reality set in, and I wasn't the resilient person I thought I was. I was angry and depressed for days that turned into weeks. The pain from moving was unlike anything I had ever imagined (and after having two children, this still tops the pain chart!).

NEGATIVITY TURNED TO DERMINATION

I wanted to stop trying, to give up. I wasn't recovering at a pace that was speedy enough for my liking. I wish I could say that I was able to overturn my negative feelings quickly. But movies do not imitate life, and it took weeks of trying, failing, failing again, outcries, and soul-searching to change my attitude.

My situation sucked, but I was alive, and after seeing the car accident details, I realized I was spared. I internalized this notion of me being spared because there had to have been something else in this world for me to do. I was 20 years old, and I still had a lot of living to do. I wanted to eventually get married and be a mother, and I wasn't going to let some drunk-driving kid take that away from me. I knew that

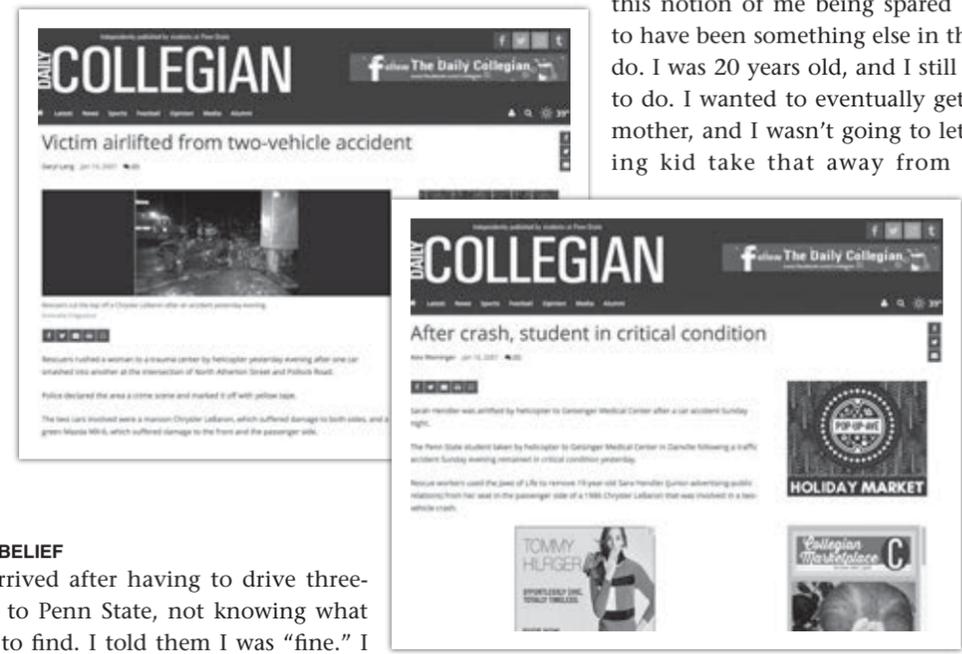
I had a long, painful recovery road ahead of me, but I didn't want to be a victim anymore. It took months of rehab to be able to take my first step again, but a positive attitude really does a body good. The doctors had estimated a year

for me to walk again; I was walking again after only four months. And without skipping a beat, I completed a summer session at college and still managed to graduate in four years.

I will never say, "I am glad that happened to me," but it exposed me to people, situations, and emotions that are my life composition. My car accident is just a memory now. I do have long-lasting injuries from that day, but they serve as gentle reminders of the fact that I was spared. I have the strength to overcome. And I still have lots of life to live and be thankful for, including my husband and two children!



Sara Loughran is Vice President, Director of Multichannel Media, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at sloughran@SSCGMedia.com or 609-936-5723.



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AAFP Standing Together for Health

BY DEBBIE MARANTO

129,000 strong – the American Academy of Family Physicians (AAFP) is a national association of family physicians led by family physicians. With our colleagues throughout the country, we work to solidify family medicine as the cornerstone of a functioning healthcare system. We lobby government, negotiate with payers, partner with employers, educate patients, and champion family medicine on the national stage.

AN ALL-ENCOMPASSING APPROACH TO WELL-BEING

Wellness is, you might say, in our blood. And since it's looked at from all angles, our AAFP Wellness Program is multifaceted.

Yes, wellness as a single component focuses on BMI, weight, and cholesterol numbers, but our Wellness Program is much more than that. We focus on the whole picture. The many elements it takes to maintain the well-being of our staff includes a program that strives to meet their physical, emotional, mental, social, occupational, and financial



Team Write, Left, Write participating in the popular "Walking Works" program.

needs. Beyond our diverse program options, we have staff expertise and participation from family physicians, healthcare researchers, and educators. It's this combined approach of on-site knowledge and robust choices that makes our program stand out from others.

Punt, pass, and kick at our Chiefs staff tailgate. One of our most successful programs is called "Walking Works." Walking Works is a six-week challenge designed to encourage daily physical activity. It helps staff incorporate regular physical activity and is a chance to engage with coworkers for fun, motivation, and support. The AAFP Wellness Committee, a group of staff members who are committed to promoting health in our organization, also coordinates 5K run/walks

for staff and their families and friends to participate in across the city.

Beyond these programs, the AAFP offers monthly yoga, chair massages, and has an on-site fitness center and relaxation room. We aim to provide healthy snack options in our vending areas (although we can't help it if there's a candy bar to the right) and offer courses on how to maintain a healthy BMI, heart, and overall fitness tips.

One unique aspect of our program includes a doctor's panel for staff to ask questions and get answers in real time with some of our on-staff doctors. Not many companies have doctors in-house, so to speak, which

makes it a great perk for our staff to get medical questions answered.

A PERSONAL TESTIMONY

Staff member, Jay Fetter, Senior Operations Manager, further emphasizes our dedication to health. He says, "One of the reasons for my 24-year affinity to the AAFP is the commitment by the organization to create a hospitable space and programming that make it easier for me to grow and practice the habits of well-being. I have leveraged the prox-



One of our most unique offerings, the "Doctors are In Panel."

imal location of our building to the Tomahawk Creek Trail the most with countless lunchtime miles running among the trees, deer, and geese."

(Continued on page 10)

THREE WAYS WE TAKE CARE OF OUR TEAM AT TARGETBASE

FWA, Canine Coworkers, and Summer Fun

BY GENINE BALLIET

At Targetbase, we foster a culture of curiosity, collaboration, and camaraderie. We're dedicated to bringing out the best in each other and we believe that allows us to bring the best to our clients. Here are three special perks we offer to ensure the well-being of everyone who works with us.



Chad, our Analytics guru, works remotely from Montana with his dog Lola.

1 WORK FLEXIBILITY

We recognize the growing demands of employees who have to juggle both professional and personal responsibilities. That's why Targetbase

created FWA, our Flexible Work Arrangement.

Our employees can schedule work hours and/or locations that work for them and their clients. Depending upon their clients' needs, an employee can tailor their work arrangement to provide the greatest flexibility regarding when and where they work. We've found this leads to happier and better employees as well as increased client satisfaction.

We have two main FWA types:

- **Telecommuting:** Working outside of the office either from home or from a remote-access location on either a temporary or ongoing basis.
- **Flextime:** A varied work schedule.

In order to make it easier to work remotely, we employ technology, videoconferencing, and individual conference



Working remotely from Raleigh, NC, Client Service Team member Meg gets to spend days with Monte.

lines. This allows for seamless connectivity, wherever and whenever our team members are working.

This benefit has been enthusiastically received by our employees in the majority of job functions. Because FWA requires conscious communication, we've all found it enhances teamwork, reduces stress, creates more work-life

balance, and reinforces the trust we have in one another.

We believe this policy allows our team members to be at their very best for their clients and their teammates.

2 CANINE COWORKERS

Pets are near and dear to our hearts since we work in animal health and many team members are active in animal rescue and adoption. Studies have shown and we believe that having pets in our office increases productivity, collaboration, and job satisfaction while also improving morale.

That's why our employees enjoy a pet-friendly work environment where clean, healthy, and well-behaved dogs can come to work with their owners. These canine coworkers also benefit from making lots of new friends, getting lots of atten-



Nancee leverages our work-from-home policy to get big projects done.

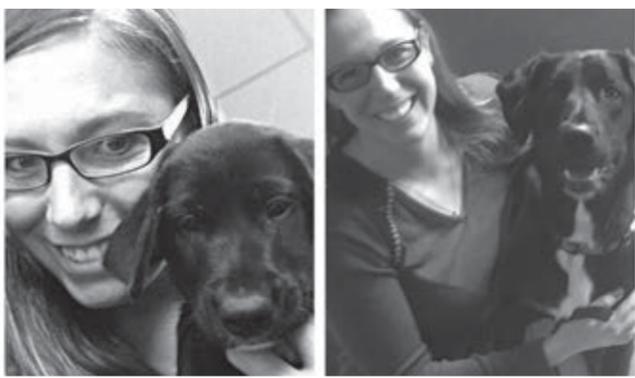


My Shayna has been a canine coworker since she was 12 weeks old – she's now five-and-a-half!

(Continued on page 10)



Targetbase (Continued from page 9)



We have been fortunate to watch Research Analyst Nicole's dog Daphne grow up.

tion, enjoying midday walks, and eating plenty of treats. Besides, we enjoy seeing all those wags!

3 SUMMER FUN

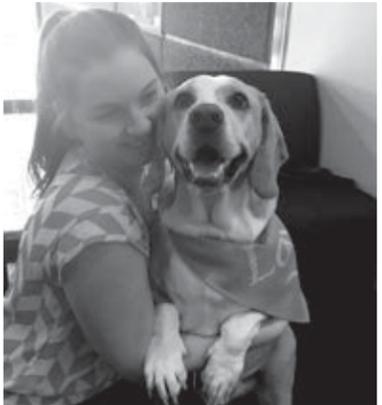
Through our Targetbase Serves initiative, we provide additional flexibility in the summer months. Between Memorial Day and Labor Day, provided client needs are met, we can spend Friday afternoons focusing on our passions outside of the office.



Shayna improves productivity and increases morale in our department.

Whether it's serving our community, spending time with our families, enjoying the outdoors, or taking a little time for ourselves. We believe this rejuvenates and restores our most valuable asset, our people.

We all remember our childhood summer breaks from school and we wanted to bring a little bit



National Hug A Hound Day – Kate from our Dallas People Solutions Team and Sherlock.

of that back to our employees. It's definitely a popular perk with our team members!



Genine Balliet is Chief People Officer, Targetbase, 7850 North Belt Line Road, Irving, TX 75063. She can be reached at 972-506-3715 or genine.balliet@targetbase.com.

AAFP (Continued from page 8)



Our CFO grills (for) the staff.

Jay continues, "An on-site locker room with showers makes it hard to *not* fit in a walk or run before, during, or after regular work hours. Walk and talk meetings along the trails or at the nearby picnic table are increasingly common at the AAFP and really support a community feel within the organization. The AAFP has a personal feel – one that acknowledges that our personal well-being is an asset that must be supported."

WAY BEYOND PHYSICAL HEALTH

As we mentioned at the beginning, wellness is much more than physical health, which is why we offer ways to recharge mentally, including flexible hours, opportunities to work from home, courses that focus on how to relieve stress, and the ability to take a sabbatical. We also know financial health is essential. We offer appropriate courses around managing your 401(k) and savings tips – including how to build college funds and budget.

Did we mention that we like to have fun, too? Because we do, and occasionally have staff cookouts and events at our office.

The AAFP's primary mission is to improve the health of patients, families, and communities by serving the needs of our members with professionalism and creativity. If we aren't walking the walk, then it will show to our members. Health at all angles is a driving force in our organization, and we take it to heart. We also acknowledge that our staff members spend much of their time at work, so it's important that we provide the resources they need to stay healthy and happy.

Bottom line. Physically healthy staff + mentally healthy staff = happy staff and happy members.



Debbie Maranto is Benefits Manager, American Academy of Family Physicians (AAFP), 11400 Tomahawk Creek Parkway, Leawood, KS 66211. She can be reached at dmaranto@aafp.org or 913-906-6000, ext. 1406.

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1. Kantar Media, MARS Medical Online Reach Analysis, December 2016 Primary Care Readership and Website study data
2. The Essential Journal Study, Primary Care, The Matalia Group, 2017, an independent survey conducted among office and hospital-based primary care physicians



AXON BECOMING MORE ACTIVE

BY SARAH M. GOULD, MPH

A workplace can be a hectic, frustrating, physically and emotionally draining place. However, research supports the benefits of workplace wellness programs not only on workplace productivity, but also on morale and employee retention.



Praktice Health Challenge Winner
Evita Sanchez, Director.

COMPANY-WIDE COMPETITION

With this in mind, AXON US embarked on an app-driven wellness challenge created by Praktice Health, called "The Five Pillars of Health." Employees earned points by taking a picture of two healthy meals, showing photo proof of daily exercise, reaching a daily step goal of 5,000 steps, tracking glasses of water drank per day, reading healthy tips, and participating in three moments of mindfulness – taking five conscious breaths, three times per day.

The office was divided into three teams of six people, with the team names (Nerve, Synapse, and Impulse) playing on the "AXON" name. The teams competed against one another, driving colleague against colleague in a friendly competition to see which individuals and teams could earn the most points in one month. At the end of the month-long challenge, Director of Client Services Evita Sanchez was the winner, to the surprise of absolutely no one.

EVERYONE'S A WINNER

Evita says, "The challenge was a great way to get our team excited about wellness. It allowed for personal goal-setting as well as healthy team competition, while encouraging healthy habits! I found the challenge to be rewarding and motivating, and I enjoyed the teamwork with my peers."

Members of the winning team (Team Nerve, for the record) received a "goodie bag" full of healthy snacks like vegetable chips, popchips, and gum to satisfy those midday munchies.

Other employees felt similarly to Evita.



Team Nerve, left to right: Chris Grantham, Alec Quintalino, Mario Nacinovich, Nadia Sajous, and Evita Sanchez.

- John Facciponte, Ph.D., Medical Writer and Scientific Affairs Associate, says, "What I liked about the challenge is that it built positive reinforcement. Colleagues' likes and words of encouragement through the app helped keep my motivation high. It definitely helped change my behavior overall by keeping positive health habits as a priority while encouraging healthy competition among work associates!"
- Michelle Wolfson, MS, Program Manager at AXON, says, "The wellness challenge made me aware of how many steps I took a day. The competition was a good motivator to make sure I hit the step goal each day whenever possible."
- Mario Nacinovich, MSc, Managing Partner of AXON US, notes, "We wanted our team to really come together to be happier and healthier. We had big aspirations (figuratively and literally) for our participation in this – to build a better sense of community focused on wellness – and I think we succeeded!"

BEYOND THE CHALLENGE

In addition to the app-based health challenges, AXON US has also initiated other wellness initiatives including: A photography contest to incentivize walking meetings, standing desks installed throughout our office, and a holiday food drive to ensure mindfulness of and responsibility for the communities in which we live.

AXON is dedicated to the health of its employees, and we are proud of the work that has been done thus far to promote positive changes. Our New York team built some incredible camaraderie throughout the cross-departmental program while remaining really creative and competitive, and we look forward to the next round of initiatives in the New Year!



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A QUIET PLACE... A MEETING SPACE? PulseCX has You Covered

BY BRIDGET SULLIVAN

All offices are distinctive

A QUIET PLACE

In addition to the group-designed rooms, a brand-new "Zen" room was created. This space is device-free and was built with the support of an employee with a passion for holistic healing. The sound, scent, and color of the room can be customized to a person's mood and needs. Employees are encouraged to take a 15- to 30-minute break from the insanity of agency work to refresh, reset, or give their creativity a jump-start. The low light and frosted windows also make the space perfect for nursing mothers and migraine sufferers.



A meeting room fit for a King (or Queen).

A BEST FRIEND FOR ALL

Feeling stressed and a quiet retreat isn't your thing? Not to worry. PulseCX also gets weekly visits from a therapy dog who offers support after a particularly stressful call, a long meeting, or

just because. He doesn't judge! Clients, guests, and employees benefit from our unconventional visitor.

PARTICULAR PERKS

Over the last year, the perks of working at PulseCX have grown along with our team, but with all the creativity and social benefits, we can overlook the more everyday perks at PulseCX.

- We have two coffee and tea bars always fully stocked with seasonal and employee favorites.
- On Wednesdays, we eat pretzels.
- Each quarter, we celebrate staff birthdays with cake and a quick trivia game.
- We have a 401(k) match and flexible, fluid schedule.
- We have a Paid Time Off (PTO) system that makes taking time off easier and more flexible.
- We have access to thought and subject matter leadership across the agency (our "no door" policy).
- Every employee has access to free accredited online education to reinforce or learn new skills.
- Employees are empowered to take classes and engage in learning activities that improve cross-functional skills.
- Industry Lunch and Learns are often hosted at PulseCX, where new technologies or speakers are highlighted.

(Continued on page 17)

and, because companies like Google and Twitter provide work spaces that are positioned as comfortable and flexible, the bar has been reset. Now, working in a "standard" office is anything but that. More and more, privately owned companies provide not-so-standard facilities and unexpected perks.

At PulseCX, the expected and the unexpected merge to create a working environment that provides quiet spaces to work alone, alongside collaborative space that makes teamwork dream work. We have four petite spaces perfect for a small meeting or a private call. The only problem – they were bland, undecorated areas no one wanted to use. This year, the agency took on the challenge of making these areas more comfortable so they better reflect the people that work inside those walls.

CREATIVE WORK SPACES

Working in teams, every person in the agency was given a chance to really flex their creativity and design a room that showcases our unique personalities while offering a comfortable area for collaboration. Room designs were submitted and approved by a committee to ensure that the concepts were all distinctive immersive

"I really enjoy having a great selection of coffees just a few steps away in our friendly, open kitchen space."

— BRIAN TITUS, SENIOR DIGITAL PROJECT MANAGER

experiences. One by one, a space for exercise, meditation, and celebrating was revealed. Now, when a client calls or a quick meeting is required, PulseCX employees choose from a California-inspired winery, secluded Indian-inspired garden, a clean, neat, and organized gym juice bar, and a medieval castle (for every Lady and Knight of the round table) for their work space.

Ruff day? Don't fear... Warhol, the therapy dog, is here!



Your son may never speak to you...

BY KEN SYLVIA

These were the sobering words delivered by the neurologist on our first visit (and last with this less-than-inspiring physician) after receiving the diagnosis of autism. This was the turning point of the early stage of our family journey as we committed ourselves to giving our son, Joseph, every opportunity to reach his full potential.

FINDING OUR WAY

With baby two on the way, my wife Patti became Joe's chief and most passionate advocate, quickly becoming embedded in the autism community, including starting a parent support group. Relevant information was often difficult to obtain as there was no consensus on best practices in therapeutic approaches nor were educational authorities always forthcoming with meaningful guidance. Seemingly our only reference to autism was the movie *Rain Man*. So we desperately sought out information from any available source only to discover that there were few books available in the late '90s on how to raise a child with autism. Fortunately, the Internet, although in its infancy, brought fresh ideas and perspectives as the explosion of autism diagnoses brought new energy, funding, and research to bear.

A BREAKTHROUGH

As with many of life's mysteries, there was a multitude of paths from which to choose, each with its own branches, some bearing fruit and some dead ends. When Joe was age two we learned about dietary intervention (removing dairy and gluten) as there was evidence of a connection between gastrointestinal disorders and autism. We decided to give it a try and miraculously his language exploded! Were we hearing things...did Joe just say that? He would recite complete passages from books and videos that were his favorites and we discovered that this is echolalia (parrot-like speech). However, we learned that this was a good thing as it demonstrated that he could imitate, a useful tool. Later, Joe's echolalia developed into chunk phrases that he interjected into his limited conversations. When asked if he would like a cookie,

his response would be "super-dee-duper," a tribute to everyone's purple friend Barney.

ANOTHER DIAGNOSIS

After our second son Nicholas was born, things seemed to be going well. Joe was making steady progress. Then we hit a wall as Joe began to tantrum coupled by experiencing insatiable thirst, soaking diapers, and insomnia. An emergency trip to his pediatrician confirmed our fear – diabetes. Again our path took a turn. After Joe's two-week hospital stay, we quickly got up to speed on taking blood sugars, counting carbs, and calculating insulin dosing. Fortunately, while always a serious threat, thanks to continuous advancements, diabetes was a much easier, albeit exacerbating, factor.

PATHWAYS TO PROGRESS

Over time we added a cocktail of additional therapies and what worked best for Joe was Applied Behavior Analysis (ABA); a very systematic, data-rich teaching method. He was assigned an aide trained to intervene when needed and

fade when Joe was able to be independent. Biweekly meetings with the team of therapists discussing his progression and mastery of skills helped guide this program, but advancements were painfully slow.

Another milestone was the addition of neurofeedback (think brain exercise). Probes placed on Joe's head would measure brain waves while he was watching his favorite videos. When Joe focused properly, the video would play. However, when Joe became distracted, the video would freeze. This trained Joe's brain pathways to connect thus serving as a reward. During this time, we witnessed an increase in his ability to stay focused, participate, and remain in the

classroom. Perhaps most important of all was Joe's newfound interest to make friends which, for the autism community, is one of the greatest challenges.

ACCOMPLISHMENTS TO CELEBRATE

Throughout the years, Joe was mainstreamed and attended regular classes with the very supportive peers he grew

(Continued on page 17)



Magical swing moment.



Appreciation Award presentation on Joe's last day.



10 Easy Ways TO GET YOUR KIDS TO EAT HEALTHY

BY JULIE REVELANT

If your kids refuse to eat vegetables or new foods or only eat a handful of foods, you're not alone. The good news is that with some simple strategies, you can get your kids to eat healthy now and throughout their lives.

I know it's possible because my kids love things like fresh green salads, roasted salmon, and homemade bean burgers. They're only four and six years old, but I'm proud to say they're healthy, adventurous eaters.

Want in on my secrets? Here are 10.

1. Eat healthy yourself

If you want your kids to eat healthy, make sure they see that you eat healthy too.

I'm certain that my kids ask for salad because they always saw me eating a salad for lunch when they were babies and toddlers.

2. Don't be sneaky

Pureeing vegetables and sneaking them into soups, sauces, and baked goods is one way to get extra nutrition into your kids' diet, but if you want them to want to eat healthy, they must know what food looks and tastes like in its original form.

3. Don't be a short-order cook

If you cook a separate meal for your kids or let them have a sandwich when they refuse to eat what you've served, it enables their picky eating behaviors.

It's better to serve one meal, but let your kids make their own choices. If you serve two types of vegetables and they pick one, everyone's happy.

4. Eat together

Between hectic work schedules, after-school activities, sports, and everything else you have to do during the week, it can be impossible to sit down to a meal with your family. Yet eating meals together at home is a great way to teach kids how to cook and prepare healthy meals, what a healthy, balanced dish looks like, and how to eat mindfully.

If you can't get everyone together for dinner during the week, then aim to have breakfast together instead.

5. Do a purge

If you want your kids to eat healthy, then you can't stock your pantry with packaged, processed snacks. Not only will they ask for them, but you'll probably be tempted too. So the next time you go food shopping, make a list of healthy, whole foods and stick to it.



My daughters Gabriella (6) and Iliana (4) chopping a salad for lunch.

6. Don't order off the kids' menu

Ordering off the kids' menu is always a sure bet. It's convenient, more affordable, and parents know their kids will eat what they like and not complain about it. But if you really want your kids to be little foodies who will eat anything, order off the main menu.

Instead of chicken fingers and fries, let your kids pick out a healthy appetizer like shrimp cocktail and a salad, for example, or have them split a main dish that's healthy.

7. Serve more vegetables

If your kids snub vegetables, it might be because you're only serving them at dinner. If you teach your kids that vegetables should always be on their plates, they'll be less likely to refuse them. Do your best to serve vegetables at every meal and snack, including at breakfast. Pick a vegetable and make a frittata, an omelet, quiche, or egg "muffins." You can also make a breakfast bruschetta with diced vegetables, or use a vegetable peeler, grater, or food processor to make a vegetable hash with carrots or butternut squash.

8. Be consistent

Studies show it can take between 15 and 20 times of serving a new food until kids are willing to try it. Experts say, however, that you don't have to serve an entire portion—a pea-sized amount will do.

9. Make it a family affair

Every Sunday I make a large batch of lentil chili and my daughters love to help me pour and stir. I even give them a dull kid's knife so they can chop the vegetables.

Get your kids to help with meal planning, shopping, and cooking and chances are, they'll be more likely to eat healthy. Let your kids choose a new vegetable at the farmers market or grocery store, then find a new recipe and cook a meal together.

10. Give them a taste

An entire serving of something your kids have never tried can be intimidating and they'll be more likely to refuse to eat it. Instead, try offering something new as an appetizer before dinner to take advantage of their hunger. Or offer a variety of tapas or a make-your-own fajita bar, for example.



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A Quiet Place (Continued from page 14)



Ali is the Director of Production and totally centered thanks to a refresh in the Zen room.

- Regular philanthropic activities ensure passion beyond the industry is fulfilled.
- For more casual engagement, we have a bar, high-top table, and living room with oversized couches and a large screen for presentations.
- Everyone has a similar cubicle space to remind us that titles are checked at the door when we work together.

As the old saying goes, "Find something you love to do, and you'll never work a day in your life." PulseCX is filled with people who found something they love and are lucky enough to do it every day, but we aren't alone. Hundreds of agencies across the country have the same goal and their own passionate people. What makes PulseCX different is that it draws the kind of talented individuals who show up every day, ready to work hard in a space they helped design.

That kind of investment isn't something you can buy, nor is it something that happens. It takes dedication from executives to find and hire passionate people. It takes passionate people who continue to motivate each other to maintain their passion. It takes clients who know the value a passionate team brings to their brand. And it takes an environment that breeds passion – from our customized chalkboard welcome sign to the sun-filled living room. That passion and dedication fuels all we do, including our office redesign.

The open and creative work environment at PulseCX benefits employees, so we can collaborate, family-style. As a part of the Creative Department, I truly enjoy brainstorming with my coworkers, and there's always a space to do so. Working at PulseCX, takes the comfortable elements of home and places them in the office, so we can create and communicate like family."

— JEN BROG, ART DIRECTOR



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Your Son (Continued from page 15)



Proud family at Joe's high school graduation.

up with. Two shining moments in Joe's high school years showcased our community's commitment to inclusion and Joe's popularity. When Joe was a freshman, our neighbor's son was in the homecoming court. Since he was part of the football team, he asked that Joe take his place for the halftime ceremony at the homecoming game, an honor normally reserved for a sibling. Of course, we needed to prepare Joe. In doing so, we taught him about the extreme

honor it was to be chosen and that he needed to do his best. When Joe asked how you are chosen, we explained that you have to be a good friend, well-liked by your classmates. Joe said, "I would like to be in the homecoming court when I am a senior," and made that his goal. Of course, as all happy story scripts go, Joe was indeed voted into the court, which was an emotional and celebratory day for our family!

Joe graduated on schedule with his class in 2016. Then he did an internship at UBM Medica, even receiving a Certificate of Appreciation Award from Tom Ehardt, the Managing Director of our division. While Joe continues to have difficulties with socialization, anxiety, and OCD, he is extremely happy at Riverview, his current school located on Cape Cod. It is the school featured in the Academy Award-nominated documentary *Life Animated*. Joe is a huge sports fan, has a lively personality, and, despite that original doctor's prognosis, talks your ear off!



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DEDICATED TO COLLABORATION AND INDIVIDUAL GROWTH A Career Q&A with Ashley R. Davis

ANALYST, SEARCH ENGINE MARKETING, CMI/COMPAS

Q: Where does your career story begin?

A: I was at a very transitional point in my life. I felt it was time for a change, time for something more. I didn't realize at the time that I wanted to do this at CMI/Compas. In fact, I was considering moving to another city. Then a friend of mine told me about an opening here, and she seemed to really love the company. I thought my role at CMI/Compas would be temporary. However, as the receptionist, I had a lot of exposure to every department. I really got to know the environment and the people. From there, I realized that not only did I want to stay in Philly, but I wanted to stay at CMI/Compas.



Q: How did you then get into what you do now?

A: Search Engine Marketing seemed really interesting. I spoke with the head of our Search department, Justin Freid, who set up meetings for me to speak with people on the team.

Previously, I had no search experience, but Justin gave me many opportunities to learn. And learning continues, every day, for people across our department and agency. Search in particular moves really fast and changes constantly, so there's always something new to learn about or try. I've learned by attending meetings, by testing things for clients, by going to conferences and workshops, and by consuming pretty much everything I can about search.

The structure at CMI/Compas prioritizes collaboration, learning, and development – everyone has their own learning plan and support from their entire team – so it's basically built into everything we do. For example, if something new about search is released by Google, we'll know about it right away and brief each other on what it means for our day to day and for our clients. Junior analysts will meet and discuss things they've tried and what the results are. Then there are also bigger team meetings; the constant collaboration allows you to take best practices back to your brand. We have a culture of sharing and communication that's really conducive to learning and growing.

Q: What do you like most about your job?

A: Can I say two things? It's the job itself, *and* the people I work with. In search, it's exciting, ever-changing – there's so much to learn and the impact we make for our clients is huge. I really appreciate being able to go to Justin and voice my thoughts on what we should try or do, or share something I find interesting. Not only does he listen, but he'll invite me to join a training and learn more so that maybe I can take that next step later down the road.

And I really enjoy the culture here – the people, the environment, and the opportunity for growth. I know a lot of people now in Philadelphia who work in search across many other agencies and I've learned that the culture here is unique.

Q: What's next for you in your career?

A: I will continue growing! I've just been accepted to a yearlong certificate program at University of the Arts. With CMI/Compas' support, I'll be able to complete that and bring back what I learn to benefit our team. Fewer than 20 people are accepted into the program each year, so it's really exciting.

Q: Looking back now, did you ever expect you'd be where you are today?

A: No – it caught me by surprise. I never would have thought to pursue digital marketing or paid search – I didn't even know what that was before I came to CMI/Compas. It's been a great experience and I'm still riding the high. It's nice to do something that you love doing. I'm glad I came in for that interview!

For more information, contact **Julia Missaggia**, Director, Human Resources, CMI/Compas, jmissaggia@cmicompas.com, 856-667-8577.



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My Breast Cancer Experience

BY KAREN BROUNSTEIN

It was a day I'll never forget. I woke up one morning in July 2004, crossed my arms on my chest, and immediately popped up in bed. OMG...I have a lump—a HUGE lump! Since I have worked in oncology for so many years, I knew that cancer didn't grow *that* fast. I had also had a fibroadenoma, a benign breast tumor, the year before, so I was not too worried. I was leaving that day for vacation to Switzerland. I called my gynecologist to see what she thought. She said the lump might go away and I should go ahead with my plans. If it was cancer, she said, I would wish I *had* gone to Switzerland. Off I went, concerned but not overly stressed.

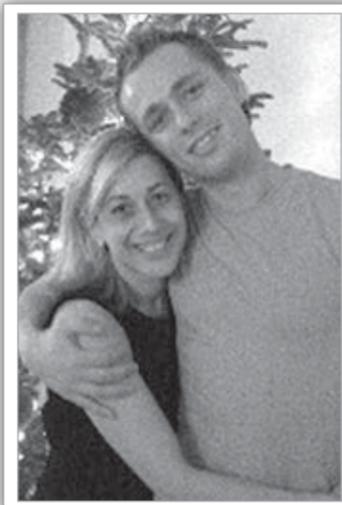
A SLOW PROCESS OF DISCOVERY

I saw my doctor immediately upon my return and she sent me for a mammogram, while at the same time referring me to a breast surgeon. The radiologist who conducted the mammogram commented, "I don't see a mass." I said that he should feel it. You could see the lump with the human eye. He reported that I have calcifications. When I asked what that meant, he said, "It could mean anything." So we did a sonogram. The radiologist noted that the lump did not have the usual signs of cancer, but it wasn't a perfect fibroadenoma either. I would need to get a biopsy to further investigate. When I asked if I should move up my appointment with the breast surgeon, scheduled in two weeks, he said no. The radiologist gave me no sense of urgency whatsoever.

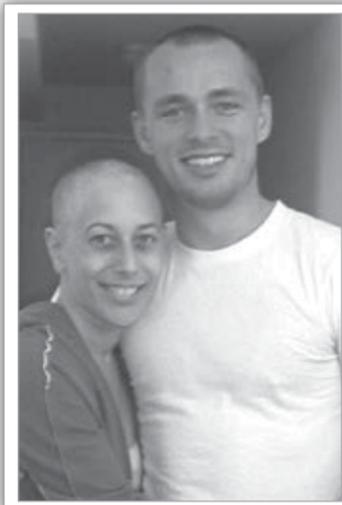
THE DREADED DIAGNOSIS

The breast surgeon performed a fine needle aspiration (FNA) that was inconclusive, so we scheduled a lumpectomy. Before I left his office, we did a second FNA. The doctor gave me these results at the hospital while I was waiting for the lumpectomy. "It showed a malignancy. However, it didn't present as breast cancer, so I think it's a mistake. I suggest we do a biopsy (less invasive) rather than the lumpectomy, to avoid doing two surgeries." I was stunned...totally shocked. I never expected this. All I could say was, "Ok." Then a week later I was told it was, indeed, breast cancer. This was September 21, 2004. Seven weeks after I found the lump.

What I learned later, is that calcifications that show up in only one breast are a problem. Also, because no one had a sense of urgency about my situation, I recommend that anyone who finds a lump, push for that urgency! My cancer was very aggressive and should've been diagnosed within one to two weeks. My radiologist rated my mammogram a "5," which is highly suspicious. My breast surgeon said that she would have thought I had cancer from that.



Karen and Tadej in good times...and in hard times.



DECIDING WHERE AND WHAT

If not for my friends, I would have had both breasts removed that week in September. My friends and family immediately rallied around me. I went for a second opinion. Then at the insistence of those who cared for me, I went with a third opinion at Memorial Sloan Kettering (MSK). I had so much information coming at me that I remember screaming

and crying, "Just tell me what I need to do to live and I will do it!!" I was terrified. Being told you have cancer is like being told you have a bomb ticking inside your body that could go off at any time. I still needed to do tests to see if it had spread. I thought, "I could be dying right now. I really could die." I ended up at MSK, where I had great care. If I had gone with my first or second opinion, I would not have a reconstructed breast. MSK doctors told me that if I wanted to be reconstructed, I would need to do chemo first to shrink the tumor.

LOVE POURED IN

My best friend, Tadej, who I live with, took over completely. He came to every doctor appointment with me, talked to my parents every day, and set up a calendar so people could sign up for different ways to help me—bringing me to MRI and chemo appointments, and coming to stay with me when Tadej had to travel. He made sure I was never alone. I am so fortunate to have such generous friends, family, and colleagues. There were not enough jobs for everyone who wanted to help and the flow of gifts was constant. I felt loved in a way I never had before, just amazed at how much everyone cared. Tadej set up an

e-mail distribution with over 100 people on it and sent updates almost daily.

A BUMPY ROAD

It felt like I was told that in order to live, I had to run a marathon with no training. Everyone could cheer from the sidelines, which I desperately needed, and I had to run the race. I began chemo on October 1, 2004, every two weeks with AC (Adriamycin and Cytosin). The side effects were worse for me than many women. I had blurry vision, my lips, throat, and esophagus burned, my skin hurt. I experienced hot flashes, night sweats, constipation, fatigue, severe nausea, loss of balance, and neurological problems. Tadej used to tell me not to say more than four words because by the fifth I forgot what I was saying! When I lost my hair, Tadej held a "hair buzzing" party where many friends came and shaved their heads in unity with me. I even had friends around the country who could not attend, send me pictures of themselves with their shaved heads! With the AC, I ended up in the Urgent Care unit three times; for severe stomach spasms, to try to get rid of the constipation, and for what turned out to be the flu. It was pretty brutal. Tadej was there each time.

After the AC, I had a mastectomy. The second round of chemo, Taxol, then began. I was not sick like I was on the AC, but I did continue with hot flashes and night sweats, and my joints ached terribly. I lost my taste, so everything tasted like wood. Tadej made sure I ate. He said it was the same as taking the chemo or pills – nonnegotiable, just something I had to do. The Taxol treatment also landed me in Urgent Care, with severe vertigo by the end of it.

Next was my reconstruction and five weeks of radiation. Tadej threw me a party to celebrate my "new assets" and the end of my treatment. Thinking I was done, I was very happy. However, soon after, my doctor called to tell me the "good news" that Herceptin had come off of clinical trial and I would get to take it—for an entire year! I was devastated. I thought I was done and now I had to face treat-

ment again. Naturally, I had a reaction to the Herceptin, initially, and again ended up in Urgent Care. Tadej was right there beside me, of course. As I eventually learned more, I was thrilled that I was able to get the Herceptin. At the time, though, I thought I had reached the finish line and my marathon was over. Now I was being told I had to run another ten miles. Almost two years after I found the lump, on June 6, 2006, I finished my treatment.

AN OVERFLOW OF GIVING

From the beginning, people sent flowers and gifts to cheer me up. After a while, my home looked like a hospital ward and it depressed me. So I set up a scholarship fund that people could contribute to in lieu of gifts. The scholarship went toward The Young Artists Program to enable underprivileged kids to attend the Martha Graham School for Dance. I really enjoy dance and thought this was a way to harness the generosity of friends and family to help young artists. By the end of my treatment, I had helped many students. I was invited to a recital at the school, where I received a big, signed card thanking me. I was delighted. I have to say that while cancer *sucks*, it does bring out the best in people. *Everyone* in my life stepped up to the plate.

AN EMPOWERING MOMENT

After my treatment was completed, I wanted to thank Tadej for being there every step of the way. He had always wanted to go skydiving, so I took him and planned to watch. While there, everyone tried to convince me to go too. One of the divers said, "You beat cancer, you can survive this." I thought about that. Cancer was not my choice, but this was. I decided to jump. It was exhilarating. I had felt so powerless during cancer and this gave me back my power. This September will be five years.

Karen Brounstein is Corporate Account Manager, Medicare, Amgen Amgen, Inc., Amgen Center Drive, Thousand Oaks, CA 91320. She can be reached at 917-806-3232 or kbrounst@amgen.com.

UPDATE! I am grateful that I am healthy now. I did some intentional things to ensure that I was doing all I could to get as healthy as possible. After I finished all of my treatments, I knew I had a lot of toxins in my body. So I did cleansing with a naturopath and changed my eating habits. Now I rarely ever eat sugar. I eat lots of greens, and, when possible, I drink superfood smoothies. Plus I rarely eat dairy or meat. I do drink alcohol, however. I cannot always be healthy!

I am doing well, but to be honest, it has not all been easy. I have had a couple of bouts with cellulitis. I am limited to the types of clothes I can wear because I have to wear a compression sleeve on my arm due to lymphedema (swelling). And I still have many more regular doctor appointments than the average person. That said, I am very happy to be here to complain.

One of the things I was very concerned about when I had my mastectomy and reconstructive surgery was how a romantic partner might react. It has warmed my heart how beautiful I am made to feel by anyone who has seen it...Always. I am also now usually the person everyone calls when they have a friend or colleague who is newly diagnosed with breast cancer. I am happy to help everyone I can. Since I am thriving, I hope that is an encouragement.

Bottom line and most importantly, I am grateful to be here.

Karen Brounstein can be reached at karen.brounstein@gmail.com.

Kim Kleinberg



"No one can make you feel inferior without your consent."

—ELEANOR ROOSEVELT

Birthplace: Havre de Grace, MD
Company: The Walchli Tauber Group
Job Title: National Advertising Manager
Marital Status: Married
Children: 2, Alex and Emma
College: Towson State University

What was your first job?

My first job was working at Gino's fast food. I slipped from the grease on the floor and broke my elbow. That was the end of that!

Do you have any pets?

A cat named Fro and a Cavachon named Kibbo. Kibbo was my daughter Emma's 17th birthday present. Poor Emma, she will never get him! He is now the love of my life. He is what pulled me through that first year of an empty house.

How did you get started in the industry?

I worked in retail for years and wanted a change. A headhunter sent me on a job interview at Williams and Wilkins for a sales position to rep 35 medical journals with the Midwest as my territory. I had no experience in the healthcare industry nor had I ever traveled. With 35 different journals, you can imagine my visit to a media buyer; "So, do you have anything in urology, pediatrics, podiatry, sports medicine, obgyn...?"

How do you stay fit?

I try to exercise three times a week. I broke my foot last year, which set me back. I had been doing a cross-fit "lite" program and I really miss it. I am currently doing a 28-day cleanse. After eight days I am feeling better than I have in a long time!

What is your favorite restaurant?

Fager's Island in Ocean City, Maryland. Best French Onion Soup anywhere and most beautiful sunset every night set to the *1812 Overture*.

What one thing would you have done differently?

Given the opportunities that are available to our kids now, I would have followed my passion for music and performance when I was young, Watching my daughter live her dream in

Nashville makes me realize how much I miss it, but I am so thrilled for her!

What would you like to learn to do?

Play the violin. Whenever I watch *Titanic* and it's the scene where the ship is sinking and the violinists are on deck still playing, I think to myself, "I want to learn to play the violin like that."

What one little thing always makes you happy, other than your family?

Wawa coffee! ☺

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

Andrea Bocelli. Front row!

Have you ever had a brush with fame?

When my daughter Emma and I were in Nashville for her college orientation, we went to the Bluebird Café as we were big fans of the TV show *Nashville* at the time. Sitting at the table next to us was Steven Tyler. Needless to say, Emma didn't leave without an introduction and a selfie!

What is your most memorable birthday?

My 21st birthday was my most memorable. Not all memories are great ones. HAHA.

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

Baseball caps! They are my saving grace for my hair on rainy or humid days.

Craziest thing you've ever done?

I was in my 20s on a work trip to California. On a whim, I rented a car and drove the coast to Carmel and spent the day by myself. One of the best days ever!

Who is your mentor and how did he/she impact you?

My father. He taught me laughter, hard work, to love unconditionally, and, best of all, fishing. Miss him every day.

What are two things on your bucket list?

Going to Sicily to see my grandfather's birthplace. I've been to Italy twice now, but have yet to make it to Sicily. I want to experience the new area in Disney's Animal Kingdom, Pandora: The World of Avatar, with my son. It's based on one of our favorite movies.

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

Khaleesi Daenerys Targaryen on *Game of Thrones*. She's a badass and winter is coming!

What are the biggest obstacles you have overcome?

Losing my brother at the age of 27 and being a female in the business world. Both of these have made me a stronger person and have given me a greater appreciation for life.

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Must-Know Industry Events

4-9 KOLOA, HI

The Skin Disease Education Foundation is sponsoring "42nd Annual Hawaii Dermatology Seminar," 561-777-9426

7-10 SNOWBIRD, UT

Mayo Clinic is sponsoring "Cardiovascular Conference at Snowbird," 800-283-6296

8-11 LAS VEGAS, NV

The Center for Medical Education is sponsoring "National Family Medicine Board Review," 800-458-4779

11-16 SNOWMASS VILLAGE, CO

18th Annual Snowmass 2018: New Advances in MR & CT, 813-806-1000

12-13 SAN FRANCISCO, CA

ExL is sponsoring, "Medical Imaging in Clinical Research," 866-207-6528

15 NEW YORK, NY

AMM February Educational Meeting, 888-978-0943

17-19 ANAHEIM, CA

Cardiology for Primary Care, 888-533-9031

22-24 ORLANDO, FL

Clinician and Patient Wellness Program Series, 888-533-9031

23-25 ORLANDO, FL

11th Annual International Symposium on Stereotactic Body Radiation Therapy and Stereotactic Radiosurgery, 216-448-8710

26-27 AUSTIN, TX

ExL Pharma is sponsoring "Medicare Conference 2018," 866-207-6528

26-27 LONDON, UK

Pharmaceutical Sciences and Innovations in Pharma Industry, 888-843-8169

MEETINGS IN MARCH

6-9 LAS VEGAS, NV

18th Annual Minimally Invasive Surgery Symposium (MISS), 973-206-8092

27 NEW YORK, NY

2018 AMM Nexus/HME Humanitarian Awards, 888-978-0943

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