

Next Month:  
All About Pets!

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

Vol. 28, No. 12  
JANUARY 2020

## Hope & Wellness

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## Keeping Fit at MJH Life Sciences

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Mind  
Body  
Spirit



Personal  
Exchange  
Jennifer Badua

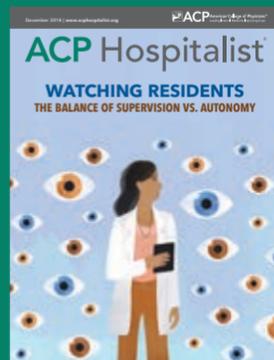
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*Dear Healthcare Marketer,*

Happy New Year!

It feels like 2019 was filled with a lot of ups and downs, so I am looking forward to 2020! I try not to focus on the negative, but it seems that these days, mental health concerns are worse than ever. Personally, I see my daughter Maddie facing things I never had to face. This week alone, there was the threat of a shooter at her high school. Thank God it was just a threat. A friend of Maddie's friend attempted suicide, and another friend confided in my daughter that there was abuse in her home. Way too much for an adult to handle, let alone these kids. What is happening?

I have been trying to stay away from politics and negative news on television...too depressing. Instead I choose to watch uplifting shows like *CNN Heroes* hosted by Anderson Cooper, which focuses on everyday people who do extraordinary things to make the world a better place. Another pick-me-up is *Ellen's Greatest Night of Giveaways*, during which Ellen DeGeneres bestows gifts on those who are down on their luck and deserve a hand. Watching shows like these help my mental health and allow me to focus on the fact that there is positivity in the world, we just have to look for it. I recently saw this quote from Fred Rogers on Facebook that really resonated with me, "When I was a boy and I would see scary things in the news, my mother would say to me, 'Look for the helpers. You will always find people who are helping.'" If we could just focus on that and, as Mr. Rogers says, "Just be kind," this world would be such a better place. (Speaking of uplifting, if you haven't seen *A Beautiful Day in the Neighborhood* yet, I highly recommend it!)

More than anything, I think mental health needs to be addressed just as much as physical health. For the first time in my life, I have sought help and recently joined a support group for caregivers. Between my best friend, who is battling metastatic breast cancer, and my aging dad, who needs assistance and is now living with me, I am trying to juggle many things at once. Sometimes I feel so overwhelmed. Through this group, I have learned I am not alone and I am doing the best I can, so I should not feel guilty.

Since the New Year is upon us, it is a perfect time to take advantage of perks and resources offered both within our communities and at work. I think it's great that many workplaces these days offer employees the resources they need to stay healthy – physically, mentally, and spiritually. That's a positive change that's good for everyone. Read on to hear from **Eric Temple-Morris** how MJH Life Sciences ran a challenge that had employees walking all over the country (digitally speaking). **Anne Reese-Ternay** shares what VIVO Agency is doing to help employees strike that elusive work-life balance. **Jessica Olin** explains how SPUR Marketing's flexible pet and work-from-home policy and more perks make for a less-stressed work environment. On a more personal Body-Mind-and-Spirit front, **Dora P. Shankman** shares some of the hard-earned lessons she's learned that enable her to live life fully. **Scott Greenstone** tells his inspiring story of drastic action that led to drastic results. The Exchange Editor **Elise Daly Parker** offers fitness tips for the long haul. And thanks to **Jennifer Badua** for sharing a bit more of her life in this month's *Personal Exchange*.

It's almost time for our Annual Pet issue, definitely a reader favorite! And your voice matters. So don't forget to vote for your choice of most adorable animal photo. And if you participated, make sure you get your friends and colleagues to vote. Wouldn't it be fun if your pet's the winner?

A New Year has begun. Here's hoping 2020 is the best year yet – Mind, Body, and Spirit!

Happy New Year,

*Nancy*

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- How you spend the majority of your time online.
- Online groups you belong to, such as moms, health, hobbies, etc.
- Measures you've taken to protect yourself from identity theft.

Send an email to Nancy Leonard at [NALeonard@HMExchange.com](mailto:NALeonard@HMExchange.com) with your answer(s) or enter online at [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html).

# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**The American Academy of Family Physicians (AAFP)** has announced the retirement of **John Payne** after a decades-long and very distinguished career in publishing. He will be moving back to his home in Ohio. We wish John well.

**AiCure**, an AI and advanced data analytics company targeting the healthcare industry, has announced the appointment of **Mario R. Nacinovich, Jr.**, as Global Head, Communications and Marketing. He can be reached at [Nacinovich@gmail.com](mailto:Nacinovich@gmail.com).

**Cardinal Health** has announced the promotion of **Eli Phillips, Jr.**, to Vice President for Regulatory Sciences and Insights and Engagement. He can be reached at 614-757-1099.

**CMI/Compas** has announced the appointments of **Cassie Gilkin** as Analyst, CXM (Customer Experience Management); **Jessica Simon** and **Steven Hyde** as Analyst, SEM (Search Engine Marketing) and Emerging Media; and **Steven Mattan** as Technical Business Analyst – Application Test Lead. They can be reached in the Cherry Hill, NJ, office at 856-667-8577. **Symone Thomas** has been appointed Associate Media Planner; **Richard Schneider** as Executive Vice President, Group Client Director; **Roshan Thomas** as Vice President, Finance and Risk Management; and **Michael Eisenstein** as Vice President, Business Insights. They can be reached in the New York, NY, office at 646-840-0717. **Emily Comisac**, **Molly Branton**, **Holly Seibert**, **Gianna Ordini**, **Veronica Potenza**, **Michael Hernandez Euseda**, and **Matthew Henderson** have been appointed Associate Media Planner; **Murray Henry** as Senior Vice President, Strategy; **Stephanie O'Rourke** as Supervisor, Social Media; **Emily Paolucci** as Associate Analyst, Social Media; **Victoria Kerr** as Senior Analyst, Social Media; and **Samuel Ames** as Associate Analyst, SEM and Emerging Media. They can be reached in the Philadelphia, PA, office at 215-568-5944. **Kayla Savage** and **Jennifer Miller** have been appointed Associate Media Planner; **Megan Gebhardt** as Associate Analyst, Social Media; **Christopher Marino** as Associate Analyst, SEM and Emerging Media; and **Felix Havkin** as Analyst, SEM and Emerging Media. They can be reached in the King of Prussia, PA, office at 484-322-0880. **Marti Sivesind** has been appointed Vice President, Media. She can be reached in the Chicago office at 646-840-0717. **Dawn Wiseman** has been appointed to Manager, Data Analytics; **Emilie Penny** as Supervisor, Media; **Carolina Lavorato** and **Molly Meehan** as Associate Media Planner; and **Trish Mazzarone** as Associate Director, Media. They can be reached in the Parsippany, NJ, office at 646-840-0717. **Shannon Marisco** has been appointed Associate Director, Media. She can be reached in the Costa Mesa, CA, office at 646-840-0717.

**Everyday Health Group** has announced the appointment of **Courtney (Donahue) Leonard** as Head of Sales and Marketing. She can be reached at 646-728-9556.

**Evoke Group** has announced the appointment of **Karsten Risch, M.D., Ph.D., M.P.H.**, as Chief Medical Officer. He can be reached at 215-928-2194.

**Havas Health & You** has announced the promotion of **David J. Pflug, Esq.**, as Executive Vice President, Group Director. He can be reached at 267-884-9397.

**Healio Strategic Solutions** has announced the appointment of **Lisa Demko, R.N., B.S.N.**, as Senior Director, Market Strategy and Business Development. She can be reached at 856-848-1000.

**HealthCom Media** has announced the appointment of **Diane Carpenter** as Associate Publisher. She can be reached at 203-253-7935.

**Lisa Healy** has announced the launch of her new company, **BioPharma Media Services, LLC**, a media agency created to specialize in supporting small-to-midsize healthcare companies that are looking to empower HCPs to find solutions for their patients' medical diagnosis and treatments. She can be reached at 914-266-2018.

**Medidata Solutions** has announced the promotion of **Jackie Kent** to Executive Vice President, Head of Product. She can be reached at 317-379-7485.

**MNG Health** has announced the appointments of **James Briggs** as Senior Vice President, Operations; **Ryan Bradley** as Vice President, Human Resources, People and Culture; **Allison Ross** as Project Manager; **Maggie Jordan** as Vice President, Campaign Operations; **Michele Phillippi** and **Adam Eggleston** as Virtual Meeting Host; **Bob Boate** and **Stephen Close** as Vice President, Business Development; **Janine Papasso** as Senior Project Manager; **James Griffith** as Creative Director; and **Le Roi Thompson** and **Ryan Pater** as Data Analyst. They can be reached at 866-408-9242.

**Ogilvy Health** has announced the appointment of **Toby Trygg** as Executive Creative Director. He can be reached at 212-625-4000.

**Within3** has announced the promotion of **Robert Bedford** to Vice President, Business Partnerships. He can be reached at 215-280-2464.

## NEW & NOTEWORTHY

awards • mergers • approvals

**AstraZeneca** has announced the FDA expanded approval of the BTK inhibitor Calquence (acalabrutinib) to include use in adults with chronic lymphocytic leukemia (CLL) or small lymphocytic lymphoma (SLL). For more information, visit [www.astrazeneca.com](http://www.astrazeneca.com).

**Celgene** has announced the FDA approval of Reblozyl (luspaterecept-aamt) for the treatment of anaemia in adults with beta thalassaemia who require regular red blood cell (RBC) transfusions. For more information, visit [www.celgene.com](http://www.celgene.com).

**eHealthcare Solutions (EHS)** has announced a multi-year collaboration with the **American Diabetes Association (ADA)**. EHS will be the sole digital representation for sourcing pharma and medical device advertising for **ADA's** medical journals, as well as **Diabetes Forecast**. For more information, visit [www.ehealthcaresolutions.com](http://www.ehealthcaresolutions.com).

**Eli Lilly** has announced the FDA approval of the oral therapy Reyvow (lasmiditan) for the acute treatment of adults with migraine with or without aura. For more information, visit [www.lilly.com](http://www.lilly.com).

**Eyeforpharma**, who has recently been acquired by **Reuters Media**, has announced that it will hold its Philadelphia 2020 conference April 15-16. The conference will include more than 150 speakers, representing global pharma companies including **Pfizer**, **Teva**, **Sanofi**, **Boehringer-Ingelheim**, **Ferring**, **LEO Pharma**, **Novartis**, and more. For more information, visit [www.eyeforpharma.com](http://www.eyeforpharma.com).

**HCB Health** has announced that it has established a third office in Parsippany, NJ. The office recently hired a staff of 10 and plans to grow to 25 by the end of 2020. For more information, visit [www.hcbhealth.com](http://www.hcbhealth.com).

**Healio** has announced the launch of its new online education platform, **Healio CME**. The new site includes the **My Healio CME** personal dashboard, the ability to save progress within activities, tailored recommendations, a simple way to download transcripts, and has been optimized to enhance usability on all devices and operating systems. For more information, visit [www.healio.com](http://www.healio.com).

**Johnson & Johnson's Janssen Pharmaceutical** unit has announced the FDA approval of its filing seeking to expand the label for Stelara (ustekinumab) to include adults with moderately-to-severely active ulcerative colitis. For more information, visit [www.janssen.com](http://www.janssen.com).

**Novartis' Sandoz** unit has announced the FDA approval of Ziextenzo (pegfilgrastim-bmez), a biosimilar version of **Amgen's** Neulasta (pegfilgrastim). For more information, visit [www.sandoz.com](http://www.sandoz.com).

**Wiley** has announced that **M.J. Mrvica Associates** is now the exclusive representative for recruitment and classified advertising sales, in addition to display advertising, for **ACEP Now**, the official monthly publication of the **American College of Emergency Physicians**. For more information, visit [www.mrvica.com](http://www.mrvica.com).

## The Most Talked About Articles of 2018

**JAMA Network™** published 10 of the 100 papers with the highest Altmetric Attention Scores of 2018.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2018, according to Altmetric.

- |   |   |   |
|---|---|---|
| <p><b>8</b> <b>JAMA Oncology</b><br/>Complementary Medicine, Refusal of Conventional Cancer Therapy, and Survival Among Patients With Curable Cancers</p>                               | <p><b>25</b> <b>JAMA Internal Medicine</b><br/>Association of Frequency of Organic Food Consumption With Cancer Risk</p>  | <p><b>75</b> <b>JAMA</b><br/>Prevalence of Prescription Medications With Depression as a Potential Adverse Effect Among Adults in the United States</p> |
| <p><b>17</b> <b>JAMA</b><br/>Effect of Low-Fat vs Low-Carbohydrate Diet on 12-Month Weight Loss in Overweight Adults and the Association With Genotype Pattern or Insulin Secretion</p> | <p><b>32</b> <b>JAMA</b><br/>Effect of Opioid vs Nonopioid Medications on Pain-Related Function in Patients With Chronic Back Pain or Hip or Knee Osteoarthritis Pain</p> | <p><b>96</b> <b>JAMA Psychiatry</b><br/>Association of Efficacy of Resistance Exercise Training With Depressive Symptoms</p>                            |
| <p><b>21</b> <b>JAMA Internal Medicine</b><br/>Association of Coffee Drinking With Mortality by Genetic Variation in Caffeine Metabolism</p>  | <p><b>43</b> <b>JAMA</b><br/>Neurological Manifestations Among US Government Personnel Reporting Directional Audible and Sensory Phenomena in Havana, Cuba</p>            | <p>See the full top 100 list at <a href="http://altmetric.com/top100">altmetric.com/top100</a>.</p>   |
| <p><b>23</b> <b>JAMA</b><br/>Health Care Spending in the United States and Other High-Income Countries</p>  | <p><b>58</b> <b>JAMA</b><br/>Association Between Calcium or Vitamin D Supplementation and Fracture Incidence in Community-Dwelling Older Adults</p>                       | <p><b>For advertising information contact:</b><br/>Stacy McHugh<br/>Tim Melroy<br/>Nancy Souza<br/>Maureen Reichert<br/>862-261-9608</p>                |

# HOPE & WELLNESS

BY DORA P. SHANKMAN

**W**hen we look at our lives, no matter what our situation is, we should be thankful for what we have, since all of us have something or someone to be thankful for. To be well, you need to have both physical and psychological health. I have compiled a regimen of key guidelines that I try to live by and hope that this can help every one of you too.

- 1. Find humor in daily activities and offer heartfelt compassion to others.** Happiness has a direct correlation to our good health.
- 2. Know that difficult times do not last forever.** Life is going to continue around us regardless of challenges we may be facing, so take a few minutes, distract yourself, and draw strength from a positive memory, a pet, a person you care for.
- 3. Take time to exercise.** This will provide physical and emotional strength and offset “burnout,” which happens to so many of us as we try to balance work and life.
- 4. Set realistic goals to achieve!**
- 5. Know when to let go and say it is just not worth it.**
- 6. Stop apologizing all the time** (I am working on that one).
- 7. Spend time with those who make you feel good.** Let go of people who drain your energy...they are toxic.
- 8. Remember, “success” isn’t worth it if it comes at the expense of our personal health and happiness.** Nobody has a free ride and everyone has some form of stress, compounded by “issues.”

## CHALLENGES WILL COME

We all experience challenges at varying degrees throughout our lives. For example, my husband, daughter, and I have all had near-death experiences. My husband Stephen and I have had double-digit surgeries, while recovering for

years from an almost-fatal car accident. I spent three years in a wheelchair and was told I would never walk again, which I *initially* believed. I battled breast cancer and survived! My husband had a detached retina and life-threatening pneumonia recently, and is still fighting hip and back orthopedic complications.

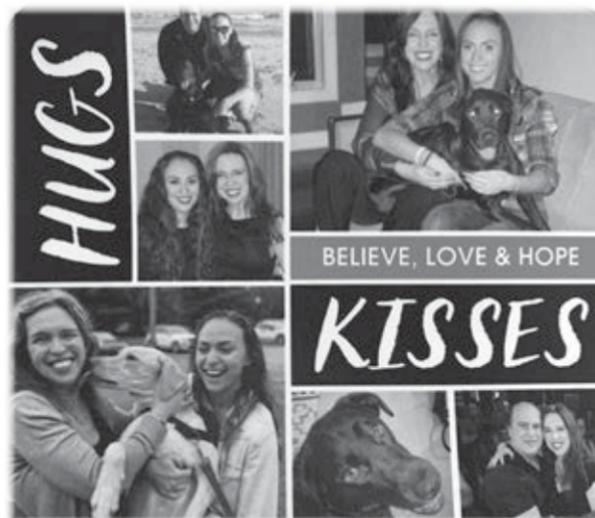
My daughter Heather, since she was six years old, had to deal with these traumas, while herself surviving two heart ablations, not to mention numerous other challenges brought her way. Heather is remarkable though, always trying to find the positive. Despite Heather’s obstacles, she was still the commencement speaker at Rider University, motivating the class of 2012 and reinforcing that they can do anything and be anyone they put their mind to. Heather is now a successful professional in our industry, who I am so proud of and love so very much.

## ATTITUDE IS EVERYTHING

I share part of my story with everyone in hopes that I can encourage them. In my own experience, recognizing signs of stress and overload is step one. Positive thinking, empathy, kindness, and taking care of one’s health is crucial to self-preservation and flourishing. All is possible!! We all possess more inner courage than we know and we are in the driver seat to determine the direction our lives will go. You can’t always change the way things are, but you can change the way you internalize and respond.

## ACTION IS ESSENTIAL

I was told I would never walk again and, if lucky, at best, I would use a walker the rest of my life. I chose not to



Shankman Family – Dora, Stephen, and Heather – stronger than ever!



Nissan Maxima GLE after accident. December 16, 1996.

listen. Instead, I trained five days a week, doing any exercise I could to strengthen my muscles. I did this after every operation (28 operations to date). Believe me, if I did not have a positive attitude and support, I would not have survived.

## SUPPORT KEEPS US GOING

My husband Stephen and I had to alternate surgeries to take care of Heather who was a six-year-old child when we

had our accident. To this day, I am grateful for the profound love and support we had from each other and friends. Stephen always puts Heather and me first. He is an amazing husband and father. Heather is truly our gift and unconditionally there for us both. Her love and devotion gave me the support to keep going. She has my heart.

## LIVE A NO-LIMITS LIFE

For all my industry friends, I encourage you to never let anybody put limits on you. We are now helping others. Thanks to our dear friend Susan Carollo ([carolloconsultingllc.com](http://carolloconsultingllc.com)), we are now trained and certified practitioners in a form of life coaching and Spiritual Response Therapy. Essentially, we utilize methodologies to remove or clear negative energy and programming (due to trauma, subconscious blocks, and other interferences) from others’ lives. We are proud to help others find the tools within themselves to be positive no matter what.

Life is short! Start living and stop postponing enjoying your life, since tomorrow is not guaranteed for any of us. As Sylvester Stallone says, “The world is not all sunshine and rainbows. It will beat you to your knees if you let it. It is not how hard you get hit but how hard you can get hit and keep moving forward.”



**Dora P. Shankman** is President and CEO, Shankman Marketing and Media Resources, LLC, 74 East Mill Road, Long Valley, NJ 07853. She can be reached at [doras@smmrlc.com](mailto:doras@smmrlc.com), 908-470-0413 (o), or 908-296-0556 (c).



Celebration of Life and Happy Surprise Birthday to Stephen at Cosmopolitan, Wayne, NJ.

## Keeping Fit at MJH Life Sciences

BY ERIC TEMPLE-MORRIS

**W**e recently instituted a month-long “Walking Challenge.” Seventeen newly created teams (four people each) were formed throughout the organization to see how far we could walk across the U.S. to virtually attend medical meetings with our colleagues around the country. Our progress was tracked on a mobile app – and tied to our phones, wearables, etc. – and updated daily in real time. Any physical activity including walking, running, aerobics were counted. Needless to say, the competition was on...we were on the move!



**Eric Temple-Morris** is Vice President, Business Solutions and Dental, MJH Life Sciences. He can be reached at [etemple-morris@mmhgroup.com](mailto:etemple-morris@mmhgroup.com) or 971-645-6805 (c).

## 3 Keys to Being Fit

BY ELISE DALY PARKER

**O**ver the past three years, I’ve lost 50 pounds. I’ve done this several times over the past 60 years. This time however, is different. I’ve lost weight slowly and ridden the tide of going up and down a few pounds without gaining all of it back. Here is what I’ve learned that may help you on your own fitness journey.

**1. Ditch the Scale** – It’s hard to imagine...but the scale is not my friend. The lower number means “eat to celebrate!” OR scale disappointment leads to, “It doesn’t really matter...I’ll eat whatever I want.”

**2. It’s Lifestyle Not Diet!** – I had an epiphany. I tried to get to a certain weight so I could eat what I wanted. This led me right back to where I started. Sometimes 50 pounds heavier. Now I know, maintaining a healthy weight is a lifetime proposition. Every day, every meal is an opportunity to choose healthy.

**3. Don’t Ever Give Up on You** – You, your health, your life, are worth taking good care of. One way to do that is to move your body – walk, yoga, join a gym – and eat well.



**Elise Daly Parker** is the Editor of Healthcare Marketer’s Exchange as well as a Certified Life Coach. She can be reached at [Elise@HMExchange.com](mailto:Elise@HMExchange.com) or 973-919-1067. Visit her at [EliseDalyParker.com](http://EliseDalyParker.com) or follow @EliseDalyParker on Facebook, Twitter, and Instagram.



# Mind, Body, AND Spirit

## Well-Being Comes First

BY ANNE REESE-TERNAY

At VIVO Agency, the health and well-being of our employees is among our highest priorities. We do everything we can to help our people manage stress, maintain a healthy work-life balance, blow off steam, and – for those interested – even make healthier dietary choices.

### BACKING WORK-LIFE BALANCE

We know agency life can be stressful, but we also know that the best work comes from healthy, happy employees. So, for example, we offer a flexible work-from-home policy. Whether you have a sick child, have to be home for a furniture delivery, or just feel the need to break up your routine once in a while, as a VIVO employee, you can take a break from the rush-hour commute and work in your slippers, if you're so inclined. In fact, work-life balance is so important to us, we have an unlimited paid-time-off policy. If you're doing great work, we want you to have all the time you need. Employees who do awesome work should be able to lead awesome lives, too.

### REIMBURSING AND SUPPORTING HEALTHY CHOICES

To make our employees' lives even richer and more rewarding, we also have our THRIVE program, which provides employees with \$500 a year for anything that improves their physical and/or mental states. Want to try CrossFit? How about a pottery or yoga class? We not only encourage employees to cultivate their minds and bodies, we reimburse them for doing so. And as noted, we want them to make the healthiest possible food choices, too. So



Nothing like a short Xbox break to refuel our brains during the workday!

we sponsor one-on-one consultations with a nutritionist each month. We don't preach, but we're happy to help those who'd like advice.

### BUILDING COMMUNITY OUT AND IN VIVO

The responsibility we feel to our employees also extends to our community as a whole. Every year, we give employees the chance to attend group outings and lend a helping hand to local organizations

and charities. We never want to forget about those who are less fortunate.



VIVO Agency community outreach at Cradles to Crayons.

Halloween costume parties, other holiday events, and group gatherings at the local pub.

Teamwork and fun are among VIVO's core values. So we work hard and, occasionally, we play hard, too.



*Anne Reese-Ternay is the Operations and Human Resources Manager at VIVO Agency, located at 5 Walnut Grove Drive, Suite 200, Horsham PA 19044. She can be reached at 610-772-7414 or areese-ternay@vivoagency.com.*

# Give Your Brand a Lift

## THE DESTINATION MATTERS



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# Mind, Body, AND Spirit

## Health, Happiness... and Warmth at SPUR Marketing

BY JESSICA OLIN

**S**PUR Marketing is the place you want to be. Whether it's the friendly interactions with the team in the office or having singing breaks during the long hours of the day, SPUR knows how to have fun...and work hard at the same time.

### YOU'RE WELCOME AND SO IS YOUR PET

One of the main benefits of working at SPUR is the relaxed and fun environment. There is never a dull moment



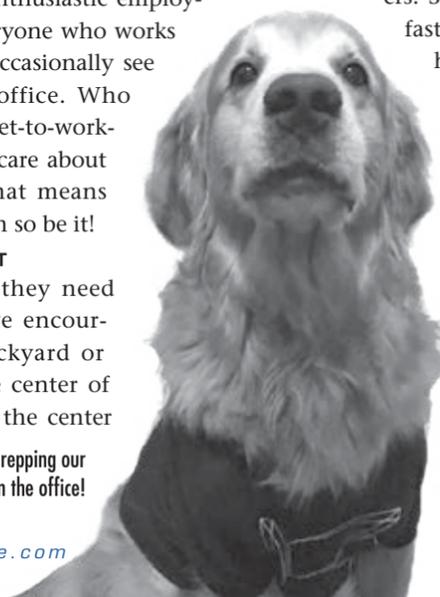
SPUR's team out in full force at the Doylestown STOMPS Cancer 5K Run/Walk!

in the office due to the outgoing and enthusiastic employees working there. I might add that everyone who works at SPUR is a dog enthusiast, so you'll occasionally see someone's dog roaming around the office. Who wouldn't love that? SPUR's take-your-pet-to-work-day is any day of the week because we care about the well-being of our employees. If that means bringing your pet to work every day, then so be it!

### COMMUNITY – ENJOYMENT AND ENGAGEMENT

If employees are ever feeling like they need a break and want to move around, we encourage having a football toss in the backyard or taking a walk around the block in the center of Doylestown, PA. Being located right in the center

Check out this pup repping our SPUR swag in the office!



of Doylestown has its perks as well. The team is deeply engaged in the community and regularly participates in local events like 5K Run/Walks, Art Festivals, and Summer Lunch Concerts (Fave performer? Definitely the Elvis impersonator!). With dozens of restaurants, coffee shops, and open spaces within walking distance, the team always has options to step out and get creative or just enjoy a change of scenery.



The SPUR team dressed up in their awesome Halloween costumes!

### SPUR PERKS

We place an emphasis on being healthy and each employee truly cares about the well-being of their co-workers. SPUR works hard to take the stress out of a fast-paced industry with a flexible work-from-home policy, unlimited vacation, a massage chair, fridge stocked with flavored seltzer water, and office robes (you haven't lived until you've spent a cold winter day bundled up in a soft, comfy robe at SPUR offices).



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Healthcare Marketer's Exchange

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## 2020 AMM Nexus & HME Humanitarian Awards Celebrating Excellence in the Industry

On **March 26th**, the center of the Medical Publishing Industry will be the Yale Club in New York City as colleagues come together for the **2020 Nexus and HME Humanitarian Awards**. To receive the Nexus Sales Rep of the Year Award is to be recognized amongst the elite in terms of service, professionalism and communication, both client and internal facing. Register today at [ammonline.org/nexus](http://ammonline.org/nexus) and learn more about sponsorship.

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## EDUCATIONAL AND TRAINING OPPORTUNITIES

This industry is in continuous evolution. There are no definitive answers that work for everyone. So, our educational forums are about information sharing, emerging trends, and learning from one another. We hope you will join throughout the coming year.\*

- Thursday, February 20, 2020** – Educational Forum, New York, NY
- Thursday, April 16, 2020** – Educational Forum, Boston, MA
- Thursday, May 21, 2020** – Educational Forum, New York, NY

Visit [AMMonline.org](http://AMMonline.org) for topics and updates on these events and more.

\* Dates / Times / Locations Subject to Change

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## HOW I BEAT DEATH

BY SCOTT GREENSTONE, R.N., B.S., M.B.A.

**W**ow, that's a catchy title. I didn't necessarily beat death, but I have quickly taken back control of my health and reigned in a diagnosis that is all too common in children and adults in this country. To better understand what I am talking about, my diagnosis, and how I got it under control in just a few months, we need to go back to late summer/early fall 2018.

### A STRING OF SYMPTOMS

In the summer of 2018, my cardiologist increased my dosage of blood pressure medication. Shortly after, I started noticing an increased need to drink water, but it wasn't just water I wanted, it had to be ice-cold water. Then I noticed I required frequent bio breaks on an almost hourly basis – so much so that I would get very nervous taking two-hour flights to a client or being in a theater for extended periods. Even client meetings became a point of some anxiety. Can I make it through the meeting without multiple visits to the loo? What would my coworkers and clients think if I kept excusing myself?

### UNDENIABLE DIAGNOSIS

Being a nurse, I had some thoughts of what could be going on, but still did some diligent research about the increase in my medication. My research comforted me a bit, showing that in rare instances the medication can cause this increased thirst and associated bio breaks. So, I did what any concerned grown-up would do. I called my cardiologist, told him my symptoms. He ordered the requisite blood work

and scheduled a follow-up appointment. The blood work came back. The results confirmed my worst suspicion. My hemoglobin A1C was elevated to 10.5 (4 to 5.6 percent are normal range). A clear-cut diagnosis of diabetes. At the same time, it was discovered that my lipids (cholesterol) were also through the roof at 366 (normal range is 180-200).

The next step was to make an appointment with my primary care doctor (PCP), who confirmed the diagnosis of diabetes and high cholesterol. She placed me on a cholesterol-lowering medication and an oral diabetes medication, and instructed me to start checking my blood sugar twice a day. I scheduled an appointment with a diabetic nurse educator and a nutritionist.

### TAKING DRASTIC ACTION

Here is where I started to take back control of my health, my life, and, in some sense, began to beat back death. Eight to ten years ago I used to be an avid endurance athlete, running well over 20 marathons, multiple triathlons, and even completing the triathlon Ironman Lake Placid. I remembered the

way I felt in those days, as though I were indestructible and nothing was beyond my grasp. So, I started to make some drastic changes in my life.

I gave up added sugars, almost completely. No more sugar in my coffee (took a lot of getting used to). No more desserts EVERY night, a bite here and there was sufficient. No more finishing the food that the kids didn't finish. I began to eat smart, but didn't starve myself.



Training for the race of my life.



I started running again – first on the treadmill 10-15 minutes a day – then quickly moved outside, despite the winter chill. I am now running three miles every day. I am not setting any personal running records yet, but my pace and comfort improve every day.

### THE RESULTS ARE IN

The results of my efforts have been astonishing. With the help and encouragement of my family and my coworkers, I have gone from 223 pounds on November 4, 2018, to 180 pounds on April 4, 2019, exactly six months to drop 43 pounds. Just as impressive are my lab results. My lab results in February 2019 (only four months after initial diagnosis) were incredible, even my doctors were astounded. My hemoglobin A1C dropped to 6.7 and my

cholesterol dropped to 151. As a result, my cardiologist changed my blood pressure treatment as did my PCP with my diabetes regimen.

I anticipate my hemoglobin A1C will be in the 5-5.5 range and my cholesterol to have dropped more at my next follow-up appointment. Hopefully, after that visit, my diabetes and cholesterol will be declared under control from lifestyle and diet. I still have a bit to go to reach my goal weight of 170 pounds. And I fully understand that the last 10 pounds are always the hardest, but I am determined to get there.

### TAKING CONTROL OF OUR HEALTH

I tell this story not to brag or pat myself on my back. Although these accomplishments do warrant bragging rights. I tell this story so readers can know that a diagnosis of diabetes shouldn't be viewed as a death sentence, but rather as a wake-up call. With simple changes, your body will respond appropriately and you can live a longer, healthier life. I also share my story to show how patient engagement, being as fully involved as possible in your own health and wellness, can go a long way. My diagnosis didn't sentence me to a lifetime of ailments, but rather empowered me to take back control of my life.



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## Vote In Our Pet Contest!

*It's almost time for our Annual Pet issue.*

We asked you to send us the cutest, funniest picture of your pet and now the question is...

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Go to [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html) to VOTE for your favorite pet picture.

Questions? Contact Nan McArdle at [NMCArdle@HMExchange.com](mailto:NMCArdle@HMExchange.com).



# Jennifer (Belle) Badua

**Birthplace:** Cincinnati, Ohio  
**Marital Status:** Married  
**Children:** One son  
**Job Title:** Director, Advertising Solutions  
**Years in Industry:** 22  
**College:** Tufts University

*"No act of kindness,  
no matter how small,  
is ever wasted."*

—Aesop



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

I've had several. My father taught me the importance of ethics in business. Art Wilschek, who only recently retired, taught me to never forget how lucky we are to work for this brand. Kent Anderson taught me to solve problems in the moment. Eileen Welch taught me the importance of speaking up.

## WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Visiting Egypt and Australia.

## WHAT WAS YOUR FIRST JOB?

I worked for a German newspaper in Frankfurt translating German business news in to English for a business newsletter. It wasn't the most exciting work, but I learned a lot.

## DO YOU HAVE ANY PETS?

Ranger is the greatest Golden-doodle in the world. I wish you all could meet him. He'd make your day.

## IF YOU COULD DO A GUEST ROLE ON A TV SHOW, WHICH ONE WOULD IT BE?

It would have been great to be a maid on "Downton Abbey." Such intrigue downstairs!

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

My brother and his wife started "The Katie Belle Neuroblastoma Research Fund" at Seattle Children's Hospital in their daughter's name. They raise funds for the development of less toxic treatments for Neuroblastoma. Katie was three years old when she was diagnosed. She's now 12, and she and her brother are now active fundraisers, too! They are all superstars. <https://giveto.seattlechildrens.org/KatieBelleFund>.

## WHAT WOULD BE THE TITLE OF YOUR LIFE AND WHY?

"Are we moving again?" I moved a lot as a kid. About every 3-5 years. I yearned throughout my childhood to live in one place – to grow roots and all that. So, that's what I have done. Boston is my home now. I haven't moved in 20 years. It's a record.



Things are tense in our household when the Cowboys play the Patriots. My husband Ryan (Cowboy's fan) and son Timmy (Patriot's fan).

## HOW DID YOU GET STARTED IN THE INDUSTRY?

I worked for Ferring Pharmaceuticals in Germany for a few years as a Clinical Trials Coordinator. I learned a lot about how clinical trials are run, but also had proximity to the Product Marketing teams. My first job in publishing was also in Germany, at a newspaper.

## WHAT IS YOUR MOST EMBARRASSING MOMENT?

My most embarrassing professional moment was the day I had too much coffee and accidentally told a vendor over the phone that I loved him. You know, when you sign off on the phone with someone from your family by saying, "Okay, great, have a nice day, I love you. Bye." Yeah, I did that. With a stranger.

## WHAT IS THE LAST GOOD BOOK YOU'VE READ?

I just read "Where the Crawdads Sing" by Delia Owens. I am not much of a naturalist, per se, but it's a captivating read. It's really unlike anything I've read before.

## WHAT WOULD YOU LIKE TO LEARN TO DO?

Speak French. I'm currently trying to convince my husband to join me. Maybe he'll read this and feel compelled?

## WHAT ONE THING WOULD YOU HAVE DONE DIFFERENTLY?

I hope my boss is not reading this, but I think I should have gone to law school.

## WHAT WOULD YOU LIKE TO KNOW MORE ABOUT?

Technology. Our business has become so tech-centric and I find it challenging to keep up with everything.

## HAVE YOU EVER HAD A BRUSH WITH FAME?

I met John Glenn. He was remarkable, and as interesting and kind as you might think. His wife was equally amazing.

Jennifer Badua is Director, Advertising Solutions, New England Journal of Medicine, 860 Winter Street, Waltham, MA 02451. She can be reached at 781-434-7023 or [jbadua@nejm.org](mailto:jbadua@nejm.org).



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<sup>1</sup>KANTAR, Primary Care Medical/Surgical Readership Study, June 2019 <sup>2</sup>The Essential Journal Study in Primary Care, The Matalia Group, January 2019.

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