

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

Vol. 26, No. 1
FEBRUARY 2017



Celebrating 25 Years

THE POWER OF THE HOSPITALIST



DID YOU KNOW?

On average, Hospitalists:

- See 72 patients per week
- Write 99 prescriptions per week
- Top Rx categories include: Diabetes, Pain, Antibiotics, GI, Asthma/COPD, Anticoagulants, Stroke, Neurologics



DID YOU HEAR?

A new partnership...

The Society of Hospital Medicine (SHM) has selected Frontline Medical Communications to be the publisher of the *Journal of Hospital Medicine*® and *The Hospitalist*®. Frontline has also re-launched the SHM Career Center.

- **SHM** is the only professional organization developed specifically to support and enhance the practice of Hospital Medicine and delivery of patient care in the hospital setting.
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Dear Pharma Friends:

WOW I can't believe it's been 25 years since that first issue of HEALTHCARE MARKETER'S EXCHANGE was published! That's over 300 issues! Over 300 advertisers! THE EXCHANGE is my first baby. I will never forget the feeling of securing my first ad, which was from Medical Economics. Thank you Dick Kiernan for believing in THE EXCHANGE.

It all began when the magazine I worked on folded and I had to make a huge decision: would I start my own business or take an offer from another publisher? I had a few ideas for a business. And I had some time to make the decision, so I took the opportunity to travel to Spain, Portugal, and Greece for a month. Nothing like travel to clear my mind! On the long plane ride back, one of my ideas gelled, and I wrote a short and simple business plan. I wanted to put together an industry-wide house organ that would connect product managers, media, market researchers, and agency folks. My vision was to provide a place where people came together to share goods and services...and could get to know one another on a friendly, more personal basis. With some advice and feedback from industry veterans that I had the utmost respect for (Mahesh Naithani, Bob Giron-di, my friends at Pfizer, Parke Davis, Knoll, and my media friends at the agencies - I am forever grateful), THE EXCHANGE was born. What a ride it's been!

Looking back, I think, *My how life has changed*. When I first started THE EXCHANGE, business was conducted so differently and everything was more time-consuming. We worked on a word processor. Remember Wite-Out? There were no cell phones, no Internet, the world wide web was mostly unheard of, and digital publishing was not even on the horizon as far as most of us knew. There was no texting or emailing, we just picked up the phone to communicate (which I, unlike many, still prefer today). One thing that remains, however, is the amazing industry we are a part of, made up of awesome people who genuinely like each other. Even competitors are friends and help each other out. I truly believe we have one of the closest-knit industries there is and I'm so thankful THE EXCHANGE has been a part of that.

I know you'll have a good time reading this special issue. It's a celebration of the healthcare marketing world and the many wonderful people in it over the course of the past 25 years. You'll find on the following pages pics that recount many of the amazing moments we've shared. Remember the events that we used to attend, like the PAC/MPAC Sports Days and Holiday Parties, and the Doctors of the World Golf Outings? What great times.

Take a look at the following pages, and you'll see what our colleagues consider the biggest medical breakthroughs over the past 25 years. You'll also find lots of wonderful memories of and updates from many industry veterans. You'll read about changes, inventions, and personal histories. There are fascinating facts that give a glimpse of changes through the years in our feature *Then and Now*. And you'll hear from some of your favorite HME writers. Plus we've included the all-time funniest story ever featured in our pages from Mike Altmann, who shared his crazy story back when we began in 1992. It still makes me laugh out loud after all these years!

For me, THE EXCHANGE reflects a personal history as well as a professional one. My girls' lives are documented through its pages. It's like a diary of the Leonard Family. All of you have watched them grow and have always been so caring. The fact is, if not for the success of THE EXCHANGE and the flexibility it's allowed me as a single mom, I probably never would've had the opportunity to be mom to Katie and Maddie, two amazing girls. Also, I can't forget my parents whose encouragement, support, and guidance, both professionally and personally, made THE EXCHANGE possible.

Finally and most importantly I want to thank my staff at THE EXCHANGE - **Denise Pecora** who is my right hand and keeps everything moving in a positive direction; **Jim Ticchio** my Graphic Artist who has been with me since the first issue...he has put up with a lot, especially all my last-minute changes and creative input LOL; and, finally, my Editor **Elise Daly Parker**, who had an amazing insight into the industry growing up in the Daly household (her father was Charlie Daly, Medical Economics). Thanks also to all my staff through the years - especially **Laura Dingman** whose help was invaluable as I launched THE EXCHANGE.

THE EXCHANGE is still here, riding the tide of social and economic change, also because of all of you - our cherished readers, writers, and advertisers. Thank you from the bottom of my heart! We all are "THE EXCHANGE."

Here's to many more happy, healthy years together,

Nancy

P.S. Visit our website at www.HMExchange.com to view the very first issue of THE EXCHANGE!

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ANNOUNCEMENTS

Send press releases to: news@HMEXCHANGE.COM

onward&upward

promotions
additions

AMAG Pharmaceuticals, Inc., has announced that **Brian Kelley**, former President and Chief Executive Officer of Keurig Green Mountain, Inc., has been elected to AMAG's Board of Directors. For further information, visit www.amagpharma.com.

Centron has announced the appointment of **Celine Vita** as President of its Advertising division. She can be reached at 646-722-8900.

CMI Media, has announced the appointment of **Chelsea Incognito** as Market Research Coordinator, **Megan Santos** as Associate Director, SEM, and **Danielle Pacropis** as Associate Media Planner. They can be reached at 484-322-0880. **Jason Fu** has been appointed to Search Analyst, **Olivia Guerrasio** as S.E.O. Intern, **Valerie Cole** as Senior Media Planner, **Amanda Sisco** as Corporate Trainer, and **Tyler Griffiths**, **Whitney Wang**, and **Bianca Blando** as Associate Media Planner. They can be reached at 215-568-5944. **Lisa Eichenbaum** has been appointed to Vice President, Media, **Katelyn Hill** as Associate Media Planner, and **Amalia Cortes** as HR Coordinator. They can be reached at 856-667-8577. **Nicola DeThomasi**, **Kellie Rogers**, and **Danielle Seith** have been appointed to Associate Media Planner. They can be reached at 646-840-0717.

Shankman Marketing and Media Resources, LLC, has announced the promotion of **Katelyn Lovenberg** to Media Manager. Katelyn will continue to work with **Dora Shankman** in developing strategic media plans and executing buys, in both print and digital media tactics targeting HCP. She can be reached at katelynl@smmrlc.com.

SLACK, Inc., publisher of *Healio Gastroenterology* has announced the appointment of **Nancy S. Reau, M.D., F.A.A.S.L.D., A.G.A.F.**, and **Edward V. Loftus, Jr., M.D., A.G.A.F., F.A.C.G., F.A.C.P.** as Chief Medical Editors of *Healio Gastroenterology*. **Dr. Reau** will serve as Chief Medical Editor, Hepatology, and **Dr. Loftus** will serve as Chief Medical Editor, Gastroenterology. For further information, contact **Lee Gaymon**, Vice President, Marketing and Audience Development, at 856-848-1000, ext. 356, or lgaymon@slackinc.com.

Tonic Life Communications has announced the appointment of **Stephanie DeViteri** as Managing Director, Philadelphia, **Dana Lynch** as Executive Vice President, Global Strategy and Business Development, **Kelly Kutchinsky** as Executive Vice President, Global Insights and Innovation, and **Theresa Dolge** as Chief Media Relations Officer. They can be reached 215-928-2748.

new¬eworthy

awards
mergers

AbbVie has announced four new collaborations and investments with leading healthcare innovators to advance early-stage research in key therapeutic areas such as oncology and immunology. **Pure MHC**, a privately held target discovery company, **Dong-A-ST**, a leading specialty healthcare company in South Korea, **Zebra Biologics, Inc.**, a discovery stage biotechnology company, and **Genomics Medicine**

Ireland (GMI), a life science startup company. For further information, visit www.abbvie.com.

Anacor Pharmaceuticals, Inc., has received FDA approval for Eucrisa (crisaborole) ointment to treat mild to moderate eczema (atopic dermatitis) in patients two years of age and older. For further information, visit www.anacor.com.

Biogen has received FDA approval for Spinraza (nusinersen), the first drug approved to treat children and adults with spinal muscular atrophy (SMA), a rare often fatal genetic disease affecting muscle strength and movement. Spinraza is an injection administered into the fluid surrounding the spinal cord. For further information, visit www.biogen.com.

Clovis Oncology, Inc., has received accelerated FDA approval for Rubraca (rucaparib). Rubraca is approved for women with advanced ovarian cancer who have been treated with two or more chemotherapies and whose tumors have a specific gene mutation (deleterious BRCA) as identified by an FDA-approved companion diagnostic test. For further information, visit www.clovisoncology.com.

Egalet Corporation has received FDA approval for Arymo ER (morphine sulfate) extended-release (ER) tablets C-11 for the management of pain severe enough to require daily, around-the-clock, long-term opioid treatment and for which alternative treatment options are inadequate. For further information, visit www.egalet.com

Fingerpaint, headquartered in Saratoga Springs, New York, has opened an office in Columbus, Ohio. The new space becomes the fourth office for the agency, rounded out by offices in Conshohocken, Pennsylvania, and Scottsdale, Arizona. The new office is located at 400 West Rich Street, Columbus, OH 43215. For further information, visit www.fingerpaintmarketing.com.

Frontline Medical Communications (FMC) has announced that *Rheumatology News*®, a highly valued medical news resource for rheumatologists, is expanding frequency to 18 issues in 2017. For further information, contact **Michael Guire**, Vice President, Sales, at 973-290-8224 or mguire@frontlinemedcom.com. **Frontline Medical Communications** has also announced two Frontline Oncology partnerships with *No Stomach for Cancer (NSFC)* and the *Sarcoma Foundation of America (SFA)* to help them achieve their goals to engage, support, and educate all stakeholders involved in the diagnosis, treatment, support, and education within the cancers related to their respective organizations. For further information, contact **Frank Iorio** at fiorio@frontlinemedcom.com or 973-206-8990.

Merck announced that the FDA has accepted its submission for a combination drug of its immuno-oncology agent Keytruda and chemotherapy for the treatment of advanced lung cancer and granted it Priority Review. **Merck** will receive a decision from the FDA on or before May 10. For further information, visit www.merck.com.

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



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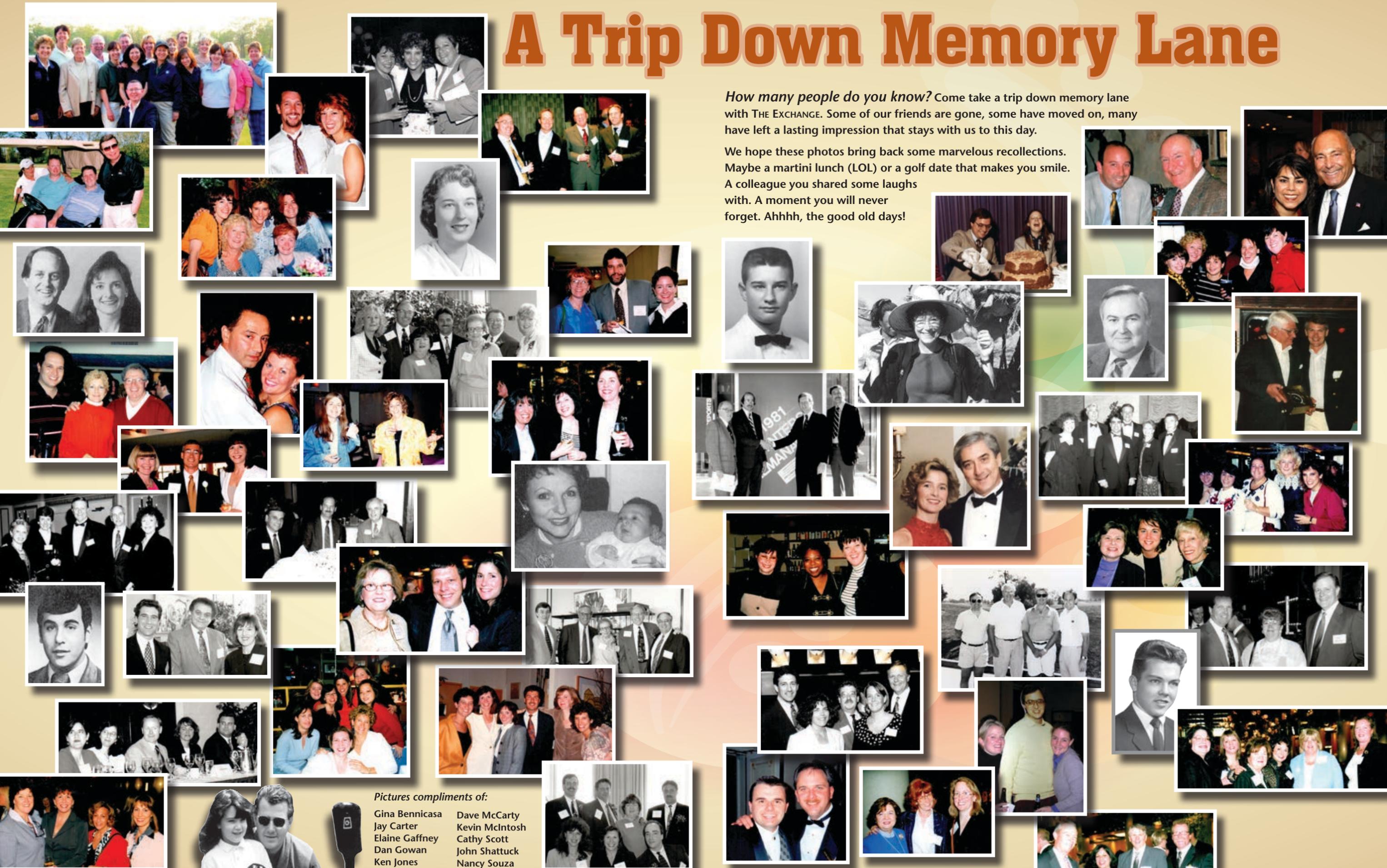
American Family Physician congratulates Nancy and the Healthcare Marketer's Exchange team on 25 years of excellent, insightful, interesting, exciting, supportive, worthwhile and all-around wonderful publishing. Without you, our industry wouldn't be nearly as connected as it is today.

Thanks for all that you do.

A Trip Down Memory Lane

How many people do you know? Come take a trip down memory lane with THE EXCHANGE. Some of our friends are gone, some have moved on, many have left a lasting impression that stays with us to this day.

We hope these photos bring back some marvelous recollections. Maybe a martini lunch (LOL) or a golf date that makes you smile. A colleague you shared some laughs with. A moment you will never forget. Ahhhh, the good old days!



Pictures compliments of:

- | | |
|----------------|----------------|
| Gina Bennicasa | Dave McCarty |
| Jay Carter | Kevin McIntosh |
| Elaine Gaffney | Cathy Scott |
| Dan Gowan | John Shattuck |
| Ken Jones | Nancy Souza |

A Trip Down Memory Lane

Continued



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



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

Happy Anniversary!

Happy Anniversary!

Always Read, Always Reached

I am a loyal EXCHANGE reader as well as editorial contributor and past advertiser. The HEALTHCARE MARKETER'S EXCHANGE is published by an amazing group of my colleagues who I started with in the pharmaceutical industry. There is truly no other publication like this and it is in a class, a high class, all of its own. It really has a niche in our business and reaches every level of marketing, media, advertising, and professionals working in the pharmaceutical and healthcare marketing and media field.

The information is truly valuable, personal, with quick updates on what is going on in each discipline of marketing. Within a few minutes, you will have highlights of jobs, news about your colleagues, updates on events, and a light read that is a welcome breath of fresh air in our hectic daily lives of business. Every time I participate, whether with an editorial, a fun photo of our family, or loving granddog, Alba, I receive numerous and I mean numerous responses through emails and calls, letting me know that what I wrote was read. That is better than any ad test or survey conducted by a third party. THE EXCHANGE is a place to share stories and fun memories

If there is a message you want to reach the industry with, this is the place to be.

with friends, provide news and updates of important events to attend, and a place to reconnect and find industry friends we have lost communication with, since we are so busy all the time.

If there is a message you want to reach the industry with, this is the place to be. I have been reading HEALTHCARE MARKETER'S EXCHANGE since its first issue. No matter how busy I am, and even with 600 daily emails, I still make time to read THE EXCHANGE.

Thank you Nancy Leonard and the entire EXCHANGE Team for publishing a useful and informative publication that is important to our daily lives and lets us take a break for a few minutes to reunite with our dear friends and colleagues. As an advertiser, your ad is sure to be seen. Whether you're marketing your journal, sharing a classified, or giving an industry update, your message will be read.

Here's to another great year for HEALTHCARE MARKETER'S EXCHANGE.



Dora P. Shankman is President and C.E.O., Shankman Marketing and Media Resources, LLC, 164 Patriot Hill Drive, Basking Ridge, NJ 07920. She can be reached at 908-470-0413 (o), 908-296-0556 (c), or doras@smmrlc.com.

Informative, Entertaining, and Fun All in One

I've written several articles over the years as a contributor to HEALTHCARE MARKETER'S EXCHANGE, and it has been a wonderful outlet for this frustrated writer. I've had positive feedback from my colleagues and, in some cases, encouragement to continue writing. I always enjoy sharing my life adventures with our extended healthcare family, and even more, I enjoy reading the myriad stories of others in our industry.

As I've said many times, this publication is a success because it

THE EXCHANGE gives us all an opportunity to be ourselves, and not just who we are in business!

gives us all an opportunity to be ourselves, and not just who we are in business!

Thank you and your team for 25 years of informative and entertaining content in a fun format that brings us together.



Merrilee Zigarelli is Director, New Business Development, CM&N Advertising, Inc., 320 East Main Street, Somerville, NJ 08876. She can be reached at 908-722-8000, Ext. 101 (o), 201-819-0860 (c), or mzigarelli@cmn-adv.com.

In Print!

When HEALTHCARE MARKETER'S EXCHANGE first appeared, it featured classified ads, such as apartments for sale, as well as vacation real estate, furniture, and cars.

It was fun to imagine renting one of the offerings – a Caribbean condo or a ski chalet.

HEALTHCARE MARKETER'S EXCHANGE grew organically (like most things) to now carry the "dish" of our lives – births, deaths, kids, pets, vacations, memories, and inspirations.

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Happy Anniversary, HEALTHCARE MARKETER'S EXCHANGE. I hope you continue for another 25 years.

And by the way, some of us still enjoy reading printed media!



Maggie Schwarz is a Freelance Writer, 31 Union Square West, New York, NY 10003. She can be reached at 212-206-7672 or mschwarzny@aol.com and her website is www.MaggieSchwarz.com.

Enjoyed!

Happy Anniversary to THE EXCHANGE! I've enjoyed the feedback and laughs I've received from the many articles I've written. I look forward to many more years of writing for and reading THE EXCHANGE.



Paulette McCarron is Group Vice President, Media, Publicis Health Media, 200 Hudson Street, 9th floor, New York, NY 10013. She can be reached at 212-213-7043 (o), 347-443-6786 (c), or paulette.mccarron@publicishealthmedia.com.

Catching Up

After all these years, I still look forward to receiving my monthly issue of THE EXCHANGE for a quick catch-up on industry news, and to see what's going on in the lives of my industry colleagues. I love the many stories about their travels, families, special moments, favorite restaurants, and recipes, to name a few...the pictures are always great too!

Congratulations to THE EXCHANGE on 25 years of bringing our industry closer together!!

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Ivette McFarland is Group Supervisor, Multichannel Media, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-798-4560 or imcfarland@SSCGMedia.com.



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Happy 25th Anniversary to HME!



Happy Anniversary!

THE EXCHANGE – 25 Years and Counting

25 years!!! IMPOSSIBLE!!!

Congratulations for keeping our industry engaged, involved, and wanting more each month.

Everyone loves THE EXCHANGE, and that's not just my opinion. I believe it is a forum to share, inform, connect, explain, and even complain!

THE EXCHANGE is a quick read, where you meet new friends through their story, connect with someone you haven't seen in a long time, or reflect on those who have left us and were such a vibrant piece of our industry pie.

It is the industry "newsletter." It's a place where we can put our thoughts into words or just say thank you to an industry that is always willing to help...

Thanks for the past 25 HEALTHCARE MARKETER'S EXCHANGE and here's to you and your staff for the next 25!



Elaine Gaffney is Media Specialist, Havas Health, 200 Madison Avenue, New York, NY 10016. She can be reached at 212-251-8817 or elaine.gaffney@havashealth.com.

Getting to Know Frolleagues

Congratulations to HME on 25 years! Wow, almost older than me (wink). I still enjoy reading the *Personal Exchanges*, especially when my frolleagues (friend + colleague) participate. You learn so many fun facts about the people you work with regularly.

You learn so many fun facts about the people you work with regularly.



Karysse Robinson is Associate Director, Media, CMI Media, 2000 Market Street, Philadelphia, PA 19103. She can be reached at 267-479-1976 or krobins@cmimedi.com.

In Touch

HME XCHANGE has always been the healthcare industry's good-news publication and I look forward to receiving it every month. It's been great learning more about colleagues' lives and interests away from business. As a result of my articles, I've gotten phone calls and emails

from former associates with updates on their lives – new positions, promotions, retirements, and/or asking for further information on my topic. It's always a pleasant surprise to hear from someone from the past.

Thank you Nancy and staff for putting us all in touch! HME XCHANGE is a great service to the healthcare industry. Congratulations on your 25th anniversary!



Bierce Riley is a self-employed Marketing Research Consultant in Morristown, NJ. She can be reached at 973-455-0491 or Bierce.Riley@gmail.com.

Keep It Up!

Congratulations on your 25th Anniversary, which is quite a milestone. It takes a lot to stay in business for that long, and to do it as well as THE EXCHANGE has done over the years. You keep everyone in the industry up-to-date on so many points of interest to us all. I still look forward to every issue and feel it keeps me connected to my colleagues as well as keeping me entertained with so many great personal stories that people share.

Keep 'em coming and best wishes for 25 more successful years of publishing.

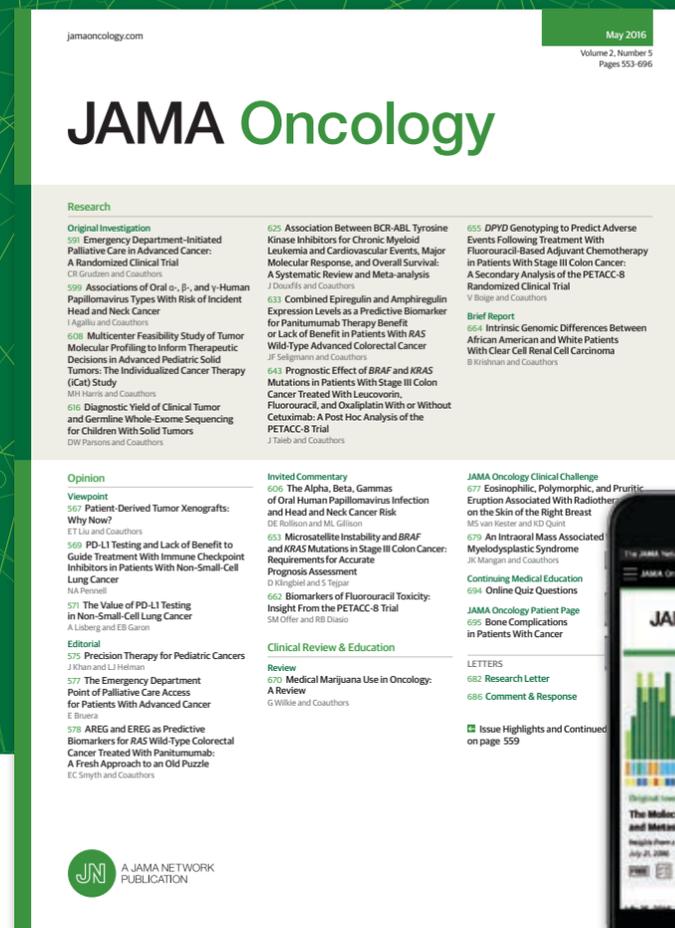


Mary Skoyles is President and Director of Media, Medical Media Services, Inc., 56 Harrison Street, New Rochelle, NY 10801. She can be reached at 914-633-5233 or mskoyles@mmsi-online.com.

Thank you Nancy and staff for putting us all in touch! HME XCHANGE is a great service to the healthcare industry.

...it keeps me connected to my colleagues as well as keeping me entertained with so many great personal stories that people share.

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Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

The Downs and Ups of the Past 25 Years

25 years ago, I was a Vice President, Account Group Supervisor, at Lavey/Wolff/Swift and had already worked in the pharma industry for 17 years, at agencies that included Robert A. Becker, William Douglas McAdams, Sudler & Hennessey, and Rolf Warner Rosenthal. 23 years ago, I started my own agency, MDC Advertising, which is still going strong.

It all began in January of 1975, six months out of college. I met with Bob Becker and he asked me what I was looking for in terms of employment. I told him I needed a place to sit and \$100 per week. They literally converted a broom closet into an office for me, and my first paychecks were \$107 per week gross. But I had a job with a Park Avenue Healthcare Advertising Agency, and started to learn the business from some very experienced and talented people.

Truth be told, the industry used to be a lot more fun. Promotional budgets were bigger, lunches were longer (yes, we actually went to lunch in those days), and Product Managers stayed with their brands for years at a time. This meant they knew every clinical and financial aspect of not only their brands, but those of their competitors. I still remember the time Bactrim (Roche) overtook Septra (Burroughs Wellcome) for the top position in new scripts, and the Roche Product Director took the entire team to a celebratory lunch on a boat anchored near the Meadowlands – competition was fierce in those days, and the successes and losses were taken personally.

There's no question that technology has allowed us to work much more efficiently than ever before, so that's a big plus. But it's also a negative: today, we create ads that in the initial concept stage look like finished pieces. And we do that very quickly. 25 years ago, before anyone with

a Mac suddenly became a creative genius and before stock art was so readily and inexpensively available, more time was taken to generate ideas and concepts, and they were developed more slowly and thus, perhaps, more thoughtfully. Sadly, it seems to me that today volume and speed are the most important factors in developing new work, at the expense of time and reflection and, to some extent, quality. That's not to say that there isn't great work being

done today, because there most certainly is, but (at the risk of sounding like an old curmudgeon) I miss the days when agencies and clients had the time to thoroughly develop strategies, and positioning, and tactics, and branding, and were held accountable for exercising these disciplines for every single project we touched.

Without a doubt, practical application of the world wide web, not only with regard to the pharma business, or global business in general, but also with regard to the way that we live our lives on a daily (or hourly or minute-by-minute) basis is the greatest invention over the past 25 years. The Internet has proven to be a tremendous blessing, and a tremendous burden in many ways.

As far as medical breakthroughs, I can't think of just one. There have been so many incredible breakthroughs across the spectrum of diagnostics and therapeutics in the past quarter century, that it's just an awesome time to be living and watching it all develop. The next 25 years (culminating with HME's 50th Anniversary celebration) should be just amazing!

There have been so many incredible breakthroughs across the spectrum of diagnostics and therapeutics in the past quarter century, that it's just an awesome time to be living and watching it all develop.



Eric S. Malter is President, MDC Healthcare Advertising, P.O. Box 648, Plainview, NY 11803. He can be reached at 516-433-6222 or eric.malter@mdcomm.com.

Comprehensive Media Planning

25 years ago, I was 12 and in middle school. I joined the industry at CMI as a Media Assistant in January 2003. The biggest changes I've seen are the introduction of digital media and SEM – Search Engine Marketing. I think we're better off in that we can do more comprehensive media planning, but there

I find digital engagement programs are the greatest invention of late.

are also so many more details to take into consideration. I find digital engagement programs are the greatest invention of late.



Natalie Dubbs is Vice President, Group Supervisor, Multichannel Media, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5764 or ndubbs@SSCGMedia.com.



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Congratulations

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on your

25th Anniversary

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Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

Still Building

25 years ago, I was 17, a junior in high school...and determined to be a successful architect! However, I discovered I loved the design aspect but not the math/engineering part. Today, I'm 41 and lead a group at our agency focused on digital healthcare media. I'm still building things, just not actual buildings!

I got into healthcare media specifically when I started supervising a healthcare account at our agency about six years ago and it took off from there. Now I oversee a wide portfolio that includes pharma, biotech, medical devices, and health/hospital services.

The biggest change I've seen over the years is the shift to digital that has created amazing opportunities for patients and marketers. There's better education, engagement, and outcomes. However, sometimes I find we can be so focused on the bottom line that folks in our industry can lose sight of what matters...patient outcomes.

The greatest invention of the past 25 years has to be the mobile phone (with craft beer as a close second!).



Keith Betz is Vice President, Client Services, Butler/Till. He can be reached at 585-274-5155 or kbetz@butlertill.com.

...the shift to digital (that) has created amazing opportunities for patients and marketers.

Game Changers

25 years ago, I was about to graduate high school back in my native country, Colombia. Today I am the C.E.O. of CIEN+ a strategy and marketing firm helping corporations successfully unlock the power of multicultural markets. I began in this industry with an internship at what was then Huguley Healthcare System in Fort Worth, Texas, now Texas Health.

America will be a majority minority by the year 2040, yet our strategies and even the way clinical trials are done do not include cross-cultural insights upstream. 40% of the patient population today (who are minorities) experience up to 40% worse outcomes – all this while they only represent approximately 5% of clinical trial enrollment. Something needs to change for us to effectively reach and solve the healthcare issues of a diverse patient population in this new America.

Over the past 25 years, technology has become a game changer in our industry. From patient education and optimization of care to agility in delivery, it's a whole new game! On the invention front, it may sound like a cliché, but indeed the fact that a mobile device has graduated from being functional to being a lifestyle tool and even health partner has made a huge difference in our lives. And the greatest medical breakthroughs have included personalized medicine, genomic medicine, and precision medicine.



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The greatest medical breakthroughs have included personalized medicine, genomic medicine, and precision medicine.

On-Demand Information

25 years ago, I was in grammar school!! Today, I am a mom of two littles working at CMI as an Associate Media Director. I first joined the media industry back in 2002 and circled around the business. I started in Media Sales, shifted to Media Buying, then ultimately into Media Planning. Within the last two-and-a-half years, I shifted into Healthcare Marketing.

The biggest change in the industry over the past 25 years is the shift from traditional media

The Internet plus smartphones and the way we use them are the best inventions.

consumption to a highly digital on-demand-based usage of media. The Internet plus smartphones and the way we use them are the best inventions. We essentially have handheld computers at everyone's disposal for immediate information at all times!



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Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

Best Invention

Smartphones are the best invention of the last 25 years. I love my iPhone. 25 years ago I did not own a cell phone, a personal computer, and had to wait years to get on AOL. If I was not at my desk, my kid's school could not get a hold of me. I had to wait for holiday letters to know how my friends were doing. And I could not simply answer a question by texting "k."

While we feel tied to our phones and miss the days of leaving the office at the office, I think the trade-off for being connected is well worth it.



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On Smartphones – "I think the tradeoff for being connected is well worth it."

Four Months Old

25 years ago, I was just experiencing life for the first time! Having been born in October, I would be just a few months old, not having a clue what the world has to offer. Today, I am working at CMI as a Media Planner, and have been here for almost two years. I started here because my best friend since first grade, Rebecca McCulloch, introduced me to CMI. She had already been working at CMI for a little over six months and encouraged me to apply! I was fortunate enough to be hired shortly after, starting in early 2015.

I think, with all the new technology and medical advancements, the world is better than ever. We have robots performing surgeries and scientists working vigorously on cures for all types of diseases. It's an exciting time to be alive and involved in the healthcare industry!



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It's an exciting time to be alive and be involved in the healthcare industry!

Big Breakthroughs

25 years ago, I was in grammar school in Cleveland, Ohio. I joined SSCG this year after working in Digital at Apple's iAd group.

The biggest change over this past 25 years has been the Internet and, specifically, email – it gives our industry the ability to effect change faster and bring things out to market at a more rapid pace.

We're better off today than 25 years ago because we have the tools to research more effectively. For example, we have computers that allow us to factor in so much data to help us make better decisions. The downside is that we are always involved in our work and we need more time for our own mental health.

The greatest invention of our time is the smartphone – we are always able to connect and have so many resources available to us right in the palm of our hands. And the greatest medical breakthroughs include stem cell research and targeted cancer therapies.

Stem cell research is so important because stem cells can replace damaged cells and tissues for those requiring a transplant. Hopefully, in the near future, doctors will be able to cure diseases like Alzheimer's and Parkinson's from the research being done today.

Targeted Cancer Therapies are another huge medical breakthrough – Research has revealed that sometimes gene changes occur in certain types of cancers. With Targeted Cancer Therapy, doctors are able to develop medicines that target these genetic changes. They have already developed medicines that are able to turn off signals that tell the cancer to spread further and keep them from living longer in the body. Targeted Cancer Therapy is already saving lives and helping people live longer and healthier lives. Many more therapies are being studied in clinical trials (research studies with people), and many more are in preclinical testing (research studies with animals).



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Targeted Cancer Therapy is already saving lives and helping people live longer and healthier lives.

Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

Digital Publishing

25 years ago, I was only three months old. Today, I am a Digital Campaign Coordinator for Slack, Inc., on their online HCP website Healio.com. I joined the industry a little over a year ago when I found a job posting for a great company (Slack) on Philly Ad Club (a nonprofit community of advertising, media, creative, marketing, and public relations professionals at <https://phillyadclub.com/>) and the rest is history.

I think the biggest change I have seen is the success of digital publications, because now anyone at anytime can be reached over the Internet via cell phones, tablets, laptops, and more. It seems to me we are way better off now rather than 25 years ago. We have so much more to offer, especially in technology. We can track the performance of anything web-based and get instant feedback.

The greatest invention? Google Maps! How did people get around before it? As for medical breakthroughs – bionic limbs. It's amazing how far Prosthetics and Orthotics have come in the last 25 years.

Now anyone at anytime can be reached over the Internet via cell phones, tablets, laptops, and more.



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From Middle School to Media

25 years ago, I was in middle school. Now I am in the office at my job at a media agency, Publicis Health Media. I started in 2000 as an Assistant Media Planner at The Media Edge. Next I went to Razorfish as a Media Supervisor for five years. Then I joined Digitas as a Media Director. And when the two companies merged and became Publicis Health Media, I became Senior Vice President, Media. Over the 16 years I've been in the industry, the biggest change has been the digitization of our world. We're better off because we've got access to information...but we're worse off because we now have reality TV.

I believe the iPhone is the greatest invention of the past 25 years. It has become a tool to help us communicate, be entertained, and document our lives. And all of this fits within our pocket and goes everywhere we do! The greatest medical breakthrough has been HIV medications that have allowed people affected by this disease to live a healthy full life.

The greatest medical breakthrough has been HIV medications that have allowed people affected by this disease to live a healthy full life.



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Thank Goodness for the GPS

25 years ago I was in a crib! Now I am a Senior Media Planner at CMI. I majored in advertising at Penn State and knew I wanted to be a media planner – my entrance into healthcare came by chance after that! I got a message on LinkedIn from a CMI recruiter and that's sort of where it all started. After learning more about CMI, I could tell that it would be a really great company and industry to work in.

The biggest change in the industry has been the emergence of online media. It has been a real game changer. In the past, print was one of the few NPP (non-personal promotion) options for reaching physicians, forcing brands to cast a wide net

...marketers like myself now have more opportunities to zero in on the highest-priority audiences, utilize more interactive/engaging assets, provide in-depth performance metrics, and more.

even when broad-reach tactics weren't ideal. Although there is still value in broad-reach media, digital media allows us to be more flexible and exact in reaching our audiences. Through different programs and platforms, marketers like myself now have more opportunities to zero in on the highest-priority audiences, utilize more interactive/engaging assets, provide in-depth performance metrics, and more. I am looking forward to being a part of these continuing developments over the next 25 years!

I think we are better off than 25 years ago in that there have been huge advancements in medical care so people are living longer and fuller lives. Best invention over the past 25 years? The GPS. I cannot imagine life without it...I would be lost (literally)!



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When she's looking for answers, make sure your information is there

Brands that make a connection with healthcare consumers as they begin researching, learning and looking for help will have a lasting impression on patients and their outcomes. It happens in the aisles of the pharmacy.



To learn more, visit rx-edge.com or contact Michael Byrnes at 610.431.7606 michael.byrnes@rx-edge.com

1992 THEN AND NOW 2017

My have things changed! Journey back with us to 1992, when the inaugural issue of HEALTHCARE MARKETER'S EXCHANGE was just published. Do the facts sound familiar or like the remnants of a distant past when you were a mere babe? Either way, we think you'll find this time travel interesting.

Life Expectancy

1992 75.5 Years
Today 78.8 years

MTV's List of the Best Songs

1992
Smells Like Teen Spirit – Nirvana
I Will Always Love You – Whitney Houston
I'm Too Sexy – Right Said Fred
Save the Best for Last – Vanessa Williams



Today
I Don't Wanna Live Forever (Fifty Shades Darker) – Zayn / Taylor Swift
Closer – The Chainsmokers Featuring Halsey
Side To Side – Ariana Grande Featuring Nicki Minaj

Top TV Shows

1992
• Home Improvement
• Coach
• Full House
• The Tonight Show
Today
• This is Us
• Fuller House
• The Crown
• The Tonight Show with Jimmy Fallon



Memorable Movies

1992
• Unforgiven
• Batman Returns
• A League of Their Own
• A Few Good Men
• Basic Instinct
Today
• La La Land
• Manchester by the Sea
• Moonlight
• Arrival
• Fences



Fads

1992
• Barney the purple dinosaur
• Olive oil
• Red wine
• Snapple

Today

• Pokemon Go
• Cupping
• Hatchimals
• Snap chat filters
• Kylie Lip Kits
• Mannequin challenge
• Bottle flipping
• Finsta



Time Magazine's Person of the Year

1992 Bill Clinton
Today Donald Trump

In the Economy

1992 On February 3, 1992 (first issue of HME), the Dow Jones industrial Average closed at 3,172.41; the NASDAQ closed at 623.43; unemployment was at 7.4%

Today January 10, 2017, the Dow Jones Industrial Average closed at 19,855.53; the NASDAQ closed at 5,551.823; unemployment is at 4.7%



Cost of Living	1992	Today
Sugar	\$1.20 for 5 pounds	\$3.19
Milk	\$2.80 per gallon	\$3.89
Bread	\$.72 per loaf	\$2.31
New House	\$122,500	\$359,900
Average Income	\$30,050	\$57,616
Movie Ticket	\$4.25	\$13.69
Gasoline	\$1.05	\$2.29
Postage Stamp	\$.29	\$.49

Top News Stories

1992
1. Bill Clinton elected President
2. Four Los Angeles police officers are acquitted of nearly all charges in the Rodney King case
3. Hurricane Andrew
4. U.S. troops intervene in Somalia
5. The United States is in recession
6. Serial Killer Jeffrey Dahmer pleads guilty to 16 murders



Today

1. Donald Trump is elected President
2. Isis – Terror Attacks around the world
3. Black Lives Matter Movement – highly publicized protests across the U.S.
4. Zika virus
5. Chicago Cubs win the World Series



The Associated Press Athlete of the Year

1992
Basketball – Michael Jordan
Tennis – Monica Seles

Today

Basketball – LeBron James
Gymnastics – Simone Biles



CONTEXT MATTERS



A study conducted by comScore, Inc. reported that advertising on the websites of premium publishers is 3X as effective as it is on those of non-premium publishers.**

Combine the “Halo Effect” of our brand with our Impact Factor to boost your brand favorability.

Contact your Sales Director or Chrissy Miller at cmiller@nejm.org for more information.



The NEW ENGLAND JOURNAL of MEDICINE

*NEJM ranked #1 among General Medical Journals. Institute for Scientific Investigation, 2015.

**“The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness.” comScore, Inc. July 2016.

Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

History with THE EXCHANGE

I started in healthcare advertising in 1984, a mere eight years before you started HEALTHCARE MARKETER'S EXCHANGE. Wow, what a welcome resource and fun read you provided when you launched your magazine. I clearly remember discussions as you were brainstorming who, what, where, when, and why it made sense to start THE EXCHANGE. You brought fun into an industry that at times seemed overwhelming in size. All of a sudden there was a "personal" side to the everyday contacts we all made with each other.

After 16 years, I left the industry to focus on consumer marketing (less travel with new babies) and you were kind enough to keep me on the complimentary list so I could read THE EXCHANGE. I so missed the industry, but always felt connected as I read THE EXCHANGE each month. I even reached out to contacts years later to stay in touch or reconnect. I watched my industry colleagues and friends get mar-

ried, have kids, watched the kids grow, and now even some of them have kids!! Do I feel old, nope...just enjoying life through the eyes of THE EXCHANGE.

Now, 32 years after I began, I am back on the physician side of marketing at mms, with a wonderful group of people and STILL enjoying THE EXCHANGE. It is even helping me in my new job. Life is truly about connections and you and HEALTHCARE MARKETER'S EXCHANGE have played an important role in my career/life.

Thanks so very much for all you have done to keep the industry personally connected!!

Thanks so very much for all you have done to keep the industry personally connected!!



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Big Shifts in the Industry

I joined this industry before HME even started. I had no idea healthcare communications was a career path, or that I would stay on that pathway for as long as I have. I have seen a number of changes over the course of those many years, and would point to two as key changes that have had dramatic impact on our industry – inclusion of changing technology into our way of working and as communications channels, as well as patient-centricity as a core tenant of our business.

TECHNOLOGY FIRST – TWO KEY COMPONENTS

- 1. A multiplicity of ways to reach our target customer.** When I started in this business, the Internet was but a gleam in Al Gore's eye, and it certainly was not a channel for reaching healthcare providers. Physician's Radio Network, and distributing programs on videotape were the innovations, followed by multi-city satellite broadcasts. Now we can reach millions of customers through numerous channels that are both broad and targeted. We are able to understand how our customers want to receive communications from us, on a channel they prefer, at a time that they are receptive to our message. And we know a great deal more information about those customers than we did in the past.
- 2. The speed at which we work.** Technology has sped up our ability to research and develop programs and com-

There is no denying the impact that DTC advertising has had on changing the dynamic between patients and their healthcare providers.



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munications vehicles – not necessarily to the advantage of the work. The instantaneous nature of email, and electronic-based work means that timelines have sped up as well, sometimes shortchanging the thinking and development of the key messages that will help provide essential information about life-changing therapies.

A PATIENT-CENTRIC FOCUS

And then there is the patient-centricity aspect that has changed our business – keeping the patient in the center of everything we do has led to impactful changes such as clearer focus on what patients need, key patient support programs, and DTC advertising. There is no denying the impact that DTC advertising has had on changing the dynamic between patients and their healthcare providers. Patients now have more informed discussions with their physicians, and are more active participants in their own health management. And, while there are still those who would wish otherwise, DTC advertising is here to stay, in all its multi-channel glory.

Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

One Thing Led to Another

The year was 1983 and I was nearing the two-year anniversary and odyssey of trying to make a "career" as a player in the NFL. This began in the spring of 1982 when I became member of the Dallas Cowboys as a rookie free agent out of tiny Lafayette College. After my release from "America's team" later that year due to a chronic neck injury, I had a second bite of the apple with the upstart USFL's Arizona Wranglers in Phoenix. A few months into that engagement, my neck issues resurfaced and I was now back east, seeing a chiropractor and trying to figure out my next steps. I had sadly come to the conclusion that while my head was willing, my body wasn't going to allow for a 10-year career in professional football and it was time for me to join "the real world."

When my father invited me to join his childhood buddies (at the time middle-aged) from Jersey City, NJ, for a rare reunion at his home in Bergen County, NJ, I did so out of respect for my dad. I never envisioned that events from that evening would blossom into a 30+ year career in the healthcare communications industry.

In attendance that evening was my father's close friend, Tony Correia, who was then Senior Vice President, Group Account Supervisor, with the former William Douglas McAdams healthcare advertising agency in Manhattan. After listening to my experience with the Cowboys et al, he simply asked, "What's next for you?" I had a standing offer from P&G in sales but was envisioning something in the advertising/publishing industry (an interview with Sports

I've never looked back and have enjoyed a prosperous and successful career in the medcom space for 30+ years.

Illustrated magazine loomed in a couple of weeks). Tony followed my career plan with the following proclamation, "I think I know of the perfect career move for you." "Please continue," I said. "I'm going to make a phone call Monday morning and if there is interest from the other party, I will call you with all the details."

Well, that sounded like the longest of long shots and I wasn't planning on waiting by the phone on Monday. But sure enough, late Monday afternoon, my house phone rings (pre-cell phone!) and Tony informs me that I have an interview scheduled for the next day with the Publisher of *Drug Topics* magazine (the leading pharmacy trade publication, then part of the Medical Economics Co.) for the position of Eastern Sales Manager. I spent the rest of the day and evening doing my homework, interviewed with Bill Reynolds the next day, and was offered the job by the end of that week.

I've never looked back and have enjoyed a prosperous and successful career in the medcom space, largely as an entrepreneur (beginning when I co-founded Hurd Studios, the nation's leading science visualization agency, with Jane Hurd in 1996). Tony remains a friend of mine and of our family to this day.



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Another 25th Anniversary

I joined the industry just about 25 years ago. I was working as a Production Assistant (getting coffee, filing, organizing, packing boxes, etc.) at a small events production company in NYC called Decomas. The company produced events for Fortune 500 clients including several Pharmacos like Pfizer and Glaxo. I made it known to anyone who would listen that I was really a writer and that's what I wanted to do for a living. They threw me a bone once in awhile, letting me write letters to clients, descriptions for our catalog of services, etc., but my real job was mostly manual labor.

One day, our Sales Manager Connie Gaddis told me about a dinner she had with her friend Jack Stevens, who was C.E.O. of a fast-growing healthcare-focused agency called Deltakos that was part of J. Walter Thompson. He

I never imagined I'd be writing about drugs for a living, but it's been a great ride...

was lamenting the lack of "fresh young talent" and told her he was in desperate need of new writers. She told him about me. He had her put me in touch with Judy Hoffman, the Creative Director. I came in for an interview, we hit it off right away, and I even passed her "take home copywriter test." Miraculously, I was hired within a month, and never

had to ship cartons of slide projectors or organize audio cables again!

I never imagined I'd be writing about drugs for a living, but it's been a great ride and I have Connie, Jack, and Judy to thank for giving me the opportunity all those years ago.



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Looking Back on 25 Years

WHERE WERE YOU ... BEST MEDICAL BREAKTHROUGH ... BEST INVENTION ...

Many Memories

THE EXCHANGE questions about where I was 25 years ago, what I was doing, and how things are different, brought many memories to mind.

When THE EXCHANGE was launched in 1992, I had just joined HCI after 18 years with Wyeth in Wayne, PA, 13 years with Stuart and ICI Pharma in Wilmington, DE, and three years with the Dorland Sweeney Jones advertising agency in Philadelphia. That year was near the mid-point in what turned out to be an exciting 56-year career in the Pharmaceutical Industry for me.

Generally speaking, the major differences in the industry over the last 25 years have been the abandonment of a pure business-to-business approach to marketing in favor of a direct-to-consumer focus, and a self-serving corporate mentality that has prematurely pushed many traditional pharmaceutical manufacturers into what appears to be the decline life-cycle phase of their organizations. This has led to poorly researched strategies and tactics which have, in turn, caused cutbacks in promotion, unjustifiable increases in pricing, loss of industry image, consolidations, and job losses for many career employees.

On a much more pleasant note, here are some of my thoughts related specifically to the 25th Anniversary Celebration of the HEALTHCARE MARKETER'S EXCHANGE...

The work of you and your colleagues has always focused on those who represent the lifeblood of the heart of the industry.

First, CONGRATULATIONS to you, Nancy, for believing a publication as unique as THE EXCHANGE could be viable in the healthcare business and for making it the success it has become. The work of you and your colleagues has always focused on those who represent the lifeblood of the heart of the industry...those who make things work and get things done while they continue to enjoy what they do and share themselves with each other.

Second, THANKS to you and your team for persisting through all the ups and downs of the industry, the many changes we have seen in the business, and the impact of social media on print media in

general. Thanks also go to those advertisers who have continued to support your work when budgets for self-promotion within the industry by manufacturers, agencies, and the media were sometimes nominal at best.

You should be proud of what you have accomplished and how you did it.

Here's to the next 25 years of HEALTHCARE MARKETER'S EXCHANGE!!!



Bob Girondi is a 50+ year veteran of the healthcare marketing industry and can be reached at 610-299-6690 or rgirondi@aol.com.

40+ Years in Market Research

In 1991, I had been working in market research for 16 years and was at McGraw-Hill in a corporate market research position. In 1995, I joined Kelly/Waldrone and Company, which was later acquired by McKesson, who formed a joint venture with Quintiles that became Verispan. That company was eventually sold to SDI and then to IMS, but I was gone by then - off to start up the U.S. Company for THE PLANNING SHOP, a global market research firm focused on healthcare, that was acquired by Omnicom two years ago. I am still the U.S. President of THE PLANNING SHOP and have been for the past 10 years.

I started in 1975 as a "teenage telephone interviewer" while in high school, and reached 40 years as a career market researcher last year! During these years, the biggest

The greatest invention is a toss-up between the Internet and smartphone...I still remember interoffice mail!

changes I've seen have come through acquisitions and mergers of and by big pharma that have further consolidated the client base. There's been more involvement of procurement in purchasing decisions that make it tough to win business. Increased partnering between service companies make for value-added solutions. And recently there's been a huge focus on compliance, including adverse event reporting in market research.

I think we're better off now because the economy has improved although there were some rough patches. The greatest invention is a toss-up between the Internet and smartphone...I still remember interoffice mail! The biggest medical breakthroughs include cancer immunotherapy and the new PDL-1 inhibitors that promise greater overall survival.



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Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

Triplets Today

25 years ago, Nancy asked me to write an article about my triplets for her first Mother's Day issue for THE EXCHANGE. I was honored. I can't even remember what I wrote then, but I'm sure, like all of you parents out there, your kids get older but they're still your babies. 25 years later, my two daughters are married with two children each, and my son is still enjoying his bachelorhood...with no children that I'm aware of! So, I have four grandkids and high hopes that my son will marry and give me more.

I was an executive recruiter 25 years ago, working for someone else. Then, in 1993, I opened my own search firm, Caplan Associates. I'm still "headhunting," but also spending a good deal of the time doing career management consulting. The triplets are all professionally successful. Nicole has a senior level sales/marketing position with IBM/Watson; Joelle just opened her own healthcare ad agency with two partners called Minds + Assembly; and my son is in Florida in real estate.

I'm still obsessed with babies so I volunteer as a "cuddler" in the NICU at New York Presbyterian Hospital to get

my baby-fix. I spend as much time with my grandkids as possible, but, as many of you grandparents know, it's never enough.

I'm so proud of Nancy and THE EXCHANGE. I remember her coming to my office and asking me if it was a good idea. I thought it was then and still love it. It's great to keep up with people, and the articles are always so interesting and sometimes hilarious... plus some of my best recipes are from THE EXCHANGE. THE EXCHANGE definitely gave me a lot of visibility. Right after I wrote that article, I remember being at a medical convention and running into the president of an ad agency who I was recruiting for at the time. First thing out of his mouth was, "I didn't know you had triplets,"

and he continued to tell everyone we saw at the convention about the kids!



The kids, the grandkids, and Annie.



Shellie Caplan is the President of Caplan Associates, 215 East 68th Street, Suite 18C, New York, NY 10065. She can be reached at 631-766-6187 or shellie@caplanassoc.com.

Invention and Breakthrough

25 years ago I wasn't born yet, or even in the womb. Now, I am a Media Planner working for CMI in Chapel Hill, North Carolina. I joined the industry in September 2015 after meeting Jennifer Tolley through a mutual connection. Jennifer is now my Supervisor.

I believe we're better off today than we were 25 years ago – technology has enabled major medical breakthroughs. However, we're worse off in that the healthcare industry is more complicated than ever before.

I think the greatest invention and the great-

...we can hike, go camping in the outdoors, play competitive sports, travel, eat a sweet treat when we want one, etc., without worrying about our blood sugar reaching dangerous levels.

est medical breakthrough over the past 25 years is the insulin pump/artificial pancreas. However, I'm biased because I have Juvenile Diabetes. The insulin pump has allowed Type 1 Diabetics to live a more normal life without restrictions – we can hike, go camping in the outdoors, play competitive sports, travel, eat a sweet treat when we want one, etc., without worrying about our blood sugar reaching dangerous levels. All of those things were arguably much more difficult and even posed serious health risks before we had the luxury of using an insulin pump.



Italia Marr is Associate Media Planner, CMI Media, 1000 Environ Way, Suite 1300, Chapel Hill, NC 27517. She can be reached at 919-932-8660 or imarr@cmimedia.com.

Looking Back on 25 Years

WHERE WERE YOU . . . BEST MEDICAL BREAKTHROUGH . . . BEST INVENTION . . .

It's a Wonderful Life!

First congratulations on your 25th Anniversary...time just flies by!

January 5, 1970, I joined Medical Economics in Oradell, NJ, starting my publishing career after leaving Mobil Oil. Tom McGill first called me and invited me to come in. Then I interviewed with Jim Clements (who passed away just before Thanksgiving at the age of 87) and Charlie Daly.

Now retired, six grandchildren keep me busy babysitting and dog sitting for my son Jay and daughter Kristen and their families, both here in New Jersey and in San Francisco. I still play a lot of golf, enjoy skiing, and love to travel.

I also stay in contact with several people from our industry. Twice a year, we have a golf outing for us has-beens from the industry. It has been held for the past eight or nine years at Sea Oaks (owned by Tom Whelan) in Little Egg Harbor. Here are some of the folks: Jack Angel, Charlie Baker, Howard Clutterbuck, Alan Collander, Dave Dingwell, Bob Doll, Carroll Dowden, Jim Jenkins, Vince Krasniwicz, Tom McGill, Bob Nardone, Barbara Pritchard, Tim Stezzi, Jim Brady, Dom Musacchio, George Reber, Tom Ferguson, Marty McNamara, Lee Hufnagel, Jim Kelly, and Pat McMorrow.

Anyone interested in joining this select group of wonderful people, please let me know.

The most important thing to happen in my career is my daughter. Here goes...Back in the late '80s I hired Kevin McMurtry. His father Jerry was Vice President of Marketing



My wife, children, and me.

and Sales of Hoechst Pharma. When my daughter Kristen decided to get a real job instead of being a ski bum, I called Jerry and she was hired as a sales rep in Columbus, Ohio.

Under reorganization, she was transferred to Long Island where she met Joe Luzi who was also a rep and a close friend of Kevin McMurtry. Kristen and Joe married in 1996, Joe and Kevin formed Advanced Health Media, and Kristen came to work with me for a little while. In a couple of years, my first granddaughter was born. Kristen decided to become a full-time mom and three more daughters came along, our pride and joy, along with my son's two children.



Grampy's Gang.

The biggest change and innovation is the use of the computer (a calculator cost over \$1200 in 1970). It now runs just about everything and print media is not defunct but marginal at best.

My wife is a 17-year stage 4 colon cancer survivor. Our research is better and the work on fighting cancer is so good. I pray it will continue to move forward till all cancers have been defeated. ALS and Alzheimer's are other diseases that must be cured, as we live longer they have such an effect on our families.

God bless! I have had a great life and continue to enjoy a great family and friends.



Barry Murphy is retired after 45+ years in the industry. He can be reached at 39 Bracken Hill Road, Crystal Springs, Hamburg, NJ 07419, 201-615-9886, and barry@bmahealth.com.

Blessed!

50 years ago I was deployed to the jungles of Vietnam in service to my country.

43 years ago I was a detail man for Bayer.

25 years ago I had started a publisher's rep firm when our "industry" was truly amazing – Sports Day, Formal Christmas party at the Waldorf, and Doctors of the World golf outings.



Me, wife Diane, seated, and her cousin.

The industry has changed radically in the last 25 years. Electronic media, the Internet, email, and voice mail have created technological advantages and challenges for publishers.

Greatest medical breakthrough over the last 25 years – Cardiac stents that have prolonged my life for the last 17 years.

I am truly blessed to have worked in this industry for the last 47 years.



James (Jim) T. Brady is Principal, James T. Brady, Inc., 12 Huntington Road, Garden City, NY 11530. He can be reached at 516-742-7960 or jtbrady1@verizon.net.

Chosen "Best Article" by you, the readers of THE EXCHANGE.

Reprinted from the August 1992 issue.

Different Strokes: My Memorable Pre-Dinner Dip

BY MIKE ALTMANN

Everyone can remember at least one "most embarrassing moment," and mine was at the ASCRS annual meeting at the Century Plaza Hotel in Los Angeles. To fully appreciate the magnitude of the event, you have to visualize the lobby of this incredibly crowded hotel.

Facing west, you pass attendants in garish red and gold medieval costumes and enter the hotel stepping into a breathtaking lounge surrounded by a central bar that is larger than most homes. The plush chairs and sofas are situated so that you can view both the celebrities arriving in their limousines and the two-story glass, partially curtained wall that faces a magnificent garden and reflecting pond.

After 6:00 p.m., meeting attendees leave the lecture halls on the lower levels and ascend the escalator to this lobby bar. There they congregate with hundreds of fellow physicians, sales representatives, and marketing personnel, all looking to rekindle old friendships, enjoy the Beverly Hills trail mix, and, hopefully, have some pharmaceutical executive provide them with free drinks and an invitation to dinner.

At the end of this particular day, I, too, left my position among the equipment and pharmaceutical exhibits, but decided to take a quick swim before joining my colleagues and clients. I was scheduled to have dinner with the president of a pharmaceutical company, and wanted to be relaxed and refreshed for the conversation ahead.

Now, I share a problem common to many people, in that I am extremely nearsighted. Mr. Magoo was my childhood hero because he was the only person I knew whose vision was worse than mine, albeit only slightly. Anyway, upon reaching my room I quickly changed into my swimsuit, placed my eyeglasses on the nightstand and ventured out into the hallway. With nose pressed against the wall, I read the sign that said "pool" and entered the staircase at the end of the arrow. At each landing of the stairwell, I confirmed my position by squinting up at the clearly marked "pool" signs and continued my trek downward.

At the base of the stairway, a door leading to the outside confirmed my expectation that the pool was just ahead. I carefully opened the door and walked straight ahead, using the chlorine odor as a guide. After a few short steps I found myself at the edge of the water. Without hesitation I lowered my feet in, unsure of the depth. To my surprise, the pool was quite cold and only about three feet deep. I reasoned

that in health-conscious California this was the ideal depth for a lap pool, and began my swim.

Normally I like to swim about a mile in 20 minutes, but it did not seem possible in this particular pool. While there were no splashing children or other swimmers to block my path, I found myself constantly swimming under concrete bridges and around large, decorative plants and trees. Again, I assumed that this unusual decor was the hotel's way of making its definitive Beverly Hills fashion statement in pool architecture.

Undaunted, I proceeded with my goal of swimming a full 20 minutes. About 18 minutes into the swim, on my 30th lap, I felt someone tapping on my head. Stopping, I looked up and cleared the water from my eyes; not that it helped me see any better, but it seemed the proper thing to do. A gentleman identified himself as the hotel manager and asked why I was swimming laps here. I responded that I had simply followed the signs to the pool and jumped in. He then informed me that the pool was about 25 yards farther down my intended path, and that I was swimming in the reflecting pond near the lobby bar!

I suddenly understood everything now – the bridges and plants – and felt foolish for muttering all those obscenities to myself about the architect of this lap pool, who should have been hung for such an incredibly absurd design. With the manager's assistance, I left the pool and found the door leading back to my room.

After a quick shower, I dressed for dinner and went down to the lobby to meet the aforementioned company president. The curtains had been pulled all the way back, and everyone was talking about the moron who had been swimming in the reflecting pond. Of course, my client, several consulting physicians, and numerous media representatives had all taken seats by the window to observe this bizarre event.

It is now 13 years later, and whenever I am at a meeting at the Century Plaza Hotel I still meet people who talk about the strange guy who was swimming in the reflecting pond. Over the years, several clients have reminded me of that day. Needless to say, before that meeting was over, I purchased a pair of prescription swimming goggles.

P.S. Michael's first job was swim coach for an all-girls school swim team.

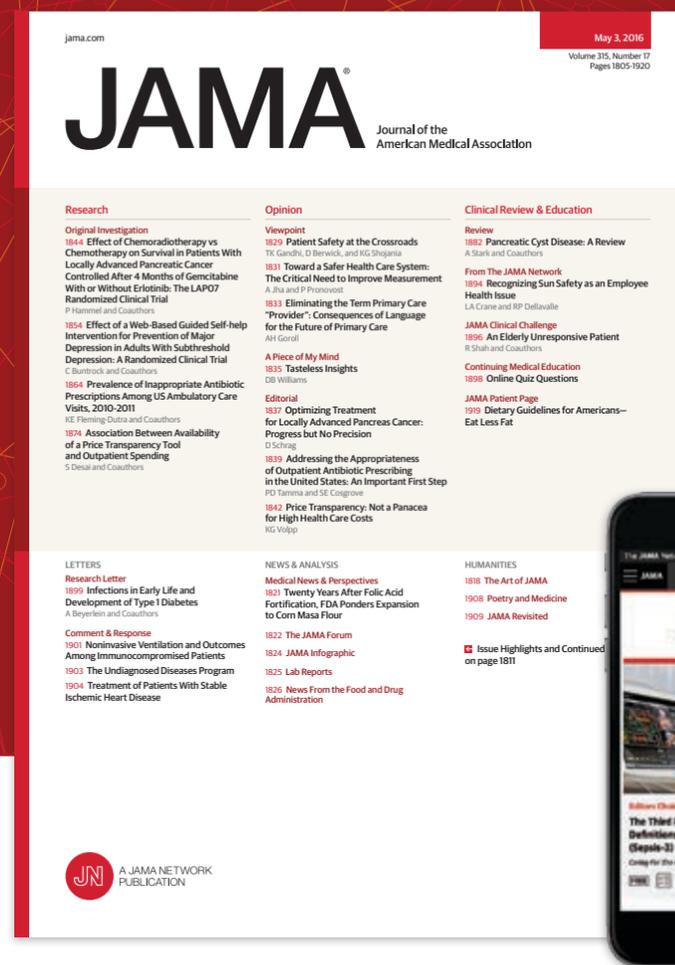


Mike with one of his five grandchildren.

UPDATE! Mike Altmann retired from his role as Senior Manager, Professional Relations and Education, BD Medical – Diabetes Care in 2013. He continues to serve as a volunteer for the American Red Cross, holding the role of Sussex County Disaster Services Supervisor. In addition, he works as a substitute school teacher in several districts, teaching grades Pre-K through 12 with an emphasis on science and learning disabled/autistic children.

Mike Altman is retired. He can be reached at 973-209-7182 or mikealtmann1@gmail.com.

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Past Writers

Well-Received Articles

Many thanks for the opportunity to be a part of HEALTHCARE MARKETER'S EXCHANGE during the past 25 years!

It has truly been a pleasure to write for THE EXCHANGE. My contributions have been well-received by my colleagues and friends within the industry, many of whom, like me, have been life-long subscribers/readers of HME. The reader-generated articles and varying topics from month to month have kept my interest over the years. I find HME to be a welcome sight on my desk each month. I enjoy reading stories written by our colleagues on favorite vacation spots or restaurants and recipes, plus the articles are



My article from March 2005.

concise and accurate. I find them entertaining and very informative.

One of my articles was titled *Our Hero: Commitment to Finding a Cure for Juvenile Diabetes* (March 2005 – see photo of framed copy of the article given to me by my staff). The reception to the article was outstanding. I received emails and cards from friends and colleagues who had read the article with great interest. Now, 11 years later, my son Ryan, who is featured in the article, is 25, has completed his degree in marketing from Champlain College, and works for me here at Educational Resource Systems as a meetings and events manager.

With regard to the ongoing crusade for the cure of juvenile diabetes, my family and I are still heavily involved with JDRF and were the recent recipients of "The Family of the Year Award" at this year's Gala (see [Gregg Terry's LinkedIn for a link to the article](#)), raising over \$650,000 for Type 1 diabetes research.



Gregg J. Terry is President, Educational Resource Systems, Inc., 2 Bridge Avenue, Building Six, Second Floor, Red Bank, NJ 07701. He can be reached at 732-842-0202 or gterry@educationalresource.com.

Building Relationships

I have experienced a definite increase in awareness especially among publishers/suppliers after contributing content to HME. I believe the representatives for these companies find the information shared through THE EXCHANGE helpful in learning about the planners/buyers/agency folk and make their contact with them more personal. Relationship building in the healthcare marketing field, as with many industries, could be as important as the product or service being discussed.

Learning about our colleagues from HME can expand formal business transactions into casual conversations and possibly even form friendships over time.

Learning about our colleagues from articles in HME can help expand formal business transactions into casual conversations and possibly even help to form friendships over time. The more we learn about each other and things we may have in common, the more productive and pleasant our jobs become. Here's to another year of HEALTHCARE MARKETER'S EXCHANGE bringing us all together.



Robert T. Enos is Media Director, AbelsonTaylor, 33 West Monroe, Chicago, IL 60603. He can be reached at 312-894-5719 or Robert.Enos@abelsontaylor.com.

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Love from the Beginning

Where do I begin????

25 years of waiting for a monthly publication I actually looked forward to receiving. Timely news, articles, and tidbits about my friends, colleagues, clients, their ambitions, defeats, challenges, and successes. This magazine has literally been all over the world with me and articles are constantly shared with colleagues who have retired and left the business. The legacy of families passed on in our industry. It always comes down to saying to my brother Jim, who's been in the industry, "Hey, Jim, do you remember this person? Their kid is in the biz now."

Certainly, Nancy Leonard's ongoing and committed support of the Healthcare Businesswomen's Association from Day One is most appreciated by me. When others

This magazine has literally been all over the world with me and articles are constantly shared with colleagues who have retired and left the business.

blew us off, she knew that HBA was going to be a driving force in our industry, and wrote about us consistently. Knowing her from years before, knowing that she knew what she was selling, and, most importantly, she was honest. Never a second hesitation about doing business with her and HEALTHCARE MARKETER'S EXCHANGE. I am thrilled to be a former advertiser, and, most importantly, thrilled to be her friend.

Continued success and much love. Wishing you and HEALTHCARE MARKETER'S EXCHANGE another 25 years...if you want it to be!



Peg Dougherty, CMP, is retired President and C.E.O., Custom Made Meetings, Inc., and was Co-Founder and past President of HBA – Healthcare Businesswomen's Association, 6611 The Masters Avenue, Lakewood Ranch, FL 34202. She can be reached at 808-341-9793 or mspegy@gmail.com.

Staying Connected

I love reading and writing for THE EXCHANGE because it's a special publication that has helped me stay connected with all of the amazing people that I've met through the years. You know how it goes, the colleagues, friends, and "partners in crime" you meet at work...as the years go by you just lose touch. It's not that you don't love them anymore, it's just that things change and life gets in the way.

THE EXCHANGE always reminds me that at one time, I spent a minimum of 40 hours out of my week with so

...when I see a friendly face from the past in THE EXCHANGE it makes me happy, and, when I've written an article for The Exchange, I always connect with someone that I've lost touch with.

many people that I grew to like, respect, and care about. I learned from them. I learned about my role, our industry, and our business, and so much more. Each of these relationships has brought me insights, meaning, and depth to my experience that I'm so thankful for. So, when I see a friendly face from the past in THE EXCHANGE, it makes me happy, and, when I've written an article for THE EXCHANGE, I always connect with someone that I've lost touch with.



Sharon Callahan is C.E.O., TBWA \ World-Health, 488 Madison Avenue, New York, NY 10022. She can be reached at 212-771-3390 (o), 917-763-4936 (c), or sharon.callahan@tbwaworldhealth.com.

My Favorite!

THE EXCHANGE has always been my favorite industry publication. It's very informative, while always being fun to read. Nancy and her team are always a pleasure to work with! When I contributed an article on NYC restaurants a few years ago, I was surprised by how many colleagues reached out to tell me how much they enjoyed it.

As a reader or a contributor, I love THE EXCHANGE! Happy 25th Anniversary!

As a reader or a contributor, I love THE EXCHANGE! Happy 25th Anniversary!



Jill Bresnick is Publishing Director, Consultant, HMP Communications, LLC, 70 East Swedesford Road, Suite 100, Malvern, PA 19355. She can be reached at 610-560-4144 or jbresnick@hmpcommunications.com.

Where Are THEY Now?



Staying Busy

When I graduated from the University of Southern California, I knew I wanted to get into marketing as quickly as possible. The pharmaceutical industry was one of the only mainstream industries that drew entry-level marketing candidates directly from their sales forces. So I got a job in pharma sales at Dow Chemical and three years later was promoted into marketing. It worked out just as I'd hoped. After Dow, I went to Allergan Pharmaceuticals, where one of my responsibilities was running a small, in-house agency group. When Allergan decided to divest of this operation, I took it over, forming Pacific Communications with just 18 employees. By the time I retired, the agency was the largest healthcare advertising agency on the West Coast, with 250 employees. I think I am very unusual in that I only had three jobs in my entire adult

I think I am very unusual in that I only had three jobs in my entire adult career.

career: Merrell Dow Pharmaceuticals, Allergan, Inc., and Pacific Communications.

I am really enjoying retirement and haven't been bored for a moment. I am traveling regularly, all over the world: Europe, China, Mexico, and many U.S. cities. I am partial to Italy or anywhere with a ski resort. I'm also spending quality time with family and friends, and keeping physically and mentally active. I love walking, reading, biking – I try to get some form of physical exercise twice a day.

A very good friend of mine once told me when he was in-between jobs, "It's amazing how busy you can stay doing nothing."



Ryan Abbate is happily enjoying retirement after a long career in healthcare marketing. He can be reached at 429 Ocean Avenue, Laguna Beach, CA 92651, 714-423-5777, or rjabbate@hotmail.com.



Thanks for 25 years of connections

From your friends at
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Where Are THEY Now?



Ready to Enjoy Retirement

I've been away from the industry for so long now I suspect it's completely changed...But last I was involved, all media was going to consumer print, TV, and a little radio. The pharmaceutical publications were taking a tremendous hit with no advertising in them anymore. Because of that, I suspect half the publications I used to place space in are gone. I think most of the specialty publications are alive and well, but the remainder are probably gone. I still get a couple and they are very thin, to say the least. But marketing to consumers gets more bang for the client's buck, especially if there is a chance their products will go OTC.

By way of a more personal update, I lost Hadari, my last horse, on November 30th. I haven't ridden in a long time because he was 39 years old and didn't need to be ridden. In fact, this past summer I gave my saddle to a darling 10-year-old named Sophia Kalaka. She is just starting to ride and is horse crazy, so I figured she needed my saddle a lot more than I and she got it, along with all the saddle pads, girths, etc. Nothing like getting an already broken in saddle to use!

So, now I'm back OUT of the saddle once again and this time for good. We are now too old to have pets that could outlive us, so no more horses for me. Besides I was spoiled with the wonderful, gentle ones I had and I don't need to be tackling crazy horses and breaking bones at this time in my life. It's been a wonderful ride since my article in your first

issue. I loved every minute of it and also loved to share my horses with as many as possible too. I would do it all again, if I was about 30 years younger. It's the end of a wonderful era!

Now my husband and I are both totally retired. Bill will be 92 in March, if you can believe that. He is healthy now and has beaten cancer TWICE. I just turned 72 and healthy too, so it's time to sit back and enjoy retirement... and we both are. We do keep busy though as we have a lot of family around us. Matt, our one grandson that was in the Army, just finally got out and returned to this part of the country from Colorado, with a wife and baby. We had no idea he had a wife and baby, so that was the shock of 2016 for us. We still have seven grandkids and now also have four great grandkids. Last I wrote, we had the first and only great grandchild, Emma. This Christmas was our first with a few of the grandkids and great grandkids and we couldn't wait. After all, Christmas is for kids, no? Along with those very close to us too.



Me and Bill.

Your young ladies are treasures, by the way. I love reading about their growing and adventures. I still remember when you adopted both of them. Where has the time gone?

Hope you and all at THE EXCHANGE have a wonderful and prosperous 2017.



Gale Brugeman is a now-retired former Media Director of GB Media. She lives at 85 Daniels Road, Corapeake, NC 27926. She can be reached at 252-645-8747 or gbrugy@earthlink.net.

Happy in Retirement

I'm living and loving a retired way of being for three years now, playing lots of golf, traveling to beautiful places to hike and kayak. We have a new RV and completed a wonderful trip through Arizona, Colorado, and Utah National Parks last summer. We enjoy our two awesome daughters and our newest companion, our dog Griffen, a Coton De Tulear. He is 16



Partners in Freedom.

months old and travels with us. We decided to get him after our 13-year-old Soft-Coated Wheaten Terrier Toby passed almost two years ago.

25 years ago found my wife Kim and I putting our roots down in our new home in Ridgewood, NJ, as I became Vice President of Sales for Medi-Promotions and Medi-Scripts. This began an awesome run of success and wonderful relationship creation in the best industry ever. We now live in La Quinta, California. Cheers!



Ken Jones is retired after 35 years in healthcare marketing. He can be reached at khjones1114@gmail.com.

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Where Are THEY Now?



My 25th Anniversary... and Yours!

While I do not consider myself a numerologist, sometimes number association is fascinating to me. THE EXCHANGE celebrates its 25th anniversary in February 2017 and I celebrate my 25th anniversary in retirement. Furthermore, in February 2017, I will become an octogenarian, after celebrating Carol's and my 55th wedding anniversary in January.

HISTORY IN PHARMA

One might say my initial exposure to the drug industry was a part-time job at the age of 13. My employer was Chain's Pharmacy located in Philadelphia a few blocks from where I was born and raised. My responsibilities were delivering prescriptions on a bike and working at the soda fountain. Salary was \$.55 an hour plus a few nickels and dimes in tips. The year was 1951.

In September 1962, after returning from active duty in the Army Reserve in Fort Knox, Kentucky, I launched my full-time business career. I was hired as a Marketing Trainee at Sauter Laboratories a wholly-owned subsidiary of Hoffmann-LaRoche. Three-and-a-half years later, I joined Colgate-Palmolive as a Product Manager in the Toilet Articles Division. Then, in February 1968, I joined Medical Economics Company as a Sales Representative on *RN Magazine*. My hire was to replace a retiring representative named Gladys Huss, who many years prior one could say was the person who broke the so-called glass ceiling.

Of the many examples of good fortune I've received in life, one was my association with Medical Economics Company, one of the best, if not the best, medical publishing companies in the U.S. Outstanding products and people contributed to the company's greatness. My mentor at Med Ec

and the person who contributed the most to my success was Charlie Daly. We had an exceptional personal and professional relationship.

My career at ME also paralleled a time when print was king. All of our periodicals were leaders in their respective markets and *PDR* was the Bible for prescription drug information. Today, with advances in technology, print is a dying medium. Certainly there is a place for niche print, but even icons such as *The Wall Street Journal* have recently re-formatted to adapt to changing times.

Being retired for 25 years presents a real challenge to identify changes in the drug industry. It seems the business model for pricing prescription drugs has not changed and direct-to-consumer advertising on TV is a questionable expenditure...this coming from a former advertising guy.

PERSONALLY SPEAKING

On a more personal note, we have been blessed with three wonderful children and seven beautiful granddaughters ranging in age from eight to 20 years. We take great enjoyment in their academic and extracurricular activity.

After 41 years in North Caldwell, New Jersey, we moved in September 2015 to our vacation home in Long Beach Island; the home has been in the family for 46 years. For the past 24 years, we are snowbirds, spending January to April in Naples, Florida. While there, we see many friends in the industry and classmates from high school and college. On one or two occasions each year, I get together with some dinosaurs from Med Ec.



My wife Carol and me with our kids Katie, Meg, and Matt.



Tom McGill retired 25 years ago. At that time he was Chairman, President, and C.E.O. of Medical Economics Company, Inc. He can be reached at 8 Ryerson Lane, Long Beach Township, NJ 08008, 609-492-0062, and boyomcgill@gmail.com. Tom will be in Florida till 4-15-17 and can be reached at 239-260-9835.

Once a Writer, Always a Writer

25 years ago I was selling ad space in *Archives of Dermatology* (no longer in existence) after stints with Marion Labs (gone), USV Pharmaceuticals (gone), Wesson and Warhaftig (gone), Lavey, Wolff and Swift (gone), and Sudler and Hennessey (still exists). Times change, don't they?

I was always a writer, and something I wrote interested Nancy, so she published it. Several more articles followed.



Now retired, I'm committed to a Creative Writing class. I love it.

Phillip Altamore is Retired. He can be reached at 609-371-9151 or paltamore@icloud.com.

Must-Know Industry Events

2-4 SCOTTSDALE, AZ

13th Annual Mayo Clinic Women's Health Update, 480-301-4580

6-10 SCOTTSDALE, AZ

24th Annual Radiology in the Desert, 813-806-1000

8-11 KOLOA, HI

28th Annual Winter Conference of Emergency Medicine, 925-969-1789

8-11 LOS CABOS, MEXICO

24th Annual Spring Conference on Women's Health, 925-969-1789

8-12 PARK CITY, UT

2017 Sports Medicine Winter Summit, 781-829-9696

10 PHILADELPHIA, PA

5th Annual Lung Cancer Symposium, 215-955-6992

12-15 NATIONAL HARBOR, MD

The Center for Business Intelligence is sponsoring "Pharma Forum 2017," 800-817-8601

14-18 SAN DIEGO, CA

American Academy of Orthopaedic Surgeons Annual Meeting 2017, 844-529-3707

15-18 SINT MAARTEN, NETHERLANDS

24th Annual Spring Conference on High Risk Obstetrics, 925-969-1789

18-19 ST. PETERSBURG, FL

5th Annual Shaping the Management of Parkinson's Disease, 216-444-7591

24-25 PHILADELPHIA, PA

4th Annual Digestive Diseases: New Advances, 973-290-8214

26-31 HOLLYWOOD, FL

The SAR 2017 Annual Scientific Meeting

MARCH

2017

and Educational Course, 713-965-0566

27-31 PALM COAST, FL

11th Annual Primary Care Spring CME Conference – Session I, 800-327-4502

MEETINGS IN APRIL

5-8 LAHAINA, HI

21st Annual Spring Conference on Pediatric Emergencies, 925-969-1789

7-8 ORLANDO, FL

2nd Annual Skin: Practical Dermatology for the Generalist, 507-266-9815

MARCH

2017

FUN THINGS TO DO

NEW JERSEY March

Prudential Center

25 Lafayette Street, Newark, 800-745-3000

- 4 - 2017 American Cup Gymnastics
- 9-12 - Ringling Brothers and Barnum & Bailey Presents Out of This World
- 17 - Lionel Richie with Special Guest Mariah Carey
- 18 - Florida Georgia Line "Dig Your Roots Tour" with Special Guests Dustin Lynch and Chris Lane
- 24 - BTS – Bangtan Boys
- 31 - Casting Crowns

Starland Ballroom

57 Jernee Mill Road, Sayreville, 888-929-7849

- 4 - Dance Gavin Dance and CHON
- 11 - Overkill
- 17 - Grouplove
- 18 - Appetite for Destruction (Tribute To Guns N' Roses)
- 23 - Senses Fail
- 28 - New Found Glory
- 29 - Simple Plan

State Theatre

15 Livingston Avenue, New Brunswick, 732-246-7469

- 4 - The Sleeping Beauty "Russian National Ballet"

- 5 - Pat Benatar & Neil Giraldo
- 6 - The Classic Rock Show – "A-Z of Rock" World Tour 2017
- 10 - Dennis DeYoung – The Music of Styx
- 11 - Milk and Cookies – Jack McKeon
- 11 - The Five Irish Tenors
- 24 - Pippin
- 31 - The Beach Boys

Wellmont Theatre

5 Seymour Street, Montclair, 973-783-9500

- 4 - Rubba Band Business – The Tour
- 5 - Andrew Dice Clay
- 16 - Johnny Rivers with Special Guest The Lovin' Spoonful
- 18 - The Fab Faux Sgt. Pepper 50th Anniversary
- 19 - Amos Lee
- 28 - Mockstrosity Tour with Mac Sabbath
- 29 - Killswitch Engage/Anthrax – The Killthrax Tour
- 30 - Moe.

NEW YORK March

Beacon Theatre

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

- 1 - ZZ Top
- 4 - My Favorite Murder

- 10 - An Evening with Dawes
- 11 - Passenger
- 18-22 - Wilco
- 31 - Zucchero

Madison Square Garden

7th Avenue, between 31st and 33rd Streets, 866-858-0008

- 1 - Luke Bryan: Kill The Lights Tour 2017
- 2 - Panic! At The Disco
- 3 - Billy Joel
- 7 - Game of Thrones
- 19,20 - Eric Clapton

Radio City Music Hall

1260 Avenue of the Americas, New York, 866-858-0008

- 4 - Il Volo: Notte Magica – A Tribute to The Three Tenors
- 11 - Regina Spektor
- 25 - Franco De Vita
- 31-4/1 - Harry Potter and the Sorcerer's Stone in concert

The Theatre at Madison Square Garden

7th Avenue, between 31st and 33rd Streets, 866-858-0008

- 4 - Okean Elzy
- 18 - TobyMac: Hits Deep Tour
- 28 - Garden of Laughs
- 31 - Los Fabulosos Cadillacs

John Nosta



John Nosta with his mentor John Sculley.

Birthplace: Perth Amboy, NJ

Marital Status: Married

Children: 3

Occupation: President, NostaLab

Years in Industry: 25

College: Boston University

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

I'm very lucky to have one of the best mentors in the world – John Sculley. From Pepsi to Apple, John's experience has been a wealth of information for me to learn and grow through. Add to that, our interesting and provocative discussions about people like Steve Jobs, and I couldn't imagine a better mentor.

What are two things on your bucket list?

Experience zero gravity. Make a significant contribution to the digital health movement.

What is the biggest obstacle you have overcome?

The realization that people in power often DON'T have the right answer. You need to trust your gut. In today's world, change is no longer linear – it's exponential. And those who plot their course along a "flat earth" strategy are doomed to failure.

Do you have any pets?

Yes, we have a four-month-old Labradoodle named Oliver.

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

There's a new show on CBS coming out this month. It's called *Pure Genius*. It's about digital health and I would love to have a part.

If you could have lunch with any person, living or dead, who would it be?

I would have lunch with my father who passed away many years ago. We would have so much to catch up on and I would value his counsel. He was an electrical engineer and

*As you think,
so you act.
As you act,
so you become.*

I can just imagine the sense of amazement, wonder, and promise that would be part of our conversation

What is your favorite restaurant?

Oh, that's really simple. I love GREAT restaurants. From the hole in the wall café to a grand Michelin Star winner, it's really about the food on your plate and not as much the room you're in.

How do you stay fit?

Do you mean physically or mentally? I am a 30-year Vipassana meditator.

What is your favorite quote?

"As you think, so you act. As you act, so you become." I'm a big fan of cognition and power of the human brain. In fact, I've given a TEDx talk entitled *Genius Is Our Birthright and Mediocrity Is Self-Imposed*. <https://www.youtube.com/watch?v=lrldczkk1Nc>

What three adjectives best describe you?

Engaged. Inquisitive. Persistent.

Last good book you've read?

BOLD by Peter Diamandis.

What age would you like to be right now?

I am exactly where I need to be. In fact, the past is only a present memory and the future hasn't arrived. I'm very comfortable in the "now."

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

No thanks! I've already won the lottery on personal and professional terms. I'll give someone else a turn.

If you could be anyone who would you be?

Wow. I'm happy with who I am now. And while it might be a fun "thought experiment," I believe that the downside risk isn't worth it. You know what they say about the grass on the other side...

What one thing would you have done differently?

I think I might have finished my M.D. and perhaps pushed to a Ph.D. also.

Best/worst part of your job?

My job leading www.NostaLab.com is perfect all the time. And when perfect is taken from perfect, perfect still remains.

What one little thing always makes you happy?

A simple simple smile from my children or an engaged thought.

John Nosta is President, NostaLab. He can be reached at jnosta@NostaLab.com.



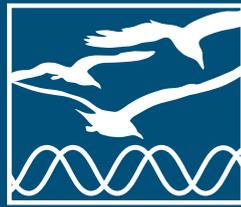
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