

Vote for Your Favorite Pet!! (See Page 3)

Healthcare Marketer's

Exchange

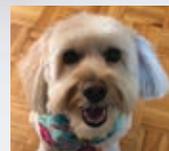
"Where Healthcare Marketers Connect"

VOL. 27, No. 1
FEBRUARY 2018



Coming Up in March...

- Pet Pics & More
- Lisa Healy on Podcasts
- Colleagues' Binge-Watching Faves
- Michael Konowicz Looks Into The Future



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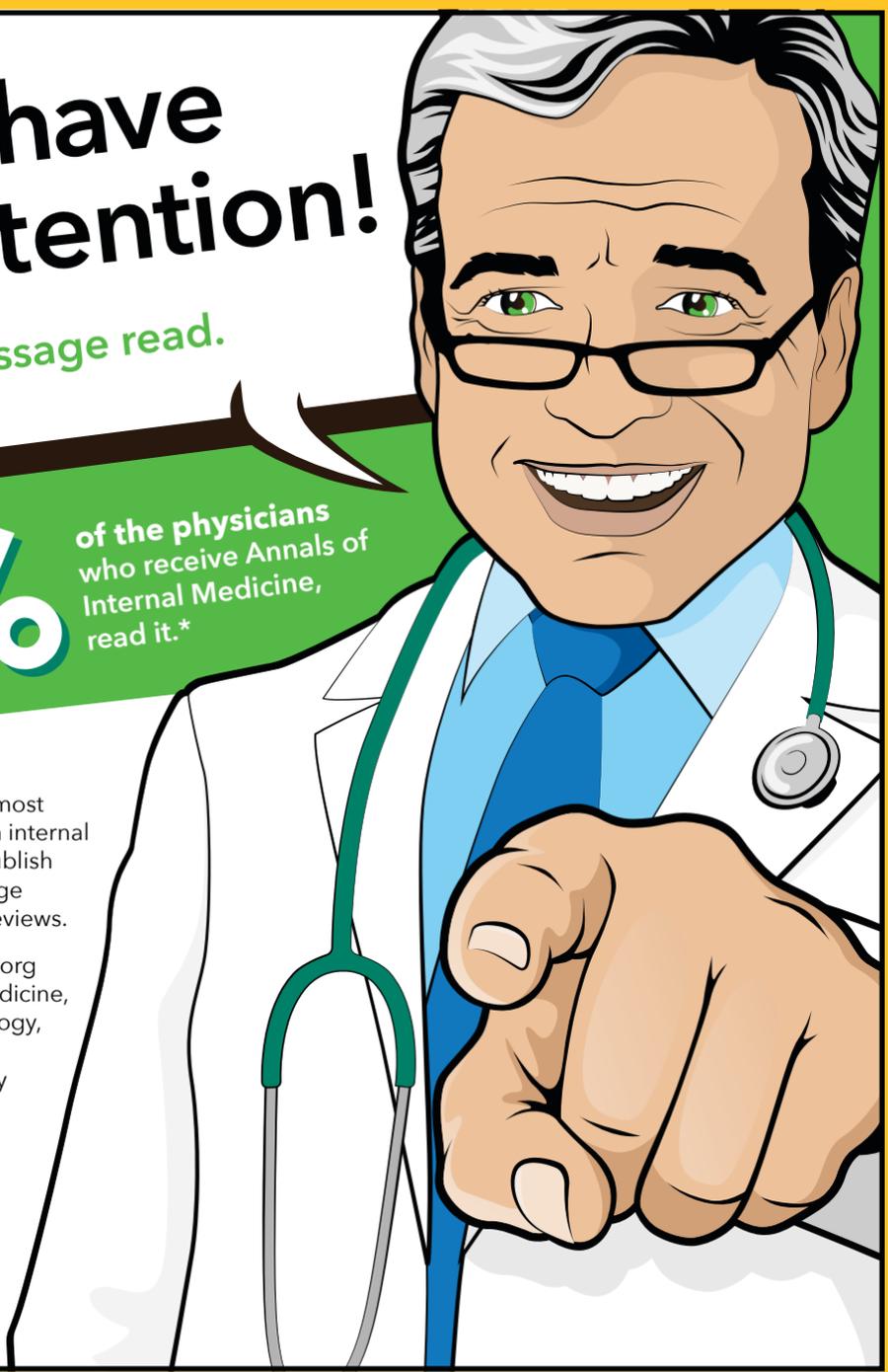
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*Source: Kantar Media, December 2017 Medical/Surgical Readership Study, Internal Medicine Office and Hospital.



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Dear Healthcare Marketer:

We've come a long way, baby! Many of us remember using the rotary dial on our princess phones, computers that took up half a room, and massive televisions with rabbit ears that helped us get reception. Who could have imagined we would now be living in a world where flat TVs hang from our walls, and we can stream pretty much anything on our smartphone? Who would've thought we could deposit a check through a picture instead of going to the bank? Or talk to Alexa to get the latest weather, our favorite songs, a joke, recipe, or even place an order using just our voice?



And we haven't even scratched the surface of what is to come in terms of digital technology! I recently saw a newsfeed story about a machine that folds your laundry for you for \$900. If the price comes down, I am interested! I can't wait for the day that a robot will do all my mundane chores, but I am a little worried about how the inactivity may cause weight gain and laziness. Maybe the robot could move my legs and arms for me?

There are some positive and negative aspects of living in a digital world. For example, I can't get my teenage daughter to stop streaming series on her phone...she is addicted once she starts! (Although I will admit, I myself got addicted to *The Marvelous Mrs. Maisel* this past weekend!) On the positive side, I recently got a Subaru, and I have Apple CarPlay capability in my car. It is a fantastic feature for music, maps, and lots more infotainment...if only I can learn how to use it to its full potential! I love the way this digital world helps us stay in touch no matter where we are. Personally, I have cousins in more than 10 states, and Facebook helps keep us connected and close, regardless of the distance. And professionally, LinkedIn has helped THE EXCHANGE keep our circulation up to date. Our goal is to have all of our readers become connections so we will get alerted if you move to another company. That way we can get your new address and you don't have to miss an issue of THE EXCHANGE (if you're not already connected with us on LinkedIn, please join us at [LinkedIn.com/in/HMEExchange](https://www.linkedin.com/in/HMEExchange)).

The digital world is changing so quickly it's hard to keep up! That's why, this month, we're featuring the results of our recent *Everything Digital Survey*. We've also got in-the-know industry colleagues sharing their insights and a few of their favorite apps. R.J. Lewis ponders what the world will look like in the not-too-distant future. Simon Lindsay reminds us that the future of digital is here with his take on the latest in VR (virtual reality). Alya Sherman brings us on her journey of the evolving digital world, with a nod to the power of social media.

Most of us have our favorite apps and sites...there are so many, and more every day. You just may find a new choice from Dominick Cirilli, Heather Van Ness, Carolyn Subers, Charles Hyde, Sue Lipinski, Frank Iorio, Kimberly Davidow, Heather Klose, Doug Conetta, Juliet Lee, Wynn Hansen, Jeffrey Mucciolo, Todd Adrian, Stef Stendardo, Daria Blanco, and Stephanie Hanaway. How are people feeling about the digital world? Many of those who shared their faves also weighed in on likes and dislikes, as did Lisa Healy, Mark Perlotto, Bianca Blando, Gina Bennicasa, and Fred Haag. And thanks this month to Mike Palencia for giving us a little insight into his life through *Personal Exchange*. Look for more on the Digital Age next month, plus our Annual Pets Photo Contest, and more.

We have become accustomed to so much that was inconceivable just a few years ago. What's next? We'll keep you posted as we tap into the incredible talent in our industry who are on the cutting edge.

Logging off,

Nancy

Don't Forget to VOTE... for Your Favorite Pet!



Who knows? Your vote may determine our next Winner of THE EXCHANGE Annual Pets Photo Contest.

Go to www.hmexchange.com/contests to cast your vote!

Participate in our Upcoming Issues...

April – Where'd You Go on Vacation?
 We want to hear about it!

Did you choose an exotic location? A cabin in the woods? Action and adventure or chillin' with cool drinks and hot sun? Absolutely perfect or a little disastrous?

Send your Travel Story to Nancy at NALeonard@HMEExchange.com – a paragraph or more up to 750 words by February 15, 2018.

May – Who Is Your Mentor or Hero?

Do you want to pay tribute to someone in the military for their bravery and sacrifice? Celebrate someone who's your personal hero (and, yes, that includes parents and children)? Or recognize a life-impacting mentor?

Send your Mentor/Hero Story to Nancy at NALeonard@HMEExchange.com – a paragraph or more up to 750 words by March 15, 2018.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

new¬eworthy

awards, mergers
approvals

Apellis Pharmaceuticals, Inc., has announced the appointment of **Timothy Sullivan** as Chief Financial Officer. He can be reached at 502-241-4114.

ChemoCentryx, Inc., has announced the appointment of **William Fairey** as Executive Vice President and Chief Operating Officer. He can be reached at 650-210-2900.

CMI/Compas has announced the appointments of **Mykela Isaacs** and **John Bucaccio** as Associate Analyst, Search Engine Marketing; **Jennie Nguyen** as Associate Media Planner; **Ryan Burchinow** as Associate Director, Social Media; **Shanah Sloane** as Associate Campaign Analyst; and **Lindsay Siegel** as Senior Analyst, Social. They can be reached at 215-568-5944. **Amy Welcher** has been appointed Associate Analyst, Search Engine Marketing; **Patricia Flannery** as Director, Media; **Joseph Boylan** as Senior Specialist, Digital Ad Operations; **Sharon Desimone** as Manager, Digital Ad Operations; and **Karlee Jimenez** and **Ruth (Ruthie) Levison** as Digital Ad Operations Specialist. They can be reached at 484-322-0880. **Jeanne Jennings** has been appointed Vice President, Media, and **Elisabeth Hediger** as Associate Campaign Analyst. They can be reached at 646-840-0717.

Frontline Medial Communications has announced that **Dr. Howard A. Burris, III**, Editor for both *JCSO (Journal of Community and Supportive Oncology™)* and *Oncology Practice®* has been appointed President of the American Society of Clinical Oncology (ASCO) for the 2019-2020 term. He can be reached at 615-320-5090.

HMS has announced the appointment of **Emmet O'Gara** to the newly created position of Executive Vice President, Total Population Management (TPM). He can be reached at 800-701-7864. **Michael Cole** has been appointed to the newly created position of Senior Vice President, Commercial Markets. He can be reached at 214-453-3000.

Merck has announced the appointment of **Teri Loxam** as Senior Vice President of Investor Relations and Global Communications, adding general communications oversight to her current role. **Loxam** is taking over the position of **Adele Ambrose**, who retired in January. **Loxam** can be reached at 908-740-4000.

Novartis has announced the appointment of **Elizabeth Barrett** as Chief Executive Officer of **Novartis Oncology** and a member of the Executive Committee of **Novartis**. **Barrett** succeeds **Bruno Strigini**. She can be reached at 41 61 324 2200.

Privia Health, L.L.C., has announced the appointment of **Doug Weners** as Acting Chief Executive Officer. He can be reached at 571-366-8850.

Tonix Pharmaceuticals has announced the appointment of **Jessica Morris** as Chief Operating Officer. She can be reached at 212-980-9155.

The Walchli Tauber Group has announced the retirement of **Gary Walchli**, President.

Allergan has announced plans to cut 1,000 jobs as part of its cost-reduction efforts. The cuts will affect employees in commercial and other functions. For more information, visit www.allergan.com.

Celgene Corporation, a global pharmaceutical company, has announced the acquisition of privately-held **Impact Biomedicines**, which is developing fedratinib, a highly selective JAK2 kinase inhibitor that is being evaluated for myelofibrosis and polycythemia vera. For more information, visit www.celgene.com.

Evoke Group has announced the addition of two **Huntsworth Health** agencies to its list of health marketing companies – **Tonic Life Communications** and **nitrogen health** – in order to better provide clients with a diversified culture of comprehensive, unified solutions under one roof. **Tonic** will bolster clients with public relations expertise, social media, and influencer marketing. For more information, visit www.tonicl.com.

McKesson Corporation has announced that it has acquired **RxCrossroads** from **CVS Health**. For more information, visit www.mckesson.com.

Merck & Co. and **Pfizer, Inc.**, have announced the FDA approval of the SGLT-2 inhibitor **Steglatro** as a single therapy and in fixed-dose combinations with **Merck's** diabetes drug **Januvia** or with **metformin**, an older generic treatment typically given to newly diagnosed patients. For more information, visit www.merck.com.

Novartis has announced that it has received FDA Breakthrough Therapy Designation to **Promacta (eltrombopag)** as a first-line therapy for use in combination with standard immunosuppressive therapy for the treatment of patients with severe aplastic anemia (SAA). The FDA also approved the inclusion of Treatment-free Remission (TFR) data in **Novartis's** **Tasigna** U.S. product label, which will make it the only tyrosine kinase inhibitor (TKI) that provides defined, approved criteria to monitor TFR. For more information, visit www.novartis.com.

Pfizer, Inc., has announced it will be ending its early-stage research in neuroscience and cutting approximately 300 jobs, primarily at the company's locations in Groton, CT, Cambridge, MA, and Andover, MA. For more information, visit www.pfizer.com.

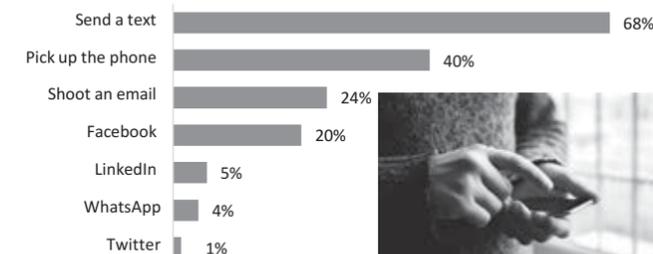
Sanofi has announced the FDA approval of **Admelog® (insulin lispro injection)**, the first follow-on insulin lispro to help people living with diabetes manage blood sugar levels at mealtime. For more information, visit www.sanofi.us

Teva Pharmaceutical Industries, Ltd., has announced that it will be eliminating 14,000 positions globally – more than 25 percent of its total workforce – over the next two years as part of a major restructuring plan. The plan will also include the closure or divestment of a significant number of R&D facilities, headquarters, and other office locations around the world. For more information, visit www.tevapharm.com

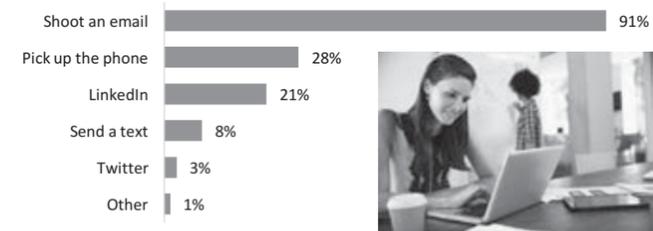
EVERYTHING DIGITAL

SURVEY RESULTS

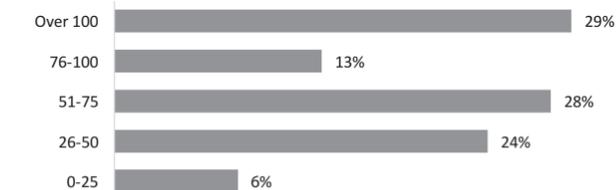
In what ways are you most likely to connect personally?



In what ways are you most likely to connect professionally?



On average, how many business emails do you get a day?



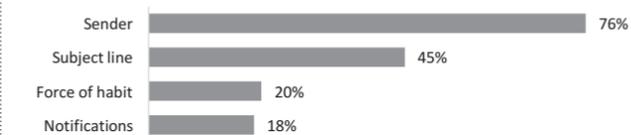
Do you check your work email outside of work?



If yes, do you check your emails over the weekend?



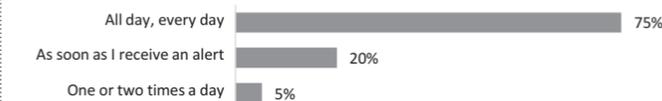
What prompts you to open emails?



Do you find that spam filters cause you to miss a lot of emails?



How many times a day do you check emails?



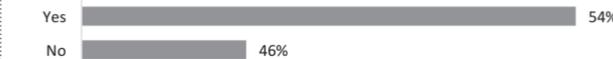
Do you give your cell phone number out to colleagues?



Do you give your cell phone number out to clients?



Do you regularly text colleagues?



Do you regularly text clients?



(Continued on page 7)

AMM Association of Medical Writers

2018

Nexus & HME Humanitarian Awards

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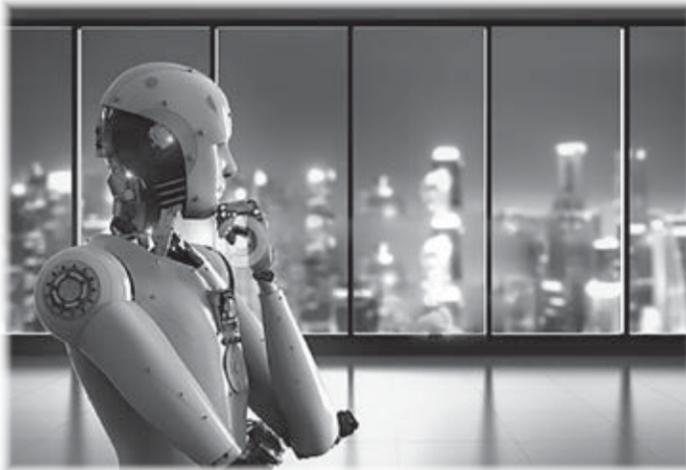
www.ammonline.org/nexus-awards

The Digital Future

EXCITEMENT AND FEAR CO-MINGLE

BY R.J. LEWIS

I vacillate between excitement and fear when I contemplate the digital future. I lean more towards excitement, as I believe the fear is simply fear of the unknown. Since we are reaching that future at an exponentially accelerating pace of innovation, expect the fear to grow, as the unknowns grow. The primary area of fear is around artificial intelligence (AI), and expressed by visionaries such as Elon Musk. There are real fears over what happens when machines, specifically AI-powered robots and devices, become smarter than humanity. We had similar fears when we first heard thunder and saw lightning, and when man first contemplated circumnavigation of the globe and leaving it for space travel. Knowledge empowered us to overcome these fears.



pears. When you dream it, with the support of AI, it simply appears. "When you dream it, you can do it."

PREPARE FOR A SHIFTING WORLD

Excitement vs. fear is also the theme when you contemplate societal shifts that are coming. The world of automated cars, homes, and robots powered by artificial intelligence brings incredible benefits. Car accidents, home fires, break-ins, and other tragedies will be reduced or eliminated over time. Convenience and instant gratification will be the norm. Our standard of living will not just increase at the pace it has increased over past generations, but exponentially increase. Future generations will look back at how we are living today and truly struggle to understand how we existed

without their modern creature comforts. Getting to this utopia will test society to its limits.

People are slow to adapt and large societies of people are even slower. We are in for significant job loss as entire industries move to near-complete automation. The income divide will continue to accelerate and be even more pronounced. There are no industries or jobs today that are immune to such disruption. Even the programmers will lose jobs to AI programming as the machines start to code themselves, writing new, faster, more efficient programming language that the programmers no longer have the capacity to understand. We have major societal questions to answer around privacy, currency, work, value of contribution, the role of government, income distribution, leisure time/hobbies, and, most importantly – the degree and timeline to which we want to give into this future or try to avert it. While I think we can craft and shape it, I don't think we can avert it entirely.

THE DANGER AHEAD

It's hard to imagine a dysfunctional government taking a leadership role in crafting a future that few barely under-

(Continued on page 7)

Digital Future (Continued from page 6)

stand. Man's desire for control could prove to be harmful. Control of citizens, control of armies, weapons, economies, etc., could ultimately lead to our destruction. We have a long history of leveraging the latest technology in our weaponry. To do so with AI would be catastrophic. Used maliciously, robotics plus AI would become the new "nuclear" threat that requires only one country or company's pursuit and embrace to end in catastrophe. There is no "finger on the button" that needs to be pushed. Once unleashed, AI on the wrong course would result in destructive chaos. Any success, by any single party, to weaponize AI results in assured destruction for all.

OPTIMISM WINS

While the tone of this article might imply otherwise, I am more optimistic than concerned. In the future, there will be advances to production, services, the manufacturing of goods, that we can't even begin to imagine. Our quality of life will skyrocket. Our productivity will skyrocket. Our leisure time, should we choose to take it, will be more bountiful than ever before. While there are serious risks and societal consequences that we must face on our way there, we are empowered to shape our future. We must debate, discuss, and make smart decisions about how we advance, how we ultimately interact with AI, and how we address the numerous disruptive consequences of our inevitable advancements in technology.



R.J. Lewis is Founder and CEO, eHealthcare Solutions, 810 Bear Tavern Road, #102, Ewing, NJ 08628. He can be reached at rlewis@ehsmail.com or 609-882-8887. Twitter: @rlewis

R.J.'S FAVORITE APPS

salesforce **Salesforce1:** Allows me to track real-time revenue generation for our publishing partners by advertiser.

IFTTT (If This, Then That): Is connected to hundreds of other apps and allows me to trigger specific actions based on other actions. E.g., If I am tagged in a Facebook photo, save photo to Dropbox.



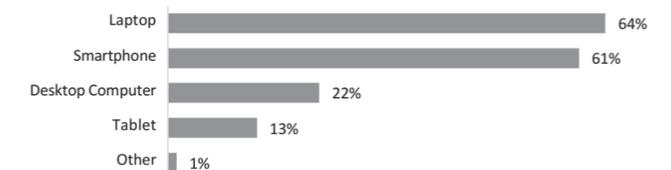
Tracks my run, mileage, pace, routes, posts such on Facebook or Twitter (optional), posts to friends in my feed, and fosters very motivational "friendly competition" with other runners.

SURVEY RESULTS

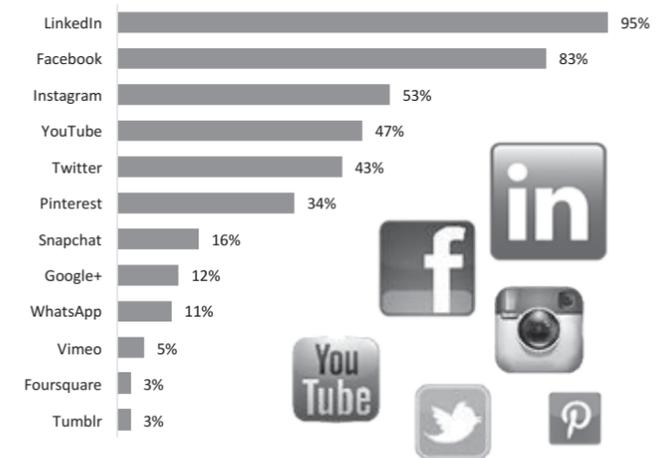
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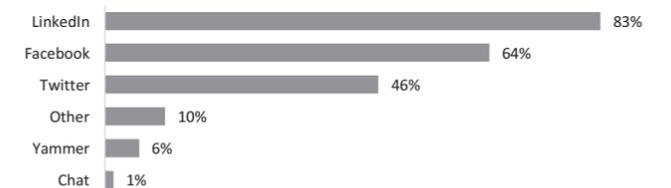
What devices do you frequently use?



What forms of social media do you use?



Does your company use any of the following to promote your services or share information?



Have you made any personal or professional connections through LinkedIn?



WHAT IS YOUR FAVORITE APP OR WEBSITE?



“ *Storyblocks.com*  **Storyblocks** is where you can get very economical stock images. ”

Dominick Cirilli, CM&N Advertising, dcirilli@cmn-adv.com



“ A couple of favorite work-related digital/social tools: 1) **Doodle**  **LinkedIn**  *Doodle.com* is a god-send for scheduling meetings, 2) LinkedIn – being able to see how members of our communities are connected, to make new connections in new ways, to find people with similar or specific interests/experience/connections in or outside your network – these are amazing gifts that have changed the way I get work done! ”

Heather Van Ness, Van Ness Communications, vannesscomms@gmail.com



“ LIFE360 [a family locator, messaging tool, and communication app all in one] allows me to keep an eye on where my children are at all times. ” 

Carolyn Subers, TGaS Advisors, csubers@tgas.com



“ Venmo, for when my daughter needs cash at college...only occurs when I exhale. My daughter is a senior at the University of Kentucky. She uses (and we do, as well) Venmo to share expenses. With four roommates, they frequently have to split rent and utilities, and Venmo is perfect for that. From what I have heard, 90% of college students use it frequently. It's free and easy to use, hence the high adoption rate with college students. ” 

Charles Hyde, Lexicon, ch Hyde@lexpharma.com



“ Ruelala [an online shop featuring must-have brands *Ruelala* for her, him, home, and more up to 70% off] because there are awesome deals to be had! ”

Sue Lipinski, TGaS Advisors, sue.lipinski@tgas.com



“ I'm in three actively-gigging bands in the Westchester County, NY, area. Each has their own Facebook page. I create events, invite connections, co-promote with the various venues, and post photos and videos of the shows. Generally speaking, after a show we will get a flurry of activity on the page(s), gaining followers, and adding to our promotion list. I use Facebook on a VERY limited basis for business purposes. ” 

Frank Iorio, Frontline Medical Communications, forio@frontlinemedcom.com



“ Instagram is doing a strong push on shared video integration through users' profile stories. I enjoy watching videos that my friends and family put together on a regular basis. They're extremely creative! I, too, enjoy developing my own videos to share with my followers on this platform. ” 

Kimberly Davidow, GCI Health, kimberly.davidow@gcihealth.com



“ Slack [a cloud-based set of proprietary tools and services] is how we communicate in the office with all of our various agency locations. It's a wonderful way to collaborate quickly and efficiently. ” 

Heather Klose, SSCG Media, hklose@sscgmmedia.com



“ Dunkin Donuts...I order an iced coffee every morning using the order-on-the-go feature. ” 

Doug Conetta, McCann Health, doug.conetta@mccann.com



“ FirstWord Pharma offers breaking news and informative survey results from HCPs. ” 

Juliet Lee, SSCG Media Group, jlee@sscgmmedia.com



“ Upside [one-stop shopping for air, hotel, Uber, and rental cars] is a new favorite...it gets me bundled rates for business travel/hotels, and I get gift card credit back for personal use. ” 

Wynn Hansen, SmartBrief, whansen@smartbrief.com



“ Evernote is a free and secure app designed for note-taking, organizing, and archiving that seamlessly syncs between your computer and your smartphone. I use it dozens of times a day to track my billable hours, manage to-do lists, take notes on ongoing projects, set reminders, capture creative ideas, gather interesting web links, and store key info (like passwords, credit card numbers, bank accounts, etc.), so I have access to all of it at all times. It's like having a second, more reliable brain! ” 

Jeffrey Mucciolo, Creative Fusion, jmucciolo@me.com



“ Quirk's [a site that offers free case studies, articles, and tools for marketing research and insights] is a great professional reference for marketing research, best practices, and industry articles. ” 

Todd Adrian, toddadrian@gmail.com



“ PubMed [a free full-text journal article archive]...I am a freelance writer, so I use it all the time to find references to support what I need to write. I also use it to show 

(for needs assessments) how many articles were written on a particular topic each year. The site gives the option of filtering by several parameters, including showing only articles that give free full text (good for the budget!). It is also good for citations that conform to general editorial standards. ”

Stef Stendardo, SCS, Inc., stef.scs@comcast.net



“ LinkedIn helped me find a job by connecting me to the right people. It is easy to navigate and search by an individual's name or company that you are interested in. I took time off from my career to raise a family, and LinkedIn was the perfect way for me to reconnect with old coworkers. These valuable relationships led to job opportunities that I would never have known about any other way. By keeping in touch regularly with people in the field, I was fortunate to learn of new positions or other connections that could help me. I also found a friend who I went to graduate school with and had lost touch with for over 25 years. Coincidentally, he was the director of the department in which I was applying for a job. Networking is the key to finding the right job and LinkedIn is the perfect site to get started. ” 

Daria Blanco, Eisai, Inc., daria_blanco@eisai.com



“ My favorite professional website is **DIGIDAY**  *Digiday.com*. The newsletter includes the newest installments of 'WTF.' For example, 'WTF is RTB 3.0?' 'WTF is ads.txt?' and 'WTF is an insta pod?' When it is new, it is there (although I must add a caveat that this popular collection is now being diluted with sponsored content, which often isn't as useful or fun as the original editorial posts). There's also some gossipy (but insightful) stuff there. ”

Stephanie Hanaway, AAFP, shanaway@aafp.org

VIRTUAL REALITY – IT'S HERE!

Plus a Few of My Favorite Apps



BY SIMON LINDSAY

The future of digital is here with VR – virtual reality – and I'm particularly excited about it in terms of our industry.

If you've experienced full-on VR, no doubt you'll agree its potential is life changing. You may have already experienced VR in gaming and its wider application in entertainment is easy to imagine. For example, in VR everyone can have a front-row seat at a concert without ever leaving the house.

Indeed, I think we are rapidly approaching the point where this technology will become an indispensable part of our lives, both personally and professionally. I'm especially excited about the emerging opportunities of VR deployment in pharma marketing. I've seen it firsthand with patient education (showing the progression of bone loss in patients with rheumatoid arthritis). VR also provides an unparalleled opportunity for bringing highly visual and immersive learning experiences to HCPs. For example, a physician could use VR to interact with a virtual patient to simulate a new treatment option and response to therapy.

Because VR is so completely immersive, the HCP is free from environmental distractions and interruptions. This allows for more fully focused engagement compared to other media channels. Furthermore, as an analytics guy, I'm very intrigued with the measurement aspects of VR deployment in pharma marketing. We'll be able to track engagement in terms of the content that an HCP is (and is not) interacting with during their VR session, as well as how they are interacting in terms of visual cues and movement within the VR setting. Make no doubt about it, VR is coming and it will be a game-changer in our industry.



Simon Lindsay is Director, Insights & Analytics at CMI Media, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. He can be reached at slindsay@cmimedia.com or 215-568-5944.

IN THE MEANTIME, ON A MORE PERSONAL NOTE, I'VE FOUND A COUPLE OF APPS THAT I REALLY LIKE, PARTICULARLY AS A SOCCER DAD.

TeamSnap is a mobile app for youth sports team coaches like me that is used to manage their team. Before this app was around, Excel and email were the go-to tools of the trade. With TeamSnap, I can set up schedules, communicate to players/parents via push messages, text, and email, and check the availability of players for upcoming practices and matches – all from my phone.



Another invaluable mobile app for coaches is **MyRadar**. This nifty weather app shows incredibly accurate, real-time weather radar. It comes in very handy at practices and matches, ensuring that I can get my team to a safe location in advance of incoming hazardous weather. I've tried a lot of weather radar apps and MyRadar is hands down the best.



The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2016, according to Altmetric.

- 1 United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama (*JAMA*)
- 5 Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents (*JAMA Internal Medicine*)
- 7 The Association Between Income and Life Expectancy in the United States, 2001-2014 (*JAMA*)
- 8 Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial (*JAMA*)
- 19 The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) (*JAMA*)
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WHAT DO YOU LIKE/DISLIKE ABOUT THE DIGITAL AGE?



“I think the digital age is a great frontier, and there are so many opportunities. Those who say they hate it need to understand it better and learn to embrace it.”

Lisa Healy, SSCG, lhealy@sscgm.com



“I think the overuse of social media is creating a generation (or more) of inarticulate, impersonal, short-attention-span, believe-anything, headline-speak people.”

Stef Stendardo, SCS, Inc., stef.scs@comcast.net



“We are becoming less personal. Nobody wants to talk on the phone anymore or even meet in person. We are always busy, as the digital age has allowed us to do more without wasting time to meet with someone in person.”

Dominick Cirilli, CM&N Advertising, LLC, dcirilli@cmn-adv.com



“[I dislike] people’s obsession with social media monitoring and addiction to screen watching.”

Mark Perlotto, Excitant Healthcare Advertising, mperlotto@excitanthealthcare.com



“Dislike: increased physical isolation/decreased prioritization on being ‘together’ for work and other purposes; everyone’s increased distraction due to ever presence of virtual communications pushing into what could/should be focused time on our own or with others.”

Like: increased ability to get and share information and to be in touch with people – though always being on the same page with loved ones and collaborators about how and when to use what social media and digital communications can be a challenge.”

Heather Van Ness, Van Ness Communications, vannesscomms@gmail.com



“The bad: it is always on. The good: instant information. The really bad: you can’t trust the information, even if it is fast.”

Charles Hyde, Lexicon, chyde@lexpharma.com



“The digital age is great because there is so much information available 24/7. The downside is that it consumes your time and we all become obsessed with constantly checking messages. It takes away from personal interactions.”

Daria Blanco, Eisai, daria_blanco@eisai.com



“Technological advancements with electronics such as mobile devices have certainly impacted our lives for the better. However, it is rare to find individuals who aren’t attached or constantly looking down at their cell phones or devices. No matter where you are, people are glued to their devices, whether for work and/or for personal use. I miss the days of making eye contact with people on a regular basis, whether you are walking down the street, on an elevator, or even when you are having a meal with friends and family. The ideal scenario would be marrying technology with personal contact, especially when building relationships with clients and colleagues.”

Kimberly Davidow, GCI Health, kimberly.davidow@gcihealth.com



“From Skype to FaceTime, VR headsets and soon holograms, technology allows us to fully interact – in new and authentic ways – with people we would have simply called or emailed just five years ago. Although some feel the digital age has limited human-to-human interaction, we now have more channels than ever to create meaningful connections.”

Bianca Blando, CMI/Compas, bblando@cmimedi.com



“I love getting info fast, but then the expectation is to respond to people just as fast.”

Juliet Lee, SSCG Media, jlee@sscgm.com



“I dislike how often it is changing. I can’t keep up with it sometimes. Once I get used to a new device or operating system, it’s time to upgrade from that...it can be exhausting.”

Heather Klose, SSCG Media, hklose@sscgm.com



“I saw this saying, and it is so true: ‘The digital age keeps us close to those who are far but keeps us far from those who are close.’ That sums it up for sure!”

Gina Bennicasa, Frontline, gbennicasa@frontlinemed.com



“I like the speed of acquiring information. I dislike the lack of personal interaction. I really want to write a book titled, ‘Electronic Communications: The Demise of Modern Society.’”

Fred Haag, AMGA, fhaag@amga.com

What a Cool Time to Be a Digital Marketer!

BY ALYA SHERMAN

Most of us are old enough to remember doing term paper research using nothing more than the local library’s Dewey Decimal System...and young enough to know how to stay two steps ahead of our kids on social media. What? You’re not doing that? Well then, we’ve got to talk!

MY PATH TO TECH

Not only am I all-in on all the digital technologies overtaking our lives, but I’m at all times on the lookout for new ones. This is primarily because I’m a parent – it’s my responsibility to stay in the know on the latest digital trends. Fortunately or unfortunately, my 12-year-old has very little interest in social media. Perhaps it’s my obsession with it that has turned him away? It only made sense that after years in media and marketing I decided to marry my enthusiasm about all things digital with my love for helping people. This led me to start AlyaBuzz, a boutique agency focused on social media and influencer marketing.

All that said, I’m not the most tech savvy. If you ask my husband, who has become my go-to for just about everything a new business owner needs from contracting to invoicing, he’ll undoubtedly agree. What I lack in tech know-how, however, I make up for in interest and passion. Traits that will get you far in life no matter what you embark on.

I’m certainly not a digital native. How can I be when I remember the days when my family didn’t even own a home phone and had to go to our next-door neighbor in Baku to use hers? Good thing too because the Russian government was all kinds of tech savvy, listening in on all conversations in the good old U.S.S.R. Years later in the U.S., my parents agreed to buy me a beautiful piano...and then sell it to purchase my very first computer. It was a wise investment. I’m sure of that now! Then there was Calico, the VCR, and Walkman, now totally foreign concepts to our kids who demand everything on demand.

MY TOP DIGITAL FAVES TODAY

Fast-forward to today and I can’t take a single step without checking into venues via **Foursquare Swarm** – **Instagramming** my food and blogging about our travels. So many apps have come and gone and so many startups have saved the world twice over, but for me a few staples remain.

• I was an early adopter of **Foursquare Swarm** – a place where people can journal their journeys and share them

with others. As a frequent traveler, it’s how I keep track of where we’ve been, what we’ve seen, and what we’ve eaten. It also makes it easy to share our experiences with others who later want to recreate our steps. And Foursquare Swarm delivers a gamification experience that allows you to not only chronicle your journey but also compete with friends and earn badges/stickers.

• Facebook, LinkedIn, Twitter – I used them all in that order until I was encouraged by a few super-savvy tech friends to try **Instagram**. I was hooked. I guess I wasn’t the only one as they are now one of the largest social media plat-



One of my latest posts thanking a hotel for their hospitality.

forms with close to 800 million active monthly users and owned by Facebook. Why Instagram? They offer what every app should strive for, an awesome customer experience.

Within one app, I can take a photo, edit it, tag friends and venues, and share it across all of my other networks. No complicated filters and motions to learn, which could explain why I can’t master Snapchat. Oh wait, I’m not 15, right!

CONNECTING IS KEY – THAT’S WHY IT’S CALLED SOCIAL!

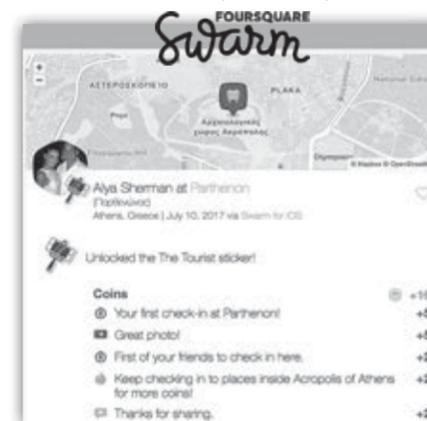
I love social, but only when it’s easy. Easy to share, easy to discover, easy to explain. I like to use it for good as much as evil. Hate the service you received at a restaurant? You now have a direct line to the manager who you hope is seeing your feedback. But have an awesome experience like we recently did with a hotel? Share it and help recognize people for their commitment to customer service.

This is what I encourage my clients to do. Connect with your customers on a personal level. Let them know you’re on social to socialize and not just because everyone else is. Listen, learn, engage, and take interest. You know, kinda like you would if they were right there in front of you. The worst experience is when your customers go to find you but you’re nowhere to be found. Fail!

In 750 words or less (one page in THE EXCHANGE), this was more than Twitter allows, but not enough to say it all. Please contact me for more info and follow me to check out what I’m doing and where I’m doing it!



Alya Sherman is Founder and CEO of AlyaBuzz, LLC, a Boutique Consulting Firm in Philadelphia, PA, specializing in Social Media and Influencer Marketing. She can be reached at 856-237-4465 or alyasherman@gmail.com.



In this Swarm screen shot, I unlocked the “Tourist Sticker.”

Mike Palencia



"Every day
is a new
adventure."

Birthplace: Chicago, IL

Marital Status: Single

Children: 1, Grandchildren: 1

Job Title: VP, Media Director

Years in Industry: 27

College: Roosevelt University

Favorite Sports Team: The Chicago Cubs

What are two things on your bucket list?

Going to Antarctica and climbing something high.

What was your first job?

Media Assistant at McCann Healthcare (later became Torre Lazur McCann).

Do you have any pets?

I have a wonderful dog named Gus. He is an Australian Shepherd and he helps me pick journals. If he likes the smell and how the book feels when he sleeps on it, you're on the schedule.

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

I've recently become a fan of the charity work done by two groups, The Promises Foundation and Sony Pictures. The Promises Foundation has a program called Miriam's House that helps women get the support they need to stay sober, become good parents, and develop into productive members of society. I help fund-raise for Miriam's House. Sony Pictures films many of the shows for Netflix in their Santa Monica, CA, studios (I've been to some tapings) and gives the seats to charities like Miriam's House. Even better, they give each charity \$50 for each seat they fill.

How do you stay fit?

I'm thinking about running a half-marathon. Just thinking about it keeps me fit.

What would be the title of your life?

"What do you mean I'm wrong?" As it turns out, in life, I'm not always right. And there are a lot of people who can give testimony to that. It would fill a three-volume set.

How did you get started in the industry?

I was an undergrad at Roosevelt University. My marketing class professor had a neighbor who was president of an agency and they needed an intern. I literally got my start in this business because two people were friendly neighbors.

What would you like to learn to do?

I'm keen to learn welding. Plumbing, roofing, electrical, woodwork, appliance repair, got it. Turns out growing up the son of a man who owned a building maintenance company teaches you a great deal. Being able to put metal together is the only skill I don't have.

Craziest thing you've ever done?

I tried dancing. Just once.

What is your pet peeve?

Moving something to get to something else. This pet peeve keeps down my hoarding tendencies.

Have you ever had a brush with fame?

Many years ago, I was in Chicago crossing the entrance ramp to Lake Shore Drive at Fullerton and I was almost run over by Oprah Winfrey. This was just before Oprah became a national hit. Oprah was in a brand-new green Jaguar. Come to think of it maybe I should have just laid down...

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

I think it would be cool to go back in time and hear Mozart or Beethoven the way they heard it. I imagine the music would sound dramatically different.

What famous person would you HATE to be stuck in an elevator with?

Please not ever Kid Rock. Please.

What was the best present you ever received?

The best industry present I've received is a pair of orange five-foot three-prong extension cords from AAFP. 20+ years later I'm still using them.

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

I think a great deal more can be done to help people with addictions, be it on a one-to-one basis or by using algorithms to help prevent relapse. I think I would focus my efforts there.

Mike Palencia is Vice President, Director of Multichannel Media, SSCG Media Group, 4 Studebaker, Irvine, CA 92618. He can be reached at 949-855-5902 or mpalencia@SSCGMedia.com.



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