

Next Month
The Digital World

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 28, No. 1
FEBRUARY 2019

PETS PHOTO CONTEST



The winner is...

Olive

*"Donut even try
to tell me I'm
not cute."*

Sarah Baumann
CMI Media



Inside...

- Annual Pets Photo Contest Pics
- Powerful Pet Stories from Jeff Forster, Mari Ippolito, Robin Bartlett
- Dragon Boat Racing with Nicole Woodland – De Van
- Personal Exchange Featuring Mario R. Nacinovich, Jr.

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The Scores Are In!

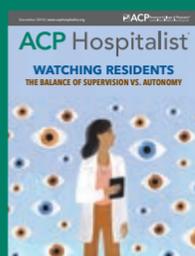
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*Source: Kantar Media, December 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 110 and 210.



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Dear Healthcare Marketer,

I hope everyone's year is going well so far. For the Leonard Family, we are all enjoying the arrival of our new puppy, Penny!
With all the chaos in our household these days, from health issues to just everyday life, we all needed a little something to uplift us. So one day on a whim, I decided a puppy was just what we needed! Some of my friends thought I was absolutely nuts, but others thought it was a great idea. I have to say, from the moment we picked up our new two-month-old family member from LaGuardia, this tiny two-pound girl was instant therapy for my entire family – especially my dad, who doesn't get out much these days. We even bought a carrying case so we can take her places with us. We brought Penny with us when we went to the mall and she made an appearance at my daughter Maddie's basketball game. She was quite a hit!



Dad and Penny. Great therapy.

Our well-loved dog Daisy is getting older, she's now 12 years old. Having a puppy around who she can teach the ropes to is even good for her! Like true siblings, Daisy and Penny are the worst of enemies and the best of friends, depending on the moment.



Pups hanging out in the office.

As you will read on the pages of this issue, we all have a special bond with our furry friends. It's clear I am not the only one who considers my pets very much a part of our family. **Jeff Forster** treats us to a sampling of his family's adventures with rescue dogs and concludes rescues give as much to us as we give to them. **Mari Ippolito**, also a fan of rescues, tells of the journey she and her beloved MacKenzie embarked on as she proved to be a gifted Certified Therapy Dog. **Robin Bartlett** shares his moving experience of how his canine companion Reggie lived his last days with dignity because of a vet who went above and beyond. We're also featuring a fabulous spread of pics of some of the cutest pets in the industry as we showcase this year's Pets Photo Contest nominees. Special congratulations to our cover girl and winner of this year's contest, Olive – whose mom is **Sarah Baumann** from CMI Media.

Just about this time, many of us have let our resolutions fall to the wayside. **Nicole Woodland – De Van** provides the inspiration you may need to recommit to your better health goals through her story of joining a dragon boat team for fun, fitness, and friendship. And her team has won lots of medals along the way! Thanks this month to **Mario R. Nacinovich, Jr.**, for participating in *Personal Exchange*. We know you'll enjoy getting to know him a little better.

February is the perfect time to snuggle up with our wonderful pets and the people we love too!

Happy Valentine's Day,

Nancy

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@HMExchange.com – a paragraph or more up to 750 words by February 15, 2019.

May – We're Celebrating Mothers, Fathers, and Other Influencers

Mom and Dad Memories, Lessons, and Quotes we'll never forget • Your Personal Hero Stories – parents, children, family, friends, colleagues • Who's Most Influenced You? Why and how?

Send your story to Nancy at NALeonard@HMExchange.com – a paragraph or more up to 750 words by March 15, 2019.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

Anthony J. Jannetti, Inc., has announced the appointment of **Elizabeth (Speak) McLeod** as Marketing Manager. She can be reached at 609-502-0586.

CMI/Compas has announced the appointment of **Kayla Novello** as Analyst, Search Engine Optimization; **Moira Meekes** as Senior Media Planner; **Mark Weaver** as Associate Analyst, Data Analytics; and **Jacquelyn Achart** as Associate, Public Relations and Corporate Communications. They can be reached at 484-322-0880. **Jennifer Edwards** has been appointed Account Coordinator; **Steven Jones** as Senior Analyst, Data Analytics; **Thomas Gregor** as Associate Analyst, Data Analytics; and **Joseph Mamone** as Help Desk Tech I. They can be reached at 856-667-8577. **Alysa Drennan** has been appointed Associate Analyst, Search Engine Marketing; **Corrin Wilcox** as Senior Corporate Recruiter; **Janelle Nodar** as Associate Analyst, Social Media; and **Bianca Blando** as Analyst, Social Media. They can be reached at 215-568-5944. **Zhaoyu Sun** has been appointed Information Data Lake Systems Manager; **Michael Villacorta** as Technical Business Analyst; **Victoria Soderman** as Supervisor, Media; **Marissa Speroni** and **Anissa Roper** as Associate Media Planner; **Henry Crook** as Senior Media Planner; and **Colette Peterson** as Director, Media. They can be reached 646-840-0717.

DiD Agency has announced the appointment of **Dennis Eng** as Media Supervisor. He can be reached at 215-917-2209.

Express Scripts has announced the promotion of **Julie E. Artim** to Senior Project Manager, Member Experience. She can be reached at 201-269-3400.

The **FDA** has announced the appointment of **Amy Abernethy** as Principal Deputy Commissioner. She can be reached at 888-463-6332.

Gilead Sciences has announced the appointment of **Daniel O'Day** as Chief Executive and Chairman effective March 1.

HCB Health has announced the appointment of **Colin Foster** as the company's first Chief Digital Officer. He can be reached at 512-320-8511.

Healthcare Businesswomen's Association (HBA) has announced the appointment of **Michael O'Brien** as President, New York Chapter. He can be reached at 973-575-0606.

ICON, PLC, has announced the promotion of **Marissa DiCindio** to Vice President, Creative and Digital Services. She can be reached at 215-595-4979.

Mallinckrodt Pharmaceuticals has announced the appointment of **Grace McBride** as Brand Marketing Operations Manager.

McCann Health has announced the appointment of **Matt Eastwood** as Global Chief Creative Officer. He can be reached at 646-742-2100.

Merck & Co. has announced the appointment of **Erica Carestio** as Associate Director, Multichannel Integration and Customer Engagement, Keytruda. She can be reached at 908-740-4000.

Publicis Health Media has announced the appointment of **Beth (Davis) Barron** as Executive Vice President, Client Lead. She can be reached at 215-399-3000.

Wolters Kluwer Health has announced the appointment of **Colleen Fedorowicz** as Senior National Account Manager, *Oncology Times*. She can be reached at 215-749-2012.

NEW & NOTEWORTHY

awards • mergers • approvals

Amgen has announced that the FDA has expanded the indication for Nplate (romiplostim) to include its use in pediatric patients aged one year and older with immune thrombocytopenia (ITP) for at least six months who have experienced an insufficient response to corticosteroids, immunoglobulins, or splenectomy. For more information, visit www.amgen.com.

Bristol-Myers Squibb Company and **Celgene Corporation** have entered into a definitive agreement under which **Bristol-Myers Squibb** will acquire **Celgene** in a cash and stock transaction to create a leading focused specialty biopharma company well positioned to address the needs of patients with cancer, inflammatory and immunologic disease, and cardiovascular disease through high-value innovative medicines and leading scientific capabilities. For more information, visit www.bms.com.

Celltrion Healthcare and **Teva Pharmaceutical Industries, Ltd.**, have announced the FDA approval of Herzuma (trastuzumab-pkrb), a biosimilar referencing **Roche's** Herceptin (trastuzumab) for the treatment of certain patients with HER2-overexpressing breast cancer. For more information, visit www.celltrionhealthcare.com or www.tevapharm.com.

Pfizer, Inc., has announced the FDA approval of Daurismo (glasdegib), a once-daily oral medicine for the treatment of newly-diagnosed acute myeloid leukemia (AML) in adult patients who are 75 years or older or who have comorbidities that preclude use of intensive induction chemotherapy. For more information, visit www.pfizer.com.

Sanofi and **Merck & Co.** have announced the FDA approval of Vaxelis, the first childhood shot to cover six diseases at the same time in children from six weeks through four years of age. The companies are working to maximize production of Vaxelis to allow for a sustainable supply to meet anticipated U.S. demand. Commercial supply will not be available prior to 2020. For more information, visit www.sanofi.com or www.merck.com.

Shire, PLC, has announced the FDA approval of Motegrity (prucalopride), a once-daily oral treatment option for adults with Chronic Idiopathic Constipation (CIC). For more information, visit www.shire.com.



AMM Association of Medical Media  Healthcare Marketer's Exchange

Registration is Open

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Visit ammonline.org for more information, to view pictures of previous years, and to learn about sponsorship opportunities and how to buy your tickets before we sell out. **We look forward to seeing you in March!**

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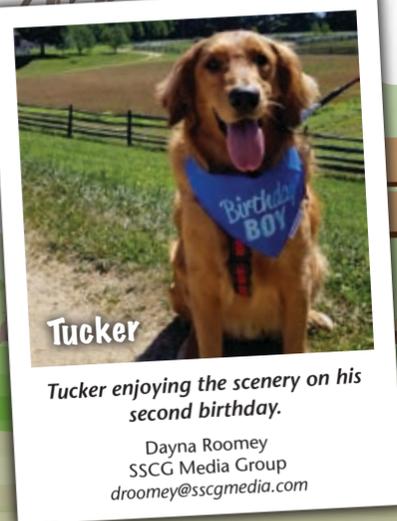
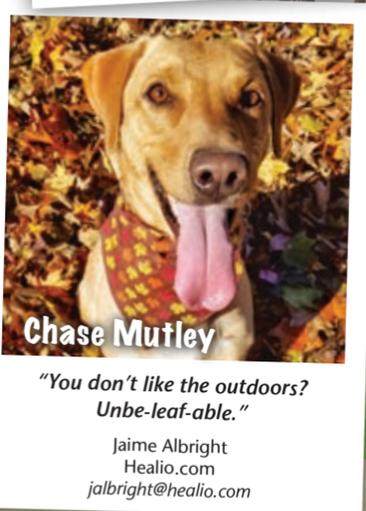
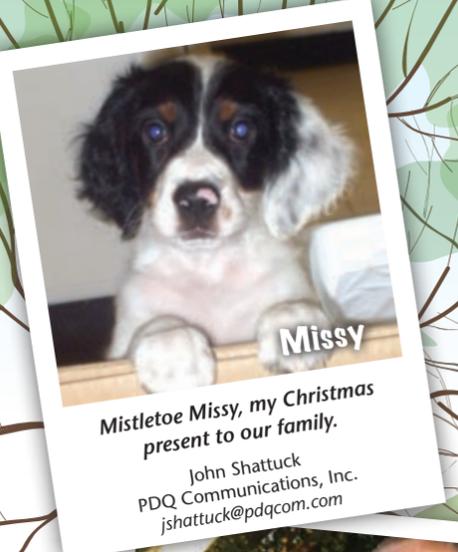
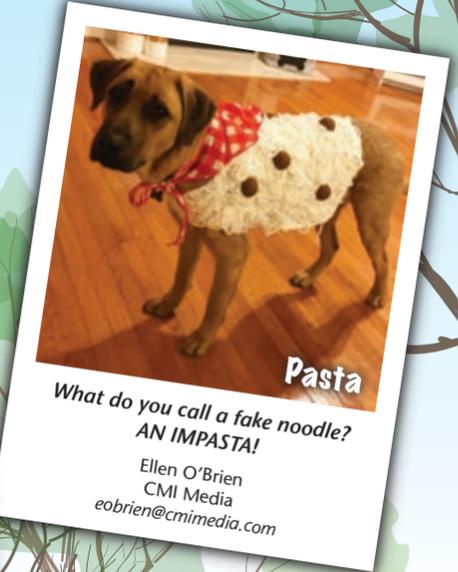
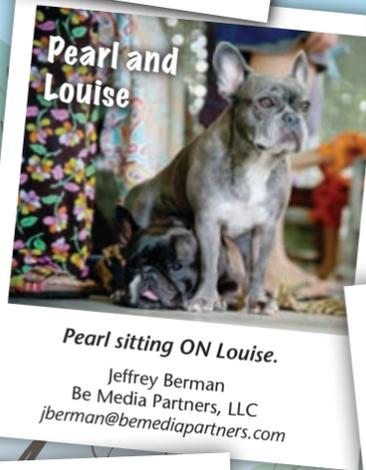
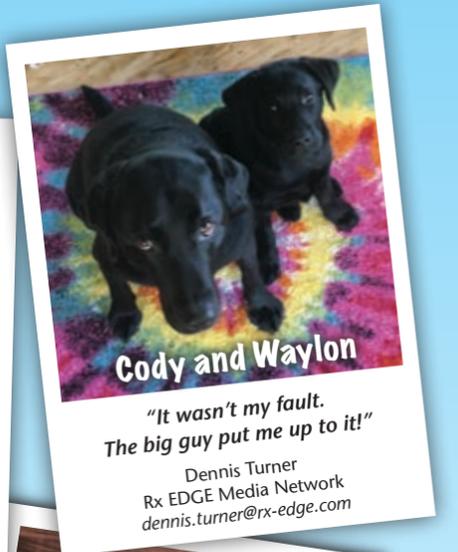
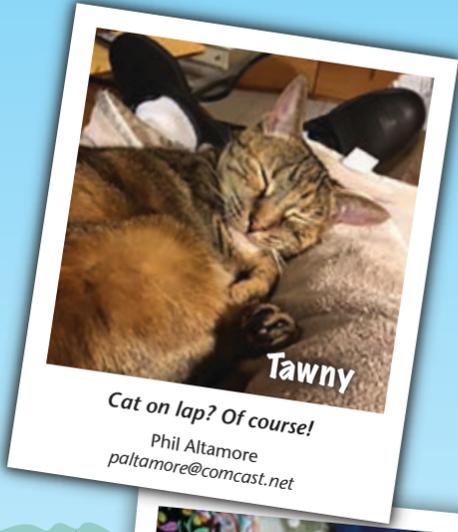
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PETS PHOTO CONTEST

How do you choose the funniest and cutest among the many adorable pets whose photos were submitted to our Annual Pets Photo Contest? We couldn't decide! So we polled our readers. The votes were close. Meet **Olive** – Winner of the 2019 HEALTHCARE MARKETER'S EXCHANGE Pets Photo Contest and this month's cover model. We think you'll agree, when it comes to our pets, every one of them is a prize. **Olive's** human **Sarah Baumann** receives a \$50 Petco Gift Card.



Goodbye, Reggie

BY ROBIN BARTLETT

Two previous articles about my beloved Beagle, Reggie, have been published in *THE EXCHANGE*. Sadly, this one will be the last. It's not a happy experience to lose "a member of the family," but in Reggie's case, his passing was accompanied by exceptional devotion from his Vet. Here's the story...

AN OPEN LETTER TO VCA MANAGEMENT

Dear Sirs:

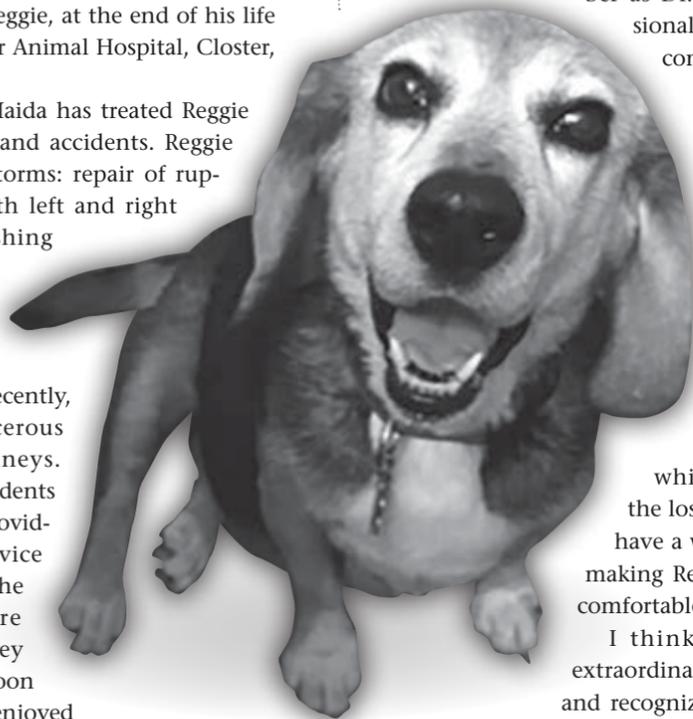
I want to bring to your attention and to the attention of VCA management, the exceptional professionalism and care given to my beagle, Reggie, at the end of his life by Dr. Michael Maida of Closter Animal Hospital, Closter, New Jersey.

For the past 10 years, Dr. Maida has treated Reggie through a variety of illnesses and accidents. Reggie has weathered many health storms: repair of ruptured Achilles tendons on both left and right rear legs, treatments for Cushing disease, allergies, and a heart murmur.

At 13 years, Reggie lived a full life and has been a loving family companion. Most recently, he was diagnosed with cancerous tumors in his liver and kidneys. Throughout all of Reggie's accidents and illnesses, Dr. Maida has provided thoughtful and expert advice and has guided us through the alternative options. We were prepared that Reggie's journey would be coming to an end soon and were very pleased that he enjoyed 10 months of happy life after the cancer diagnosis.

Finally, Reggie started to experience seizures. After discussing options with Dr. Maida, we made the decision to euthanize him on Friday morning, December 8, 2017. Dr. Maida asked us to bring him to the hospital at 9 a.m. for the procedure.

Throughout the previous Thursday, the poor dog began to experience more and more frequent and severe seizures and, at midnight on Friday, he experienced an extremely severe one. We called Dr. Maida to ask for



advice. Because of the increasing frequency and severity of the seizures, Dr. Maida felt it best to have him euthanized immediately.

Dr. Maida met us at the hospital at 12:30 a.m. and we said our last goodbyes to our loving pet and family member as Dr. Maida tenderly and professionally made Reggie's last minutes comfortable and pain free.

This man got out of bed in the middle of the night and helped our family to resolve a traumatic experience. He not only demonstrated exceptional medical professionalism but also the kind of empathy and concern that can only come from someone who loves animals as much as we loved our Reggie. And while we are heartbroken over the loss of our "family member," we have a wonderful doctor to thank for making Reggie's last moments of life as comfortable and painless as was possible.

I think what Dr. Maida did was extraordinary and I hope you will agree and recognize him for the compassionate care given to our pet and to our family. I am so thankful to have brought Reggie to Dr. Maida many years ago and to have had his advice and help throughout Reggie's life – especially at the end.



Robin Bartlett is the North American Journal Sales Manager for Mary Ann Liebert Publishers in New Rochelle, NY. He can be reached at rbartlett@liebertpub.com or rbbartlett01@gmail.com.



MacKenzie's Tale

BY MARI IPPOLITO

By March 2008 it had been several months since I'd lost my wonderful dog of 13 years, an 80-pound Shepherd/Husky mix named Disney. I adopted Disney from a shelter in Newark, one of the worst I've ever seen, so I named her after the man who created the happiest place I've ever been.

I was more than ready to find a dog in need of a home and turned to Petfinder to look for my new family member. Plugging in "German Shepherd mix, large, female" delivered many possibilities, but one stood out. Twin puppies thrown away in Tennessee over that Christmas were available. They were my favorite type of dog and their rescue names being Annabelle and Tinker Bell cinched it. The Disney connection had me applying to adopt.

A 12-page application and several chats with Kim, the rescue/foster mom, earned me approval to drive up to Connecticut and meet my future best friend. The pups were approaching seven months old and gorgeous. As I was thinking about how hard it would be to choose, one chose me. She fell asleep on my lap and that was it.

MAC COMES HOME

Arriving home with the newly named Colonel MacKenzie (named for the female Marine Colonel on the TV show *JAG*), I was delighted to find how well behaved and "polite" she was. I've been lucky enough to share my life with three dogs since my teen years. I've done rescue work and trained my dogs as well, but Mac's amazing personality was like nothing I'd ever encountered.

UNFOLDING TALENTS

Mac's fear of cars led me to seek training from a friend, Joe Dwyer, whose own dog, Shelby, was a Certified Therapy Dog and had a similar personality to MacKenzie. Mac got over her fear and also passed three levels of obedience training, earned her Canine Good Citizen Certification, and excelled at fungility (non-competitive agility). Joe and another excellent trainer-turned-friend, Francine Lamar, suggested Mac was perfect for therapy work.

A NEW THERAPY CAREER

Thinking MacKenzie's calming personality would be ideal, we took the therapy class and my brilliant girl passed the Therapy Dog Certification test with flying colors. We began visiting hospitals, schools, nursing homes, and,

after additional training, hospice patients and homebound individuals.

Mac excelled as always and brought comfort and smiles to her new friends. The puppy who was tossed away became a wonderful ambassador for other dogs and brightened the days of patients, aides, and nurses alike. She's had some experience herself, both with being a patient and with charming a hospital staff. In 2015, MacKenzie had a parathyroidectomy. This was the removal of her parathyroid glands that control the levels of calcium in the body due to, thankfully, a benign growth. When I called the specialty hospital to check in post-op, Mac's caregivers informed me "she ate a whole bowl of chicken." Being curious, of course, I inquired if she wasn't interested in her regular food. The tech responded that she was, actually, but "everyone here loves her so much, we just gave her the chicken as a yummy treat. She's the best, most cooperative patient we have." That's my girl in a nutshell.

One experience that will stay with me forever occurred when visiting with one of our regulars, a young boy named Matty whose parents were told he'd be nonverbal. Matty proved everyone wrong and speaks quite a few sentences now. One of his first words was "Mac," which Matty spoke when we stopped in for one of our visits. I couldn't ask for a better reason to volunteer than that.

MAC TODAY

MacKenzie is semi-retired at age 11 (although she will always have time to visit with Matty). She enjoys playing hide-and-seek and likes walks where she greets everyone who would like to say hello. She also loves spending time with my 95-year-old mom who now has a "personal" therapy dog at her disposal.

I may be a little bit biased, but I believe Mac is the most amazing creature I've ever known. I'm proud to be her human and am honored to be her therapy teammate.



MacKenzie poses for her annual holiday photo.



Mari Ippolito is Senior Vice President and Managing Director, Cerami Worldwide Communications, 100 Passaic Avenue, Suite 315, Fairfield, NJ 07004. She can be reached at 973-844-8481, ext. 112, or mari@ceramiww.com.

Empowering Women Through Dragon Boat Racing

BY NICOLE WOODLAND – DE VAN

What do dragon boating and witches have in common?

It might not seem like a lot on the surface, but for the nonprofit organization, Witches of East Greenwich, it's about the power women can provide when working together as a team. The Witches of East Greenwich promote community education, training, water safety, and competition in the sport of dragon boat racing and use this platform to raise money to support charities that benefit and empower women and their families.

SO WHAT IS DRAGON BOAT RACING?

A dragon boat is a human-powered watercraft used in ancient Chinese water sport. Dragon boat races were traditionally held as part of the annual Duanwu Festival in China.

The Witches Group was founded in 2009 by Megan Heyer, R.N. I was asked to be part of this powerful and growing organization of over 200 women from East Greenwich, New Jersey, three years ago. Each year, we participate in the Independence Dragon Boat Regatta (IDBR) hosted by the Philadelphia Dragon Boat Association, which helps fund the USA Dragon



The biggest highlight of our teamwork is the good we're able to do for the community.

Boat teams. As part of the regatta, our teams are required to participate in three practices before the event, mainly to ensure we can learn how to synchronize our stroke with one another and learn important water safety skills. The regatta is a 500-meter race down the Schuylkill River in Philadelphia in early June. The festival brings together over 100 different dragon boat teams from across the area and in all aspects of industry. The Witches typically represent about 10% of the total field, with nine boats of our own!

While the IDBR is the one big event the organization participates in, some boats also compete individually in other races throughout the year. For example, there is the Cooper River Dragon Boat Race, where a mixed group of witches brought home the GOLD MEDAL and another boat captured the Bronze Medal.

Both festivals are fun-filled days with friends, neighbors, and families cheering each other on while competing fiercely with one another.

IT'S ALL ABOUT GIVING BACK

The mission of the Witches organization is to give back to our community. Each year, the group selects two local

Continued on page 13



Gold medal race at Cooper River Dragon Boat Race – July 2018.



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*)
- 39 Association of Hormonal Contraception With Depression (*JAMA Psychiatry*)
- 41 The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform (*JAMA*)
- 57 Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality (*JAMA Internal Medicine*)
- 61 Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis (*JAMA Pediatrics*)
- 68 Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 (*JAMA*)
- 81 Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults (*JAMA Internal Medicine*)
- 87 Pharmaceutical Industry–Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries (*JAMA Internal Medicine*)
- 88 National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 (*JAMA Pediatrics*)
- 98 Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement (*JAMA*)

See the full top 100 list at altmetric.com/top100.

For advertising information call 862-261-9618.



Look for the Altmetric badge on all articles at jamanetwork.com.



Why do We Rescue Them? Because They Rescue Us

BY JEFF FORSTER

When my wife Cynthia and I moved from Illinois to New Jersey almost 40 years ago, our well-traveled station wagon carried three items of precious cargo: (1) a two-year-old (human) named Meredith, (2) approximately 24 house plants of assorted foliage, and (3) two rather large rescue dogs, a German Shepherd mix named Lady and a Black Lab mix named Dusty. They all traveled well across 900 miles of turnpike and interstate, through the inevitable wintry mix of mid-February to our destination in New Milford, NJ, where we have been ever since.

Over the past four decades, the human family has grown from one beautiful and brilliant daughter to two, with Hilary joining Meredith soon after we moved to North Jersey. The plants have thrived and multiplied both indoors and out. And nearly a dozen rescue dogs – of assorted lineage, to be sure – have found a home in this old house. Not at the same time, of course. We usually have two, sometimes three pooches under the roof at any given moment. Okay, once we had four. Dudley didn't move that much, though.

MEMORIES OF BOO

For the most part, we have adopted Labradors of all persuasions – yellow, black, chocolate. There's something about their essential goofiness and nonchalance that soothes the soul. That and their steadfast loyalty. You haven't lived until you've had a 100-pound Chocolate Lab climb up on the couch next to you, rest his chin on your outstretched leg, and heave a sigh of utter content. This was a dog, mind you, who was said to be unadoptable at the shelter and was within a few days of being put down. The reality: Within a few days of finding a home with us, Boo was lounging happily on his back, paws in the air.

BESSIE WAS SOMETHING ELSE

Another memorable rescue, Bessie, was not a Lab – described as part Leonberger and part something else – “something else” being a very common breed in the rescue world. She looked like a fox, and she etched herself indelibly into family lore by toting a possum into the house one warm spring evening and depositing him on the couch where Cynthia was watching *Criminal Minds*. There's a happy ending here for all – the animal lived (he was literally playing possum – we got him out of the house before he snapped out of his self-induced coma); Bessie didn't

bring any more prizes indoors; and I'm pretty sure Cynthia got to see the end of her show.

SO WHY, YOU ASK, POSSUM AND ALL, DO WE RESCUE?

NEED

First, there is an urgent need. The sad truth is that rescues exist because someone no longer wants them. An estimated 1.5 to 2 million animals are euthanized in shelters in this country every year. It needn't be so. It shouldn't be so. One national humane organization has a goal to “Save Them All” and to end such killing by 2025; another vows to keep working “until all the cages are empty.” (Cynthia brought home our first rescue, Lady, by asking “Who's next to go?”)

LOVE

Second, it's all about the love – the love they crave from us, the love they so gratefully and freely give in return, a special bond between the rescuer and the rescued. Cynthia will tell you that Max the First, a Yellow Lab, was the greatest male (of any species) who ever lived. He once safely cradled a baby bunny in his mouth and brought it to us for safekeeping. Max the Second, adopted at age 10, was the only one of our doggies who made snow angels in the yard.

KIDS

Third, in our experience rescue dogs are great with kids. Ask Meredith and Hilary, who grew up with large dogs around them and are proud and highly accomplished rescuers themselves today. Hilary volunteers for a Lab rescue group in the Washington, D.C., area and helped us bring home our latest companion. We've adopted dogs as early as age two and as late as 10; gray in the muzzle is fine with me as a senior myself. They come from all over – county animal shelters, nonprofit rescue groups, networking through our vets. If you are a cat person, all this is available to you as well.

LIFE-CHANGERS

Family members and friends who have adopted rescues confirm our beliefs that rescuing is transformative not just for the animal but for the people as well (ask Hilary about Murphy; ask Meredith about Olive). Don't get me wrong. Rescue dogs can have challenges. Our newest dog, Jovie,



Bessie and Dudley looking for love in all the right places.

is a seven-year-old, 70-pound Chocolate Lab with diabetes. She needs two insulin shots a day and must adhere to a strict diet. We knew and accepted that responsibility. We do avoid dogs with a known history of food aggression; rescue organizations are helpful sources of intelligence on medical histories and behavioral traits of dogs and can help steer you in the direction of a good fit. Good reliable veterinary care is essential – we have the best in Drs. Abina Glennon and James Corrao.

By the way, there's a difference between food aggression (a dog becomes defensive and sometimes threatening while eating and guarding its food) and food motivation, the latter being part of every Lab's genetic mapping. Baxter the Black Lab could sniff a bagel in my open briefcase at 20 paces and perform a gleeful search and rescue operation of his own within seconds.

Truth is, you're simply not going to know every detail of a rescue dog's history, so you need to have a certain tolerance for uncertainty and a level of trust that things will work out (just like human relationships, yes?). On the plus side, you have a chance to give a doggie a new life story of her own. Also on the plus side: by and large you will not have to deal with classic puppy issues (middle-of-the-night wailing, middle-of-the-living-room tinkling). Also, I can say with great confidence that you are highly unlikely to adopt a rescue who turns out to be a possum whisperer.

IT'S MUTUAL

Rescues enrich our families and our lives beyond measure. They never fail to bring a smile on a difficult day. They help us keep the crises of life in perspective, have even taught us a thing or two about growing old with grace and dignity. What more could we ask?

Oh yes – we rescue rabbits as well. But that's another story for another day.



Jeff Forster is Vice President, Medical Affairs, Haymarket Media, 140 East Ridgewood Avenue, Paramus, NJ 07652. He can be reached at 201-799-4850 or jeff.forster@haymarketmedical.com.

Dragon Boat *Continued from page 10*

charities its fundraising will support, as well as provides a \$1,000 scholarship to a senior high school girl in Kingsway High School in East Greenwich, NJ. The organization has supported such organizations as Emmanuel Cancer Foundation, NJ Child Assault Prevention, Bianca's Kids for children displaced by foster care, and Parent2Parent for families and children struggling with substance abuse, just to name a few. We raise money through our “wicked wear,” a golf outing, and the Witches Ball formals. On average, the team raises between \$10,000 and \$12,000 a year.



Nicole Woodland – De Van and Brandy Colangelo are teammates at CMI/Compas as well as on the dragon boat team.

FOR WOMEN BY WOMEN

As women, we often juggle so much taking care of our families with busy careers. However, race day is the one day our families come down and support us. One of the things I enjoy most about being part of the organization is having my kids get all excited to see Mommy race. They come to my race decked out in their “my mom's a witch” T-shirts to cheer me on! I also love how the community of women comes together to compete and encourage one another. This organization has provided an invaluable outlet for us as women to get to know one another, bond, and give back.



Family support from even our littlest members means a lot.



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Mario R. Nacinovich, Jr.



Birthplace: The Bronx, New York
Marital Status: Married to Toni (20 years)
Children: Elaina (19) and Juliana (17)
Job Title: Managing Partner, AXON
Years in Industry: 24

College: Manhattan College – B.S., Honors, Managerial Science; Boston University – MSc in Health Communications
 Studies and certificate programs at Georgetown, Northwestern, Stanford, and Curtin

“Help me not merely to survive but to thrive with dignity, verve, and joy.” —Rev. William J. O’Malley, S.J.

WHAT WAS YOUR FIRST JOB?

I worked behind the candy counter at our neighborhood pharmacy.

HOW DID YOU GET STARTED IN THE INDUSTRY?

I started my career as a professional representative in the U.S. Human Health Division for Merck & Company. My first territory was in Brooklyn, New York, where I was initially responsible for promoting Losec, Mevacor, Pepcid, Prinivil, Prinzide, Timoptic, Vasoretic, Vasotec, Zocor.

DO YOU HAVE ANY PETS?

Lucy is a three-year-old American Staffordshire and Russell Terrier mix and Freddy is a two-year-old red beta fighting fish.

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

My colleagues across our 21 offices in five countries of AVENIR GLOBAL who have shared over 6000 hours of their time and talent in the last year.

WHAT IS YOUR FAVORITE RESTAURANT?

I’ve heard many people talk about their “happy place” – no other place is more associated with happiness for me than Aruba. Their national slogan is “One Happy Island.” It is also the location of my favorite restaurant – Madame Janette in Cunucu Abou in Aruba brings together an eclectic mix of classic Dutch and Caribbean delicacies in the most beautiful and casual outdoor setting. www.madamejanette.info



Mario with Freddy “Freddy Sez” Schuman, legendary fan of the New York Yankees prior to the start of Game 7 of the 2003 American League Championship Series (ALCS). In that epic game between the Yankees and the Red Sox, Aaron Boone hit an 11th inning walk-off home run!

IF YOU COULD SEE ANYONE IN CONCERT, WHO WOULD IT BE?

The Rat Pack inside the Copa Room at the Sands in Las Vegas.

WHAT WOULD BE THE TITLE OF YOUR LIFE?

Maximum Effort – You can only control your efforts in life, you cannot control the outcomes.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Relax.

WHAT IS YOUR MOST EMBARRASSING MOMENT?

After being recognized with the Top Places to Work Award by PR News last year, while on stage I dropped the glass award and it shattered.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Trusted, curious, and loyal.

WHAT IS THE LAST GOOD BOOK YOU’VE READ?

Thinking, Fast and Slow by Daniel Kahneman.

IF YOUR LIFE HAD A THEME SONG WHAT WOULD IT BE?

Not only a theme song but also my favorite song – “So What” by Miles Davis from his jazz masterpiece Kind of Blue album produced in 1959.

WHAT ARE YOUR HOBBIES?

As a creative outlet, I take obscure prompts and develop them into short works of fiction with a myriad of characters across as many genres.

WHO WAS YOUR FAVORITE TEACHER?

Rev. William J. O’Malley, S.J., was my mentor, drama club advisor, and taught me morality and ethics during my junior year at Fordham Preparatory School. He challenged and inspired me to consider innumerable ethical, bioethical, emotional, legal, moral, and public policy questions that overlap and sometimes conflict.

WHAT ONE LITTLE THING ALWAYS MAKES YOU HAPPY, OTHER THAN YOUR FAMILY?

The Yankees beating the Red Sox.

WHAT IS YOUR PET PEEVE?

Anyone with a sense of entitlement.

HAVE YOU EVER HAD A BRUSH WITH FAME?

I had the pleasure of meeting and sitting next to Ryan Reynolds (and have the selfie to prove it) on an Air Canada flight to Toronto.

WHAT DO YOU KNOW FOR SURE?

I provide the most genuine, unbiased advice and I have been told by my closest colleagues that I have practically contagious optimism.

IF YOU COULD WORK DOING ANYTHING IN THE WORLD, REGARDLESS OF THE INCOME, WHAT WOULD YOU DO?

I would love to do each of these again – I enjoyed being Editor in Chief for five years at the peer-reviewed Journal of Communication in Healthcare and I have served as an adjunct professor at Boston University.

WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

Fatherhood – twice.

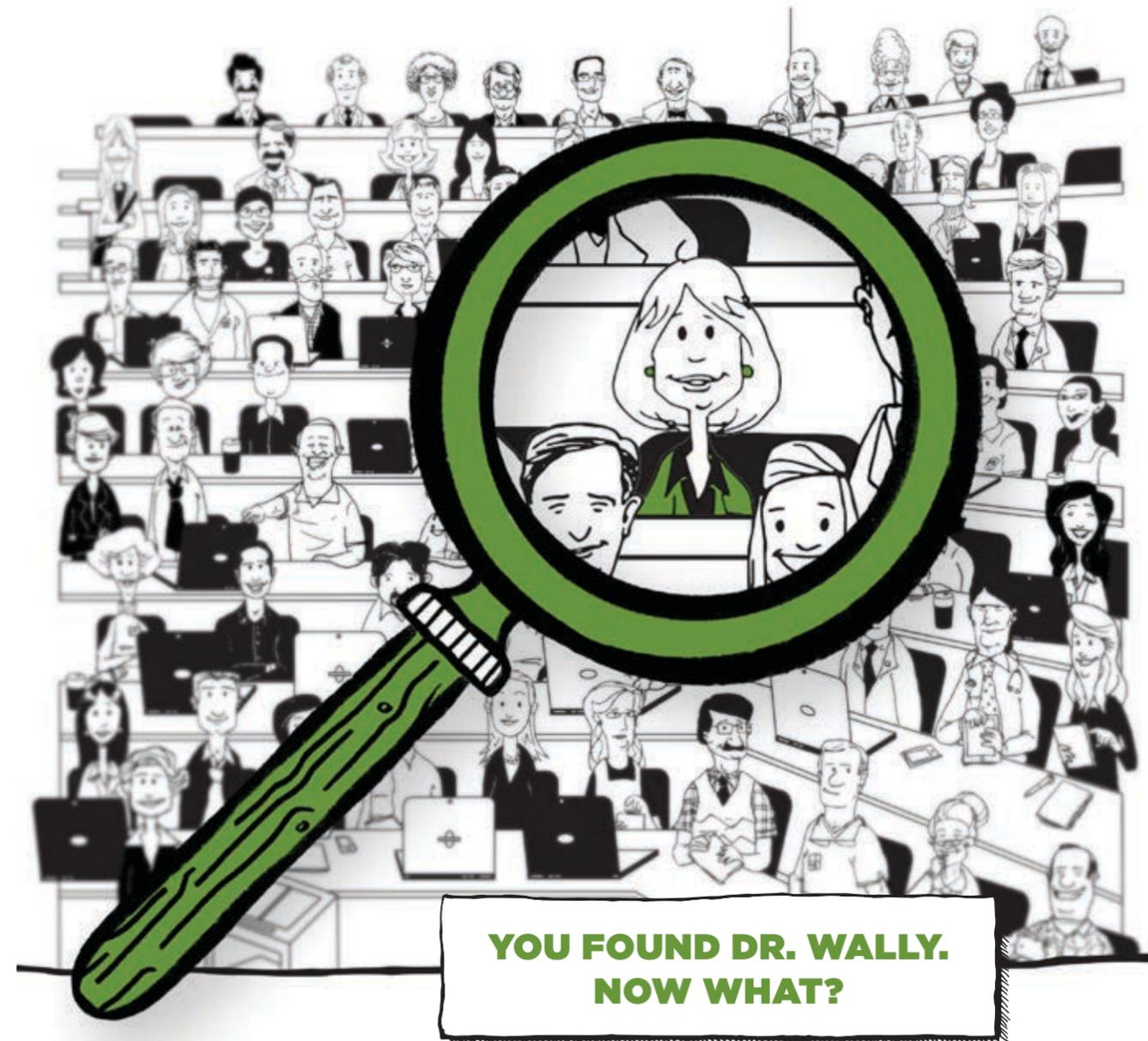
WHAT IS ONE THING YOU CAN’T LIVE WITHOUT?

The loyalty of others.

WHAT DO YOU COLLECT?

Endless possibilities.

Mario R. Nacinovich, Jr. is Managing Partner, AXON Communications, 800 Westchester Avenue, Suite S-540, Rye Brook, NY 10573. He can be reached at 914-701-0100, ext 5343, mnacinovich@axon-com.com. You can also find him on Twitter: @MarioNacinovich and LinkedIn: <http://linkedin.com/in/nacinovich>.



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