

Next Month:
Everything Digital

Healthcare Marketer's

exchange

"Where Healthcare Marketers Connect"

Vol. 29, No. 1
FEBRUARY 2020

PETS PHOTO CONTEST

The winner is...

Roxy Foxy

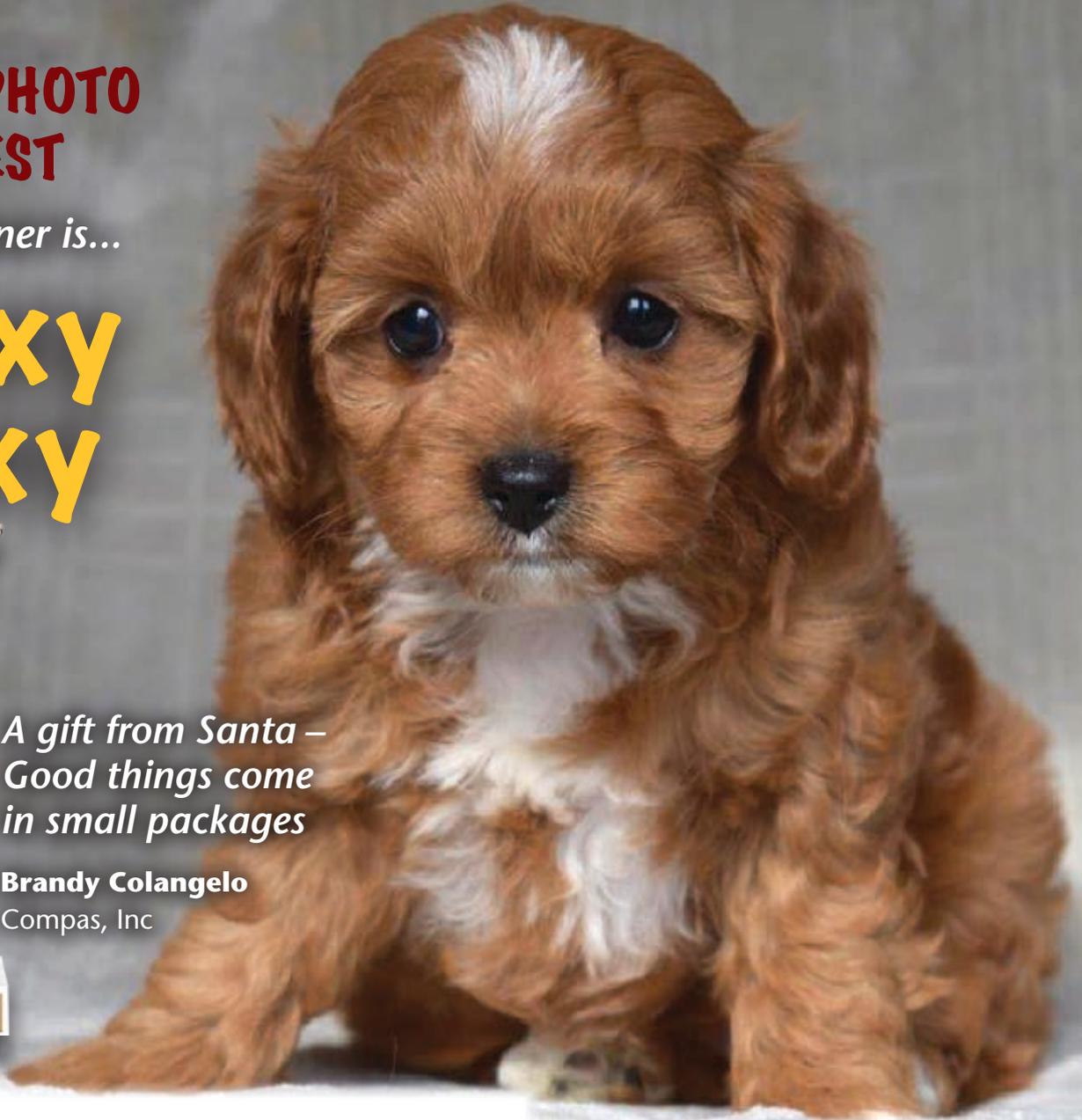


FIRST
PLACE

*A gift from Santa –
Good things come
in small packages*

Brandy Colangelo
Compas, Inc

ROXY FOXY



Inside...

- Annual Pets Photo Contest Pics
- Feel-Good and Funny Pet Stories from *Brittany Drake, Carol Timberlake, Cathy Scott, Jennifer Badua, Jessica Carmody, Julie Petroski, Paula Czeisler, and Matthew J. Holland*
- Personal Exchange Featuring *Amy Winters, SSCG Media*

PRSR STD
US Postage
Paid
Permit #402
Senatobia, MS

THE EXCHANGE
P.O. Box 64
Verona, New Jersey 07044

Targeted E-newsletter Opportunities from the American College of Physicians

Reach your target audience with these credible, established brands.



Latest from Annals

ACP Internist Weekly

ACP Hospitalist Weekly

ACP Diabetes Monthly

ACP Gastroenterology Monthly

Each e-newsletter will carry your product's message exclusively to your target list of health care providers along with current ACP internal medicine content.

For additional information contact:
Kevin A. Bolum, Director, Advertising Sales, at 215-351-2440 or kbolum@acponline.org
Kenneth D. Watkins III at 973-785-4839 or kwatkins@watkinsrepgroup.com



ADS9010

HEALTHCARE MARKETER'S EXCHANGE

PUBLISHER
Nancy A. Leonard
 P.O. Box 64
 Verona, NJ 07044
 973-744-9505
nleonard@HMExchange.com

ASSISTANT TO THE PUBLISHER
Nan McArdle
 973-744-9505
nmcardle@HMExchange.com

ART DIRECTOR (Ad Submissions)
James J. Ticchio
 Direct Media Advertising
 73 Glenmere Terrace
 Mahwah, NJ 07430
 201-327-6985
jim@directm.com

EDITOR (Editorial Submissions)
Elise Daly Parker
 973-919-1067
editorial@HMExchange.com

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

SOCIAL MEDIA COORDINATOR
Katie Leonard

Join us on
[Facebook.com/HMExchange](https://www.facebook.com/HMExchange)
[Twitter.com/HMExchange](https://twitter.com/HMExchange)
[LinkedIn.com/in/HMExchange](https://www.linkedin.com/in/HMExchange)
[Instagram.com/HMExchange](https://www.instagram.com/HMExchange)

Copyright ©2020 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-744-9505. Email: contact@hmexchange.com.

Dear Healthcare Marketer,

Welcome to our 2020 Pets Issue!
 I have to say, this issue is always one of our most popular. In addition to featuring cute and uplifting stories about pets, it also includes our annual Pets Photo Contest. This year, the number of entries was through the roof! Proof that we have so much love for our animals.

In the Leonard household, we have our two pups – Daisy, our 13-year-old Labradoodle, and our new addition that we got last year, Penny, our little Maltipoo. Both bring so much joy to our house. Studies prove that pets are good for both our emotional and physical health. We can certainly attest to that in our house.

My daughter Maddie is under a tremendous amount of stress this year going through the college application process on top of schoolwork, basketball, and volunteering for the Rescue Squad. With literally no free time, giving the dogs a quick pet as she passes by them or cuddling with them when she is sitting and studying helps reduce her stress noticeably. My older daughter Katie (who is Penny's official Mom) takes Penny with her everywhere she can. Katie is currently working nights for NBC, and Penny is lost when her Mom isn't there. She has taken to crawling into bed with me at night and stealing the covers! Having a puppy in the house has also definitely helped my dad. At 92 years old, he isn't as mobile as he used to be and he suffers from several health issues. But I can hear him calling for Penny during the day to give him love and kisses while they watch television together on the couch. She really helps him feel loved and less lonely.

Even Daisy, our older dog, is benefiting from Penny's presence. She was practically resurrected when Penny joined the family. Daisy had basically become a couch potato, but now she tries to keep up with Penny, running around, stealing her bones, and going on long walks together. Their interaction cracks us all up! Both dogs certainly help me when I am stressed (which is a lot these days, juggling being a single mom, a caretaker to my dad, and running my own business!). But when Daisy and Penny come looking for me, giving me their love and attention, my stress levels go down immediately. Just looking at them makes me smile. It is also proven that playing with animals increases the levels of serotonin and dopamine in your brain, chemicals that help us feel good. And who doesn't want to feel good?

I think you'll get a little pick-me-up as you read the following feel-good pages and take in the sweet faces and funny antics of our friends' and colleagues' many furry friends. Don't miss this year's Pets Photo Contest, featuring **Brandy Colangelo's** Roxy Foxy, our cover girl and this year's winner. I know, I know...they're all adorable! **Brittany Drake** shares about adopting her pal Snoopy. **Carol Timberlake** tells us about losing one dog and gaining another. **Cathy Scott** fills us in on the joy of showing Buddy. **Jennifer Badua's** ready to arrange a meetup with her dog Ranger in Boston if you're in the area. **Jessica Carmody** is excited that her beloved Karma has been certified as a therapy dog. **Julie Petroski** tells the tale of how rescues Gidget and George became besties. **Paula Czeisler** delights us with the antics of Pandora. **Matthew J. Holland** explains how they ended up with two family dogs. And thanks to **Amy Winters** featured in this month's *Personal Exchange*. She actually has a cat even though she's allergic! Ah yes, we love our pets...

And our pets love everyone! It's amazing how freely our animals offer unconditional love. We should all be like that. It can change a household. It can change a life.

February 20 is National Love Your Pet Day. Don't forget to give your pet a little extra love!

Stay Warm,

Nancy



Penny and Daisy. Our "therapy" dogs.

I ♥ My Pet See more great stories on the following pages!

Ranger - He's the Best

BY JENNIFER BADUA

Ranger is a Goldendoodle, but surely seems to have gotten his fair share of Poodle genes. Despite the fact that he has eaten some floorboards, some wooden blinds, and all manner of shoes and slippers, he is the best dog in the universe. He doesn't have a mean bone in his body. He loves everybody and is as gentle as they come. If any of you are ever in the Boston area, let me know and I can arrange a meetup at his favorite park.



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



Ranger.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbbVie has announced the promotion of **Greg Tatsukawa** to Vice President, Hepatology. He can be reached at 847-936-0595.

Boehringer Ingelheim has announced the appointment of **Michele Baer** as Executive Director. She can be reached at michele.baer@boehringer-ingelheim.com.

Calcium has announced the appointment of **Greg Lewis** as Senior Partner and President. He can be reached at 203-555-0100.

CMI/Compas has announced the appointment of **Justin Maziarz** as Director, Search Engine Marketing (SEM) and Emerging Media and **Patrick Rasmussen** as Digital Ad Operations Specialist. They can be reached in the Cherry Hill, NJ, office at 856-667-8577. **Courtney Kasey** has been appointed Vice President, Media, and **Zerah Hadisurya** as Senior Analyst, SEM and Emerging Media. They can be reached in the Costa Mesa, CA, office at 646-840-0717. **Monish Selvamuthu** has been appointed Analyst, SEM and Emerging Media; **Nora Kilpatrick** as Senior Analyst, Community Management; **Jillian Costello** as Associate Analyst, SEM and Emerging Media; **Alexander Beck** as Analyst, Decision Sciences; **Cara D'Angelo** as Analyst, Social Media; and **Catalina Stack** as Senior Analyst, Business Insights. They can be reached in the Philadelphia, PA, office at 215-568-5944. **Irene Coyne** has been appointed Executive Vice President, Group Client Director; **Liza Walling** as Supervisor, Media; and **Leah Cassidy** as Analyst, Social Media. They can be reached in the King of Prussia, PA, office at 484-322-0880. **Carrie Lyden** has been appointed as Senior Media Planner. She can be reached in the Parsippany, NJ, office at 646-840-0717.

FCB Health has announced the promotion of **Steven Underweiser** to Associate Media Director. He can be reached at 212-885-2817.

Healtho360 has announced the appointment of **Robert Cecere** as Chief Growth Officer. He can be reached at 973-493-2600.

Healthgrades has announced the appointment of **Dan Mullen** as Director, National Accounts. He can be reached at 609-709-6974.

HealthSTAR Strategic Engagements has announced the promotion of **Thomas "TC" Sweeney** to Senior Director, Strategic Solutions. He can be reached at 201-560-5539.

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

Pharmagin has announced the appointment of **Donald Young** as Senior Vice President, Medical Marketing and Meetings. He can be reached at 312-925-6125.

NEW & NOTEWORTHY

awards • mergers • approvals

AMAG Pharmaceuticals has announced that CEO **William Heiden** will step down from his position. The board of directors has launched a search for his successor, which it expects to complete by mid-2020. For more information, visit www.amagpharma.com.

Amgen has announced the FDA approval of **Avsola** (infliximab-axxq) for all approved indications of the reference product, **Remicade** (infliximab) for the treatment of moderate-to-severe rheumatoid arthritis (RA), moderate-to-severe Crohn's Disease (CD) in the adult and pediatric population, moderate-to-severe ulcerative colitis (UC) in the adult and pediatric population, chronic severe plaque psoriasis (PsO), psoriatic arthritis (PsA), and ankylosing spondylitis (AS). For more information, visit www.amgen.com.

AstraZeneca and **Merck & Co.** have announced the FDA approval of **Lynparza** (olaparib) for the maintenance treatment of adults with deleterious or suspected deleterious germline BRCA-mutated metastatic pancreatic adenocarcinoma whose disease has not progressed on at least 16 weeks of a first-line platinum-based chemotherapy regimen. For more information, visit www.astrazeneca.com or www.merck.com.

The Coalition for Healthcare Communication has announced the election of Executive **Jay Carter**, Executive Vice President of **AbelsonTaylor**, as Chair of the Executive Committee for 2020-2021. For more information, visit www.cohealthcom.org.

Digitas Health has been named a "2020 Best Place to Work" by *Advertising Age*, ranking 8 out of 25 companies with more than 200 employees. For more information, visit www.digitashealth.com.

eHealthcare Solutions (EHS) has announced a multi-year collaboration with the **American Diabetes Association (ADA)**, the nation's leading health organization fighting to conquer the diabetes epidemic, whose mission is to prevent and, eventually, cure diabetes and improve the lives of those affected by the disease. For more information, visit www.ehealthcaresolutions.com.

Eli Lilly has announced that it will acquire **Dermira, Inc.**, a biopharmaceutical company developing new therapies for chronic skin conditions. The transaction is expected to close by the end of the first-quarter of 2020. For more information, visit www.lilly.com.

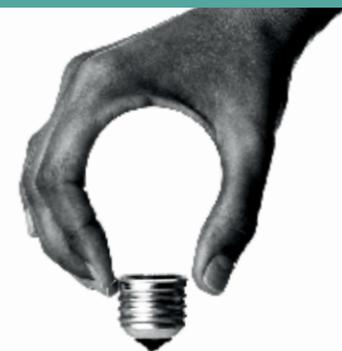
Eisai Co., Ltd., has announced the FDA approval of the orexin receptor antagonist **Dayvigo** (lemborexant) for the treatment of insomnia characterized by difficulties with sleep onset and/or sleep maintenance in adults. For more information, visit us.eisai.com.

Healio has announced the launch of the new publication, **Women in Oncology**, which is slated to launch in the Spring. For more information, visit www.healio.com.

Merck & Co. has announced the FDA approval of **Ervebo** as the first vaccine authorized in the U.S. for prevention of Ebola virus disease (EVD) caused by Zaire ebolavirus in individuals 18 years of age and older. For more information, visit www.merck.com.



PHILADELPHIA 2020
#efpPhilly APRIL 15-16



BECOME HEALTHCARE'S SOLUTION

1200+ ATTENDEES | 150+ SPEAKERS | 89% TOP 50 PHARMA | 30+ PATIENTS | 8 TRACKS

eyeforpharma.com/philadelphia



Advertise in JAMA Network™ journals

JAMA Network journals published 9 of the 100 papers with the highest Altmetric Attention Scores of 2019.

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.

Advertise in the journals that get talked about.

For advertising information contact:

- Stacy McHugh
- Tim Melroy
- Nancy Souza
- Maureen Reichert
- 862-261-9608



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 **Roxy Foxy** – Winner of the 2020 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. Roxy Foxy's human, Brandy Colangelo, receives a \$50 Petco Gift Card.

Roxy Foxy
A gift from Santa – Good things come in small packages.
Brandy Colangelo
Compas, Inc.
bcolangelo@compas-inc.com

Tucker
What's that you say? I'm all ears!
Valerie Bednarz
Frontline
vbednarz@mdedge.com

Midas
Look at him, he is smiling!
He's a good boy! The best!
Monique Michowski
Frontline
mmichowski@mdedge.com

Olive & Ned
This captures their likeness paw-fectly!
Sarah Baumann
CMI Media
sbaumann@cmimedi.com

Elvis
I ain't no big thing (but I'm growing).
Gillian Corrigan
CMI Media
gcorrigan@cmimedi.com

Dungey & Neil
Hound dog rescues: Neil loves eating blankets and Dungey (the spotted one) is obsessed with his favorite birthday-cake toy!
Liz Marchini (Dungey's mom) and Shelby Fisher (Neil's mom)
CMI Media
emarchini@cmimedi.com
sfisher@cmimedi.com

Kitty (Casey) Lee
"Hooman, you are confusing me. Am I a cat, a reindeer, or a waiter?"
Juliet Lee
SSCG Media
jlee@sscgm.com

Nina
Double trouble!
Amy Winters
SSCG Media
awinters@sscgm.com

MacKenzie
MacKenzie, age 12, is a rescue who became a certified therapy dog!
Mari Ippolito
Cerami Worldwide
mari@ceramiww.com

Tico
Tico is my 11-year-old Maltese mix with bad front legs that often rotate inward...
Damon Schultz
Data306
damon@data360online.com

Boots & Henry
Twins Boots and Henry in their bay window for a siesta.
Mark Thornbury
AMA
mark.thornbury@ama-assn.org

Rhubarb
Rhubarb's new home.
Robin Bartlett
rbbartlett01@gmail.com

Snoopy
Snoopy the Savior.
Brittany Drake
Kantar
brittany.drake@kantar.com

Chunks
He is lazy. He doesn't leave my side!
John Maillard
maillard55@gmail.com

Juicy
In the summer, Juicy prefers to air out a bit. So please excuse his lack of clothing!
Jackie Achtert
CMI/Compas
jachtert@cmicompas.com

Louise
Drooling bubbles as I prepare her food.
Jeffrey Berman
Be Media Partners, LLC
jberman@bemediapartners.com

Monti
Does this carpet make my head look big?
Brandy Darrow
Targetbase
brandy.darrow@targetbase.com

Ranger
Ranger Badua, Goldendoodle, Age 2.5. Eats wooden blinds and shoes. But he's a star.
Jennifer Badua
NEJM
jbadua@nejm.org

Zuzu & Peyton
Our Boston Terrier puppies are lovable girls, but not as innocent as they appear!
Scott MacDonald
AEGIS Dental Network
smacdonald@aegiscomm.com

Pandora
"Hang in there, it's almost Friday!" Pandora still had front claws so she could hang like that. She's since been declawed.
Paula Czeisler
Frontline
pczeisler@mdedge.com



Ippo
 "Lots of denim. Looking good in my Canadian tux!"
 Shelby Mathews
 SSCG Media
smathews@sscgm.com



Cassidy
 Queen Cassidy holding court.
 Jeffrey Freedman
 RooneyPartners
jfreedman@rooneyco.com



Chase Mutley
 Best gardener around!
 Jaime Albright
 Heallo Strategic Solutions
jalbright@heallo.com



Gus
 Here is Gus. He is a three-year-old Australian Shepherd who enjoys herding sheep and other dogs. And the beach.
 Mike Palencia
 SSCG Media
mpalencia@sscgm.com



Felix & Oscar
 Although Felix and Oscar may be an "odd couple," they sure do love their snuggle time.
 Jamie Sokoloff
 SSCG Media
jsokoloff@sscgm.com



Freddie Mercury
 Somebody to love.
 Carol Timberlake
 Timberlake Media Services
carol@timberlakemedia.com



Jovie
 Just waiting for the other shoe to drop!
 Jeff Forster
 Haymarket
jeff.forster@haymarketmedical.com



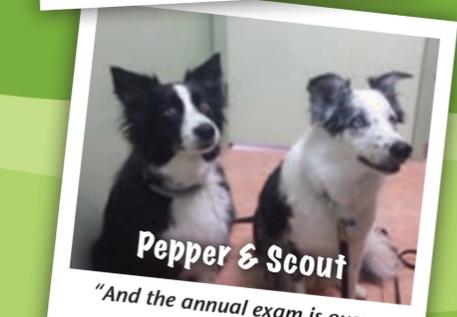
Karma
 Karma is a playful pup who loves to live her best life.
 Jessica Carmody
 SSCG Media
jcarmody@sscgm.com



Dante & Scooby Doo
 Dante: "You guys are leaving?"
 Scooby Doo: "Bro, they coming back."
 Cathy Siedlecki
 Pharma Media Corp
csiedlecki@pharmamediacorp.com



Cleo & Buttermilk
 City Labradors living their best life.
 Paulette McCarron
 Havas Media
paulette.mccarron@havasmedia.com



Pepper & Scout
 "And the annual exam is over... Treat time!"
 Robin Geller-Caristo
 Lincare Holdings, Inc.
newbucks99@yahoo.com



Gidget & George
 Gidget knows how to sit pretty in a Muskoka chair. George's face is getting as white as the snow!
 Julie Petroski
 Targetbase
julie.petroski@targetbase.com

Snoopy - Meant to Be

BY BRITTANY DRAKE

I've loved many pets deeply throughout my life, but I'd never fallen in love with one at first sight. It happened while I was walking in my neighborhood and I ran into my neighbor who was walking her newest foster, Snoopy. I certainly wasn't looking for a dog to adopt; in fact, that was probably the furthest thing from my mind. Yet, suddenly, there he was - the most handsome, short-legged dog I'd ever seen.

SNOOPY ON MY MIND

So what, right? It's not like I don't see dozens of dogs every day throughout social media, all in need of a good home. But I couldn't stop thinking about Snoopy. I didn't know a thing about him other than his name. I guessed he was an older dog, and he had the sweetest, wisest, gentlest face. I knew without a doubt that I loved him and wanted him to join my family. I didn't know how I'd make it work, but I knew I would do everything humanly possible to see that it did.

SNOOPY WAITS FOR ME

I called my neighbor and told her I was interested in adopting Snoopy and asked about the adoption process. She explained to me that he was already in the process of being adopted by another family. I broke down and cried. I felt that deep, soul-searing pain that only comes from losing a

loved one. My heart sank. I said I understood, and to let me know if it didn't work out. It turned out Snoopy's rescue fell through. Of course it did. He was waiting for me.

A DOG'S LIFE

It's been three years since I rescued Snoopy and he has transitioned to homelife so well! He is very popular with neighbors, kids, and strangers, and has love (and kisses) to give to all. Snoopy loves going to Doggy Day Care (conveniently located at my parents' house) where he gets fed scrambled eggs every morning and enjoys going for long walks with my parents' dogs.

ADOPTION LOVE

Snoopy is the best thing that ever happened to me. He is the love of my life. Before I met him, I did not know I could love that much. Adopting Snoopy, to say the least, has been one of the greatest decisions of my life. I hope I inspire others to adopt a furry friend. When you adopt, you save a loving animal by making them part of your family and open shelter space for another animal who might desperately need it.



Home is where my dog is.



Brittany Drake is Account Executive, Media Division, Kantar, 3 World Trade Center, 35th Floor, 175 Greenwich Street, New York, NY 10007. She can be reached at 347-452-5739 or brittany.drake@kantar.com.

Adding to an Already Crowded House (but for a very good reason)

BY MATTHEW J. HOLLAND

Many of you who know me are aware that my wife Ashley and I have triplets (Hadley, Riley, and Jack) who are turning 13 in March, along with our daughter Addison who turned 14 in November. Yes, we had four kids under the age of two at one point in time. Some days I would trade the physical exhaustion of the early years for the mental exhaustion of raising four teens and preteens. Almost five years ago, we thought we'd add to the mix by welcoming a puppy into the fold. Along came Oreo, our almost 25-pound Cavachon. Unfortunately, our goal of getting a dog to help teach our kids some responsibility has not been realized.

Last fall, Riley, the middle triplet, underwent a major surgical procedure. Thankfully, the surgery and recovery have gone extremely well. We are truly blessed. In a moment of weakness while we were in the hospital during Riley's recovery, Ashley agreed to getting another dog. Riley loves animals and, as any good parent would do, we



For Oreo, life was a lot simpler before Gus arrived.

were looking for things to do to help pick up her spirits. Fast-forward a few months and, just before Thanksgiving, Gus arrived, our almost five-pound Teacup Goldendoodle. Now Oreo knows what it is like to have an annoying little brother who nips at her, takes her toys, and won't let her sleep. However and, most importantly, Riley, Jack, Hadley, and Addison love Gus and have been much more helpful in taking care of him...fingers crossed that continues.



Matthew J. Holland is Chief Commercial Officer, Heallo Strategic Solutions, 6900 Grove Road, Thorofare, NJ 08086. He can be reached at 973-580-8595 or mholland@heallo.com.

Showing Greater Swiss Mountain Dogs for the Joy

BY CATHY SCOTT

Our kennel name is Shamrock Swissy's and our story combines two families with a love of the Greater Swiss Mountain Dog. My mentor of 23 years, Julianne Wilson in Kentucky, and our family, Cathy and John Scott in Illinois, work together to breed, show, love, and educate others about The Greater Swiss Mountain Dog.

Julianne has been breeding these magnificent dogs since 1988 and was one of the first breeders to bring the dogs over from Switzerland. She continues to breed occasionally. John and I do most of the showing of the dogs. The reason to show, other than the sport and the fun, is to show off your dogs to others for potential breedings. We focus on conformation showing. This means our dogs are measured by how closely they conform to the standard of their particular breed. Many people also compete in weight pull and pack hike with their mountain dogs.

CONFORMATION SHOWING OF SWISS MOUNTAIN DOGS – WHATS AND WHYS

Because of my interest in conformation showing, I wanted to share a little about what that is and how the Swiss Mountain Dogs are judged.

The Greater Swiss Mountain Dog is a large, tri-colored (black, red, and white), powerful, sturdy, and agile draft (often pulling sleds) and drover (drives stock) dog. To the judge's eye, they should be slightly longer than tall - length of leg equal to the depth of their body. They are a



Buddy winning 1st place at his first show.

heavy-boned and well-muscled dog. The head of the dog should show lots of expression in the eyes and look animated yet gentle. They should have strong necks that fit smoothly into their shoulders and follow through with a level back (top line) and a correct tail carriage. If the dog holds the same beautiful outline moving as they do standing, that is a good indication that all of the parts are in the correct place.

I have owned and been showing Greater Swiss Mountain Dogs for 23 years. We go to about one event a month and we travel east and west for our National and Regional Specialties a few times a year. This is mostly a hobby for me as I don't plan to be a large-scale breeder of these dogs. My joy comes from seeing improvement in the breed over the generations of our lines and showing the puppies to compete for points toward their American Kennel Club Championships, which requires 15 points.

You'll see here a picture taken at a show in December 2019 of our seven-month-old puppy "Buddy" at his first show in Chicago.



Cathy Scott is Director, Strategic Solutions, mms, Inc., 935 National Parkway, Schaumburg, IL 93510. She can be reached at 630-477-1544 or c-scott@mmslists.com.

her therapy dog test with an organization in NJ this past September. She will start therapy work this year. The organization we work with provides meetups in hospitals as well as schools.

My goal for Karma is to attend college campuses and help relieve some stress during exam times. Karma loves to provide comfort to others. She instantly knows when someone is feeling down and always sits on their laps to give them love. Karma has come a long way in her training and we hope to provide happiness to many people this year!



Jessica Carmody is Supervisor, Digital Media Operations, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-284-7492 or jcarmody@sscgmedia.com.



"Did someone say treats?"

Good Karma

BY JESSICA CARMODY

Karma is a two-year-old Mini Bernedoodle currently living in New Jersey. She has been in training to become a therapy dog for about two years. Karma began her training when she was five months old. She has taken training classes including: Puppy Kindergarten, Canine Good Citizen, and several private lessons with a trainer. Karma passed

Becoming Freddie Mercury

BY CAROL TIMBERLAKE

After losing our beloved dog, 15-year-old Dachshund, Pepper, in March of 2019, we had already decided to adopt a third dog to add to our pack. Yet the timing just wasn't right. Grief applies to not only losing humans, but also losing your pet, so we needed time to process his passing. After our daughter got married in November, we decided it was time to start the search process. Since we already have two dogs (Louie, 8, and Riley, 4), our search was very specific.

THE SEARCH BEGINS

We wanted a male puppy, short-hair, and a completely different breed and color than Pepper. We utilized PetFinder (<https://www.petfinder.com/>), where we entered in our criteria and zip code. There we had 100+ dogs from which to choose. "Chestnut," as he was called at Jellystone Bark Rescue, popped up as one of the first results. We knew right away, he was going to come and live with us! We scheduled a visit and within 20 minutes of our time together, he was our dog! On the way home, we were listening to the radio and the Queen song came on, "Somebody to Love." Right away, I yelled out



Somebody to love.

"Freddie Mercury" for his name. We usually name all of our dogs human names, so why not a famous human name?!

THE PERFECT FIT

Luckily, he had the benefit of a foster family who crate-trained him so he's been terrific so far – alert, smart, playing, eating, and finding sticks in the yard. He loves his new brother and sister and has comfortably joined the pack.

We also decided to run a DNA test so we can figure out his breed. Knowing the breed helps with understanding behavior characteristics and any potential health risks associated with certain breeds. We chose Embark, a veterinarian developed Dog DNA test that's partnered with Cornell University College of Veterinary Medicine. We did the cheek swab last night and sent it in the mail. Results take two-to-three weeks.

No matter what the results, Freddie has found his forever home, which means... "We Are The Champions" for sure!



Carol Timberlake is President and CEO, Timberlake Media Services, Inc., 1556 Pine Lake Drive, Naperville, IL 60564. She can be reached at carol@timberlakemedia.com, 630-820-1100 (o), or 630-248-5356 (c).

Our Rescues Besties George and Gidget!

BY JULIE PETROSKI

George is an approximately eight-year-old Yellow Lab/Golden Retriever mix. He was dumped at Dallas Animal Services (DAS) after he pulled out of a backyard tether, terrified by fireworks or gunshots on July 4th about six years ago. He jumped a chain-link fence and caught his left back leg on the fence, tearing open



Gidget and George love snowy playtime at the cottage.

his leg from knee to groin. Mazie's Mission (<https://www.maziesmission.org>) grabbed him from DAS and fixed him up. Their vet Dr. Erin Shults gave him over 100 stitches! Physically, George was fine after his surgery, but he was terrified by loud sounds of all kinds. Prozac has been a lifesaver for

him and has allowed him to live a mostly normal dog life without fear, although he still hates thunder and fireworks.

Gidget is an approximately six-year-old Terrier mix who was found under a church about five-and-a-half years ago by the Dallas street dog rescue group Duck Team 6 (<https://duckteam6.org>). Her original name was "Stella." My husband and I fostered her and, after a few days, my husband decided that she should be called Gidget (our other three dogs had G names). After about a week, we realized we were keeping Gidget permanently since George had grown so attached to her. Duck Team 6 originally thought Gidget was about one-and-a-half-years old when they found her. We thought she would be a little thing, hence the name Gidget after the 1960s' TV show character. However, Gidget doubled in size! By then it was too late to change her name so we've just kept it. She is significantly smaller than George, her Moondoggie.

Photo Credit: Jodi Paul Photography



Julie Petroski is Senior Vice President, Group Creative Director, Targetbase, 7850 North Belt Line Road, Irving, TX 75063. She can be reached at julie.petroski@targetbase.com, 972-506-3488 (o), or 817-313-5562 (c).

Meet Pandora

BY PAULA CZEISLER

Remember my March 2016 story about Houdini? On August 31 that year, another kitten walked into our lives. A week before, my uncle the vet called from his animal hospital and told Mom, "There's a kitten here I think you should take a look at." She was a couple of months old. Someone found her abandoned and hurt, and my uncle and his animal hospital nursed her back to health. Mom hopped in the car and went to see her. She called me later to tell me about meeting Tina Puff.

IT'S ALL IN THE NAME

Mom ended up bringing home that kitten a week later. We didn't like Tina Puff for a name so we tried to figure out what to call her. When Mom let her out of the carrier that first day, she started exploring and poking her nose into everything she could. It was like opening Pandora's box. So Tina Puff became Pandora – Pan for short. This turned out to be a good name for her.

Ever since she arrived, Pandora needs to be up in everyone else's business. Before she got spayed and was in heat, she only wanted to be with me, making herself at home either on or behind my warm laptop. Since she's been spayed, Mom will read the newspaper on the den floor and Pan makes herself comfortable on top of the paper. One night I got meowed at for closing a lower kitchen cabinet door without giving her a chance to explore inside.

Pandora seems to be half Tabby and half Bengal. We call the bathroom sink her "watering hole" because she'll drink from the running tap AND wash her front paws under it, too! Of course Pandora likes to jump and climb. It started with the kitchen counter, then she moved to the kitchen table. Mom yelling, "Get down" is not exactly what you wanna hear first thing when walking in the door after running errands! At this point, we've given up trying to keep her off the table, so one of her nicknames is now "table centerpiece." My bedroom is a playground for her, as she jumps to my dresser, then a higher cabinet, and finally up to a high shelf near the ceiling. She loves being in high places so she can oversee what's going on.

WHERE IS PANDORA NOW?

Though we try to discourage it, she always wants to go in the garage ("Will you please stop meowing at the garage door? I can hear you from my bedroom upstairs!"). Sometimes she sneaks into the garage and, yes, she's gotten locked in at times (closets, too). Once I found her in a clean laundry hamper and had to yell, "Get out of there! I just plucked you off the garage floor!" Then there was the day she was found locked in the garage at 11 p.m. But I had seen her under the

dining room table after I came home at 9 p.m. and neither Mom nor I had been in the garage since then! I also call her "crazy cat" when she has "wild hour" – meowing loudly and running around the house. She's also "horse paws" – the sound Pan makes when running from one end of the house to the other at full speed, usually when I want to go to bed.

One day "terror kitten," another pet name, gave me a major scare. Mom locked Pandora in the den so she could prepare for hosting her mahjong game at our house that night. When I got home from work, I went to let Pan out. She wasn't there. I raced all over the house looking. I called Mom who told me to look in the downstairs closet where she keeps the mahjong set and tablecloth. Mom must have gone to the closet when Pandora WASN'T locked in the den, 'cause guess who sauntered into the kitchen a minute later?!

SETTLING DOWN...FOR A MINUTE

When we first got Pan, we tried to keep her distracted and entertained by feeding chipmunks and squirrels on the deck. At one point, we had Alvin, Simon, Theodore, and two squirrels. One night, though, a raccoon came looking for leftovers and that was the end of that. She can still watch, we just don't feed the animals anymore. Pan also likes to use her teeth to rip things, especially blankets and skin. She seems to stay away from plants but now she's graduated to wires... phone chargers, cables, etc. Whatever she can find to put in her mouth she will – pipe cleaners, ribbons, rubber bands, oh my!

Houdini was never a lap cat, but Pandora sure is! I'll be sitting on the couch watching TV and she'll jump up, crawl on my chest, and sit quietly...but it's only for a few minutes until she gets up to explore again. She does it to Mom too. She also loves to headbump and rub up against bare feet. And when it comes to purring, Pandora is a real motorboat. She'll sit in boxes, bags, clean laundry hampers...you get the idea. If it fits, I sits! Pandora is a really sweet cat and very smart (she's learned to knock at my door when she wants to come in), but sometimes she can be really dumb. She's cute and we love her anyway!



We call this copycat.



Paula Czeisler is Sales Assistant, Frontline Medical Communications, Inc., 7 Century Drive, Suite 302, Parsippany, NJ 07054. She can be reached at 973-290-8206 or pczeisler@mdedge.com.

AMM Association of Medical Media



Healthcare Marketer's Exchange

Register Today!

Thursday, March 26th

The Yale Club - NYC

Visit ammonline.org for more information.

We look forward to seeing you in March!

#AMMnexus

Thank you to our publisher sponsors

AMERICAN FAMILY PHYSICIAN

ELSEVIER

FRONTLINE | MDedge
MEDICAL COMMUNICATIONS

haymarket

Healio.com

JN JAMA Network™

MJ life sciences™

The NEW ENGLAND JOURNAL of MEDICINE

Thank you to our supporting sponsors

eHealthcare Solutions

AMC AMERICAN MEDICAL COMMUNICATIONS

as of January 10, 2020

Amy Winters

Birthplace: New Jersey
Marital Status: Married
Children: Theo Winters, 16 months old
Job Title: Multichannel Media Planner
Years in Industry: 4
College: Drexel University – Philadelphia, PA

"The mountains are calling and I must go."

—John Muir



WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

1. Visit every U.S. National Park.
2. Bypass the candle aisle in Target.

DO YOU HAVE ANY PETS?

We have one cat named Nina. I'm allergic to her but just HAD to rescue her after visiting her at Petco every day for a month.

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

Workin' Moms on Netflix. A coworker has described me as a Kate/Anne hybrid and I couldn't agree more!

IF YOU COULD HAVE LUNCH WITH ANY PERSON, LIVING OR DEAD (OTHER THAN A RELATIVE), WHO WOULD IT BE?

John Muir – In the 1800s, he established many of the environmental conservation and preservation efforts we strive for today.

HOW DO YOU STAY FIT?

I like to think being "fit" is a state of mind. We recently purchased a Peloton bike for home. While I do classes three-to-four times a week, I think giving up McDonald's three to four times a week will probably have more of an effect.

HOW DID YOU GET STARTED IN THE INDUSTRY?

By chance! At my previous company, I was part of a massive company layoff after working there for nine years and was approaching the end of my severance package. A girlfriend and I decided to have dinner and drinks at Halcyon in Montclair, NJ, and began talking with a very kind gentleman and his wife who were sitting next to us. I mentioned that I was in the market for a career change and he turned out to be a C-Suite Executive at OHG (Omnicom Health Group). He gave me his card, which I still keep in my wallet, and I was hired at SSCG a few weeks later!

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

Let It Go. My husband always says, "Worry is a wasted emotion." If you learn to let it go and focus instead on achieving a positive outcome, happiness follows.

DO YOU HAVE ANY HOBBIES?

Vacation itinerary planning. I generally plan our trips four-to-six months in advance and do extensive research, ensuring no activity or site is missed! What others call "crazy," I call, "efficient." If anyone is heading to CA wine country/Big Sur, I have a minute-by-minute 10-page guide including hotels, restaurants, activities, and travel time/mileage between each. My husband always asks if naps can be added into the itinerary, to which the answer is, and always will be, no!

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

Justin's Peanut Butter Cups.

WHAT DO YOU KNOW FOR SURE?

Parenthood is hard work!

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

Aside from family, friends, health – Bravo TV.

WHAT DO YOU COLLECT?

Past and soon-to-be memories! Our family has instituted a "no more stuff" gift policy for birthdays and holidays. Instead, we plan outings such as Mother's Day hikes or gift each other experiences. For Christmas this year, we decided to plan a two-week vacation and head to Seattle, Alaska, and Montana in July 2020. My son will be almost two by then and I can safely say a million memories will be made on the cross-country flights alone. Yikes! As we always say when things don't go as planned, "This will all be funny someday."

WHAT IS YOUR FAVORITE VACATION SPOT?

Maine, hands down! My husband and I have been to Acadia National Park, Ogunquit, and a few other small beach towns and instantly fell in love. In May 2020, we will be returning to climb Mt. Katahdin, which serves as the celebratory finale for those lucky enough to hike the Appalachian Trail. We even plan to retire in Maine!

Amy Winters is Multichannel Media Planner, SSCG Media, 2001 Route 46 East, Parsippany, NJ 07054. She can be reached at 973-402-4969 or awinters@sscgmedia.com.



Celebrating Theo turning one with my husband, Mike.



ALWAYS IN THEIR HANDS. NEVER LOST IN THE STACK.

While primary care physicians receive stacks of medical journals addressed to them, only a handful are scanned and even fewer are read cover to cover. That's where *American Family Physician* is different. It helps physicians make the decisions that matter—for their patients and their practices—through peer-reviewed, evidence-based clinical reviews that they know and trust. Ranked 1st in cover-to-cover readership¹ and the essential journal in primary care,² *AFP* is your best choice to reach engaged physicians.

#1 in readership. #1 in value.

Call, click or download our media kit today.
 201-288-4440 | aafp_NJ@aafp.org | aafp.com/afp-mediakit

AMERICAN FAMILY PHYSICIAN

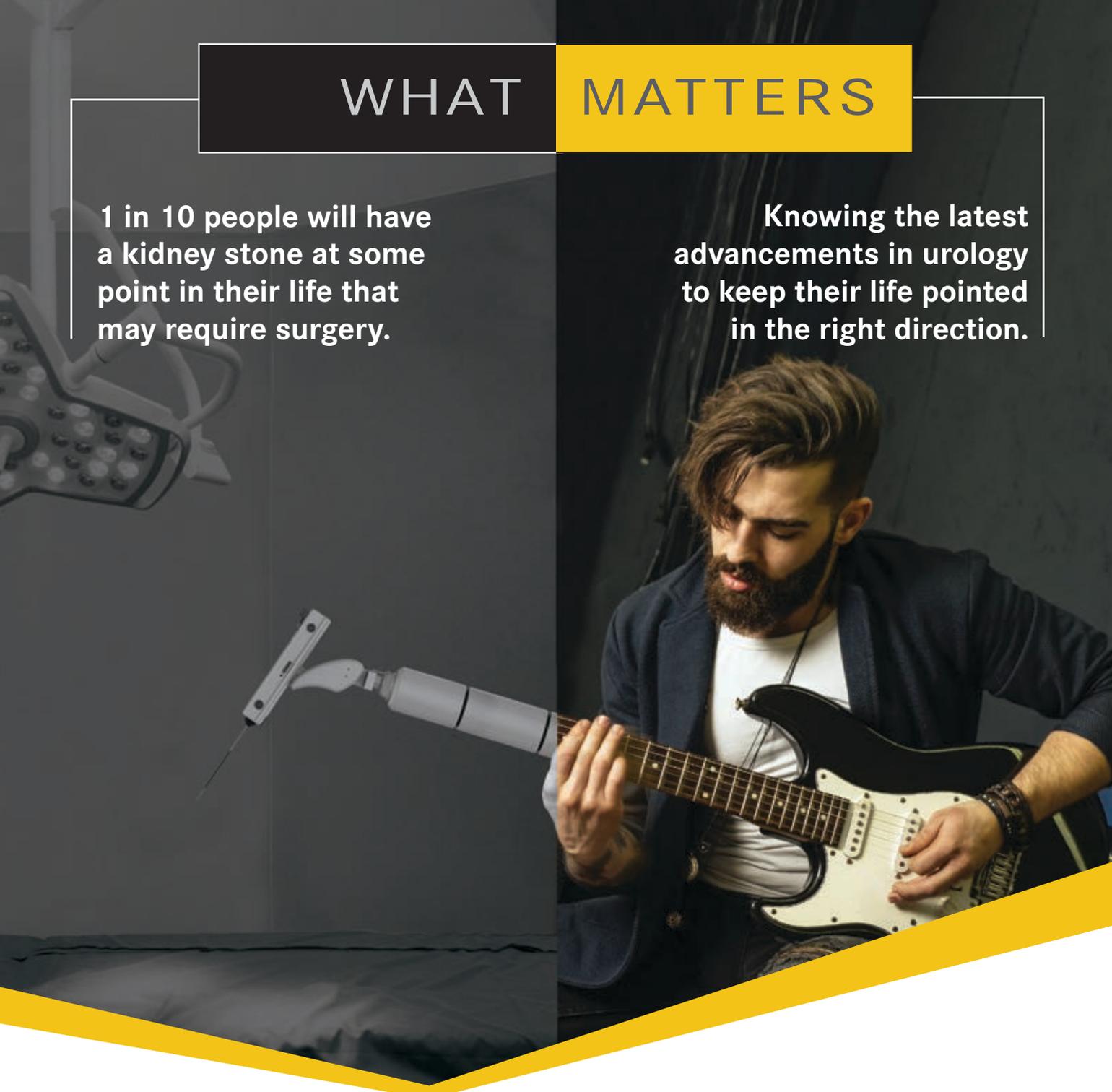
¹KANTAR, Primary Care Medical/Surgical Readership Study, June 2019 ²The Essential Journal Study in Primary Care, The Matalia Group, January 2019.

WHAT

MATTERS

1 in 10 people will have a kidney stone at some point in their life that may require surgery.

Knowing the latest advancements in urology to keep their life pointed in the right direction.



Urology Times®

Urology Times® engages more urologists and key opinion leaders than any other specialty publication to deliver valuable content, news, procedural videos, and unique perspectives from a diverse advisory board.

MJH life sciences™
knowledge that matters™

Reach urologists where they already are.
Contact UrologyTimes@MJHLifeSciences.com for custom strategies and content marketing opportunities.