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Dear Healthcare Marketer,

As you all know, I am a dog lover. And I have to say I am in good company, judging from the response we got when we asked for your pet stories and all the wonderful stories in this issue!

I have found a pet is better than therapy. They are just so in tune. My dog Daisy is always neutral, loving, and knows exactly when someone in our family needs affection or comfort, offering big kisses and snuggles. She also knows when to distract us by bringing us a toy and encouraging us to play with her. And, of course, she quite literally jumps for joy whenever one of us returns home.

Pets are very much a part of our families. Recently, one of my best friends' dog died. I couldn't help but cry for her. If you don't have a beloved pet, you might not understand this. But I truly know how she feels. Losing a pet is very much grounds for grieving. Even *Modern Family* dealt with this recently when they had to consider giving up their dog Stella because one of the kids might be allergic. If you haven't seen the episode, I highly recommend it. It is hysterical!

Sometimes, our pets are even loved more than the humans in our families. I won't mention any names, but a relative who has passed on in my family was nicer to her animals than she was to people. One example was her dog that drank out of fine glassware, instead of a bowl. The dog had to have fresh ice water available at all times. This may be taking things a bit far...

Pets can lift your spirits and make you smile. Have you heard of the dog, Eclipse, in Seattle who rides the bus to the dog park alone? I was amazed! When the bus came, Eclipse was eager to hop on and get to the park, but her owner wanted to finish his cigarette. Eclipse simply hopped on without him. And she's frequented the bus alone ever since. Eclipse plants herself on a seat and watches out the window to make sure she doesn't miss her stop. All the bus passengers around her just love her. She's polite, friendly, and smart!

Want some more wonderful pet stories and heartwarming pix? We've got lots of them in this special issue. **Deanna DeWitt's** dog is more than willing to serve. **Karysse Robinson** is the happy new mom to Socks. **Lisa A. Tomaszewski's** dog Molly knows how to get her owner's attention and it's a good thing. **Morgan Moerder** has both a cat and a dog, who personifies (dogifies?) the term "big love." **Suzanne Polizzi's** dog, Rocky, has a few tricks up his sleeve. **S. Nugent, Terry Nugent's** cat doesn't like her name much, but she's a good storyteller. **Brett Marvel** adopted Tucker, the Shar Pei-Pit Bull, when his girlfriend, now wife, moved in. **Sarah Darcy** melts when her dog Olive smiles. **Jackie Singley** tells her story of perseverance and love with her alpha dog Murphy. **Mike Reynolds**, once definitively against having a dog, is now the proud parent of Ollie. **Robert Stovall** has a traveling companion in his dog Ginger. **Tiffany Thompson** learns a few lessons from her fish. **James Letz** lets us in on life with "Pretty Toni the Ghost-Faced Killah." **Bekah Lockner** and **Maria Konopken** share snippets and pix from AbelsonTaylor's celebration of "National Dress Up Your Pet" day. And see below for cute pet pictures from **Robert D. Bedford** and **Anna Lisica**. Plus **Ryan Palatini** shares a little of his life, which includes his dog Butters, in this month's *Personal Exchange*.

Getting a pet is a big decision...and one some of you may be considering. It's true, they are a lot of work. Much like a child, you have to feed and care for them, and going away gets a little more complicated. But if you ask me, they are more than worth every minute you put into them. They give back ten-fold.

“Wag More, Bark Less.  
Bumper Sticker Seen by Robert Stovall”

Hold on...Spring is coming soon,  
*Nancy*



Daisy Mei  
My best friend!



Raven (5-year-old German Shepherd) and Tex (10-year-old Sheltie) are best friends. They love living and playing in Philly, enjoying the parks and playing tennis together, or even just jumping over the net!

I ♥  
My Pet



Twinkie is a Pacific Parrotlet that can mimic a bit and has a few different sounds—woo-hoos, beeps, and wua whas—to identify himself/family members.

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# Announcements

Send press releases to: [news@hmexchange.com](mailto:news@hmexchange.com)

## Onward & Upward

Promotions • Additions

**Communications Media, Inc.**, has announced the appointment of **Cory Lebihan** and **Shelley Zerby** as Associate Search Analyst, and **Michelle Krichilsky** and **Tyler Haislip** as Campaign Analyst. They can be reached at 215-568-5944. **Kelly Sheahan** has been appointed Marketing Research Coordinator, **Dan Nolan** as Supervisor, Search Engine Marketing, and **Sirisha Vedula** as Associate Campaign Analyst. They can be reached at 484-322-0880. **Kristela Salillari** has been appointed Associate Media Planner and **Oxana Ahern** as Supervisor, Insights and Analytics. They can be reached at 856-667-8577.

**Compas, Inc.**, has announced the appointment of **Katherine Dyer** as Account Coordinator, **Natali Maiuri** as Associate Manager, Strategic Alliances, and **Shauna Harris** as Financial Coordinator. They can be reached at 856-667-8577.

**Everyday Health, Inc.**, has announced the appointment of **Michael du Toit** as President. He can be reached at 646-728-9777.

**Frontline Medical Communications (FMC)** has announced the appointment of **Robert J. Brawn** as National Account Manager, representing the *The American Journal of Orthopedics*® (AJO) and *Emergency Medicine*® (EM). He can be reached at 973-206-8980 (office), 215-498-3548 (cell), or [rbrawn@frontlinemedcom.com](mailto:rbrawn@frontlinemedcom.com). FMC also announced that **Gina Bennicasa** and **Kathleen Hiltz** have gained sales responsibilities as National Account Managers representing *Cardiology News*® (CN) and *Clinical Endocrinology News*® (CEN). **Gina** can be reached at 973-290-8221 or [gbennicasa@frontlinemedcom.com](mailto:gbennicasa@frontlinemedcom.com) and **Kathleen** can be reached at 973-290-8219 or [khiltz@frontlinemedcom.com](mailto:khiltz@frontlinemedcom.com). And FMC announced the promotion of **Nikki Vargas** to Account Manager for print and digital display advertising for *OB.Gyn News*® to build upon her recent sales experience in classified/recruitment advertising in *Women's Health for OBG Management*®. She can be reached at 973-206-8015 or [kvargas@frontlinemedcom.com](mailto:kvargas@frontlinemedcom.com).

**LLNS** is pleased to announce that **Brooke Suskin** has been inducted as a "Future Famer" at the 2015 Medical Advertising Hall of Fame (MAHF). The "Future Famer" Award recognizes young talent who made a significant contribution in the healthcare marketing arena. For more information, visit [www.llns.com](http://www.llns.com).

**MMS, Inc.**, has announced the appointment of **Kent Roman** as Strategic Development Director – Pharmaceutical Division. He can be reached at 630-477-1557 or [k-roman@mmslists.com](mailto:k-roman@mmslists.com).

## New & Noteworthy

Awards • Mergers

**AbbVie** has received FDA approval for Duopa (carbidopa and levodopa) enteral suspension for the treatment of motor fluctuations for people with advanced Parkinson's disease.

**Communications Media, Inc.**, and **Compas, Inc.**, kicked off their community service initiative on January 19<sup>th</sup>, Martin Luther King, Jr., Day. Employees volunteered at several locations spanning across Pennsylvania, New Jersey, and New York. They helped clean the Lingelbach Elementary School, turned a file room into a classroom at the Norristown Project, bagged lunches at Unitarian Society of Germantown, read to students at St. Paul's Baptist Church, and helped take care of animals and built a shelter at the Humane Society of New York and the Animal Welfare Association in New Jersey. The multiple location options allowed all employees across all four offices to participate. For further information, visit [www.cmimedia.com](http://www.cmimedia.com).

**Daiichi Sankyo Company** has received FDA approval for the anti-clotting drug Savaysa (edoxaban tablets) to reduce the risk of stroke and dangerous blood clots (systemic embolism) in patients with atrial fibrillation that is not caused by a heart valve problem. For further information, visit [www.daiichisankyo.com](http://www.daiichisankyo.com).

**Frontline Medical Communications (FMC)** is pleased to introduce **ClinicalEdge™**, a digital publication from the publisher of *Federal Practitioner*®, *The Journal of Family Practice*®, *Internal Medicine News*®, *Family Practice News*®, and *Clinician Reviews*®. The feature also appears in the *Cleveland Clinic Journal of Medicine*® (CCJM) as part of the exclusive advertising collaboration with JFP. FMC is also pleased to introduce the new face of [www.ccjm.org](http://www.ccjm.org), the website of CCJM, as part of their exclusive advertising relationship between FMC's *The Journal of Family Practice*® (JFP) and CCJM. For further information, visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

**Liberate Ideas, Inc.**, has announced the launch of its **Digital Clinician Advisory (DCA)** group, led by **David Lee Scher, M.D.** DCA's primary role is to advise **Liberate** in product development, providing insightful clinical input – considering its target population, users, competitive products, healthcare practice, and industry trends, as well as pertinent regulatory and reimbursement issues. In addition to their product development advisory roles to **Liberate**, DCA will provide **Liberate Consult** services, an offering to the pharmaceutical industry and other healthcare ecosystem stakeholders. For further information, visit [www.liberatehealth.us](http://www.liberatehealth.us).

**Liberate Ideas, Inc.**, announced a joint business development agreement with **Health Nuts Media (HNM)**, an interactive health engagement company and digital content provider. **Liberate** will include **Health Nuts Media** video content in key condition areas such as asthma, diabetes, oncology, vaccines, etc., onto the **Liberate Health** platform. The video content is now available for clinicians to use on the **Liberate Health** mobile app. For further information, visit [www.liberatehealth.us](http://www.liberatehealth.us).

**Novartis** has received FDA approval for Cosentyx (secukinumab) to treat adults with moderate-to-severe plaque psoriasis. For further information, visit [www.novartis.com](http://www.novartis.com).

**SLACK, Inc.**, is pleased to announce the launch of *Physician's Life*, which will launch this spring in May/June. This magazine will target time-starved doctors who aspire to lead rich, fulfilling lives outside work. This upscale magazine will cover money, family and relationships (medical marriages included), technology, travel, food, entertainment, and other lifestyle topics – providing a welcome reprieve from the stresses of navigating through today's medical maze. For further information, visit [www.physicianslifemag.com](http://www.physicianslifemag.com).

**UBM Medica US** announces that *Rheumatology Network*, a leading online community for rheumatologists, features expert debate on the roadblocks to research into new treatments for rheumatic diseases. For further information, visit [www.ubm.com](http://www.ubm.com).

## INDUSTRY OPPORTUNITIES

**MEDICAL COMMUNICATIONS COMPANY** seeks to hire experienced sales person. Full compensation package: base salary, commission, car allowance, medical insurance allowance, 401K plan. Contact Mary Jane Garvey at PDQ Communications [mjgarvey@pdqcom.com](mailto:mjgarvey@pdqcom.com).



## e-Prescriptions Represented Less than One Quarter of All Prescriptions in 2013\*

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\*Sources:  
IMS' 2013 Year in Review: 4.2 billion total prescriptions  
Surescripts' 2013 National Progress Report: 1.038 billion total e-prescriptions



# I ♥ My Pet



## Woodruff – A Dog Who Cares

BY DEANNA DEWITT

**W**oodruff is my black Labrador Retriever. He is a special dog. I raised him at Marist College to be a Guide for the Blind (<http://www.guidingeyes.org/>). This required an 18-month commitment with weekly training classes and exposure to all kinds of situations Woodruff could face down the road with his blind companion. I brought him to all of my college classes, he went food shopping with me, ate at the finest of restaurants, and even got to meet the President of Marist College for a special meet-and-greet.

### FINDING WOODRUFF'S ROLE

After I worked with Woodruff for 18 months, he went in for his In For Training Test (IFT), which is the final phase of training. The 18 months of prior training culminated in this rigorous 20-minute test that is essentially a quick observation of Woodruff's knowledge for eligibility as a guide dog.

Unfortunately, Woodruff was born with a genetic disorder known as "harness sensitivity" (unbeknownst to us until IFT day), which makes him unable to wear the harness that his blind companion would utilize. Although he "medically failed" his IFT, Guiding Eyes for the Blind kept him for an additional two months to try him out for alternative careers such as bomb detection and K9 police. Unfortunately, Woodruff was too "people motivated" and could not focus on the task at hand.

Woodruff attending a Cinco De Mayo party as a part of his socialization.



sion to visit Woodruff at Guiding Eyes Headquarters where he was being kept for the time being. We were able to see him for a brief 20 minutes that Sunday. Three days later, that following Wednesday, I received a phone call from the lead handler at Guiding Eyes who told us Woodruff had been on a hunger strike and had not eaten since he last saw us. The handler was wondering if Woodruff could be our pet.

### WOODRUFF IS FAMILY

Woodruff is now five and lives with my parents in Brick, NJ, taking daily swims and enjoying endless belly rubs. Through his training, Woodruff knows almost every trick under the sun. He knows the basics – sit, down, stay, come, heel, roll over. But he also has a few extra tricks. When in college, I taught him how to get us drinks from the fridge. He also knows the word "kisses." When we call out from any room in the house, Woodruff will come barreling over to find us just to give us the wettest kiss. It's as if he hasn't seen you in ages, though it may just have been a minute before! Woodruff also has a special ability to sense when someone in our house needs his companionship.

This might be someone who is unsure about dogs. Woodruff recognizes their emotions and calmly approaches them. He then lays at their feet, persuading even fearful humans to fall for his charm. Because of this talent, Woodruff will soon be in training to be a service dog visiting nursing homes and hospitals.

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Woodruff now as our official pet.



Woodruff as a puppy doing the coin toss during one of the Marist football games.



# I ♥ My Pet

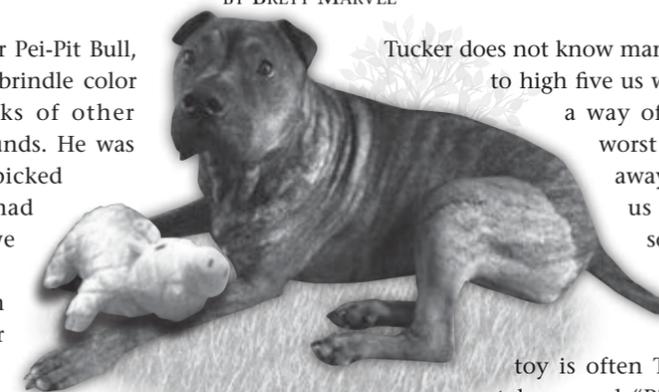


## A Pit Bull and Piggy

BY BRETT MARVEL

**M**y wife and I have a Shar Pei-Pit Bull, named Tucker. He is a brindle color (brownish with streaks of other colors) and weighs about 75 pounds. He was a rescue that I think my wife picked because he was so goofy. She had already gotten Tucker before we met, so I "adopted" him.

When my wife first moved in with me, we would keep Tucker in my finished basement so he could roam free, instead of having to stay in a cage. Within the first two weeks, Tucker ate one of the window blinds and tore up a section of the carpet. My wife thought I was going to stop dating her because of the damage, but I didn't even care because he was still such a great dog. Luckily, Tucker doesn't do that anymore...it was just a phase.



Piggy comforting Tucker after surgery.

Tucker does not know many tricks, but we did teach him to high five us when we say, "up top." He has a way of making the worries of the worst day possible immediately go away because Tucker always greets us with unconditional love. As soon as you walk in the door at home, he is there to greet you with one of his toys. Nowadays, that toy is often Tucker's stuffed pig appropriately named "Piggy." He got it after he had ACL surgery, and now Tucker takes Piggy wherever he goes.

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# I ♥ My Pet



## Murphy Singley

BY JACKIE SINGLEY

**T**wo years ago, my husband decided to get a dog. Even though I love Murph, let's just say that he has redefined what commitment means to me. I knew a dog was work, but I had no idea.

### A VERY UNIQUE PERSONALITY

Murphy is a Thai Ridgeback. The breed is considered "exotic," but that's not how I would describe him. The breeder was located in Hawaii so Murph was flown in at eight weeks old. From an early age, he began challenging us. As soon as he could reach the counter, he began surfing and destroying only expensive and hard-to-replace property – chewing our hardwood stairs and pulling apart key fobs for car models that aren't made any longer. Next it was food – anything and everything. As a pup, he somehow got hold of a rib and ate it whole. Just last week, he got into the shower and ate an entire bar of soap.

As Murphy grew, he started to show signs of aggression toward visitors and my husband. He seemed to be particularly averse to males. The growling and snarling got scary as he got bigger in size. We started a six-week Petco training course before his first birthday, but it was too late...he would need more intense training to co-exist in our home.

Don't get me wrong, things weren't all bad. Murphy could be loving and playful and enjoyed socializing with other dogs at the park. Thai Ridgebacks are great guard dogs and Murphy was protective of our home, and me in particular. When he got used to someone, he showed signs of excitement when they came by. Nevertheless, when we found out we were pregnant last Christmas, we were concerned and recruited in-home training experts. We scheduled neutering and gave up dreams of breeding him.

After a few months, things were better, but Murphy developed food aggression and was starting to snap at my husband when challenged in any way. An in-home trainer recommended we place Murphy in 24/7 residential training for a month. How much was that going to cost? But we had to do what we had to do.

### A SOCIAL MEDIA SENSATION

I felt horrible dropping Murph off up in Rhode Island 200 miles from home. We went with Solid K9 Training (<http://solidk9training.com/>) in Providence. He cried and barked uncontrollably as I left the training center; I was afraid he would think we were abandoning him. Jeff Gellman and his team at Solid K9 posted regular updates on Murphy via social

media outlets. Murphy had quite the following. After a few weeks, they called and recommended an additional month as progress was slow. But there was progress...

### MY BIGGEST CAUSE FOR WORRY

I worried about Murphy throughout my pregnancy. I was personally attached to the dog though I knew he had grown into a potentially dangerous dog. I prayed daily that he would be able to co-exist with an infant and start listening to commands. We did whatever we could to help Murph. I didn't think finding a new home was an option because I knew that would be nearly impossible given his aversion to humans.

If Murphy could not be trained, we were left with only one option, especially if we felt he was a threat to the baby. None of the trainers could explain his aggression. He wasn't abused and there was no trauma we were aware of. There is probably good reason these dogs aren't widespread in the U.S. Likely, the breed itself is a big part of the issue, but there are also unknowns with the breeding process given the breeder was halfway around the globe.

I read online that Thai Ridgebacks make good family pets. I have to disagree. We can't board him because no place will take him, so vacations are tough too. It hasn't been a walk in the park.

### A NEW NORM

Our son is now almost four months old and Murphy is still with us. He has shown no signs of aggression toward the baby. However, he's extremely alpha oriented and often challenges my husband. In many ways, our life revolves around the dog. We are moving to a single-family home with a finished basement and fenced in yard so we have more options for separation from our son once he begins to crawl, walk around with food, or have friends over. Our new kitchen has a door to keep the dog out. The yard will provide more exercise.

People are often perplexed that we work our lives around the dog because strangers rarely see the relaxed playful dog I know. Murph and

I have a special bond. And while each day brings new challenges, we made a commitment to keep Murphy, no matter the obstacles. Now that he's two, he may start to relax a bit more. I can tell you this – we will never get another dog. Murphy has been enough for a lifetime.

*Jackie Singley is Senior Vice President, Managing Director, Ogilvy CommonHealth Medical Media, 424 & 426 Interpace Parkway, Parsippany, NJ 07054. She can be reached at 973-352-1185 or [jackie.singley@ogilvy.com](mailto:jackie.singley@ogilvy.com).*



Murphy at 1.5 years of age.

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# I ♥ My Pet



## WHY WE DRESS THEM UP

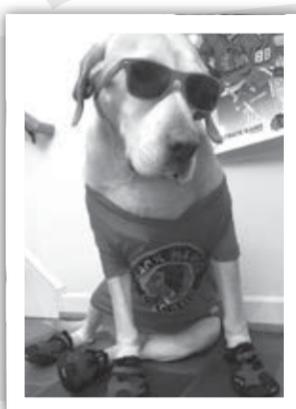
BY BEKAH LOCKNER AND MARIA KONOPKEN



↑ When bowties were the fashion statement. A photo with Kim Helmen and her cat, Tuxedo.



← Caught in the act! Dan Perreras says Mike likes to read foodie magazines.



↑ Chance is the best doggone Blackhawks fan ever, says Julie Garramone.



↑ Twins? Zoe likes to dress up like her owner, Lucy Chung.



← Bekah Lockner's cat, Maybelle, loves to sit on her shoulders – for attention of course!



→ Bekah Lockner's Thundersnow loves to pose for pictures.



↑ Giddy up Guera! From Claudia Medina's pix of what children do when moms are gone.

**W**e love our pets. We'll buy them sweaters, bowties, or tutus. We'll encourage them to wear hats, sunglasses, and other accessories. In return they make us laugh and feel warm and fuzzy inside.

The reality is our pets are becoming much more integrated into our families according to the American Pet Products Association. So much so that our own health and wellness can be linked with them. Pets help us heal faster, lift us from depression, and even get us moving.

So when "National Dress Up Your Pet" day came around, folks at AbelsonTaylor couldn't resist. We had to participate in this "holiday" – if just to remind us that pets provide more than just comic relief.

Several people from our agency met to discuss the observance day. We decided that holding a contest was the best approach to engage people, so we decided to offer a \$25 Amazon gift card to the winner with the most adorable picture, as decided by community votes.

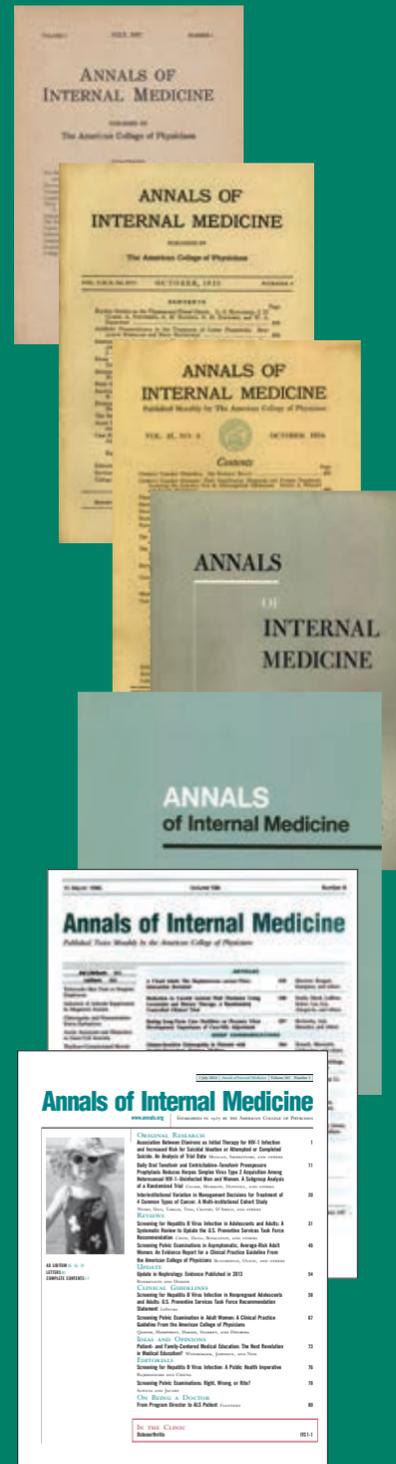
The best part of the contest is looking through the photos and hearing about the stories behind them. We learned a lot about the owners and their pets, like how Jim Letz fell in love with Pretty Toni the Ghost-Faced Killah, or how Kim Helmen got Tuxedo to pose beautifully, or how Dan Perreras caught Mike "reading" a magazine.

"Dress Up Your Pet" day has come and gone and people at our agency still talk about the photos. If our campaign made at least one person smile, then we've achieved our goal.

Check out some of the pictures our team shared on Instagram.

*Bekah Lockner is Senior Manager, Social Media, and Maria Konopken is Strategist, Social Media, AbelsonTaylor, 33 West Monroe, Suite 600, Chicago, IL 60603. Bekah can be reached at 312-894-5693 or [Bekah.Lockner@abelsontaylor.com](mailto:Bekah.Lockner@abelsontaylor.com). Maria can be reached at 312-894-5748 or [Konopken@abelsontaylor.com](mailto:Konopken@abelsontaylor.com).*

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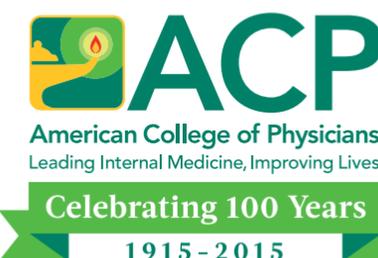
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- #1 for total readers
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Source: Kantar Media, December 2014 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Tables 111 and 211

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ADS4031-B



# I ♥ My Pet



## Our Third Child, Ollie

BY MIKE REYNOLDS

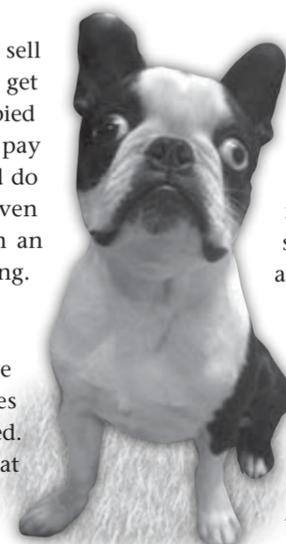
A year ago, my wife and I were a fortress of reasons as to why we didn't want a dog. We traveled a lot. Our house was clean. We didn't need the added expense. 3 a.m. walks that'd end with a bag of poop wasn't our idea of "fun."

But the battle wasn't easy, given the hard sell from our two teenage kids. They swore they'd get up early, stay up late, and keep the dog occupied when we wanted a date night. They'd help pay for the food, medicine, toys, and treats. They'd do "whatever it took." John, our 14-year-old, even bought us a bag of dog food for Christmas in an effort to will us into action. But we held strong. No way. No how. Not now. Not never.

### LOSING THE BATTLE

And then my wife, Stephanie, asked the kids at dinner one night to list the positives and negatives of getting a dog. "What?" I asked. "What did you just ask them?" She'd broken at some point the previous week, but hadn't told me. "I asked them about a dog," she said very matter of factly. And at that point, I knew we were doomed.

Within a week, we picked up a 10-week-old, 4 1/2 lb. Boston Terrier, which we came to name Ollie. He was sweet, cuddly, smart, and quiet. But most of all, he was the goofiest looking furball I'd ever seen. Though floppy at first, his ears would stand taller than his head. Two different colored eyes bulged and pointed in entirely different directions. He was



Ollie: 14 lbs. of muscle & snorts.

a symphony of snorts, snores, and hacking coughs, mixing it up with the occasional puke of whatever he snarfed off the floor. As one friend put it, he resembled a Portuguese mountain pig much more than he did a dog. And Portuguese mountain pigs don't actually exist.

### PUPPY LOVE

Yet, somehow, we fell in love. Within no time at all, Ollie's diet was better than anything I was getting: Ham and eggs in the morning; peanut butter, yogurt, cream cheese for lunch; burger, fish, and rice for dinner. He played with us on the couch and slept with us under the covers in bed. Any reason was a good one to buy Ollie a new toy or treat.

Fast forward to today and the house is a mess, the bank accounts are lighter, and 3 a.m. still hurts every time. But we can't imagine life without our little 14 lb. ball of muscle. We're bummed to leave him in the morning, rushing home to play fetch with him at night. Our friends have tired of our "Ollie is Awesome" stories and he's officially become our third child and the family's seventh grandchild. It's amazing the love and laughter that bouncy little dog has injected into our house, but look

into that one blue eye, while he snorts a "hello," and you'd get it too.

*Mike Reynolds is Managing Director, BulletinHealthcare, 100 Lanidex Plaza, Suite 130, Parsippany, NJ 07054. He can be reached at 973-214-6624 or mreynolds@bulletinhealthcare.com.*

## 80 Pounds of Axel Affection and Lovely Lola

BY MORGAN MOERDER

I have a fawn colored Boxer/Bulldog mix named Axel, who weighs 80 pounds. Axel came from a neighbor who had a female Boxer and male Old English Bulldog. I also have a cat named Lola, who was adopted from a shelter. I got her from a co-worker at my previous employer who could no longer take care of her.

Axel is very clever. About a week before Christmas, while my fiancé and I were at work, he managed to locate his wrapped present under the tree and opened it. He got excited and opened up a gift card for my cousin, too. Axel's greatest trick is that if he was left uninterrupted, he could sleep 24 hours a day.

Axel doesn't realize his size and wants to be by our side all the time. He is our 80-pound lap dog.

*Morgan Moerder is Media Planner, Communications Media, Inc. (CMI), 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. She can be reached at 484-322-0880 or mmoerder@cmimedi.com.*



Lola and Axel.



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# I ♥ My Pet



# I ♥ My Pet



## Socks – A Gift From My Colleagues

BY KARYSSE ROBINSON

Everyone knows I'm a self-proclaimed "crazy cat lady." I grew up with a cat named Simba who passed away while I was in college. So one day, my colleague Emily Chau told me a story about her college friend who was trying to find a home for a kitten. She knew I loved cats and that I was thinking of getting one. However, I was hesitant because I wasn't sure if I was ready to be a mom. I was excited to go visit this kitten, but I had no intentions of bringing it home.



Camera-shy Socks.

As soon as we arrived at Emily's friend's house, it was love at first sight. This brave little ball of fur was full of energy and so cute. She immediately came over to me and began playing with the strings hanging from my shirt. Whether or not I was ready to pick her, this adorable grey and white tabby picked me. Needless to say, she came home with me that night. It took a few days for me to find a name for my new little baby. Here, I have to give credit to another colleague, Alya Sherman, who voted on the name "Socks" because of my kitten's cute four little white paws.

Now, I've had Socks for about seven months. She's been a pure joy. She's gotten so big already, and is still very lively. She is like the Sour Patch Kids commercials, "Sour. Sweet..." She likes to play, bite, and scratch but she is really a big ball of affection. Socks follows me into every room and purrs loudly every night while she sleeps on my head or chest. I've gotten her neutered recently and she was so playful with her little conehead that she had to wear it for two weeks.

Everyone who visits my apartment falls in love with Socks because she is so affectionate. Luckily, she hasn't ruined any of my furniture or made any messes that I haven't been able to clean up. My goal is to teach her how to fetch like my best friend's tabby does.

*Karysse Robinson is Senior Media Planner, Communications Media, Inc. (CMI), 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-568-5944 or [krobinson@cmimedia.com](mailto:krobinson@cmimedia.com).*

## My Beloved Ginger

BY ROBERT STOVALL

Ginger Belle Stovall is a very special girl. Actually, she's a dog, but she is so much more than just a dog. Santa delivered Ginger on a fire truck in December 2005. Our oldest daughter, Mary Catherine, wanted to name her Jingle Bells but later thought Ginger Belle had a nicer ring to it. Today, although Ginger is a senior citizen at age 63 in dog years (9 x 7 years), she still acts more like a puppy than a dog in her golden years. Both of my daughters adore Ginger and consider her one of the family. She brings us all lots of joy.

### WELCOME HOME

Whenever I come home from work, Ginger is so excited and happy to see me. She starts to do a little dance. Then she does a little jig. Then she just can't control herself anymore and stands on her hind legs with her front paws outstretched, almost as if she's trying to hug me and welcome me home from a hard day's work. Then we have a nightly ritual where Ginger runs around the living room and wants me to chase her. When we go around the house a few times, she lies on her back in the living room with her paws up in the air as if to play dead. This is her way of telling me she wants her belly scratched, so I scratch her belly. She loves this!



Ginger and me, looking forward to our next road trip together.

### ROAD TRIP

Ginger and I have a lot of adventures together. Sometimes this gets both of us into trouble. This is because I take her wherever I go. She loves to stick her head out the window when I'm driving. During the summer, my wife and daughters fly to Myrtle Beach, South Carolina, for a week's vacation. I drive down with Ginger in my car so we have a car to use for the week. Ginger and I enjoy the 12-hour road trip together. We hit McDonald's on the way down and on the way back home again. Ginger loves their chicken McNuggets. We're not allowed in the dining room anymore, so we just order from the drive-through.

Ginger is an important member of our family. We all love her very much and she knows it. One important lesson Ginger has taught me is try not to stress too much about life. Ginger's attitude reminds me of a bumper sticker I saw on someone's car, "Wag More. Bark Less."

*Robert Stovall is a Writer and Management Consultant. He can be reached at [robertstovall@verizon.net](mailto:robertstovall@verizon.net).*

## My Human

BY S. NUGENT

My owner asked me to write up a contribution to *Healthcare Marketer's Exchange*. Due to the notoriously paw-unfriendly user interface of most word processing programs, I dictated this.

Well, let me begin at the beginning. I'm a little foggy about my kittenhood. I do know my original owner, lacking good taste in companions, put me up for adoption. My current owner's sainted mother evidenced much more refined sensibilities by quickly snapping me up. I am forever grateful, with the exception of my kitty christening with a somewhat jejune first name (which is why I use my initial only).



He's working late...again.

My current owner was not all that delighted to see me, as his mother was in her latter years and he was ignorant of the blissful benefits of cat companionship. I remember him saying on my first day in my new domicile, "Mom, I thought we talked about this. No more cats, remember?"

I immediately sized up the situation and set about ingratiating myself with him, using all my feminine feline felicitities. After all, his mom was up in years and frail, so I knew the way to avoid yet another adoption was to bond – and fast! Soon he softened up and we became quite close.

I set about training him to be a dutiful owner. In short order, I had him schooled in proper litter box maintenance, feeding, and provision of all the requisite creature comforts.

Well, that was nine years ago. Oddly, I became quite attached to him too. After his sainted mother passed and he inherited me, I found myself alone in the house all day as he trudged off to work. I actually missed him a bit. So I look forward to his return each evening. Of course the evening meal is part of that equation.

Actually he has begun to envy me a bit, and who can blame him. As a cat, I don't have to work, don't have to leave the house in the winter, don't need any clothes or money, don't have a cell phone bill, and I get to sleep about three-quarters of each hectic day. All and all it's not a bad gig.

Not that I'm a selfie creature, but my owner did ask if I could share a few pics, so feast your eyes. That's all for now. Ciao.

*S. Nugent can be reached c/o Terry Nugent, Director of Publication and Association Development at mms, 935 National Parkway, Suite 93510, Schaumburg, IL 60173-5150. He can be reached at 630-477-1553 or [t-nugent@mmslists.com](mailto:t-nugent@mmslists.com). She would appreciate your favorable consideration of his proposals, as somebody has to pay for the cat food.*



The author protests yet another interminable road trip.

## MY BUDDY ROCKY

BY SUZANNE POLIZZI

My little furry friend is a ten-pound Maltese named Rocky. He will be 13 years young on February 25th. He is white with charcoal eyes and we found him in a small breed pet shop. Rocky joined us because my younger daughter desperately wanted a dog (it's always for the kids). He soon became my dog.

Rocky's funny and smart. He never goes up or down the stairs in our house since they are not carpeted, though he will go out a few front steps. One of my favorite stories is when I asked a friend to watch him while I was going shopping. I told her he never goes upstairs to the bedroom and never comes in our bed. I no sooner walked out the door when he ran up her stairs and jumped up on her bed where he stayed for the entire visit.

Rocky does typical tricks like paw and roll over, but he also knows exactly what the word "toy" means. He will get his toy and bring it to me if I ask him to.

Rocky and I are pals. He is very warm and loves to sit with me. He also loves to walk, so we go out together in all kinds of weather.

*Suzanne Polizzi is Senior Vice President, Advertising Sales, PaigeScience, 60 East 42nd Street, Suite 2137, New York, NY 10165. She can be reached at 516-384-6715 or [Suzanne@PageScience.com](mailto:Suzanne@PageScience.com).*



Rocky taking it easy after his walk.

## A Toy Named Molly

BY LISA A. TOMASZEWSKI, PH.D.

**W**e have a little black toy poodle, named Molly. She was my one-year wedding anniversary gift from my husband. One year is “paper,” so he thought “paper training” would apply.

We chose Molly because I have been around poodles all of my life and know they are an intelligent, loyal breed. They don’t shed and they don’t need to be entertained 24/7. What I love most about Molly is her emotional intelligence.

Although this story took place several years ago, I swear every word is true. In our last home we had an outdoor hot tub and we especially loved using it in the cold winter months. One chilly November night when we got out of the hot tub, I went inside to shower, while my husband stayed behind to put the cover back and lock up. While I was in the shower, Molly ran into the bathroom, started barking, and spinning around in a circle – very weird behavior for her. She wouldn’t let up; so much so that I got out of the shower with



Our Molly is 14 years young!

shampoo in my hair, threw on a robe, and followed her as she raced downstairs. In my absentmindedness, I locked the sliding door. My husband was standing outside in the freezing cold in a dripping wet bathing suit! If it wasn’t for Molly, who knows what may have happened.

Beyond simple tricks, Molly is an expert communicator. Whenever she wants to go outside, she rings a bell hanging from our sliding glass door. This is a great deterrent from barking, which can be a pesky problem with some small dogs. The good news is that this works like a charm and Molly is not overly vocal as a result. The bad news is that Molly knows that when the bell rings, one of her humans will get up – even when it is dinner-time. So, sometimes she rings the bell, just so she can get a shot at our dinner plates. Who is training who?

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## Something Smells Fishy

BY TIFFANY THOMPSON

**S**o, I’ve never been a huge pet person. I remember, as a kid, I’d play with my brother’s pet snakes for minutes at a time, but that was the extent of it. Well, last year, when she was five years old, I decided to buy my daughter her first pet. Ya know, get her started early. I didn’t want her going her entire life without having had a pet (like her mother).

We took a family trip to PetSmart and picked out the perfect Black Molly fish. She named it George. George died two days later.

And I, being ill-equipped to care for a pet, could not bear the thought of handling a dead fish. Not even with a net scooper. And what would I tell my little girl, anyway? I decided I had three choices. My first choice was I could tell her that George was asleep. Better yet...hibernating! Second choice, I could buy a new black Molly and replace the old George with a new and improved George. Or, third, I could tell her the truth about George – that he was eaten by a shark.

Seriously, how could I tell my five-year-old that her new best friend had gone to sleep with the fishes? Literally. Was she

mentally ready to understand the complexities of the cycle of life? Would she hate me forever for not keeping George alive? Would she blame herself? I decided it was time to teach her a valuable lesson about life and death. I decided to tell her the truth. I was ready! Until something happened that I wasn’t

prepared for. She found the dead fish on her own. I had covered the fish tank with a kitchen towel hoping she wouldn’t notice, but she had noticed. And when she questioned me, I blurted out, “He must be sleeping!” I don’t know why. I panicked. And thanks to Nick, Jr., the Disney Channel, and elementary school, she knew George was not asleep. She found the net scooper, scooped out the dead fish, and flushed him in the toilet. Then she asked for a snack.

I had worked myself into a frenzy for nothing. My kid was much stronger than I thought. Over the next year, I managed to kill eight more fish. We now have five fish. Five fish who are thriving and well, and who I stay away from at all times.



Zoë (7) with four of the five fish.

*Tiffany Thompson is Sales Coordinator, UBM Advanstar, 485 Route 1 S, Suite 210, Iselin, NJ 08830. She can be reached at 732-346-3060 or [tthompson@advanstar.com](mailto:tthompson@advanstar.com).*

## What Pretty Toni Taught Us

BY JAMES LETZ

**W**e met her at a shelter about five years ago. We chose her out of other puppies because she had this boundless energy, immediately jumping on my lap and wanting to play. You’d never know she only has three legs.

According to the shelter, Toni was a bait dog used by dog fighters for their fighting dogs to practice on (For more information on how to help stop cruelty to animals, go to <https://www.asPCA.org>). However, she escaped that environment, Toni found her way to our home. And into our hearts.

### GIFTED AND TALENTED TONI

It didn’t take long for us to figure out that Toni has some unique skills. She’s an escape artist, a contortionist, and a comedian. She’s also smart, compassionate, and a lover of rap music.

Here’s the thing about pets. If you let them, they’ll teach you a lot about perseverance, compassion, and living life to the fullest. Toni is no different.

### PERSEVERANCE

When we first took Toni home we used a crate to train her. But she figured out how to slide the lock open. Next we tried using zip ties to keep the lock on, but she figured out how to chew through those. Then we tried covering the zip ties with duct tape only to discover that she could squeeze herself out between the bars! We threw the crate in the trash that week. Toni taught us about perseverance.

### COMPASSION

Toni has also taught us about compassion. I think it’s innate in dogs. She can sense when one of us is having a

tough day or is feeling sad. She’ll tilt her head and look at you. Then Toni will come up to your face and give you her famous sloppy kisses. If you’re sitting down, she’ll jump up and wrap her whole body around you and lay on top. We call this move the “seat belt,” but really what she’s giving us is a whole body hug, reassuring us all will be better.

### LIVING LIFE TO THE FULLEST

Toni is going through chemo right now to treat her cancer, mastocytoma, but you’d never know she’s hurting or not feeling well. She’s always ready to play, go for a walk, or dance. In fact, turn on some rap music and she’ll stand on her two hind legs and nudge you with her front paw. She wants to dance. So we’ll grab the front leg and dance with her. Toni taught us to laugh and push through even when we’re not feeling well.

Her full name is “Pretty Toni the Ghost-Faced Killah,” after a member of the rap group, Wu-Tang Clan. But she’s far from being a killer, which is sometimes what people think of when they hear the term American Staffordshire Terriers (a type of Pit Bull), which is Toni’s breed. They’re lovers, not fighters. They’re loyal, devoted, and extremely affectionate. They’re

used in dog fighting because of their extreme loyalty and, unfortunately, will do anything to earn the affection of their owners, according to the ASPCA. But when given a great home, they become more than just a pet. They become a member of the family. Like ours.

*Toni’s parents are James Letz, a Medical Proofreader at Abelson-Taylor, and his fiancé Natacha Fahey. James can be reached at 33 West Monroe, Suite 600, Chicago, IL 60603, 312-894-5679, or [James.Letz@abelsontaylor.com](mailto:James.Letz@abelsontaylor.com).*



Toni chasing tadpoles at the family beach house.

## Happiness Is Olive

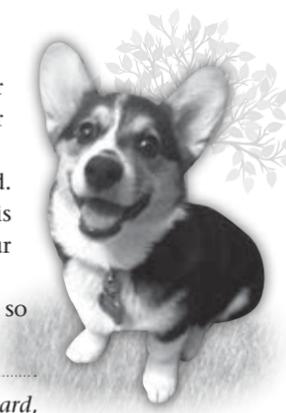
BY SARAH DARCY

**M**y dog’s name is Olive. She is a 10-month-old tri-color Pembroke Welsh Corgi. We got her from a breeder...picked her out when she was only four weeks old and have watched her grow ever since.

When Olive was just a baby, I couldn’t find her anywhere in the house. I searched and searched. Then, finally, I found her curled up on the bottom shelf of a bookcase. Too funny! Though Olive is just a puppy and still learning her tricks, she can “shake” and jump up and touch her nose to your hand.

We think Corgis are just the cutest, sweetest dogs so we really wanted one of our own. We’re so happy to have Olive. I love that she always looks like she is smiling...it brightens my day!!

*Sarah Darcy is Associate Media Planner, Communications Media, Inc., 2200 Renaissance Boulevard, King of Prussia, PA 19406. She can be reached at 484-322-0880 or [sdarcy@cmimediamedia.com](mailto:sdarcy@cmimediamedia.com).*



Olive.



PERSONAL EXCHANGE

Ryan Palatini

"One if by land,  
two if by PRC."  
- Ryan Palatini,  
Founding Pharma

**Name:** Ryan Palatini  
**Birthplace:** Livingston, New Jersey  
**Marital Status:** Engaged (Tara)  
**Children:** Only my dog Butters (for now)  
**Occupation:** Account Management  
**Years in Industry:** 7  
**College:** West Virginia University  
**Personal Motto, Mantra, or Favorite Quote:**  
 "Those weights ain't gonna lift themselves!"

**What was your first job?**

When I was 14, I was an usher at my local movie theater in Rockaway, New Jersey. My primary responsibility was seeing as many free movies as possible.

**What are two things on your bucket list?**

I'd love to challenge Joey Chestnut and Kobayashi to a hot-dog-eating contest. I probably wouldn't win, but I'd put up a good fight. I also want to live long enough to see the New York Jets play in another Super Bowl. Dare to dream!

**Do you have any pets?**

Butters, a half Jack Russell, half Pug who is obsessed with becoming an Instagram video star. Check him out at RPalatini on Instagram.

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

I'd appear on *Curb Your Enthusiasm* as Larry's estranged son, Garry David, who's constantly trying to get Larry to read my terrible movie script, *Any Which Way But Butters: The Amazing Adventures of a Small Dog in a Big World*.

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

Frank Sinatra, as played by Phil Hartman on *Saturday Night Live*.

**How do you stay fit?**

A daily dose of whey protein (shake or snack bar are acceptable), pumping iron like Arnold, and twice-weekly

jazzercise classes. Just kidding, jazzercise is three times a week.

**What three adjectives best describe you?**

Beefy, cheesy, and hearty. Also describes my favorite canned meat snack, Chef Boyardee Ravioli.

**Favorite movie?**

*The Godfather*, followed by *The Godfather Part II*, and coming in a close third, *Hot Tub Time Machine*.

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

I'd fly my entire team to the Cheesecake Factory on my private jet for an all-you-can-eat lunch buffet. Drinks not included.

**What one little thing always makes you happy?**

A crucial project coming in at budget, and the smell of freshly polished tennis shoes.

**Craziest thing you've ever done?**

At least in recent memory, allowing my team to talk me into submitting this profile.

**What famous person would you HATE to be stuck in a room with?**

Jeff Gordon, Dale Earnhardt, or any other NASCAR driver ever, except Ricky Bobby.

**What is your most memorable birthday?**

While most of my birthdays have been unmemorable, I recently celebrated my grandma's 100th birthday. Despite her age, she's wittier and funnier than anyone I know.

**Best/worst part of your job?**

It's the expected answer, but the people I work with day in and day out are absolutely the best part of my job. Of course, depending on their ability to meet deadlines, they can also be the worst, but thankfully that doesn't happen too often.

**How did you get started in the industry?**

I chalk it all up to determination, focusing on my goals, and [Monster.com](http://Monster.com).

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

Owner, General Manager, and Coach of the New York Jets, because at this point, how much worse can things get? First orders of business: Hire Will Ferrell impersonating Harry Carey to be the team's play-by-play announcer, bring back Mark Sanchez...as a hot dog vendor, and rename the stadium after the highest bidding pharmaceutical company (Ladies and gentleman, Welcome to Pfizer Pfield!).

*Ryan Palatini is Account Group Supervisor, Area 23, An FCB Health Company, 622 Third Avenue, New York, NY 10017. He can be reached at 917-265-2551 or [Ryan.Palatini@area23hc.com](mailto:Ryan.Palatini@area23hc.com).*

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References: 1. Primary Care. Medical/Surgical Study. Kantar Media; December 2013. 2. Membership data on file; American Academy of Family Physicians.



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# Must-Know Industry Events

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3rd Annual Practical Topics in Pediatric Emergency Medicine, 727-767-8523

**16-18 LAS VEGAS, NV**  
16th Annual National Conference on Fetal Monitoring – Maternal-Fetal Assessment and Interventions, 800-327-3161

**16-19 MIAMI BEACH, FL**  
18th Annual General Pediatric Review and Self Assessment, 786-624-2620

**17-18 BALTIMORE, MD**  
11th Annual Advances in the

Diagnosis and Treatment of the Rheumatic Diseases, 410-502-9636

**18-22 PHILADELPHIA, PA**  
Annual American Association for Cancer Research (AACR) Meeting, 708-486-0720

**22-24 BOSTON, MA**  
Institute for International Research is sponsoring “24th Annual Partnerships in Clinical Trials,” 800-345-8016

**22-25 TORONTO, CANADA**  
Annual Society of General Internal Medicine Meeting, 202-887-5150

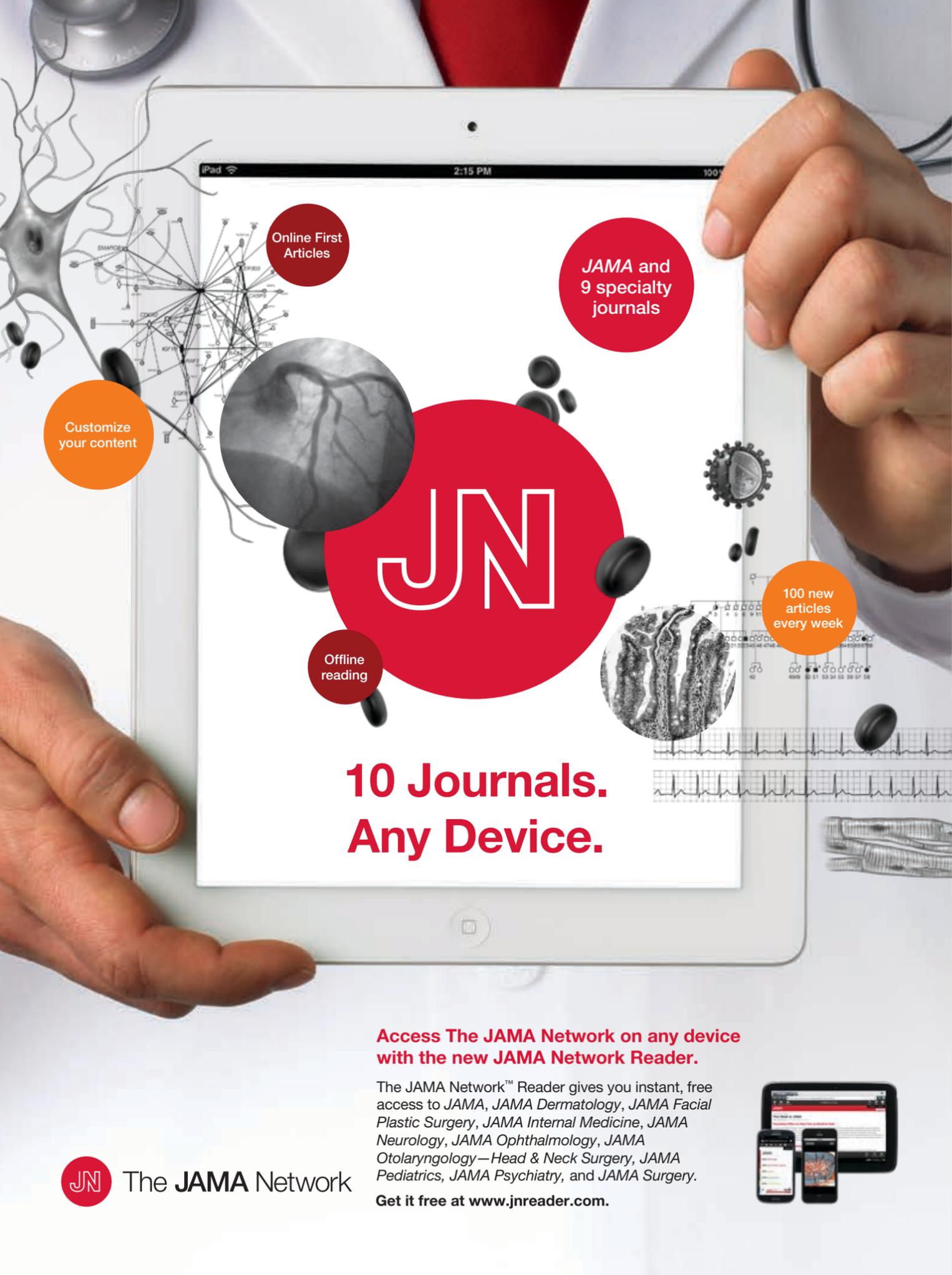
**27-29 SAN FRANCISCO, CA**  
ExL Pharma is sponsoring “4th Annual Digital Marketing for Medical Devices West” 866-207-6528

## MEETINGS IN MAY

**4-6 PHOENIX, AZ**  
12th Annual Nutrition and Health Conference, 520-626-4781

**14 NEW YORK CITY**  
HBA Woman of the Year Luncheon

**24-27 HILTON HEAD ISLAND, SC**  
30th Annual Advances on the Knee, Shoulder, and Sports Medicine Conference, 513-794-8461



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# FUN THINGS TO DO

## FEATURE EVENT FOR APRIL

### Tribeca Film Festival

April 15-26 • New York City

Back for its 14th year, the Tribeca Film Festival will take place from April 15-26. Founded in 2001 by Robert De Niro, Jane Rosenthal, and Craig Hatkoff to celebrate film and culture in Lower Manhattan, the Tribeca Film Festival has screened more than 1,600 films for its more than 4.9 million attendees in its history.

Single tickets range from \$10 - \$35 depending on time and day. Another option is Passes and Packages. Passes and Ticket Packages are a great way to experience the Tribeca Film Festival. With a Festival Pass you don't have to select individual screening tickets. Ticket Packages offer the exclusive ability to select tickets before they go on sale to the public.

For more information on buying tickets to this wonderful NYC Event, visit <http://tribecafilm.com/festival/tickets>

