

Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

Vol. 27, No. 2
MARCH 2018

PETS PHOTO CONTEST

The winner is...

Evie

*"Hi, my name is Evie.
I enjoy long walks by the
lake, bouncing around with
toys, and wet food."*

David Crowther
A Single Click
David@Asingleclick.com



Inside...

- Media's Choice – Top Streaming Series
- Behind-the-Scenes at CES 2018 with Michael J. Konowicz
- Lisa Healy's Take on Podcasts
- Personal Exchange with Elizabeth Milic



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To begin your journey, please contact:

Frank Iorio
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974-206-8990
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CME and non-CME Meetings and Events
201-906-9461
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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
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Dear Healthcare Marketer:

It sure has been a rough winter at the Leonard household...and I'm not just talking about the weather!

We've been struggling a bit with health issues. My daughter Maddie suffered a concussion during a basketball game. Besides the normal headache, I never knew all the possible effects included sensitivity to sound and light, concentration, and reaction time. First, it was really scary to see Maddie fall to the ground after a hard jolt. Then, when the coach from the other team asked if she was okay, I knew it wasn't good. Thankfully, after three weeks, Maddie was deemed recovered! Meanwhile, my 90-year-old dad has been dealing with balance issues for a couple of months, with no concrete diagnosis. So we have been visiting every doctor under the sun, e.g., a neurologist, internist, cardiologist, orthopedic surgeon, and pain doctor to try to uncover what is wrong. Still nothing yet!

The one thing that keeps me sane through all this stress is having my wonderful dog Daisy, whose unconditional love I never take for granted. No matter what's going on, Daisy is an always loving, always happy companion. Having her jump up on the couch next to me just seems to make my world calm again. If you don't have a pet, you are missing out! Sometimes you love them more than many humans. They're so uncomplicated, steady, and loyal.

The people in our industry sure love their pets too, as you will see from all the submissions for our **Annual Pets Photo Contest**. Oh my gosh, I tell you, there are so many adorable pet photos in the pages ahead. I'm so glad it was not up to me to determine which one is the cutest of all. Our winner this year, voted by industry folks, is beloved dog Evie (on our cover), whose person is **David Crowther**. Stay tuned! Next month, we'll continue celebrating our pets with more stories from colleagues about their furry friends.

Hopefully, some of you have beat the winter blahs by nestling up on the couch with or without a beloved pet and binge-watching your favorite streaming series. Looking for ideas on what to watch? Look no further than this issue for a few top picks from **Amy Ammon**, **Francesca Czarnik**, **Valerie Cole**, **Karysse Robinson**, **Jaimie Allen**, **Nick Salvatore**, and **Susan Donohue**. I myself have gotten addicted to *The Marvelous Mrs. Maisel* on Amazon. If you are looking to escape the wild winds of March and spend a weekend relaxing indoors, I highly recommend it.

Speaking of recommendations, this month we've also got **Lisa Healy** giving us a look into podcasts – complete with a host of ideas on how and when to watch what. Inspired by Lisa's article, I'm so excited to check out her suggestions and listen in on my Apple CarPlay in my new Subaru. I was feeling very high-tech with this new system in my car until I read **Michael J. Konowicz's** article. For one thing, last month I mentioned if there was a way to automate doing the wash, I'm in. I thought I was half joking. Not according to Michael's report on the CES 2018 (Consumer Electronics Show). And that's just the beginning. The automation that's coming – and coming soon – is unbelievable!!! Finally, thanks to **Elizabeth Milic** this month for giving us a glimpse into her happy life in *Personal Exchange*.

As we look ahead to what seems like a whole new world, I'm thankful for one of the simpler pleasures that's a sure thing amidst all this change – Spring. Thankfully that too is coming soon!

P.S. Congratulations to Nick Salvatore from Publicis Health Media. He won the \$100 Amazon Gift Card for participating in our Everything Digital issue.

Cheers and Happy St. Patrick's Day,

Nancy



Daisy exhibiting her healing powers with Maddie!

Participate in our May Issue...

Who Is Your Mentor or Hero?

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

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

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Go to www.hmexchange.com/contests.html or contact Nan at nmcardle@HMExchange.com.

All participants will be entered into a drawing for a \$50 OpenTable Gift Card.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

CMI/Compas has announced the appointment of **Margaret Costello** as Associate Analyst, Data Analytics, **Erin Sweeney** as Associate Analyst, Social Media, **Nadia Moreta** as Graphic Artist, **Maureen O'Donnell** as Senior Media Planner, **Michael Ranalli** as Director, Search Engine Marketing, and **Taryn Marino, Christian Pettinelli, Lauren Shields, Bridget Finley, Alexandra Jarvis, Shon Mathew, and Makkiyah Pierce-Bowler** as Associate Media Planner. They can be reached at 215-568-5944. **Lindsay Giordano** has been appointed Account Coordinator, Buying Services, **Patrick Kelly** as Associate Analyst, Data Analytics, and **Rachel Walsh, Dominique Duca, and Kathryn O'Rourke** as Associate Media Planner. They can be reached at 856-667-8577. **Kelly Casey** has been appointed as Senior Media Planner, and **Gabrielle Infante, Samantha Markbreit, Sabrina Faranda, and Emma Howard** as Associate Media Planner. They can be reached at 646-840-0717. **Shannon Doyle** and **Rachel Rothermel** have been appointed Associate Media Planner. They can be reached at 484-322-0880.

Frontline Medical Communications has announced that **Phil Soufleris** has rejoined the company as Group Publisher, *Primary Care* and *Managed Markets*. He can be reached at 973-206-8980. **Jim Brady** of **James T. Brady, Inc.**, will handle **Frontline's Journal of Clinical Outcomes Management (JCOM)** print advertising. He can be reached at 516-742-7960. **Rey Valdivia** has been appointed Digital Account Manager on *JCOM*. He can be reached at 973-206-8094.

Publicis Health has announced the appointment of **Alexandra von Plato** as C.E.O. She will lead all **Publicis Health** businesses across the globe. She can be reached at 212-771-5500.

Ritter Pharmaceuticals, Inc., has announced the appointment of **Diane J. Plotkin, Ph.D.**, as Vice President of Clinical Development. She can be reached at 310-203-1000.

W2O Group has announced the appointment of **Rita Glaze** in the newly created role of Leader of the Value, Pricing, and Market Access Practice. She can be reached at 415-362-5018.

new¬eworthy

awards, mergers
approvals

Allergan has announced an additional approval for its fixed-dose antibiotic **Avycaz** (ceftazidime/avibactam) for hospital-acquired (HABP) and ventilator-associated (VABP) bacterial pneumonia caused by gram-negative microorganisms. For more information, visit www.allergan.com.

CMI/Compas has announced that **Stan Woodland, C.E.O.**, is this year's recipient of the **Liguori Academy's Boundless Award**. **Woodland** has been a longtime supporter of **Liguori Academy** through his commitment to fundraising for **Liguori's** remediation program. For more information, visit www.liguoriacademy.org.

Havas Group has announced that it has united professional and consumer health practices to create **Havas Health & You**. The broadened entity and new name reflect the group's future-forward positioning and expanded offerings, building out best-in-class disciplines and integrating the products and services that **Havas** agencies offer. For more information, visit www.havashealthandyou.com.

Innovative Health Solutions, Inc., has announced FDA approval of **NSS-2 Bridge**, an electrical nerve stimulator designed to reduce the symptoms of opioid withdrawal. The device is placed behind the patient's ear for up to five days during the acute withdrawal phase. For more information, visit www.i-h-s.com.

McKesson Medical-Surgical has announced plans to be the exclusive distribution partner for **Sysmex's** new **XW-100** automated hematology analyzer, the first Clinical Laboratory Improvement Amendments (CLIA)-waived, complete blood count (CBC) diagnostic instrument. The device will allow healthcare professionals to provide patients with blood test results in as few as three minutes. For more information, visit mms.mckesson.com.

Myriad Genetics, Inc., has announced FDA approval of **BRACAnalysis CDx** for use as a companion diagnostic to identify patients with **HER2-negative** metastatic breast cancer who have a germline **BRCA** mutation and are candidates for treatment with **Lynparza** (olaparib). For more information, visit www.myriad.com.

Novartis has announced FDA approval for its nuclear medicine **Lutathera** to treat somatostatin receptor-positive gastroenteropancreatic neuroendocrine tumors (GEP-NETs). For more information, visit www.novartis.com.

Synergy Pharmaceuticals, Inc., has announced the FDA approval of **Trulance** (plecanatide), a 3 mg tablet for the once-daily treatment of irritable bowel syndrome with constipation (IBS-C) in adults. For more information, visit www.synergy.com.

Takeda Pharmaceutical Company Limited has announced that the FDA has granted fast track status to **TAK-426**, **Takeda's** vaccine for the mosquito-borne **Zika** virus. For more information, visit www.takeda.com.

Wiley has announced that **M.J. Mrvica Associates** is now managing print and digital advertising for *Annals of Neurology*, *Neuromodulation: Technology at the Neural Interface*, and the *Journal of the American Geriatrics Society*. For more information or questions, email **Mark Mrvica** at markmrvica@mrvica.com.

COMING THIS SPRING!
New JNCCN 360 microsites:

- ▶ Chronic Myeloid Leukemia
- ▶ Colorectal Cancer
- ▶ Head and Neck Cancer
- ▶ Melanoma
- ▶ Ovarian Cancer

Contact Betty Ann Gilchrist
631-935-7675 • bgilchrist@hbside.com

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



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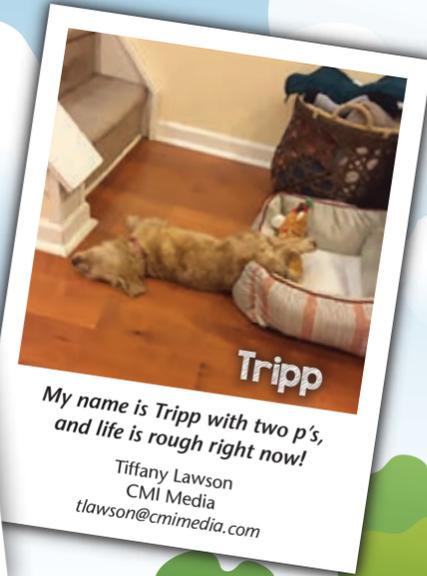
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PETS PHOTO CONTEST

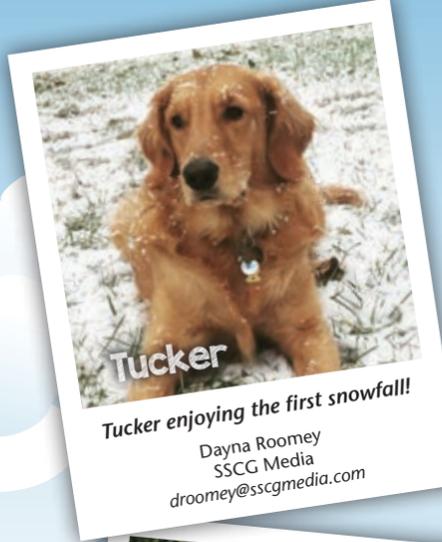
How do you choose the funniest and cutest among the many adorable pets whose photos were submitted to our Annual Pets Photo Contest? We couldn't decide! So we polled our readers. The votes were close. Meet **Evie** – Winner of the 2018 HEALTHCARE MARKETER'S EXCHANGE Pets Photo Contest and this month's cover model. We think you'll agree, when it comes to our pets, every one of them is a prize. **Evie's** human **David Crowther** receives a \$50 Petco gift card.



Evie
 "Hi, my name is Evie. I enjoy long walks by the lake, bouncing around with toys, and wet food."
 David Crowther
 A Single Click
 David@Asingleclick.com



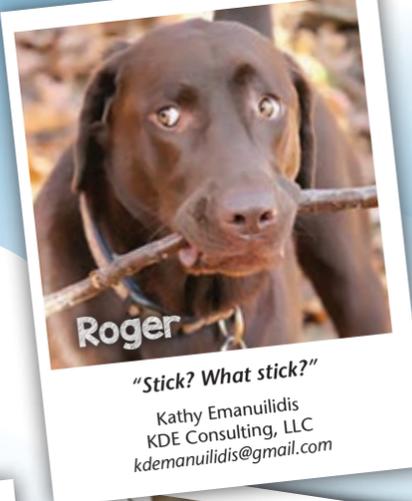
Tripp
 My name is Tripp with two p's, and life is rough right now!
 Tiffany Lawson
 CMI Media
 tlawson@cmimedia.com



Tucker
 Tucker enjoying the first snowfall!
 Dayna Roomey
 SSCG Media
 droomey@sscgmmedia.com



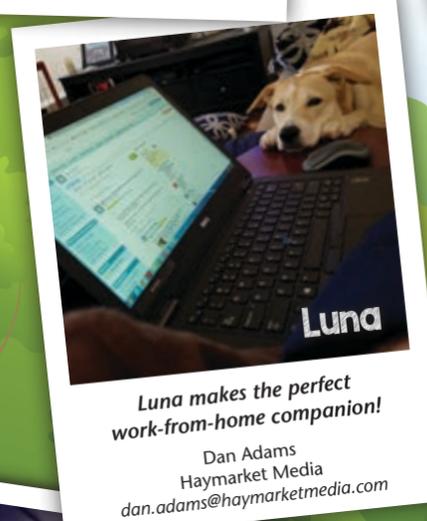
Snoopy
 Snoopy's First Halloween.
 Brittany Drake
 Kantar Media
 brittany.drake@kantarmedia.com



Roger
 "Stick? What stick?"
 Kathy Emanuilidis
 KDE Consulting, LLC
 kdemanuilidis@gmail.com



Chase Mutley
 "Look Ma, no cavities!"
 Jaime Collins
 SLACK, Inc.
 jcollins@healio.com



Luna
 Luna makes the perfect work-from-home companion!
 Dan Adams
 Haymarket Media
 dan.adams@haymarketmedia.com



Olive
 "Carson, Olive you! Get well soon!"
 Sarah Darcy
 CMI Media
 sdarcy@cmimedia.com



Lucy I
 God bless the U.S.A.!
 Valerie Bednarz
 Frontline Medical Communications
 vbednarz@frontlinemedcom.com



Lucy II
 Lucy snuggles with her favorite bunny.
 Mallory Bugowski
 SSCG Media
 mbugowski@sscgmmedia.com



Louise
 Louise hanging out with dad on the porch.
 Jeffrey Berman
 Be Media Partners
 jberman@bemediapartners.com



Rogue
 My rescue pup, Rogue. We rescued each other.
 Kevin Dunn
 Cunningham Associates
 kdunn@cunnasso.com



Bastian
 "You looking at me?"
 Natalie Mattes
 SSCG Media
 nmattes@sscgmmedia.com



Spencer
 Spencer was raised "Cat-olic!"
 Merrilee Zigarelli
 CM&N Advertising
 mzigarelli@cmn-adv.com



Elvis
 The King of Ruff & Roll!
 Gillian Davis
 CMI Media
 gdavis@cmimedia.com



Halo
 Halo's face after going through the trash – All smiles for this pup!
 Heather Shankman
 UBM Media
 heather.shankman@ubm.com



Tawny
 All you need is love, and a cat, as the saying goes.
 Philip Altamore
 Retired from AMA
 paltamore@comcast.net



Louie
 Just a boy and his dog.
 Terry Nugent
 MMS
 terrynugent@outlook.com



Rolly
 The best cure for anything is sunshine and bulldog kisses.
 Bailey Cernohous
 mbb+hippo
 bcernohous@mbbagency.com



Rooney
 Dachshund through the snow!
 Emily Choate
 mbb+hippo
 echoate@mbbagency.com



Consumer Electronics Show 2018 Highlights

BY MICHAEL J. KONOWICZ

CES 2018 wrapped up just weeks ago, showcasing the latest in innovative technology that is sure to revolutionize every aspect of our lives in the years ahead. The annual event held in Las Vegas in early January attracted more than 180,000 visitors from every industry across the globe. Everything from new TVs to new ways of getting healthcare were covered by the enormous event, but three technologies that are more revolutionary than evolutionary made a big splash this year: autonomous driving, artificial intelligence, and voice control.

THE LATEST CARS – NO DRIVER NEEDED

While it had a presence at CES for the last several years, the most eye-opening technological transformation discussed and showcased for 2018 was undoubtedly autonomous driving technology. This tech allows cars to drive themselves thanks to sophisticated sensors and cameras, connections to GPS systems, and artificial intelligence (AI) that makes sense of all of that data. Lyft flooded Las Vegas streets with self-driving cars, allowing people to travel to/from CES with their app in a sedan that required no driver. In the exhibit space, manufacturers like Ford and Mercedes-Benz showcased their technology while other companies that power the tech, like NVIDIA, also exhibited their plans for the future.



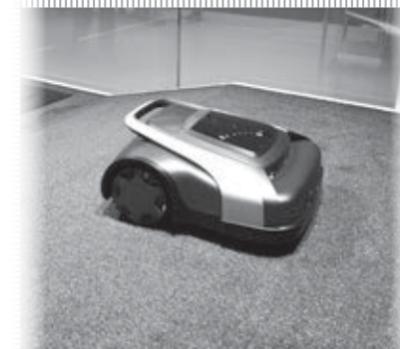
CES 2018 showcased many new technologies, with an abundance of self-driving cars. Photograph: Michael J. Konowicz.

On the floor at CES, many agreed that in 10 years, 80% of all new cars sold in the U.S. will drive themselves. Just last year, a keynote speaker announced that a child born in 2017 would never drive their own car. With the technology mature and working, as the Lyft cars showed, and manufacturers committed, it's clear a self-driving car revolution is coming.

The focus at CES was on the technology more than the societal impacts, and there will obviously be many. First, self-driving cars will provide the very young, the very old, and the mobility-challenged with the opportunity to get around with ease. Does your daughter need to head to soccer practice? Does your grandfather need to see his doctor? Does your wheelchair-bound neighbor need to go grocery shopping? In the self-driving future, they may all be able to summon a car with their mobile device or even their voice. But other big questions loom, which could have serious impacts on the economy. How do towns generate ticket revenue if all self-driving cars observe speed limits and posted signs? If most self-driving cars will be electric rather than gas, what happens to gas stations, auto repair shops, and more? Will there still be taxi, limo, and truck drivers, and even USPS employees in delivery trucks? And if a car can return home after dropping

someone off at work or school, will households still need multiple cars?

While those societal and economic questions linger, there was no shortage of companies showing-off what they would do to help people with their self-driving cars. Ranging from



Robots, such as this prototype by LG, will mow your lawn at the perfect time, without any hassles to the homeowner. Photograph: Michael J. Konowicz.

MORE SMART TECHNOLOGY AHEAD

The autonomous future also extends beyond cars, with artificial intelligence literally getting new legs. The same smart computers that will know where and how to drive your car will be taking on more tasks in your home. Beyond the Roomba vacuum robots that exist on the market today, companies showed how robots paired with AI will make life easier for all. Irrigation systems that know when/where to water your lawn will work with robots that'll mow it at the perfect time, making lawn care hassle-free. Machines that wash and fold your clothes, even those that need dry cleaning, are only months away from coming to market. Smart refrigerators, ovens, and cooktops that know your cooking and eating routines will recommend meals to make or will even make them for you. These smart appliances will take stock of inventory in your home and automatically order groceries when needed. After a doctor's visit, your appliance may even adjust what you eat and when you eat it after it "learns" what your doctor has to say.

new media companies that want to sell advertising in new ways to people that are sitting in rather than driving their car to aftermarket makers who are designing new living-room-like seating in the middle of these new vehicles, there's no shortage of marketing and product ideas for the future.



More than 180,000 people from around the globe descended onto Las Vegas to explore all that CES 2018 had to offer. Photograph: Michael J. Konowicz.

TALKING TECH CONTINUES

Amazon's Alexa stole the show, as did Google's new Home device. Rather than press buttons, turn dials, or even type, the Internet of things in the future will be controlled by conversation and that conversation will become more two-way than it is today. By using Alexa and a smart thermostat like Nest in your home today, you can say, "Hey Alexa, set my heat to 71 degrees." Using the tech showcased at CES, though, rather than you asking Alexa, it may ask you, "Hi! I see the forecast temperature for tomorrow will be 45 degrees. Would you like me to turn on the heat for you and turn it off when you head to work?" As your refrigerator "sees" your child grab her lunch bag for school, it may have your self-driving car pull around out front to take her to school. On her way out the door, Alexa or Google Home may ask, "I see you're leaving for school. Did you remember to take your math homework?"



Artificial intelligence and robotics are merging, bringing new tech into homes. In this fun example, a robot is playing a game of Scrabble with a CES 2018 attendee. Photograph: Michael J. Konowicz.

If the displays and forecasts from CES 2018 are accurate, autonomous cars, artificial intelligence-driven electronics, and digital home assistants will become mainstream in the coming years. While the technology march will continue, it'll be equally

interesting to see if people are ready for this high-techware and the implications for society and the economy.



Michael J. Konowicz is the Principal of isarithm, a New Jersey-based healthcare media agency, 3111 Route 38, Suite 11 #150, Mount Laurel, NJ 08054. He can be reached at mjkonowicz@isarithm.com or 609-888-6446.

LEARN, LAUGH, ENJOY

But Don't Stop What You're Doing!

BY LISA HEALY

I have a fairly new obsession that includes lots of learning, laughing, and entertainment. The best part of it is that it doesn't take up any extra time or require me to give up any of my other interests. That is why I wanted to share it with you. Have I peaked your interest? Are you sitting on the edge of your seat? Holding your breath?

PODCASTS!

I started listening to podcasts when *Serial* came out in 2014. Not until 2017 did I really become obsessed. I am currently subscribed to 23 different podcasts and I am constantly seeking out new ones. A couple of them are daily, but most of them are biweekly or weekly. The topics include comedy, gossip, crime dramas, reality television, food, health and wellness, entrepreneurship, and healthcare technology. The options are endless. I do believe there is a podcast on any and every subject.

SO MUCH TO LISTEN TO

So how did I find the podcasts I listen to? Usually I will check out the top-rated podcasts on the Apple Podcast App. Another way is if I am interested in a person or topic, I will check out their websites. Plus there are several different Podcast Networks both big and small (PodcastOne, Wondery, Carolla Digital). There are also independent podcasts that can be downloaded from websites. These tend to cover more obscure topics. Many of the podcasts also cross-pollenate. This means that if a podcast is part of a network, popular, or older and more established, they will host a smaller, newer podcast as a guest to expose them to a larger audience. Also many of the podcasts I listen to have a social component to them. They will have groups on Facebook, post pictures on Instagram, and tweet on Twitter.

DO WHAT YOU DO

I am sure you are wondering how is it possible to listen to all these podcasts. Well that is the beauty of podcasts, they

allow you to listen while doing something else. I usually listen to podcasts on my commute to and from work, long drives, food shopping, cooking, doing laundry, walking my dogs, or any other activity. Voice is a great and undervalued platform and it is constantly evolving.

ENGAGE

Podcasts can be a passive or active activity. You can merely listen or you can engage on the social platforms and/or you can call in. Most recently I called into one of my favorite podcasts, *The Adam & Dr. Drew Show* (daily podcast with Adam Carolla and Dr. Drew Pinsky who used to host *Loveline*, a call-in show on the radio). If you would like to take a listen,

it is Episode #732, Ol Man River, www.adamanddrewshow.com/732-ol-man-river (title of the podcast is part of the discussion I had with Adam). It was such a thrill.

PODCAST RESOURCES

Following are some links with the history of podcasting, how to create your own podcast, and the latest news on podcasts:

- en.wikipedia.org/wiki/History_of_podcasting
- www.thepodcasthost.com/planning/how-to-start-a-podcast
- www.dailydot.com/tags/podcasts

I hope that you try a podcast and get hooked like me. You won't be sorry.



Lisa Healy is Vice President, Associate Director of Multichannel Media, SSCG Media Group, 200 Varick Street, New York, NY 10014. She can be reached at lhealy@SSCGMedia.com or 212-331-8610.

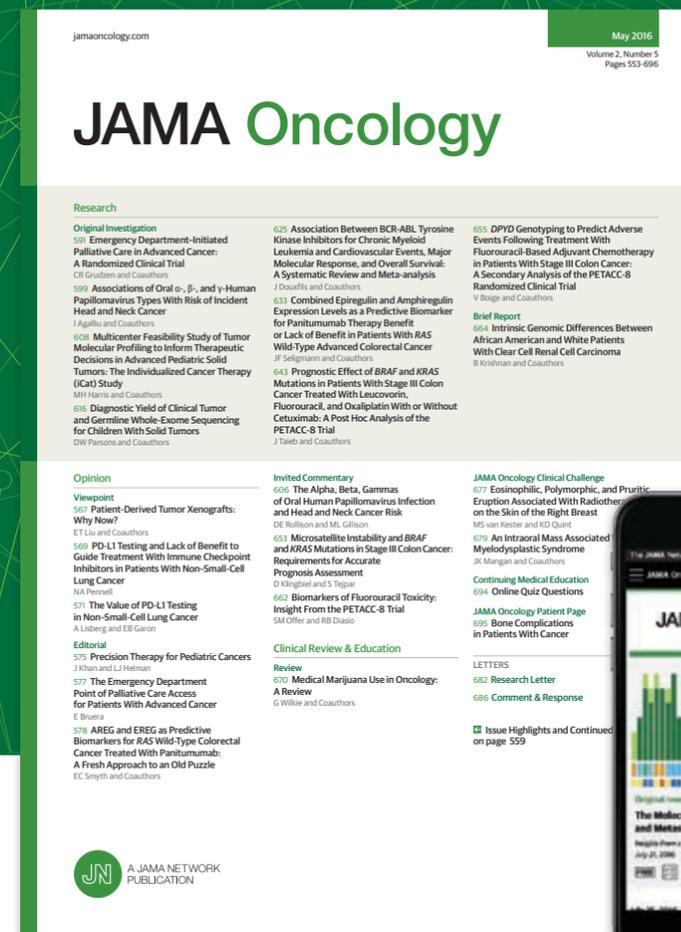
Some of Lisa's Favorite Podcasts

- The Adam & Dr. Drew Show
- For Crying Out Loud
- Juicy Scoop with Heather McDonald
- The Adam Corolla Show
- Criminal
- FOUND
- The #AskGaryVee Show



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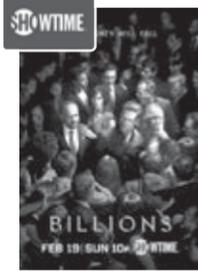
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- JAMA Internal Medicine
- JAMA Psychiatry



BILLIONS

This complex drama is about power politics in the world of New York high finance.



“The series is fascinating because, although I can’t imagine how people can be this brilliant and cunning, I know there are people exactly like this! My favorite character is the lead, Bobby Axelrod. He is crazy rich and totally sinister. I find the twists and turns of revenge and the characters’ total pursuit of power and money just consuming, and the plots have infinite angles. The overall theme is a combination of art imitating life and life in a lane so fast and deviant that it makes your head spin. It also incorporates money and power with lots of provocative elements. I binge-watch. That’s what Sunday nights are for!”



Amy Ammon is Publisher, UBM, *Dermatology Times* and *The Aesthetic Channel*, 485 Route 1 South, Building F, First Floor, Iselin, NJ 08830. She can be reached at amy.ammon@ubm.com or 845-521-6950.

STRANGER THINGS

Stranger Things is a thriller set in 1983 Indiana. A young boy vanishes into thin air. As friends, family, and local police search for answers, they are drawn into a mystery involving top-secret government experiments and supernatural forces.



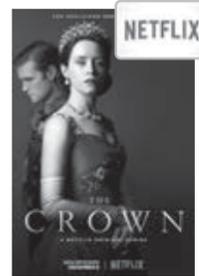
“My favorite Netflix series at the moment is *Stranger Things*. I am not normally a sci-fi fan, but I am loving this series! It is a good mix of suspense, drama, and comedy that keeps me clicking, ‘Watch next episode,’ every time Netflix prompts me. I’ve already finished Season 2 (literally the day after it came out!) and I am excited for Season 3 to come out next year.”



Francesca Czarnik is Multichannel Media Coordinator, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5644 or fczarnik@sscgm.com.

THE CROWN

This drama follows the political rivalries and romance of Queen Elizabeth II’s reign and the events that shaped the second half of the 20th century.



“Seeing Queen Elizabeth and Prince Philip as young royals navigating a changing monarchy appeals to the history nerd inside me. Not to mention the pop-up cameos from Jacqueline Kennedy, a young Prince Charles, and Winston Churchill. The series is gorgeously shot, from inside Buckingham Palace to the moors of Scotland.

I love historical novels, especially those stories we may not normally see in our history books. I had never seen a movie or read a book depicting Queen Elizabeth’s younger self or earlier reign, and I was instantly hooked. Plus, there are lots and lots of corgi appearances!

Prince Philip is such a compelling character: stern but vulnerable, a patriarch with a queen for a wife, a royal from a family fallen from grace. Plus, I love that the real Prince Philip called the show “absolute rubbish,” but the Queen is a fan.”



Valerie Cole is Senior Media Planner, CMI Media, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-298-9331 or vc@cmimedi.com.

THIS IS US

This emotional drama follows a unique ensemble spanning generations as their paths cross and their life stories intertwine.



“I love the show *This Is Us*. I watched the full second series on demand in one day! I began watching it because the last episode was filmed at my Alma Mater (Howard University), so I wanted to see what the show was about. As soon as I started the series, I couldn’t stop! I finished both seasons on one snowy weekend.”



Karysse Robinson is Associate Director, Media, CMI Media, 2000 Market Street, Suite 2975, Philadelphia, PA 08540. She can be reached at 267-479-1976 or kr@cmimedi.com.

THE BLACKLIST

This crime thriller series revolves around a former U.S. Navy officer turned high-profile criminal, who voluntarily surrenders to the FBI after eluding capture for decades.



“*The Blacklist* is my favorite streaming series because it blends the intelligence of the FBI with the experience and insights of a longtime criminal for a gripping series that is guaranteed to keep you on your toes each episode!

My favorite character is Raymond ‘Red’ Reddington. He is a career criminal who partners with the FBI to find the most well-known but untouchable criminals. This character keeps you on alert at all times because you can never predict what he is going to do next or WHY he is doing it. There are always multiple reasons for each of Red’s actions throughout the episodes. I prefer to binge-watch it to cut down on the anxiety of having to wait another week to know what happens next. However, I am fully caught up at this point and must watch it live!”



Jaimie Allen is Media Planner, Publicis Health Media, 100 Penn Square East, 11th Floor, Philadelphia, PA 19107. She can be reached at jaimie.allen@publicisthrive.com or 267-765-7601.

Master of None

This comedy is about a 30-something Indian American actor living in New York and navigating love, work, family, and friends.



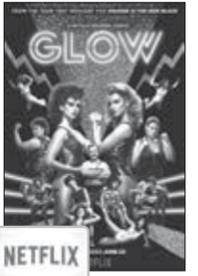
“I’m a huge fan of *Master of None*, which is super relatable for almost anyone who has struggled through the dating scene and is currently finding their way in their career. Dev (played by Aziz Ansari, winner of a Golden Globe Award for Best Actor in a Television Series, Musical, or Comedy) has to be my favorite character. His life is a reflection of what a lot of people live through, whether he’s finding little wins in the dating scene



Nick Salvatore is Manager, Programmatic Media, Publicis Health Media, 100 Penn Square East, 11th Floor North, Philadelphia, PA 19107. He can be reached at nick.salvatore@publicishealthmedia.com.

GLOW

This comedy centers around the personal and professional lives of a group of women who perform for a wrestling organization in Los Angeles.



“I started watching *Glow* because my daughter recommended it. She is a former roller derby skater and was drawn to the similarities between derby and wrestling, both athletic and brash sports, dominated by tough, complex women with big challenges in their lives away from the ring. We both loved the idea that women could carry the show.

The best part is the talented, diverse cast of characters. There are so many intriguing stories to dig into with each person. The fun of watching the different personalities work together and face the hurdles of creating their show keeps it feeling fresh and exciting. Though they are all flawed, we have sympathy and admiration for each of them and the stories that brought them to the sport. For each, it was a chance to break away from what they knew.

My favorite character has turned out to be Debbie. For me, she embodies women who feel underestimated and underappreciated. She is not perfect. She is a misfit who feels guilty about what she has vs. what she wants. Yet her determination and grit force her to push past boundaries and explore what could revitalize her. Maybe in some ways she reminds me of me.

The show presents good life lessons: the power of feminism; accepting yourself for what you are, yet striving to reach your personal goals no matter the obstacles set before you; the acceptance of alternative lifestyles; and the notion that strength of character is not earned by force. I hope we get to explore these characters’ past stories in another season.”



Susan Donohue is a Copywriter, Stude-Becker Advertising & Communications, 332 Minnesota Street, E100, Saint Paul, MN 55101. She can be reached at susan@stude-becker.com or 651-293-1393.

Elizabeth Milic



Eclipse viewing party.

“Do all things
with love.”

Birthplace: Verona, NJ

Marital Status: Married

Children: 3 – Vivienne (7), Evelyn (5), Ivan James (3)

Job Title: Supervisor, Multichannel Media

Years in Industry: 11

College: American Musical and Dramatic Academy

Favorite Sports Team: NY Yankees

Mantra: “Children would rather be praised than punished, but they’d rather be punished than ignored.”

– Dr. Joy Browne (these words apply to more than just kids)

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

My parents have had the biggest influence on my life. I watched them give a tremendous amount of themselves to my four siblings and me. We lived a very modest life, but we always had what was most important. My parents were completely selfless and made tough choices to take care of their parents all while raising five children. As a parent myself I see just how hard they worked to give us a happy family. I owe them a huge debt of gratitude.

What was your first job?

Babysitting followed by Summer Recreation in Verona, NJ.

Do you have any pets?

A pink betta fish named Sharkey.

What would you like to learn to do?

Conversationally speak another language.

If your life had a theme song what would it be?

I constantly have a soundtrack going in my mind, but two that stick out are:

Tenderness On The Block – Warren Zevon

They Were You from *The Fantasticks*

What is one thing you can't live without?

A good moisturizer.

Who was your favorite teacher?

I have been blessed with many wonderful teachers, but the one who made the biggest impact on my life was my fifth-grade teacher Mrs. Reiss. She brought music into the classroom and gave me the confidence to find my voice. She encouraged my passion of singing, which has had a constant presence in my life.

Craziest thing you've ever done?

See below re: my tattoo!

What is your pet peeve?

When people use he or she when referring to someone sitting in front of them. My father always corrected us about this and so I view it as a lack of respect – I now correct my children.

Have you ever had a brush with fame?

Having worked in hospitality in New York City for several years, I had a bunch. Two standouts were John F. Kennedy, Jr., and Magic Johnson.

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

Linda Ronstadt circa 1974 – 1980s (she is my musical idol).

How did you get started in the industry?

I owe my media career to Nancy Leonard! I worked for her as a nanny one summer and she made connections for me at two media agencies...I got the job and the rest is history.

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

My husband Ivan and I would like to be a musical duo playing at resorts in the Caribbean – we love the beach, warm weather, and music.

What is your favorite vacation spot?

Sanibel/Captiva, Florida – it's simply the most beautiful, peaceful place I have visited. Watching the incredible sunsets is something that never gets old.

Do you have a tattoo, and if so, what's its significance?

While vacationing in Miami (after dating for a few months), Ivan and I got a tattoo of each other's name. It was a bold move, but we never wavered. Here we are 15 years and three kids later. It was meant to be.

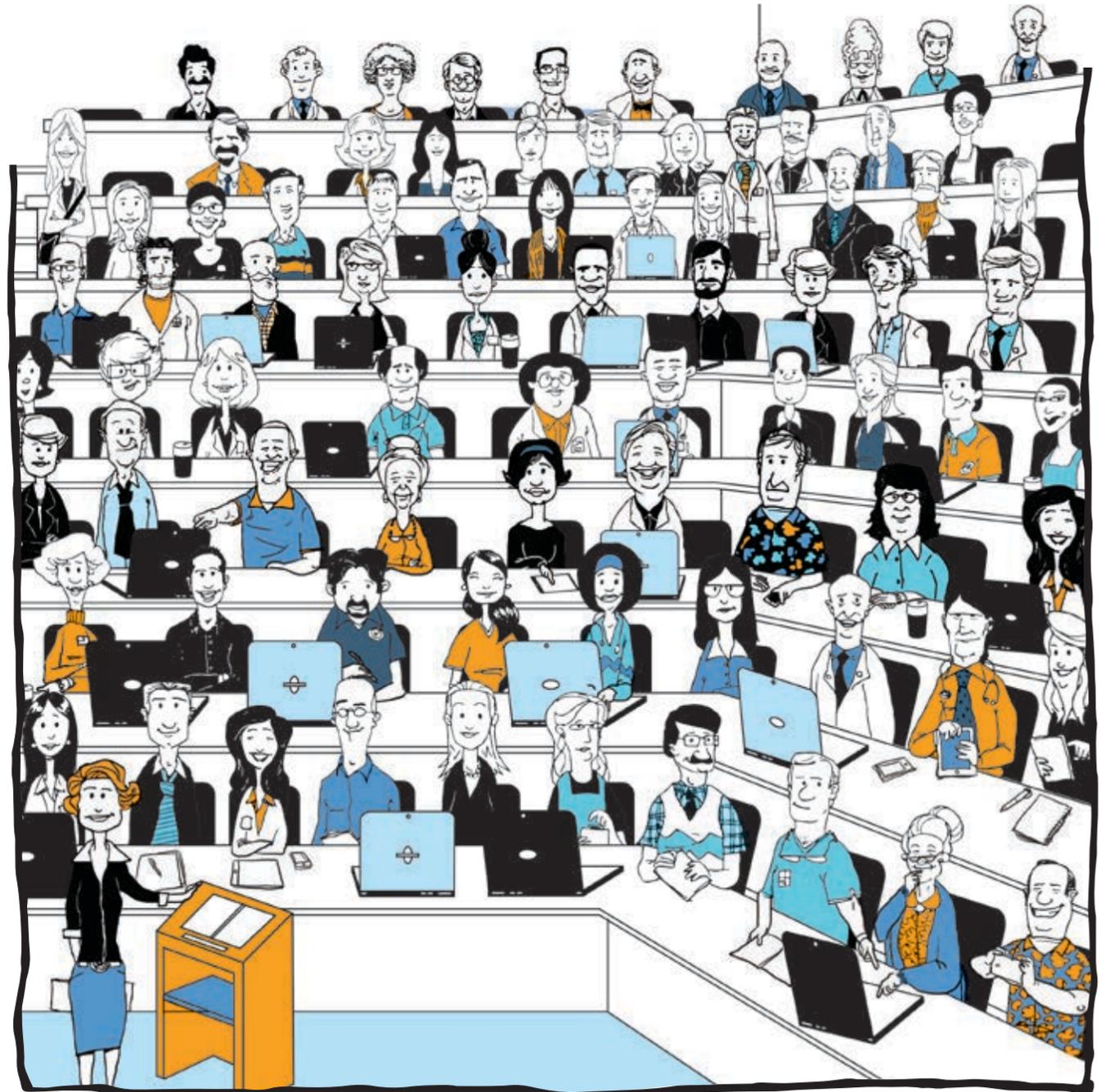
What are two things on your bucket list?

1. To develop my own cabaret act, which I am currently working on.
2. To rent a villa in Italy and France with my family for a summer.

What is your favorite website and/or app?

NYPost.com – it has it all...news, opinion, gossip, politics, and culture. Mix in some catchy headlines and what more could you want????

Elizabeth Milic is Supervisor, Multichannel Media, SSCG Media Group, 2001 Route 46, Parsippany, NJ 07054. She can be reached at 973-402-4966 or emilic@sscgmmedia.com.



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