

Next Month:  
More Everything Digital  
Plus Vacation Stories

Healthcare Marketer's

# Exchange

"Where Healthcare Marketers Connect"

Vol. 28, No. 2  
MARCH 2019

## Everything Digital

**Favorite  
Binge-Worthy Shows**

**CES 2019 Highlights**  
Michael J. Konowicz

**Digital Trends**  
Mark Pappas

**The Digital Future, Part II**  
R.J. Lewis

**Personal Exchange**  
Amy Turnquist, eHealthcare  
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**Mike Guire**  
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Tel: 973-290-8224 Cell: 609-203-1598  
mguire@mdedge.com

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PUBLISHER  
**Nancy A. Leonard**  
P.O. Box 64  
Verona, NJ 07044  
973-744-9505  
[nleonard@HMExchange.com](mailto:nleonard@HMExchange.com)

ASSISTANT TO THE PUBLISHER  
**Nan McArdle**  
973-744-9505  
[nmcardle@HMExchange.com](mailto: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](mailto:jim@directm.com)

EDITOR (Editorial Submissions)  
**Elise Daly Parker**  
973-919-1067  
[editorial@HMExchange.com](mailto:editorial@HMExchange.com)

SPECIAL PROJECTS ADMINISTRATOR  
**Maddie Leonard**

SOCIAL MEDIA COORDINATOR  
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Dear Healthcare Marketer,

It's has been a cold winter so far and I am looking forward to warmer days ahead. I am excited that March is here because we always follow the Final Four and I just love St. Patrick's Day...two great excuses to celebrate! I have to get my fun in now, as things are getting very busy for me and my daughters. Junior year of high school sucks, as everyone warned us. The stress level (for both my daughter Maddie and me) is ridiculous! We are planning another road trip next month to check out a few more colleges, which seems like a never-ending process. Meanwhile, my daughter Katie is preparing for her college graduation in May, which brings on a whole different level of stress for her as the job search gets serious. So much going on – so many exciting changes for all of us!

One way I have recently been relieving some of this stress is through exercise. My daughter gave me yoga sessions for Christmas, so we have been bonding every Saturday morning at the yoga studio. Although I am not necessarily that flexible, I do feel myself improving a little bit each week. The "Ommm" part is my favorite. That's easy to do!

Since the weather hasn't been that great lately, I have been spending more time inside trying to catch up on some of my favorite shows before things get too hectic and the warm weather beckons us all outside. I have even begun binge-watching some shows I keep hearing everyone talk about. The most recent one is *Schitt's Creek*. Take a peek in the following pages to find more suggestions on binge-worthy series. Thanks to those of you who shared your favorites, I now have a whole list of what to watch when the next snowstorm hits! And next month, we'll continue to share more of our colleagues' favorite series, as well as apps, websites, and podcasts...so stay tuned.

This issue highlights the latest trends in technology. We're sharing the results of our *Annual Living in the Digital World Survey*. And, since we've got many people in this industry who are on the cutting edge of this ever-evolving frontier, we're featuring their insights on some of the exciting breakthroughs ahead – both in healthcare and beyond! **Mark Pappas** shares his thoughts particularly as they relate to healthcare. **Michael J. Konowicz** gives us his observations and top takeaways from CES 2019, the global showcase for innovation. (Fresh bread from a vending machine, anyone?) **R.J. Lewis** offers us his observations in *The Digital Future, Part II*, as he continues to lead us through what's happening right now and what's changing. And thanks this month to **Amy Turnquist** who gives us a glimpse into what makes her tick in this month's *Personal Exchange*.

Here at THE EXCHANGE, we're doing our part to advance technologically too. As some of you might know, we just started going live on Facebook. I admit, I am not the most technically savvy person, so this has been a learning process! I even somehow managed to record an entire session sideways. However, I am slowly getting the swing of things, so be sure to check our Facebook page to find out what is going on at THE EXCHANGE...and you'll surely have a few laughs too!

The Digital Age is well underway. No question about that. And there are lots of ways to incorporate many of the resulting advances into our lives that will make them easier. And, after all, isn't that what we all want?

Here's to all that's ahead...including warmer weather,

*Nancy*



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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?

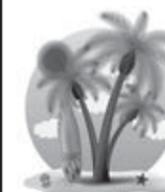
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All participants will be entered into a drawing for a \$50 OpenTable Gift Card.

# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**AbelsonTaylor** has announced the appointment of **Beth Carik** as Vice President of Human Resources. She can be reached at 312-894-5500.

**AllMedx.com** has announced the appointment of **Jennifer Kaari** as Digital Medical Librarian. She can be reached at [jkaari@allmedx.com](mailto:jkaari@allmedx.com).

**Astellas Pharma** has announced the promotion of **Kelly Birdsell** to Assistant Product Director, Urology Marketing. She can be reached at 785-766-7967.

**AstraZeneca** has announced the departure of **Sean Bohan** as Chief Medical Officer after the company's transition to a new structure. As part of the restructuring, **José Baselga** has been appointed head of the company's newly created oncology R&D unit.

**BioPharm Communications** has announced the appointment of **Mike Kapuscinski** as Associate Director, Client Solutions. He can be reached at 609-439-7120.

**CMI/Compas** has announced the appointment of **Edward Castillo, Katelyn Green, Kristen John, Colton Hoffman, and Nicole Johnson** as Associate Media Planner. They can be reached at 215-568-5944. **Scott Patterson** has been appointed Senior Analyst, Search Engine Optimization. He can be reached at 856-667-8577. **Laura Berman** and **Melissa Caromano** have been appointed Associate Media Planner. They can be reached at 484-322-0880. **Delaney Resnick, Patrick Gaynor, and Charlotte Goldbach** have been appointed Associate Media Planner. They can be reached at 646-840-0717.

**Evoke Group** has announced the appointment of **Kathy Magnuson** as Executive Vice President, Client Partner. She can be reached at 646-561-4087.

**Genentech**, a subsidiary of **Roche**, has announced the appointment of **Alexander Hardy** as CEO, effective March 1.

**ICON, plc**, has announced the appointment of **Greg Kloiber** as Director, Client Engagement. He can be reached at 215-752-4373.

**Jumo Health** has announced the promotion of **Sindy Nathan** to Area Vice President, Commercial Solutions. She can be reached at 646-737-4328.

**TGaS Advisors** has announced the appointment of **Dmitry Kublanov** as Vice President, Pricing, Contracting and Analytics; **Jerry Luciano** as Vice President, Omnichannel Marketing; **Steve Regan** as Executive Director, Learning and Development; and **Kristin Scott** as Director, Learning and Development. They can be reached at 610-233-1210.

**The Bloc** has announced the appointment of **Jon Mufson** as Talent Acquisition and Engagement Lead. He can be reached at 201-370-2134.

## NEW & NOTEWORTHY

awards • mergers • approvals

**AbbVie** and **Johnson & Johnson's Janssen Pharmaceuticals** unit have announced the FDA approval of **Imbruvica** (ibrutinib) in combination with **Roche's** **Gazyva** (obinutuzumab) in treatment-naïve patients with chronic lymphocytic leukemia/small lymphocytic lymphoma (CLL/SLL). This is the first authorization of a non-chemotherapy combination regimen in these indications. For more information, visit [www.abbvie.com](http://www.abbvie.com) or [www.janssen.com](http://www.janssen.com).

**Eli Lilly and Company** has announced the acquisition of **Loxo Oncology, Inc.**, a biopharmaceutical company focused on the development and commercialization of highly selective medicines for patients with genomically defined cancers. For more information, visit [www.lilly.com](http://www.lilly.com).

**Frontline Medical Communications** has announced the launch of **MDedge Hematology & Oncology**, a resource for physicians and other stakeholders involved in the cancer-care continuum, designed to keep these specialists well-informed and gain the perspectives they need to provide state-of-the-art care that improves patient outcomes. For more information, visit [www.frontlinemedcom.com](http://www.frontlinemedcom.com).

**MJH Associates, Inc.**, a leading independent full-service healthcare education, market research, and multichannel medical communications company, has acquired media assets from the **UBM Life Sciences Group (part of Informa, PLC)**. The acquisition comes with seven offices – six in the U.S. and one in the United Kingdom – with more than 220 associates. The acquisition of **UBM Life Sciences** assets includes iconic multimedia platforms in the healthcare, animal care, pharma sciences, and dental fields, as well as three preeminent veterinarian conferences. The integration of these brands will complement the existing **MJH** portfolio and, together, significantly extend access and engagement with meaningful health content. These new assets will form a new business unit within **MJH** called **MultiMedia Healthcare, LLC**. This combined entity makes **MJH** the largest privately held medical media company in the U.S. For more information, visit [www.mjhassoc.com](http://www.mjhassoc.com).

**Sanofi** has announced the FDA approval of the expanded use of **Adacel** (Tetanus Toxoid, Reduced Diphtheria Toxoid, and Acellular Pertussis (Tdap) Vaccine Adsorbed) to include repeat vaccination to help protect against tetanus, diphtheria, and pertussis. For more information, visit [www.sanofi.com](http://www.sanofi.com).



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**We look forward to seeing you in March!**

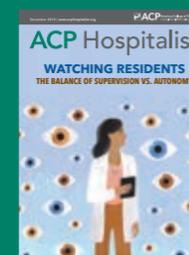
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\*Source: Kantar Media, December 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 110 and 210.



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## Favorite Binge-Worthy Shows

### TIDYING UP WITH MARIE KONDO

This Netflix series of inspiring makeovers is led by Marie Kondo, who helps clients clear out the clutter and choose joy.



"My wife found this show as she was looking for something to help with tidying. The human stories are relatable, and we are already following Marie Kondo's steps to begin tidying...starting with only keeping clothes that bring us joy!"

Brandon Buttrey is New Business Director, Underscore Marketing, LLC, 17 State Street, Suite 1910, New York, NY 10004. He can be reached at 646-442-4481 or [brandon.buttrey@underscore-marketing.com](mailto:brandon.buttrey@underscore-marketing.com).

### GYPSY

This American psychological thriller series focuses on a psychologist who secretly infiltrates the private lives of her patients.



"I really enjoy a lot of the Netflix originals, I think they do really great work! Gypsy is a thrilling original about a therapist who develops relationships with people in her patients' lives. I was drawn in by the plot and each episode left me wanting to know what happened next."

Emily Crowther is Senior Creative Project Manager, Targetbase, 7850 North Belt Line Road, Irving, TX 75063. She can be reached at [emily.crowther@targetbase.com](mailto:emily.crowther@targetbase.com).

### THE KEEPERS

This seven-part Netflix docuseries focuses on the unsolved murder of a nun and the secrets and pain that still linger nearly five decades after her death.



"I really enjoyed this show, which is about the murder of a nun, Sister Cathy Cesnik, a Catholic School teacher in Boston. After years of the murder being unsolved, her former students took it upon themselves to try to solve the murder. The documentary pulled me in because there is a suspected cover-up with authorities due to the fact that the prime suspect was the priest at the school. He was

accused of sexual assault many times by female students. I really enjoyed each episode as they uncovered more interesting details. Much of my family is from Baltimore and were in Catholics schools, so I enjoyed hearing a case from somewhere somewhat local. Since Sister Cathy confronted the head priest with the accusations, did he retaliate and murder her? I think so! If you like real-life murder cases, this one is for you!"

Elizabeth McLeod is Marketing Manager, Anthony J. Jannetti, Inc., 200 East Holly Avenue, Sewell, NJ 08080. She can be reached at 856-256-2300 or [liz.mcleod@ajj.com](mailto:liz.mcleod@ajj.com).

### YOU

Obsessed with an aspiring writer, a charming bookstore manager goes to extreme measures to insert himself into her life.



"I recently finished binge-watching You on Netflix. I'm a big fan of thriller-type shows that have a lot of twists and turns and this one definitely delivers. I was initially drawn in by all the hype it was receiving. I was also a big fan of Gossip Girl when it was on, so I was excited to see how Penn Badgley would be in this role. He did not disappoint."

Dayna Roomey is a Multichannel Media Planner, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5610 or [droomey@sscgmedia.com](mailto:droomey@sscgmedia.com).

### THE MARVELOUS MRS. MAISEL

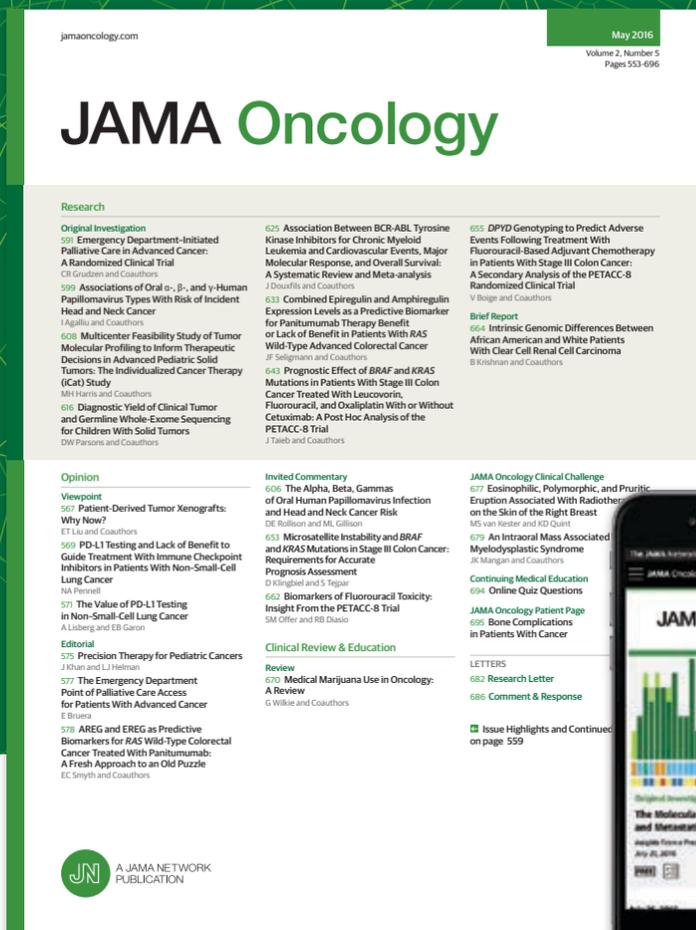
This period comedy-drama web television series is focused on the life of Miriam "Midge" Maisel, a housewife in 1958 New York City who discovers she has a knack for stand-up comedy.



"I loved this show on Amazon Prime. Loved the characters and the storyline of a woman coming into her own independence in a man's world in a time when women were expected to be wives and mothers and feel satisfied with that. Also, LOVED the fashion! I'm usually a binge-watcher, but sometimes I do try to stretch out my shows so that I can enjoy them longer!"

Ivette McFarland is Vice President, Group Supervisor, Multichannel Media, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at [imcfarland@sscgmedia.com](mailto:imcfarland@sscgmedia.com) or 212-798-4560.

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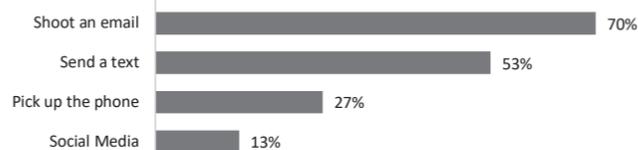
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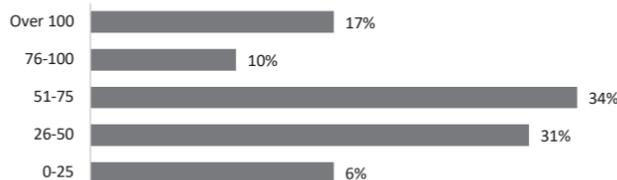
### How are you most likely to connect (personally and professionally)?



### How much time do you spend looking at social media sites a day?



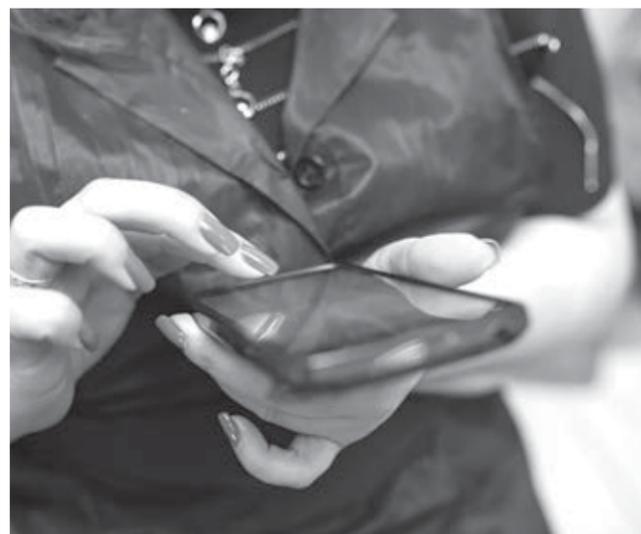
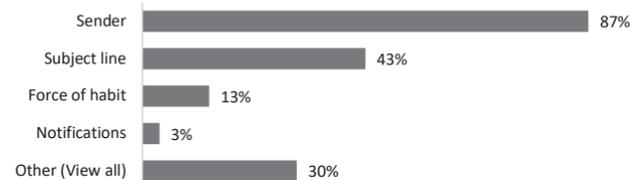
### On average, how many business emails do you get a day?



### Do you check your emails over the weekend?



### What prompts you to open an email?



### Do you give your cell phone number out to colleagues?



### Do you give your cell phone number out to clients?



### Do you regularly text colleagues?



### Do you regularly text clients?



(Continued on page 13)

# CES 2019 Highlights

BY MICHAEL J. KONOWICZ

The global showcase for innovation, CES 2019, has wrapped up another event in Las Vegas. With more than 180,000 attendees, 4,400 exhibiting companies, and 1,000 speakers from around the world, the annual event anchored on consumer technology was the expected whirlwind event it always is.

#### TECH TRANSFORMATION

While recent CES events represented an evolution of the previous year's technology, the exhibitors and speakers at CES 2019 took a decidedly innovative tone focusing on how technology is transforming society today. While CES 2018 and CES 2017 had a plethora of giant televisions that made the exhibit floor look like a Best Buy showroom on steroids, CES 2019 illustrated how technology was making the world a better place.

#### TVS TAKING SHAPE

And while the focus wasn't on new flat screen TVs, new television technology was present. LG unveiled a flexible TV that rolls up and down like a scroll into a small console table, showcasing the trend of making curved and flexible displays possible.



Flexible display built into a purse.

While much technology premiered at CES isn't readily available to consumers yet, LG did impress crowds and critics by announcing this new flexible TV would be available for purchase in time for the 2019 holiday shopping season. Samsung also wowed audiences with a new 219" 4K TV using their MicroLED technology. Known as "The Wall," this TV is larger than most walls in people's homes. The picture was as stunning as if you had a wall of glass looking outside at various ultra-high-def scenes.

#### FOOD GLORIOUS FOOD IN NEW FORMS

Instead of televisions getting all of the attention, the breakout star for CES 2019 was food in various forms. The brightest was Impossible Foods, which showcased the Impossible Burger 2.0. Grilling up 12,000 tasty hamburgers for CES 2019 guests, Impossible Foods showcased an incredible ground beef patty that is completely vegan. Unlike your typical



The Impossible Burger is impossibly delicious.

veggie burgers, Impossible Foods cracked the code in making a ground beef substitute that looks, tastes, and cooks just like the bloody red ground beef you'd find in your supermarket. The secret ingredient to this high-tech burger is a heme-containing protein that they're able to extract from the roots of soy plants. Using a sophisticated process of taking the DNA from soy plants and inserting it into genetically engineered yeast, they're able to create a substance that is as beefy as beef is – without all of the baggage. Impossible Food's mission is to replace animals as a food technology by identifying ingredients from plants that can be used to recreate the complex textures, flavors, and appearance of meat, fish, dairy, eggs, and other foods we traditionally get from animals. The Impossible Burger, becoming available at supermarkets this year, was nothing short of high-tech deliciousness.

#### IMPROVING PLANT CYCLES

Other technology firms showed how they were improving our food at various stages of the food cycle. John Deere of farm and lawn equipment fame was present, showcasing a massive driverless Connected Combine Harvester that uses artificial intelligence (AI) to harvest crops. John Deere and other companies showed how they can farm using satellite data to be super-efficient with water and fertilizer and auto-



John Deere was showing off the latest farm-tech at CES 2019.

matically plant and harvest in fields with little manual labor. While corn and soy are food staples, they've also become fuel and plastics replacements. By bringing such technology on-line, farmers can be more efficient and have more productive crops than ever before.

#### FRESH BREADS, BREWS, AND MORE

There were robots and machines of all kinds at CES. But some of the noteworthy ones were in the food and drink space, whipping up all kinds of things with ease. The Bread-

(Continued on page 11)

# Digital Trends

## from CES, SXSW, and Beyond

BY MARK PAPPAS

The New Year has been rung in, which can only mean one thing: technology trends predictions. What will be the killer app in 2019?

### VOICE-ENABLED DEVICES CONTINUE TO EXPLODE

Last year seemed to be the year of voice. From the looks of things so far, this year will be even more voice focused. CES – the annual trade show organized by the Consumer Technology Association – was a ground war of voice assistant enabled devices with Google and Amazon battling for the most third-party partners. I’m expecting another similar battle to emerge at SXSW – the conference that explores what’s next in the worlds of film, culture, music, and technology. While Google and Amazon are far and away the leaders, do not be surprised if Samsung’s Bigsby makes a splash this year. Samsung is, after all, the largest smartphone maker in the world. They have been rolling out their Bigsby assistant to their new Galaxy Home smart speakers with plans to add it to TV and even refrigerators. Why this is important to the healthcare industry is primarily because voice-enabled devices have zero technological barrier to entry – there is nothing to learn like a computer or iPhone. Your voice is the interface.

In addition to the continued voice-search explosion, countless third-party vendors are adding voice control to their devices. This can greatly benefit the quality of life for hundreds of thousands of people with conditions that prevent them from doing something as simple as turning a light on and off. With this past holiday season, it was projected by Adobe that 50% of consumers will own a smart speaker. As of January, Google Assistant is available on one billion devices. More speakers and devices equal more data, which equals more rationale to create meaningful branded experiences for patients and caregivers.



Poppy Crum, Chief Scientist at Dolby Labs, speaking about the future of wearables at SXSW.

### HEALTH WEARABLES TRENDING

The next trend this year will be the shift from fitness trackers to health wearables. Everyone is talking about the EKG feature in the new Apple Watch (when was the last time you heard someone mention a step counter?). While Apple can currently detect AFib with its EKG feature, there are rumors of the Watch being able to develop a glucose-monitoring function, warnings of early onset of Parkinson’s Disease, as well as blood pressure checks. Apple is also poised to add features to their in-ear Air Pods using in-ear sensors that would kick open the doors of additional condition monitoring. This year’s CES even featured a Wearable Tech Summit where countless announcements were made and devices released. All of these devices are having the same effect – getting people more interested in their personal health. Some highlights:



Apple Watch’s new EKG feature is the beginning of Apple’s health-monitoring functions.

- **AerBetics** – A wearable device that uses your exhaled breath to measure gases that might indicate a hypoglycemic or hyperglycemic episode and monitor them via an app – no more pin pricks!
- **Withings Move ECG** – A waterproof, \$130, medical-grade smart watch with an electrocardiogram feature and a year of battery life
- **HeartBit** training shirts with a medical-grade ECG feature built in
- **Omron HeartGuide** watch announces FDA certification to monitor blood pressure from your wrist.

### NEXT UP – AUGMENTED AND VIRTUAL REALITY

The next trend will be AR/VR (augmented and virtual reality) finally finding its niche in the health space. Previously we have seen VR used a lot for pain management applications to great effect. From helping doctors learn and perform complicated surgery, detecting falls in the elderly, and aiding pregnant women, companies like VRHealth are rolling out new VR and AR applications for new treatment options. VRHealth recently announced their AI Therapist Luna, which will be available this month. Luna uses

cognitive behavioral therapy (CBT) to ease hot flashes in patients going through menopause or chemotherapy treatment. As the company shared in a press release, the VR AI therapist is trained with evidence-based psychological protocols and supports users via immersive experiences to reduce physical and psychological effects of hot flashes.



VR finally finds its niche in healthcare.

### HEALTH AND TECH – PERFECT TOGETHER

Continue to look for convergence of health and tech with giants like Apple, Google (Alphabet), and Amazon making bigger pushes into the health space. Going beyond Amazon Alexa devices currently being used in hospitals and clinical settings, Amazon has already started selling medical supplies and equipment to clinics and hospitals. Amazon is pitching its cloud business, AWS, to healthcare customers and startups. Google’s parent company Alphabet has been making huge bets on health with Calico, DeepMind, and Verily. Google/Alphabet also owns Nest – the company famous for its series of smart devices for your house (thermostats, cameras, smoke alarms, security). Nest will definitely be one to watch especially with the purchase of the health-monitoring start-up Senosis this past July. Google’s AI Research Division manages Google Brain, which is often referred to internally as “Medical Brain.” Google Brain has recently been focusing on a research project called Medical Digital Assist, which uses AI-powered speech recognition to help physicians take notes during a hospital visit.

This year and beyond is looking to be huge for the health market, both consumer facing and in the clinical setting. Data – especially health data – is the new currency and no one has more data about us than Google, Amazon, and Apple.

In short, regardless of which trends gain the most traction, all of these trends enable the greater population to take a more serious interest and active role in their health by making health-related data more accessible and more mainstream, and thereby more actionable. Any company in the health space needs to take these technological trends into consideration so they can focus more on treating the patient, not just the condition.



Mark Pappas is Vice President, Search Engine Marketing, CMI/Compas, 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. He can be reached at [mpappas@cmimedia.com](mailto:mpappas@cmimedia.com) or 484-322-0880.

### CES 2019 (Continued from page 9)

bot was unveiled as a part-robot, part-vending machine that supermarkets can buy to offer full-sized loaves of fresh baked bread without taking up shelf space and without needing an on-site bakery. LG showcased the HomeBrew countertop beer bot that makes different cold beers with the help of your cell phone. Other companies showcased ways to make and dispense wine with a simple voice command or grow robust vegetable gardens in a small indoor space. The goal was to get fresh food and drink to your kitchen with as little waste and as little packaging as possible.



Part robot, part kiosk: the latest in fresh bread.

### ON THE HOMEFRONT

The most dominant device or platform at CES 2019, though, were voice-controlled home assistants. Amazon’s Alexa and Google’s Home Hub made a huge splash this year, showing how voice technology was integrating into smart homes. Amazon showed how Alexa can replace your doctor by checking your vitals, offering up a chat with a virtual physician, and having prescriptions dropped off at your door during the same day for whatever ails you. Google showcased how their Home Hub can quickly translate a foreign



Guests line up to jump on the Google ride at CES.

language conversation on the fly while syncing up your smart home with your equally smart Google-equipped vehicle. Google probably had the most robust exhibit in all of CES which included an amusement ride comparable to the “It’s a Small World” ride at Disney World to showcase what a day in the life is like with their Home Hub. Amazon and Google each showcased this technology last year, but it’s amazing how much a part of our homes and lives these devices have become in just the last 12 months.

CES 2019 showcased many more amazing technologies. From self-driving cars to the latest in drones, from health monitors to healthy foods, CES 2019 outdid itself by being the ultimate destination to have a glimpse at the future.



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](mailto:mjkonowicz@isarithm.com) or 609-888-6446.

# The Digital Future Part II

BY R.J. LEWIS

It's been just over a year since I published *The Digital Future, Part I*, here in THE EXCHANGE. A lot has happened in a year. I still vacillate between excitement and fear when I contemplate the digital future and I still lean more towards excitement. In addition to a belief that we simply fear the unknown, I also believe that the exciting advancements will unfold long before the potentially catastrophic scary events, should they ever occur, such as AI-enabled robots taking over the world.

## PRIVACY STILL MATTERS

One of the biggest events highlighting the dark side of technology since publishing my first *Digital Future* article a bit over a year ago, was the revelation of the events and missteps that Facebook took with Cambridge Analytica. This data saga, and the privacy questions that ensued, is long from over. The data privacy concerns raised by this scandal, as well as the concerns raised over their potential impact – nothing short of influencing a democratic election in the most admired democracy of the world – have initiated a series of debates and legislations over privacy.



Two years ago, I was predicting that privacy as we know it is dead. And while that may still prove to be the case in the long run, in the short run, it appears we are in for at least one more significant fight from a rapidly metamorphizing populous and the governments that represent them. Between Facebook and the various other tech titan visits to congressional hearings, and the too numerous to count data breaches from large retail companies, it would seem people still care, at least to some degree, about privacy.

## HEALTH-RELATED PROGRESS

Despite the despair, innovation in its own persistent way continues to drive forward knowing no other path but the one that advances towards progress. This year also saw remarkable progress in the areas of digital medicine, biologics, personalized medicines, genomics, advances in voice technologies, EKG sensors embedded into Apple Watches, miniaturization of ultrasound equipment, and so much

more. Apps, sensors, wearables, and other non-chemically based health tools, when used in clinical trials in conjunction with a pill and tied to the medicine's label, are truly bringing us to the promised land of moving "beyond the pill." As always, first movers are developing incredible competitive advantage. These innovations will build big data and create sustainable competitive advantage for those who embrace them, perhaps even beyond patent expiry. It's a new world in medicine with a very exciting future.

## THE CHANGING MEDICAL LANDSCAPE

In *The Digital Future, Part I*, I spoke about the massive societal changes and challenges we will face as most jobs become automated or obsolete. In healthcare, it's highly likely that this obsolescence will happen to physicians even more quickly than it occurs to nurses.

Many predict we will be shorthanded in the future as more physicians encourage their kids to find alternate careers and the number of medical school graduates shrinks. Medical students and the physicians they become are taught in effect to become mini-computers.

They focus on data retention, knowledge, and a logical thought process of triaging, diagnosing, and treating. These are all things machines are proving to do quite well. Even better. Like the chess masters before them, many physicians are losing in head-to-head comparisons to computers when being put to the test at diagnosing, finding anomalies in radiology scans, and more.

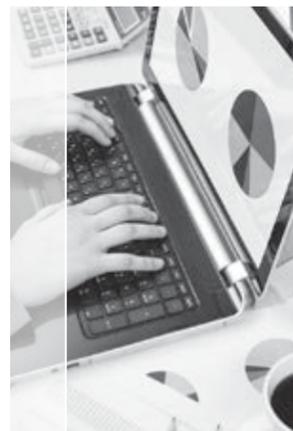
Nurses, however, also in short supply, tend to have skills that are harder to emulate by computers (so far). Nurses excel at things like empathy, understanding, and providing a caring bedside manner. While much has been done on these skills in



the field of computer science, they are proving to be harder skills for computers to emulate. So it is likely physicians will be rendered obsolete by computers even before their nurse colleagues.

## MEDIA AND ADVERTISING REALITIES

In our industry of media and advertising, these changes have been taking place for some time. Journalism has been decimated. There are relatively few healthy robust newspaper outlets today compared to 20 years ago. Same for magazines. Staff sizes continue to shrink. Medical journals have actually fared quite well compared to other forms of magazines, but they too are fewer in number and staff. The digital advertising market that siphoned off print revenues is also being disrupted. Agencies have fewer media planners and buyers of digital, as they are traded off, often three to five at a time, to be replaced by one programmatic "trade desk" jockey. As go the media planners, so go the digital advertising salespeople. Many publishers are eliminating the role of "digital advertising sales representative" in favor of selling their inventory in an automated way – programmatically.



## JOB ELIMINATION...AND POSSIBILITIES

As each evolution turns, the newcomer feels "safe" in their roles. Make no mistake, however, few of today's "jobs" in any industry are safe from the advancement of technology. Machines can and will soon trade media more efficiently and intelligently than humans. You have to look no further than our financial stock markets, where 70-80% of trades on any given day are done by the machines, and the few people who still man the "pits" are often playing *Solitaire* or *Words with Friends* on their phones.

Job elimination due to technical advancement scares many, but it really shouldn't. As long as we prepare as a society and evolve and adjust to new economic models, we should be well positioned to relish this newfound freedom and perhaps usher in another culture renaissance enabled by the technology revolution. There are always new and exciting things to work on and learn. That has never been truer than today, and it will be even more so tomorrow.

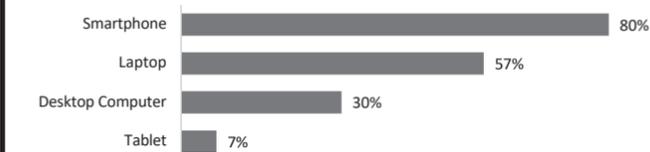


**R.J. Lewis** is Founder and CEO, eHealthcare Solutions, 810 Bear Tavern Road, #102, Ewing, NJ 08628. He can be reached at [rlewis@ehs.com](mailto:rlewis@ehs.com) or 609-882-8887. Twitter: @rlewis.

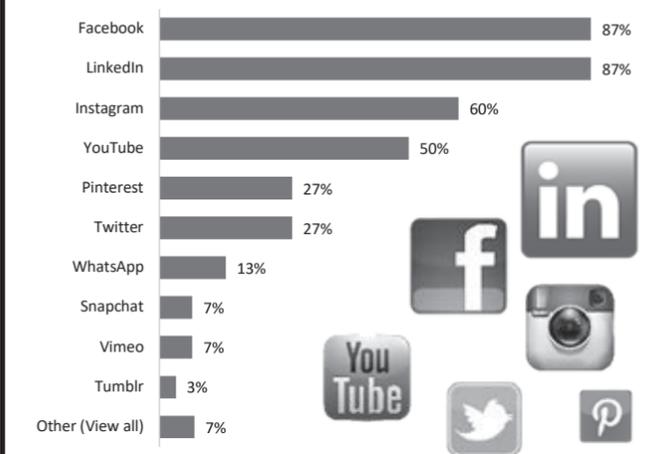
## Survey Results (Continued from page 8)



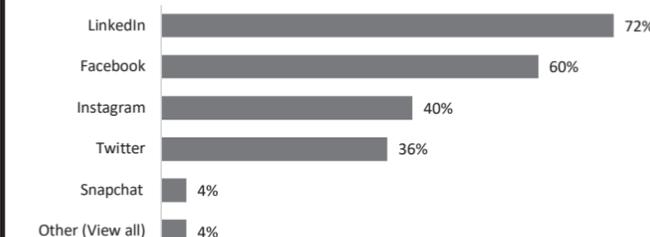
### What device are you most likely to use?



### What media platforms do you use?



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



# Amy Turnquist

**Birthplace:** Pittsburgh, PA

**Marital Status:** Married

**Children:** We have our own "Brady Bunch": I have 2 Daughters, Celia (17) and Lilly (15), Plus 2 Stepsons, Mike (15) and Tony (10)

**Job Title:** Executive Vice President of Sales

**Years in Industry:** 20+

**College:** Penn State University

*"You are braver than you believe,  
stronger than you seem, and  
smarter than you think."*

—A. A. Milne



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

Making connections for people within my network. Bringing people together in ways that help them grow, solve problems, or support each other is an absolute thrill.

## WHAT I KNOW FOR SURE:

Your attitude determines your outcomes. If you believe you can, you will.

## WHAT IS THE LAST GOOD BOOK YOU'VE READ?

Brene Brown's *Braving the Wilderness*. Her research on the power and strength that can be found in vulnerability is so relevant for women leaders today.

## WHAT IS YOUR PET PEEVE?

Hearing these words at work: "This is how we've always done it," or "We tried that once and it didn't work." Especially in our dynamic industry, new challenges require new solutions and new ways of thinking. Yesterday's rules don't apply.

## DO YOU HAVE ANY HOBBIES?

Honestly, my current work with the Healthcare Businesswomen's Association (HBA) is my primary "hobby" right now and the thing in my life that brings me the most personal fulfillment. In January of 2018, I began a two-year term as President of the Philadelphia Chapter of HBA and took a seat on the Mid-Atlantic Regional Council. Working with my team in our shared mission of empowering and developing women leaders has been extremely rewarding. Every ounce of effort I've put into it has come back to me in spades. You get what you give.

## WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Collaborative. Creative. Optimistic.

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

Definitely Vikings on the History Channel. I'd love to meet Lagertha and her shieldmaidens.

## DO YOU HAVE ANY PETS?

Well...not yet. But Lilly (my little sales-rep-in-training) recently presented my husband and I with a 20-page PowerPoint pitch detailing the various physical and mental health benefits associated with pet ownership. So...stay tuned...



Amy with her daughters, Celia and Lilly.

## WHAT IS YOUR FAVORITE WEBSITE OR APP?

Those of you who know or follow me know I'm a bit of a LinkedIn junkie. If you don't know or follow me, feel free to reach out to connect!

## WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

For several years, I've been wanting to go on a mission trip with my daughters. Our family sponsors a young girl (Mia Alexandra) in Honduras through Compassion International. Within the next five years, I'd like to travel to meet her and help with service projects in her community.

In the next three years, we'll have three kids headed off to college. I'm looking forward to seeing them graduate. Our first college visit is next month.

## WHAT IS YOUR FAVORITE RESTAURANT?

That's a tough one. I'm a total foodie. (Seriously. I have 20,500 Dining Rewards in my OpenTable account.)

## WHAT'S THE ONE THING YOU CAN'T LIVE WITHOUT?

People! When I had my consulting practice and worked out of my home office, I'd try to schedule three 7 a.m. networking meetings each week to get my day started and boost my mental energy. I'm definitely at my best when I'm working with and for other people.

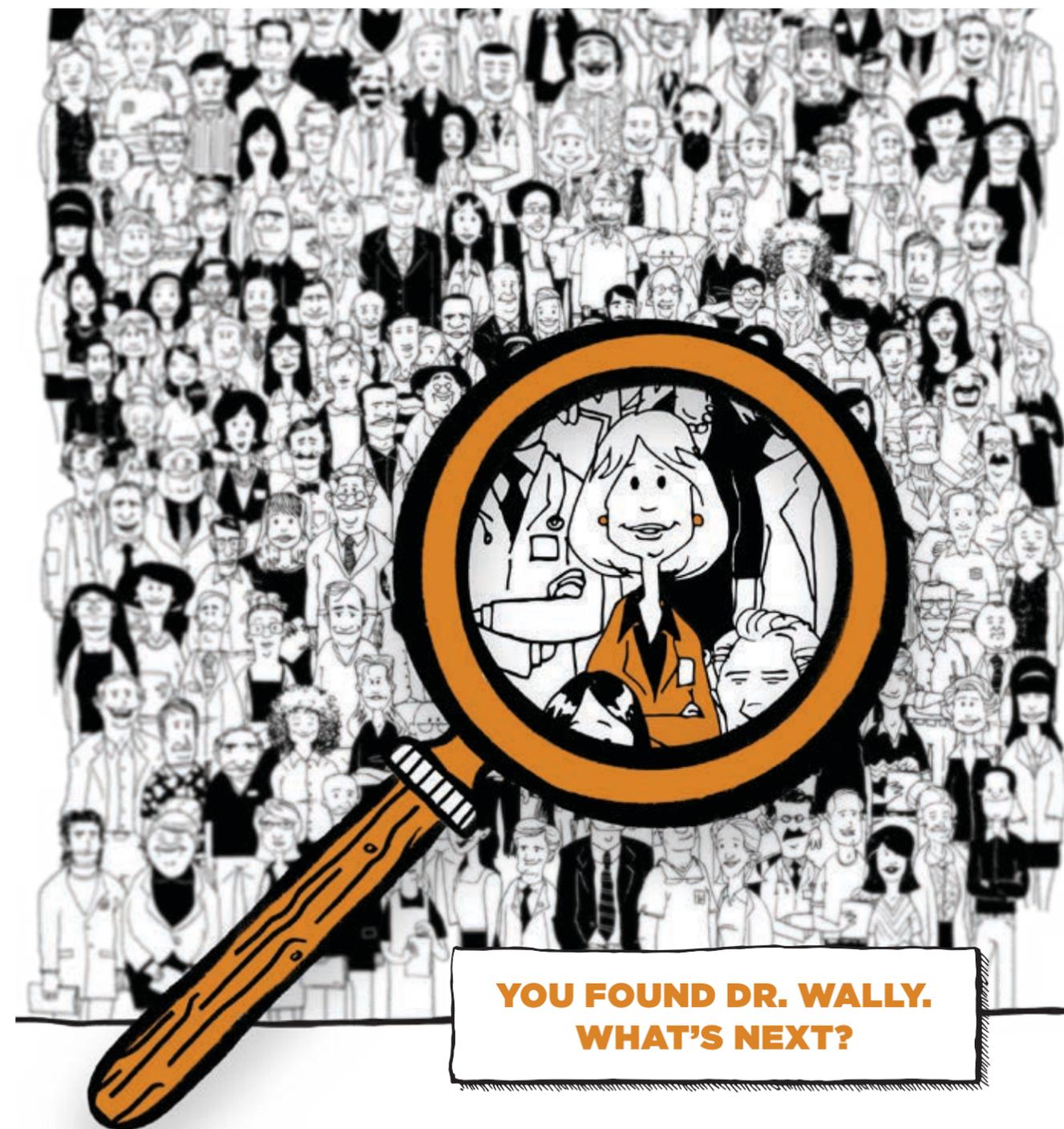
## HOW DID YOU GET STARTED IN THE INDUSTRY?

My first job out of college was in inside sales for a respiratory care medical device company in Pittsburgh. One of the industry journals that was circulated in the office had an advertisement for an advertising sales rep. (This was back in the days when we looked for jobs in print magazines and newspapers...my, how times have changed...)

## WHAT IS YOUR FAVORITE VACATION SPOT?

Italy. When I was in college I had the opportunity to study in Italy for a summer semester. It was such a life-changing experience. Since then, I've gone back several times; once with my parents, once with my daughters, and last year my husband and I spent a week in Rome for our 1st anniversary. No agenda...no tourist traps. Just great food, great wine, and la dolce vita.

*Amy Turnquist is Executive Vice President of Sales, eHealthcare Solutions, LLC, 810 Bear Tavern Road, Suite 102, Ewing, NJ 08628. She can be reached at [aturnquist@ehsmail.com](mailto:aturnquist@ehsmail.com) or 484-431-5590 (c), and 609-882-8887, ext. 148 (o).*



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AMERICAN FAMILY PHYSICIAN

Source: AAFP, 2018 American Family Physician CME Quiz return data, January 2019

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