

This Month
Vacation Issue

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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Alya Sherman tours
Costa Rica

Living in Singapore with
Craig DeLarge

60 days without a phone?
Stacy Sanderson did it...

Up close with Kristine Dyer

Milan? Rancho La Puerta Spa?
D.C.? See inside...

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

ASSISTANT TO THE PUBLISHER
CIRCULATION MANAGER
Denise Pecora
973-744-9505
dpecora@HMEExchange.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@HMEExchange.com

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DEAR HEALTHCARE MARKETER:

This time last year as I wrote this letter, we were experiencing our ninth snowstorm. What a difference a year makes. This winter in the Northeast has been unusually mild. I am so grateful! Storm Jonas was enough for me. I could take one blizzard a year and call it a day. Now onto warmer weather... Happy Spring!

This month's theme is close to my heart. Vacations! I just love gathering up my family and heading off for a few relaxing fun-filled days pretty much anywhere. Last year we went to Turks and Caicos, and stayed at Beaches. What an awesome place. I highly recommend it. The beauty of the lush islands, the sparkling warm turquoise waters, the soft sand beaches, and the awesome climate of about 80 degrees each day. In fact, Turks and Caicos boasts an average of 350 days of sunshine a year. It is truly amazing! My kids are itching for me to take them back. I am waiting for a deal though because it is expensive.

Still, I've always said, if I can't be on a vacation, I enjoy reading about other people's adventures. This month, **Alya Sherman** brings us along her four-stop tour through Costa Rica. **Charlotte Sibley** shares how she celebrated her 20th anniversary in Milan. **Anna Beverley** tells of her relaxing and rejuvenating spa retreat. **Stacy Sanderson** shares highlights from her 60-day tour of 14 countries. And **Craig DeLarge**, while not exactly on vacation, tells us about the ins and outs of living in Singapore. **Alyson Hardy** is giving us her version of the *Best Day in D.C.* And **Kristine Dyer** shares a closer look at her life through *Personal Exchange*.

Right now, instead of planning a vacation however, my head is spinning with all that's going on. Between planning our first Humanitarian Award presentation in collaboration with the AMM Nexus Awards (April 7...Hope you're coming!) and working on the TREP\$ Entrepreneur program at Maddie's school, plus all the usual stuff, I've got a lot on my mind. You may recall from an article I wrote last year that TREP\$ is an eight-week after-school program that teaches kids everything they need to know to start their own businesses. The program culminates in an awesome large-scale flea-market-style event that gives the kids the opportunity to launch their businesses selling real products to real customers for real money. It's a lot of work but worth it. I think I found my career after retirement...I absolutely love teaching the kids about entrepreneurship and business.

Speaking of entrepreneurship, this month also marks the start of my 25th year as the owner and publisher of HEALTHCARE MARKETER'S EXCHANGE. I can't quite believe that. I want to thank each and every one of you who has read, written, advertised, and otherwise encouraged me through these years!



Here's to vacations. Cheers!

Here's to Spring,
Nancy

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ANNOUNCEMENTS

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onward&upward promotions additions

AbelsonTaylor has announced the promotion of **Brad Graetz** to Vice President, Group Creative Director. He can be reached at 312-894-5500.

Advanced Clinical has announced the promotion of **Julie Ross** to President. She can be reached at 847-267-1176.

AXON Communications, Inc., has announced the appointment of **Marian Cutler** as Senior Vice President and **Carrie Rose** as Program Director. They can be reached at 914-701-0100.

Fingerpaint has announced the appointment of **Bruce Rooke** to lead an ideation/innovation group that will expand the full-service agency to challenge and answer the needs of an ever-changing communications landscape. He can be reached at 518-693-6960.

Frontline Medical Communications has announced the promotion of **Lee Schweizer** to Vice President, e-Business Development. He can be reached at 973-206-8982.

McCann Health has announced the appointment of **Tammy Fischer** as Executive Vice President, Chief Growth Officer, for McCann Health North America. She can be reached at 973-263-9100.

PulseCX has announced the appointment of **Ed Nathan** as Executive Vice President and Chief Creative Officer. He can be reached at 215-699-9200.

Sandbox (previously GA Communications Group) has announced the promotion of **Chris Gavazzoni** and **Jean May** to Vice President, Executive Producer. They can be reached at 312-803-1900.

new¬eworthy awards mergers

eClinical Solutions, LLC, announced their latest accreditations to customize and support two additional solutions within the Medidata Clinical Cloud platform®. **eClinical** has gained accreditation in Medidata's electronic patient-reported outcomes app (Medidata Patient Cloud ePro) and targeted SDV technology (Medidata TSDV) in order to enhance its patient and site engagement capabilities. For further information, visit www.eclinicalsol.com.

HealthLogiX ("HLX"), a medical education company, has acquired **Advanced Clinical Concepts (ACC)**, a medical and scientific communications agency. This acquisition marks an important milestone in HLX's mission to better serve its clients. For further information, visit www.hlxsusa.com.

M3, the operator of MDLinx.com, has awarded **Sandbox** \$500,000 in advertising engagement assets to promote their charity, **The Children's Heart Foundation (CHF)**, as the winners of the **MDLinx Primary Care Challenge**, a creative contest open to pharmaceutical companies and marketing agencies representing pharmaceutical companies. For further information, visit www.MDLinx.com.

Neurology Reviews® published the 2nd Annual *Rare Neurological Disease Special Report* in collaboration with the *National Organization for Rare Disorders (NORD)* as a supplement to the February 2016 issue of *Neurology Reviews (NR)*. This special report is easily accessible at neurologyreviews.com.

Ogilvy CommonHealth Worldwide has announced a new agency, **Ogilvy CommonHealth NANO**, created to serve the distinct brand needs of small-to-midsize healthcare clients. Leading the new agency will be newly appointed General Manager **Peter Rooney**. For further information, visit www.ogilvychw.com.

Omnicom has announced that through its **Omnicom Health Group** it is aligning its portfolio of individual healthcare brands by clients' customer segments across four key disciplines, including professional, patient, payer, and regulatory. Built upon the market needs of clients, and reflecting the dynamic healthcare sector's high demand for comprehensive and coordinated marketing and communication solutions, the unique alignment of the **Omnicom** healthcare portfolio represents the industry's largest dedicated group of healthcare communication agency brands. For further information, visit www.omnicomgroup.com.

Promius Pharma, LLC, has received FDA approval for Sernivo (betamethasone dipropionate) Spray, 0.05%. Sernivo Spray, a prescription topical steroid, is indicated for the treatment of mild to moderate plaque psoriasis in patients 18 years of age or older. The commercial launch of the product is planned for the coming quarter. For further information, visit www.promiuspharma.com.

Pfizer is giving over \$784 million to settle claims that its **Wyeth** unit overcharged Medicaid for its heartburn med Protonix. The agreement marks one of the biggest settlements to date from drugmakers facing similar allegations. For further information, visit www.pfizer.com.

Sudler & Hennessey Group proudly announced an important new apprenticeship program, "Class of 75." In celebration of Sudler's 75th anniversary, the agency is seeking 75 graduates who want to become writers, art directors, project managers, strategic planners, or account leaders. The program is designed to offer college graduates a two-month opportunity to see what it's really like to work in the advertising agency world, all while being paid. For further information, visit www.sudler.com.

The Healthcare Convention & Exhibitors Association (HCEA) has announced the launch of the newly enhanced HCEA website www.hcea.org. This new site has robust features for both HCEA members and visitors. The new website is an integral part of the year-long re-branding that started with the new logo in 2015. It offers a clean, modern design, easy-to-navigate functionality, and a content-rich site experience. For further information, please contact **Amy Lotz**, C.A.E., HCEA Executive Director, at 703-935-1961 or alotz@hcea.org.

UCB, Inc., has received FDA approval for Briviact (brivaracetam) as an add-on treatment to other medications to treat partial onset seizures in patients age 16 years and older with epilepsy. For further information, visit www.ucb-usa.com/Home.

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References: 1. Kantar Media, Medical/Surgical Study, June 2015, Primary Care. 2. Kantar Media, Website Usage and Qualitative Evaluations, June 2015, Family Medicine. 3. Membership data on file: American Academy of Family Physicians.



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"Pura Vida" IN Costa Rica

BY ALYA SHERMAN

Two short months of rigorous research and planning and we were all set to spend two weeks exploring and relaxing on the Pacific Coast of Costa Rica. Where we would stay and what we would do was not an easy decision, especially after we learned of all this small Central American country has to offer. Resourceful though we were, December proved to be a tough time to be choosy as we found that a lot of the "mainstream" hotels were already booked or extremely expensive. December is Costa Rica's high season for good reason, but don't let that discourage you. Be open-minded and flexible and you'll have the time of your life in a country that has it all – adventure, relaxation, awesome food, and fantastic flora and fauna (I've been dying to use that in a sentence!).

We hopped the way-too-early flight from Newark to San Jose and went directly to our first of four stops, Manuel Antonio.

If you were to ask our son, Jacob, our goal on this trip was to find a two-toed sloth. If you ask me, his goal was to sleep in bed with us every night.

MANUEL ANTONIO – SUN AND ADVENTURE

After much research on how best to get around Costa Rica, we chose to hire a driver in between our stops.

I would highly recommend you do the same. It's about the same price as renting a car minus the hassle. The drive took three hours and was an adventure in itself. En route, we stopped off at Rio Tarcoles, a bridge under which 10-foot crocodiles live. The pit stop was accompanied by our first taste of fresh coconut

water and, for me, dreamy drops of Costa Rican rum. When we finally got to our hotel, Parador, we were ready for R&R and immediately hit the pool.

We spent the next four days in Manuel Antonio (MA) hiking, swimming, and spotting sloths and monkeys at Manuel Antonio National Park.

MA is also where we went whitewater rafting through the Rio Savegre – a first for all of us and one more check off of the Bucket List. If you visit, make time for dinner and a sunset at El Avion, a restaurant built around a Fairchild C-123 warplane with the cabin and cockpit used for a bar.

MONTEVERDE – MOUNTAINS OF EXPLORATIONS

After four sun- and fun-filled days in MA, we braved the ride to our next stop, Monteverde (MV). The three-hour bumpy crawl was the main reason we hired a driver and boy was it money well spent. The drivers refer to this route, and most roads in CR for that matter, as the Costa Rican massage. I call it, "Where's my chiropractor?" As we made our way up the mountain aptly named "Green Mountain," we were treated to a fantastic double rainbow to the east and a sunrise to the west!

MV's steady sprinkle and windy weather was in complete contrast to MA's balmy blue skies. We arrived as darkness descended on the mountaintop, which is exactly when you should plan to arrive. Don't even think about making this trip in the dark. We checked into Hotel Poco a Poco, "little by little." While it wasn't fancy, it was perfectly situated close to town and surrounded by beautiful grounds overlooking the plains below. For the next four days, we explored Monteverde from all angles: On horseback as we galloped through fields of dancing tall grass; at night when many nocturnal animals like kinkajous, tarantulas, possums, and sloths come out to play; and from high above the cloud forest where we hiked the hanging bridges and ziplined from tree to tree à la Tarzan. No trip of mine would be complete without restaurant recommendations so, if you

visit, try the Tree House. You may not love the food, but the live music, delicious cocktails, and atmosphere set amid a tree is unique and not to be missed.

TAMARINDO – LIKE COMING HOME

Exhilarated but tired, we braved another "Costa Rican massage," only this time down the mountain and headed for sunny Tamarindo. If beautiful beaches, delicious food, and great people are your idea of vacation, then Guanacaste, the Gold Coast, is where you want to be. It's where we found our favorite hotel of the entire trip and made new lifelong friends and memories.

Allow me to paint a picture that will prove my love for this place. You brave a three-hour van ride, arrive at an unknown "hotel" ready to peel off your travel clothes, and you're hugged, kissed, and whisked down to the beach for a massage. Yes, that was check-in at Ocho Artisan Bungalows and if it weren't for my family obligations back in the U.S., I would still be there today! Ocho was more than a hotel. It was a home away from home where we were treated like family from the moment we arrived.

If you're a surfer, a yogi, or just like to be one with nature, then Tamarindo is the place for you!

After an active start to our trip we decided to slow down and make our time in Tamarindo relaxing. That lasted a whole day...we are just not that kind of travelers. Who needs to schlep to a beach half-hour away from the gorgeous beach right outside your door? No one! But Conchal (shell) Beach sounded interesting, so we decided to pay a visit. At first, we all secretly hated it, but as the day went on and we got our bearings, we loved it. It's as local as local gets and by noon was packed with families pitching tents, grilling, and swimming. Want to know how local? A full-body massage for \$10 local! Granted the rickety plastic lounge chairs that we rented were \$25 apiece, but the experience of watching Jacob enjoying his first massage and snorkeling in the crystal blue water was priceless.

We spent the day at Conchal and returned "home" in time for dinner. It was Christmas and we decided on dinner at La Palapa, a beachside restaurant and hotel with live music, incredible seafood, and an awe-worthy flame-throwing performance. It was a memorable night particularly because it ended with Jacob teaching me the merengue in the sand. #priceless Four days in paradise and it was time to leave Tamarindo. None of us wanted to go and we had each started to plot ways to cancel our next and final destination if not move to CR altogether. We reluctantly left for our last stop, La Fortuna.

ARENAL – VOLCANIC ACTIVITY

Another three-hour ride and we arrived at Arenal Manoa & Hot Springs Resort. We barely unpacked, then set out to



The Three Ticos.

explore what the area is really known for, the volcanic hot springs. If you can overlook the less than luxurious rooms, the hotel's lush property at the foot of the Arenal Volcano and natural hot springs was perfect as our final stop. After seeing it from afar surrounded by lingering clouds, we decided on a tour of the Arenal Volcano National Park to get a closer look at the volcano.

We found an abbreviated tour through Gecko Adventures and, the following morning, met up with our group that consisted mostly of students. It was an action-packed

day that started with a hike through the National Park and concluded with one of the coolest experiences I've ever had and will share only because that's how I am.

Right next to Tabacón Grand Spa Thermal Resort, where the well-heeled go to get their bath on, runs a river heated by magma to the temperature bathwater. Here, Ticos (locals) and savvy tourists (us) go to soak, swim, frolic, and barbecue, all for free. It's called Río Chollín and it's easily the best deal in town. If being surrounded by cool people and candles as you soak your achy body while sipping on local libations is not your idea of fun, then don't even think about going!



Soaking in the famous Hot Springs.

That said, I obsessed about staying at Tabacón, but since that wasn't to be, we bought a day pass and spent the next day enjoying the famous hot springs. It was in complete contrast to the day prior and come to think of it now, the main reason why I loved Costa Rica. It's a country rich with just about everything that anyone rich or poor, adventurous or sedentary can enjoy. Even with everything that we packed into our two-week stay, there was so much more to see and do. As we sloth-ed (is that even a word) on another early morning flight back home, I booked our next family adventure!



Alya Sherman is Vice President of Strategic Agency Partnerships, ContextMedia Health, 489 5th Avenue, 23rd Floor, New York, NY 10017. She can be reached at 856-237-4465 (c), 212-257-5791 (o), or alya.s@contextmediainc.com.

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Milan AN OVERLOOKED GEM?

BY CHARLOTTE SIBLEY

Leif Magnusson and I were married in October 1988 and I wanted to do something special for our 20th anniversary. I was invited to participate in the Healthcare Businesswomen's Association (HBA) European Leadership Conference in October of 2008 in Zurich, Switzerland. The timing seemed perfect, and I got the idea to attend Milan's famed *Teatro alla Scala* opera house – a first for Leif. When

we checked the opera schedule, we discovered that Mozart's *Le Nozze di Figaro* was playing – and that clinched it. Leif and I had met on a blind date to this very opera at the Metropolitan



Teatro alla Scala.

Opera on December 4, 1985. I was not generally fond of blind dates, but I realized that if he liked Mozart opera, that was a good sign. And we have been together ever since!

We took a fabulous four-hour train over the Alps from Zurich to Milan, and checked into the Grand Hotel et de Milan, a lovely hotel with “old-world charm,” just a few minutes' walk from La Scala. Italians take their opera very seriously: they cheer loudly and long for good performances – and boo loudly when they are not happy. Fortunately for us, this performance was outstanding: wonderful singing, artful staging, and a very appreciative audience.

HIGHLIGHTS OF THIS SPECIAL CITY

Milan is one of our favorite cities. It is the center of Italian music, fashion, shopping, and business. I know that most tourists visit Florence, Venice, and Rome – and they *are* magnificent cities – but don't overlook Milan. It's a delightful city for walking, culture, and, especially, food, with many parks, small galleries, restaurants – and excellent pastry and espresso. Since it's in the north, the climate is cooler and the mountains are nearby.

The *Duomo* (Cathedral) is one of the most famous in Italy. Piazza del Duomo marks the center of the city, both in a geographic sense and because of its importance from an artistic, cultural, and social point of view. The *Piazza* (City Square) was originally created in the 14th century by Azzone Visconti, Lord of Milan. He ordered the demolition of taverns surrounding the two central churches of Milan at the time to create a market square. The Duomo itself is huge – and you can climb or ride the elevator to the top to behold superb views of Milan.

We visited Sforza Castle, built in the 15th century by Francesco Sforza, Duke of Milan, on the remains of a 14th-century fortification. One of the largest citadels in Europe, it was renovated and enlarged in the 16th and 17th centuries and extensively rebuilt by Luca Beltrami in 1891-1905. It now houses several of the city's museums and art collections.

And don't miss the lesser-known Brera Art Gallery (*Pinacoteca di Brera*), the main public gallery for paintings. It contains one of the foremost collections of Italian paintings, an outgrowth of the Brera Academy. One of the nicest aspects of this gallery is that you do not need days to see the collection – unlike the Uffizi, Louvre, British Museum, or Metropolitan Museum. One or two hours in this magnificent building will be enough, and then it's off for more coffee and pastry – preferably with fig or plums!

NEARBY ANCIENT BERGAMO

One afternoon we took a 45-minute train ride to Bergamo, about 40 km (25 miles) northeast of Milan. Bergamo occupies the site of the ancient town of Bergomum, founded as a settlement of the Celtic tribe of Cenomani. In 49 BCE it became a Roman municipality, with about 10,000 inhabitants at its peak. It was an important hub on the military road and was destroyed by Attila in the 5th century.



Sforza Castle.

The town has two centers: *Città alta* (Upper City), a hilltop medieval town surrounded by 16th-century defensive walls, and the *Città bassa* (Lower City). The two parts of the town are connected by funicular (cable car), roads, and footpaths. We took a taxi uphill to *Città alta* to visit the Basilica di Santa Maria Maggiore begun in the 12th century, with dome frescoes by Tiepolo. There are also several small, exquisite museums dedicated to archeology, natural history, paintings, several palazzos (palaces), and a lovely *Piazza Vecchia* (Old Square), ideal for coffee and...pastry!!

Milan can be overlooked by many, but it turned out to be the perfect way to celebrate our 20th anniversary.



Charlotte Sibley is on the Board of Directors, Taconic Biosciences, 115 Hunt Valley Circle, Berwyn, PA 19312. She can be reached at 484-477-6668 or charlotteesibley@gmail.com.



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A WHOLE NEW WORLD FOR ME

BY CRAIG DeLARGE

In May 2015, I accepted a position as Head of The Takeda Digital Accelerator for Emerging Markets, a geographic area that constitutes the entire planet outside North America, Europe, and Japan. This role required moving to Singapore, a 275-square-mile (or three-and-a-half times the size of Washington, D.C.) island nation-state in Southeast Asia. It's tucked south of Malaysia and north of Indonesia, just 89 miles north of the Equator.

Since moving here you can imagine that I am asked continually by Singaporeans and Americans how I like living in Singapore. My initial answer is typically, "I am not sure yet" (just 10 months in) as I travel from China to Russia to Brazil 50% of the time for my job. Then I relent and note that I am liking Singapore quite well.

MY SINGAPORE TOP LIKES ARE:

- 1) The weather, which can most succinctly be described as a perpetual and humid summer.
- 2) The cultural diversity of Malay (Muslim), Chinese (Christian, Buddhist), and Indians (Hindu, Christian) make Singapore what I affectionately refer to as "The United States of Asia," where most everyone is from elsewhere and identifies with being Singaporean. There is great and deliberate respect for this ethnic diversity.
- 3) The food culture, which is fabulously diverse and inexpensive making it less expensive to eat out than to cook at home most of the time.

4) The level of safety and cleanliness where I regularly note that living here in Singapore is the first time in my life I have been only an American, not an African American, and that I have felt as safe as I do, outside my home.

5) The transit culture, which

View of traditional Chinatown shophouse rooftops amid omnipresent construction cranes.

favors cabs, public transit, and walking (I have an electric scooter to lessen the effects of the humidity).

- 6) My 625-square-foot apartment, which my wife calls my "tiny home" experiment, is a nice come down from 1,800 square feet in the U.S.



View of the Singapore River looking towards the Commercial Business District.

SINGAPORE SAFETY AND SCENE

Since being here, I have been amazed at the number of foreigners who have come to Singapore and decided to stay long term (greater than 10 years). Safety is the most prevalent reason for this decision it seems.

Singapore is often referred to as the "starter Asian country for Westerners" because its infrastructure is relatively advanced in Asia. There is little language barrier as it is a former British colony and the official language is English. Singapore is also a tourist playground with a broad variety of attractions from amusement parks (Universal Studios) to shopping (Orchard Road, Marina Bay Sands, SunTec Center) to nature (Gardens By The Bay, Singapore Botanic Gardens, and myriad public parks all over the island) to cultural venues (Little India, Chinatown, Kampong Gelam, etc.).

Singapore is an island dotted with Manhattan-like high-rise towers (to house its 5.4 million population), outdoor food courts, a.k.a. hawker centres, and shopping malls (to get in out of the heat and humidity).

ON THE OTHER SIDE OF THIS COIN...

My Singapore Challenges Have Been:

- 1) Distance from family and friends, as this is the first time in 44 years I have lived outside of Philadelphia.
- 2) Unavailability of comfort foods (cheesesteak hoagies and Tastykakes), brands (Tide and Best Buy), which are so readily available in Philadelphia.

Continued on page 13

New in 2016 JAMA Cardiology

A new peer-reviewed journal from The JAMA Network

In early 2016, The JAMA Network will launch *JAMA Cardiology*, a peer-reviewed journal dedicated to publishing exceptional original research, state-of-the-art reviews, and informative opinion that will advance the science and practice of cardiology, enhance cardiovascular health, and inform health care policy.

Led by Editor in Chief Robert O. Bonow, MD, MS, of Northwestern University Feinberg School of Medicine, *JAMA Cardiology* will focus on all aspects of cardiovascular medicine, including epidemiology and prevention, diagnostic testing, interventional and pharmacologic therapeutics, translational research, health care policy and outcomes, and global health.

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Paradise

Rancho La Puerta Style

BY ANNA BEVERLEY

Since I have a demanding somewhat stressful lifestyle, going to spas is one of my favorite ways to unwind. I try to treat myself to a spa vacation once a year and have been fortunate enough to experience several. Knowing that Rancho La Puerta is the top-rated destination spa by *Condé Nast Traveler* and *Travel + Leisure*, I put it on my radar to visit. I had always heard wonderful things about it. I first went 10 years ago and, despite all the hype, I definitely wasn't disappointed. In fact, it would not be an understatement to say I'm addicted. I try to get back there once a year!

TENDING TO MIND, BODY, AND SPIRIT IN MEXICO

The first true fitness resort and spa in North America, Rancho La Puerta welcomes guests to its 3,000 private acres of gardens, mountains, and meadows with an approach to wellness that strikes a true mind, body, and spirit balance. The spa is located in Mexico, just over the border from San Diego. From the moment staff members meet you at the San Diego Airport, you begin to relax. The attention to detail and positive attitude of all the employees you encounter is amazing.

Programs and amenities include an extensive range of fitness classes, spa, dining, outdoor recreation, and more, all available for exclusive use by guests during three-, four-, or seven-day stays. The folks at Rancho La Puerta recommend seven days, staying from Saturday to Saturday. I didn't get this at first, but now I see that everyone having a "first day" together, especially the "newbies," helps people get to know each other over the course of the week. This creates a sense of community. Inclusive rates cover accommodations, class-

es, hikes and activities, gourmet vegetarian meals (seafood options included), activities, and special presentations on health, nutrition, fitness, and more.

TRULY FARM-FRESH FOOD

In addition to the huge variety of fitness classes, luxurious spa treatments, and therapeutic healing sessions, guests can enjoy group cooking classes at Rancho La Puerta's beautiful on-property cooking school. Throughout the hands-on culinary classes, instruction begins by picking the day's ingredients, and moves on to meal-making and culinary techniques lead by the property's top guest chef instructors. They have an amazing six-acre organic farm that provides a wide range of fruits and vegetables, ensuring the food is always fresh and delicious.

The food is beautifully presented and you certainly won't go hungry. Breakfast, served buffet style, has an abundant array of fruit, yogurt, homemade granola, muesli, oatmeal, and always a different hot dish, like French toast, pancakes, eggs, etc. You can always make special requests (e.g., egg-white omelet). The lunch buffet features a bountiful array of interesting salads, usually a delicious soup, fruit, and something hot with grains, etc. You can also request extra protein. All food is enjoyed at group tables providing an opportunity to meet and interact with some of the other guests. I have met fascinating people over the years. Many have become close friends and, in fact, we have planned return trips together.

FITNESS YOUR WAY

There are a number of options of fitness classes to participate in throughout the day, or you can just relax on a hammock and be lazy. Rancho La Puerta caters to all fitness levels and classes range from the traditional to the latest trend. There are usually guest presenters and each week has a fitness theme. So, if you are obsessed with yoga or water activities, for example, you can visit during one of those weeks when extra classes will be included.

A favorite class of mine and many Ranch guests is the new Salsa y Salsa class. This unique three-hour evening experience combines fun, fitness, and food at Rancho La Puerta's culinary center. When guests arrive at the culinary center, they get a tour of the six-acre organic garden. Then they enjoy a salsa and

taco making demonstration from Executive Chef Denise Roa and a delicious, fresh, family-style dinner. This is followed by joining vibrant salsa instructor Manuel who leads a high-energy dance class teaching salsa moves while burning calories in a fun atmosphere.

The classes are diverse and cover all activity levels. For men and women looking for a more challenging fitness experience, Rancho La Puerta offers a variety of hikes and activities, ranging from beginner level to advanced. Two of the Ranch's most challenging adventure programs include the Road Runner Trail Run, a five-mile lowland trail which weaves through the meadows and is usually taken at a running pace, as well as the seven-mile Mountain Breakfast Hike. This strenuous three-and-a-half-hour trek takes hikers seven miles over steep, rugged mountain terrain, though it does allow for a scenic breakfast stop midway. The Ranch also offers a Ropes Gone Wild fitness class that offers a high-intensity, low-impact, full-body workout experience. Men and women learn basic to advanced rope moves sequenced in a progressive cardio, strength, and power format in a 45-minute class.

Rancho La Puerta offers many more classes, with about 10 starting every hour. Though I haven't tried many of the more spiritual classes, people rave about them. There are a wide range of yoga classes, tai-chi, crystal bowls, etc. (see this link for more: <http://www.rancholapuerta.com/at-the-ranch/well-being/>). And there are also a wide range of art and craft classes, sculpting, jewelry making, etc.

Rancho La Puerta's health and fitness programming offers the ultimate gorgeous backdrop to relax and rejuvenate in the mountain-ringed valley of Tecate, only 45 miles from San Diego. Camaraderie is a key factor in many guests' passionate loyalty – hardly a week goes by when there aren't 20 or more guests who have been to the Ranch at least 10 times or more. Making new friends is easy. "Being yourself" is easy. Finding solitude and quiet is as simple as finding laughter and the excitement born from new experiences. The Ranch continues to change lives with its focus on complete mind, body, and spirit renewal. I have loved every minute of the many weeks I have spent there and can't wait to go again. Thankfully, it's soon...

I can't say enough good things about this special place. I encourage you to try it!



Anna Beverley is Principal at Quadra Communications, 1745 Broadway, 17th Floor, New York, NY 10019. She can be reached at 212-586-1900 or abeverley@quadrarx.com.



Guests relaxing after breakfast and planning their day.



Can't think of a better way to start the day.



Here's my typical day:

- Wake up around 6.30
- Get coffee and fruit
- Go on a hike
- Enjoy breakfast and plan the day
- Stretch class, circuit training, an advanced class (I do a different one every day – kick boxing, abs and back, sculpting, TRX, etc.)
- Time for a well-deserved lunch

- Usually relax in the afternoon – Maybe do a water aerobics class or just lay by the pool or read in a hammock
- Shower
- Massage
- Dinner
- If there is an evening lecture of interest I will attend
- They have a wine bar so if you want to socialize before or after dinner, you can go there

Singapore *Continued from page 10*



Traditional shophouse row in the Kampong Gelam quarter along Arab Street.

- 3) The persistent, ubiquitous presence of arctic-like air conditioning, which is understandable but out of step with my climactic preference.
- 4) (Mis)interpreting, or being perceptually unclear, about a myriad of subtle differences in customs, communications, verbal and non-verbal, etc. This, for a Type A person like myself, causes a great deal of stress and embarrassment, like death by a thousand razor blade cuts.

Here are a few examples of some of the stress-producing differences I've encountered:

- Interpreting the lack of a greeting smile or a good morning as the other not welcoming me, and remembering that this is not necessarily true in the East.
- Understanding that people will break in front of you in lines, not give way on a path or in a doorway, and jostle you without saying "excuse me," and not taking it personally as it's not about me. It's just the culture and personal space rules.
- Remembering not to give people things with my left hand (and I am left-handed) as this offends some.
- Remembering to look right for oncoming traffic, not left. This is the greatest hazard to my living in SG, I am sure.
- Not knowing which utensils to use (chopsticks, fork, spoon) and in which combination depending on the dish. I am eating across Chinese, Malay, and Indian cuisines, not to mention the fusion cuisines of Peranakan, Teochew, etc.

The good news is that on balance, my challenges have forced me to care more for my health on every level, to be more aware of my biases and assumptions about most everything, and most dauntingly the superiority of my home culture. Culture shock has not been kind but it has been developmental. I have never been healthier under so much stress.

If you are ever in Singapore, look me up to share a Teh Halia (Ginger Tea)!



Craig DeLarge is Head of The Takeda Digital Accelerator for Emerging Markets, Singapore. He can be reached at +65-9188-4297 (onWhatsApp, Telegram, Viber, or WeChat) or craig.delarge@takeda.com.

“Haven't you seen the movie *Taken*?”

BY STACY SANDERSON

I can't count how many times I heard that question when I shared the news that I was going to Europe for a couple of months by myself. Never mind that I was a successful, single almost-29-year-old advertising executive and had been living on my own in Phoenix for seven years (as you may know, one of the smallest and safest cities in the U.S.). My mom was so nervous that she even strongly suggested (several times) that I dye my hair from blonde to brown in order to “fit in” better (as if no one in Europe has blonde hair!?). My dad reminded me that he wasn't Liam Neeson and wouldn't be able to come rescue me if I was kidnapped. I only wish I was kidding.

PREPARING TO LAUNCH

In spite of how crazy most of my family and friends assumed I was, I figured it was now or never. I didn't have a significant other or family of my own yet and I felt like if I waited much longer it may prove too difficult to drop everything and make this trip happen. I gave a long notice at work and sold or gave away almost everything I owned. I only kept what I could fit in my (very small) car. So I drove out of Phoenix the same way I'd arrived from Iowa when I was all of 22 years old – with everything I owned, feeling unsure of what lie ahead, but excited to find out where the next adventure would take me. I had taken a camping trip to Lake Havasu, AZ, with a



After destroying my BlackBerry in Lake Havasu, AZ.

girlfriend right before leaving Phoenix. While I was there, I took a hammer to my BlackBerry (don't judge; it was 2010). I then took the battery out, threw it in the campfire, and watched it



Hiking in the Swiss Alps.

burn. This may perhaps seem a little extreme to some, but I'd spent years tied to that device – checking it around the clock – and I was just done. A clean slate.

STARTING POINT

I put my remaining possessions in storage and embarked on a two-month trip to Europe. I'd packed a guidebook, a map of Europe, and enough clothes to get by. I didn't really have a plan, which was *extremely* out of character for me since I'm a planner by nature, both professionally and personally. I figured I would start out with an easy transition and instead of going solo immediately, I booked a Rick Steves' “Best of Europe in 14 Days” Tour. It was a nice experience and I met some great people, but by the time it was over, I was very ready to be on my own. The next six-and-a-half weeks I got my wish. I was generally unreachable since I intentionally didn't take a phone with me. I don't think any words could accurately describe what a liberating feeling that was. I had spent so many years work-

ing 60-80 hour weeks and I was finally free.

14 COUNTRIES IN TWO MONTHS

I bought a Eurail train pass and every time I felt like I was done with a city, I pulled out my map, picked a new spot and left. Over 60 days I made it to 14 countries in total – France, Germany, Switzerland, Austria, Italy, Liechtenstein, Norway, Sweden, Czech Republic, Denmark, Netherlands, Belgium, England, and Ireland. Within those countries, I visited 23 different cities. What was so surprising to me was how vastly different each and every country was. I would take a few-hour train ride and end up somewhere so incredibly dissimilar from where I'd just been. In the U.S. there are variances from one state to the next, sure, but they don't tend to be quite as staggering.

Because it seems that things are never as you'd expect, the cities I was confident I'd love (including Paris, Prague, and London) I really didn't find all that impressive. My absolute favorite places were Berlin, Stockholm, Amsterdam, Bruges (Belgium), and Beaune (France).

GO OFF THE BEATEN PATH

A piece of travel advice: don't just spend your time in the big cities; visit the small towns too. It's easy to focus your travels on the popular European tourist destinations like



Norway – traveling from Oslo to Bergen.

Paris, Rome, etc., but traveling just a few hours outside of the city can give you a whole different outlook on the country you're visiting. Even though I wasn't a big fan of Paris, I absolutely loved Beaune – a small picturesque town located in the heart of Burgundy (Eastern France), complete with cobblestone streets and fantastic shops and restaurants. If you ever make it there, I highly recommend staying at Hotel des Remparts, a former 17th-century private mansion close to the city center. Their interior courtyard is a great place to relax and enjoy a glass of wine. Speaking of wine, Caves du Couvent des Cordeliers (located in the oldest monastery in Beaune) is a fantastic winery to visit while there.

I also recommend considering unique lodging choices instead of standard hotels. In Rome I stayed at Casa di Santa Francesca Romana a Ponte Rotto, a convent in Trastevere located close to local shops, restaurants, and piazzas. It was a much different experience than a hotel or hostel – very peaceful and quiet. One night while there I made my way down to the closest piazza and a local artist drew me while bystanders watched. That was quite an experience since I generally don't enjoy being the center of attention.



Hand drawing from artist in the Piazza, Rome.

In Brussels, Belgium, I stayed at a B&B, which was actually a bedroom in a woman's apartment – again, a much different experience than a hotel would be. If you're ever in Brussels, try and make it to an incredible pizza place called Mamma Roma. It's a popular spot with the locals so there's always a line out the door – but it's well worth the wait.

I always made a point to try the local cuisine in each country that I visited – which was very adventurous since most people categorize me as the pickiest eater they've ever met. In Paris I ate snails; they were drenched in butter and seasoning and therefore delicious. One trick to calm my nerves when ordering was simple: wine. If you're not going to live a little when traveling and take some chances (at least with food), then when will you ever?

FEELING LIKE A LOCAL

My mom's fear that I would stand out due to my blonde hair couldn't have been further from the truth. Due to my fair skin and hair color, in many countries locals initially assumed I was German – although occasionally I was mistaken for a local myself. One morning while in Beaune, I went out for a run and was stopped by a tourist who asked me for directions to the post office. She thought I lived there! That was definitely one of those “I've arrived” moments.

Also, contrary to the belief of all those concerned about me traveling solo that I was going to be robbed, or worse, kidnapped (*gasp!*), nothing dangerous really ever happened, nor did I ever feel like I was unsafe. The most perilous thing I encountered was a wicked sinus infection that took three rounds of antibiotics to clear up. Luckily, I was never pick-pocketed and had nothing stolen – although I should note I was paranoid and therefore very careful to keep an eye on my things.

TRANSPORTATION TRIALS

I will say that one of the most frustrating things for me in Europe was transportation. Each city's bus/subway/train network is vastly different and many don't include signs in English (I found Prague to be, hands-down, the most difficult). Finding the right train or changing lines to try and reach my destination could be challenging at best.

I consider myself a very independent and strong-willed person. I figured that traveling alone would give me the freedom and independence to do exactly what I wanted. While I was right, what I didn't realize is that (I think especially in foreign countries) it can be quite an isolating experience – even for those of us who normally don't mind or even like to be on our own. That being said, I'm so grateful that I was able to take that trip. In fact, I took almost a year off work in total to travel and unwind. Only months after returning to the States, I met my now-husband. Five years later we have a beautiful daughter and baby #2 is on the way!



Mamma Roma – Best pizza shop in Brussels, Belgium.



Stacy Sanderson is Director, Media, mbb+hippo, 11610 Ash Street, Suite 200, Leawood, KS 66211. She can be reached at 816-300-6276 or ssanderson@mbbagency.com.

Best Day In...

WASHINGTON, D.C.

ITINERARY

Morning

- Breakfast in Georgetown
- Walk the Monuments & Tidal Basin

Midday

- National Gallery of Art
- Capitol
- Library of Congress

Evening

- Central, by Michel Richard
- Jaleo
- Churchkey
- Nationals Park
- 9:30 Club

BY ALYSON HARDY

Washington, D.C., has so much to offer – green space, great museums, diverse cuisine, and wonderful people. I made my home here 18 years ago and absolutely love it. I always enjoy showcasing some of my favorite parts of D.C. to family and friends. Washington, D.C., is known for its many monu-

Nestled within a row of amazing Smithsonian museums, it is a world-class art museum and, like its siblings nearby, free of charge! Take a break at The Garden Café. Then spend some time taking in art history spanning the 13th through 21st centuries. If you see only one work, let it be the Italian Renaissance portrait of Ginevra de' Benci by Leonardo. This is his only complete painting on view in North and South America. If you have more time, experience the Sculpture Garden and I.M. Pei architecture in the East Building.

Assuming you have a little time left for something unexpected, walk up Capitol Hill to one of the city's gems, the Library of Congress. Along the way, snap close-ups of the Capitol dome, right across the street from the entrance of the Library.



View of the Jefferson Memorial from across the Tidal Basin on a sunny afternoon.

The sculptural fountain of Neptune outside is a treat for the eyes, but walk inside and you are quickly transported from a busy street into the grandeur of a marble

palace. This gorgeous building is so much more than the nation's library, it is also a breathtaking atrium and an exhibition space.

EVENTFUL EVENING ↻

For dinner, the choices can be challenging as there are so many options. I suggest Central, an American-French brasserie from master Michel Richard. Birch & Barley is a great choice, with an extensive beer list and wonderful food. And Jaleo offers a fabulous array of Spanish tapas. For the evening's activity, try exploring a concert at the 9:30 Club, one of the most dynamic and intimate venues you could hope for. In the mood for something more casual? An evening baseball game at Nationals Park is a great time.

So that's my day in D.C. I hope you find something in here that inspires you to come and visit. If you are looking for a custom itinerary or have questions, please do not hesitate to contact me. There are so many more hidden gems within our city to share!



Alyson Hardy is Senior Vice President, Group Account Director, Wunderman, 1055 Thomas Jefferson Street NW, Suite 200, Washington, D.C. 20007. She can be reached at 202-471-5639 (o), 202-905-1828 (c), or alyson.hardy@wunderman.com.

ments and museums, but it also has an exploding restaurant scene. I like to focus on the gems, especially the lesser-known ones.

My favorite time of year is Spring. The Cherry Blossoms are the first sign of the coming warm weather. If you miss them, fear not, as the Cherry Blossoms are followed by a rolling stream of beautiful flowers that ensure D.C. is a colorful place well into the Fall.

STARTING OUT THE DAY ☀

I recommend a stay in Georgetown – boutique hotels such as the Graham or the Ritz Carlton are nestled in this historic district with shopping and restaurants just a few cobblestones away. Among my favorite breakfast spots is Baked and Wired. For more savory fare, try Farmers Fishers Bakers at the Georgetown waterfront. Soak up a beautiful harbor view while having your coffee.

After breakfast, don comfortable shoes and head out for a walking tour of the monuments. Kick off at the Lincoln Memorial. Climb the steps and view the reflecting pool with a majestic line of sight to the Washington Memorial. Next, onto to the Vietnam Memorial, and then the Korean Memorial on the south side of the Lincoln. Now take just a short walk to the edge of the Tidal Basin, where you can stroll along the waterline leading to the FDR Memorial – a monument of phenomenal experiential design, where you walk the path of Roosevelt's incredibly dramatic presidency.

A stone's throw away, visit the Jefferson Memorial, a domed classic, that offers a great spot to picnic on the steps and enjoy the view.

MIDDAY MEANDERING ☀

Next, hop a cab or keep walking down Constitution Avenue to my favorite museum, the National Gallery of Art.



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Kristine Dyer



"Don't Sweat
the Small Stuff."

— Richard Carlson
Ph.D.

Birthplace: Morristown, NJ

Marital Status: Married

Children: Daughter, Kaylee; 11 years old

Occupation: Group Supervisor, Multichannel Media,
SSCG Media Group

Years in Industry: 15

College: Fashion Institute of Technology

What are two things on your bucket list?

Both are travel related. To go horseback riding on the beach and take an Alaskan cruise.

Do you have any pets?

I am an animal lover and always had pets. We have a rescue Aussie/Lab mix, Reese, who just turned five. We also have a beta fish, two hermit crabs, and a guinea pig.

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

Diners, Drive-Ins and Dives. What a wonderful experience, traveling and eating in off-the-beaten-path spots.

What is your favorite restaurant?

Don Jose in Netcong, New Jersey. They serve authentic Mexican food in a fun and colorful setting. The typical visit starts with fantastic chips and salsa paired with a CoronaRita. I then go with either the Chicken Tostadas or Shrimp Don Jose (sautéed shrimp with mushrooms, garlic, cilantro, white wine, and lemon sauce).

How did you get started in the industry?

After college, I had a few different positions within retail and at a lifestyle/fashion magazine. After encountering a few too many *Devil Wears Prada* moments, I spoke to a friend of a friend who was a recruiter. She mentioned a traffic coordinator position (I had no idea what that meant, but I felt I was qualified). I interviewed at Thomas Ferguson Associates and was hired. About a year and a half later, I interviewed with Tracey Sears for an assistant media planner position within

the media department (at that time The Conectics Group). The rest is history as they say.

What three adjectives best describe you?

Loyal, witty, friendly.

What is the last good book you've read?

It's a tie between *Gone Girl* by Gillian Flynn and *The Glass Castle* by Jeannette Wells. I just bought *The Girl on the Train* and am excited to start reading it.

What is your favorite movie?

Little Miss Sunshine.

What one thing would you have done differently?

I would have taken Spanish instead of French in high school. I think I've used French all of three times post-graduation.

What would you like to know more about?

Astronomy – I find it so interesting.

What one little thing always makes you happy?

A cheerful, "Hi Momma," when I get home from work.

What is your pet peeve?

When people consistently get my name wrong. I guess the K instead of C confuses them?

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

Mariah Carey.

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

Rosie O'Donnell. I think she's an argument waiting to happen.

What is one thing you can't live without?

A cup of coffee in the morning. It takes me a bit of time to adjust.

What do you collect?

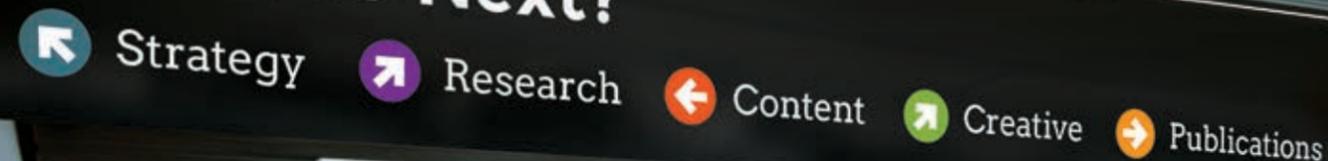
Christmas items! I've slowed down in recent years due to lack of storage space. I might have been the only teenager who enjoyed getting Department 56 North Pole Village pieces for Christmas. I also have a ton of tree ornaments; probably enough to fill four trees at least. Most of them trigger special memories – I love unwrapping them each year.

What is your favorite vacation spot?

We've been to a lot of beautiful places and admittedly felt the most relaxed in Lake George. I prefer vacations that aren't overscheduled with activities every day. While in Lake George, we went horse trail riding and it was one of the highlights of our trip. We also took a day trip to Bolton Landing and had the best pizza at Cate's Italian Garden. During our most recent trip, we stayed at a hotel. I look forward to going back and renting a cabin next time.

Kristine Dyer is Group Supervisor, Multichannel Media, SSCG Media Group, 2001 Route 46, Waterview Plaza, Suite 310, Parsippany, NJ 07054. She can be reached at 973-402-4932 or kdye@sscgmmedia.com.

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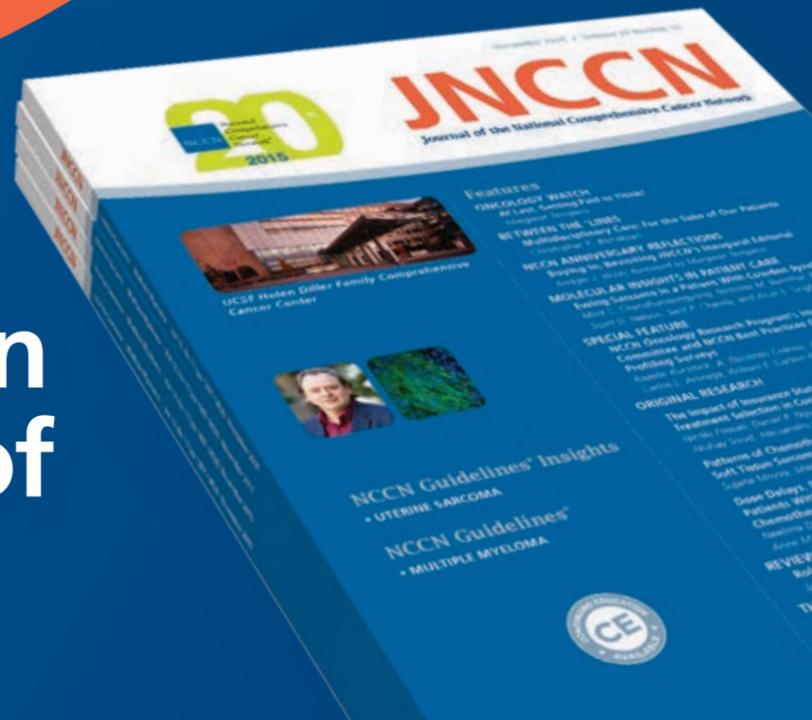
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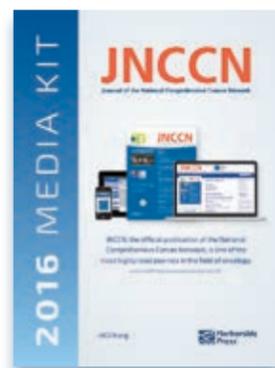
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MAY 2016

Must-Know Industry Events

- 2-3 NASHVILLE, TN**
ExL Pharma is sponsoring "Medicare Conference 2016," 866-207-6528
- 2-6 SARASOTA, FL**
Primary Care and Women's Health: An Update and Review, 866-267-4263
- 5-7 MARCO ISLAND, FL**
Therapeutic Update 2016, 800-940-5860
- 7 JACKSONVILLE, FL**
13th Annual Ponte Vedra Cardiovascular Symposium, 727-512-9864
- 10-13 PHILADELPHIA, PA**
WCNR 2016: 9th World Congress for NeuroRehabilitation, www.wcnr2016.org
- 11 DESTIN, FL**
Advances in Pain Care, 205-991-6161
- 11-13 ROCHESTER, MN**
Mayo Clinic 8th Annual Hospital Medicine for NPs & PAs, 507-266-9815
- 11-14 HILTON HEAD ISLAND, SC**
3rd Annual Spring Conference on Integrative Medicine in Women's Health, 925-969-1789
- 11-14 ST. PETERSBURG, FL**
21st Annual Conference on High Risk and Critical Care Obstetrics, 925-969-1789
- 12 NEW YORK, NY**
2016 HBA Woman of the Year (WOTY) Luncheon, www.hbanet.org
- 12-14 BOSTON, MA**
HIV Update: Contemporary Issues in Management, 617-384-8600
- 12-14 LAS VEGAS, NV**
3rd Annual Head and Neck Cancer: Imaging and Multi-Disciplinary Clinical Care, 800-338-5901
- 12-14 SAN DIEGO, CA**
The Institute for Functional Medicine's (IFM) 2016 Annual International Conference, 800-228-0622
- 12-15 CHAMPIONSGATE, FL**
20th Clinical Applications for Age Management Medicine, 281-826-3894

- 19 NEW YORK, NY**
AMM Educational Meeting, www.ammonline.org
- 20-22 NEW ORLEANS, LA**
Cardiometabolic Health CME Conference, 800-327-4502
- 21-24 SAN DIEGO, CA**
Digestive Disease Week (DDW) Conference, 301-654-2055

MEETINGS IN JUNE

- 9-11 MONTEREY, CA**
Women's Health Conference, 916-734-5390
- 13-15 SAN FRANCISCO, CA**
ExL Pharma is sponsoring "Digital Pharma West," 866-207-6528

MAY 2016

FUN THINGS TO DO

NEW JERSEY May

- NJPAC**
1 Center Street, Newark, 1-888-GO-NJPAC
- 1 - Wells Fargo Jazz for Teens Concert
 - 6-8 - Alvin Ailey American Dance Theater
 - 7 - Jonathan's Choice: Cyrille Aimée and Kate McGarry
 - 8 - Brian Regan
 - 12-14 - NJSO: Hadelich Plays Tchaikovsky
 - 13 - An Evening with Tedeschi Trucks Band
 - 14 - You've Got a Friend: Music of the Brill
 - 14 - Brick City Jazz Orchestra
 - 15 - Ethan Bortnick
 - 15 - The Gipsy Kings Featuring: Nicolas Reyes & Tonino Baliardo

- 21 - Athletes of the Orchestra
- 21 - Jessye Norman with the NJSO
- 22 - Mandy Patinkin in Concert: Dress Casual
- 27 - Hispanic Youth Showcase
- 27 - Dodge Poetry at NJPAC: Oigo Cantar a America: Latina/o Poets
- 28 - Sinatra at the Movies

- Prudential Center**
25 Lafayette Street, Newark, 973-757-6600
- 7 - McDonald's Gospelfest 2016
 - 22 - WWE Extreme Rules

- The Wellmont Theater**
5 Seymour Street, Montclair, 973-783-9500
- 5 - Peter Cetera
 - 14 - Bell Bottom Ball - A Jersey Freestyle Jam
 - 21 - The Zombies & Felix Cavaliere's Rascals

NEW YORK May

- Beacon Theatre**
2124 Broadway, between West 74th and 75th Street, 866-858-0008
- 1-9 - Sebastian Maniscalco
 - 3 - Dan & Phil
 - 4 - Ben Folds
 - 20-22 - Above & Beyond
- Madison Square Garden**
7th Avenue, between 31st and 33rd Street, 866-858-0008
- 1-2 - Pearl Jam
 - 27 - Billy Joel
- The New Victory Theater**
229 West 42nd Street, 646-223-3010
- 1 - Bello Mania
 - 6-15 - The Pied Piper
 - 14-22 - Cité