

# Healthcare Marketer's Exchange

"Where Healthcare Marketers Connect"

Vol. 27, No. 3  
APRIL 2018



## Travel Issue

### Explore the World with:

Juliet Lee – **China**

Victoria Levinson – **Morocco**

Deanne McEvoy – **Mexico**

Nicole C. Johnson – **Sri Lanka**

Plus, more Pet Stories from...

- Phil Altamore
- Jordan Corvallis
- Kevin Dunn
- Tiffany Lawson
- Julie Petroski
- Carol Timberlake

And Personal Exchange  
with Brittany Drake



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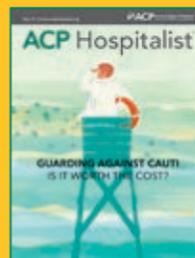
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*Dear Healthcare Marketer:*

I just got back from a trip to Disney World with my nephew Morgan and his family, my daughter Katie, brother Mike, and nephew Ryan. The idea for the trip was to meet my new grandnephew, four-month-old Jayden (what a cutie!), and see his two-year-old sister Mila, who I adore beyond words. Mila and I made a pact that I would FaceTime her every day, and she wouldn't push the red button on the phone to hang up until I got enough "Mila time."

The trip was sandwiched between two major nor'easters, so it was a miracle I made it out to Florida and back without a hitch. Some days I wonder why I live in New Jersey. If only my peeps and immediate family were willing to move somewhere warm, I would be out of here. In addition to the nice weather, Disney is amazing in so many ways! There is so much to do and see, I am still recovering. Because we had to experience as much as possible from sunup to sundown and beyond, visiting the Happiest Place on Earth is totally exhausting – but so fun! I can't believe how things have changed with the use of animation and electronics for the fireworks displays and shows. The place is a well-oiled machine and certainly a cash cow.

The hardest part of the trip was leaving Maddie, my 15-year-old daughter, home with my dad. My kids have different school breaks, and Maddie can't miss school because of her rigorous class schedule, plus all the sports she is involved in (which is another story!). I have to say I was very uneasy. Even if it was only four days, it was my first time leaving her home without me. When I returned, I noticed she grew up a bit. She told me how she took care of Grandpa, not the other way around. They bonded, and she appreciated Mom a little more too, as she saw more of what I do on a daily basis. Next month, we will spend her spring break looking at colleges. We are going south to University of Maryland, Virginia Tech, and University of Virginia. Can't wait to spend some quality time with her.

Traveling is always a great stress-reliever. Plus it's awesome to see other parts of our country and the world to help broaden our horizons. This month, on the following pages, you'll travel to unique and beautiful Morocco with **Victoria Levinson**; ancient and modern China with **Juliet Lee** and her mom, who was born there (this one touched my heart since my daughter Katie was born in Guangzhou); sunny, warm Mexico for a "working" retreat with **Deanne McEvoy**; and a cultural company excursion to Sri Lanka with **Nicole C. Johnson**.

Of course when I go away, it's always hard leaving my dog Daisy, and the welcome I get when I get home is second to none! As I have discussed many times in this column, having a pet really does change your life. Further evidence of the joy of pets unfolds in the pages ahead with heartwarming stories from **Kevin Dunn**, **Carol Timberlake**, **Jordan Corvallis**, **Phil Altamore**, **Julie Petroski**, **Tiffany Lawson**, plus, **Art Wilschek's** funny pic below. Thanks to **Brittany Drake**, this month's *Personal Exchange* participant.

Travel and pets...two of my favorite things. And warmer weather that April brings, well that's a close third. Welcome Spring!



Mila meeting her idol  
Anna from *Frozen*.

Happy Trails,

*Nancy*

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seconds."

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See more Pet  
Stories on  
pages 11-13



# ANNOUNCEMENTS

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onward&upward

promotions  
additions

**Ashfield Healthcare Communications** has announced the appointment of **Doug Burcin** as President. He can be reached at 201-551-1924.

**Beacon Healthcare** has announced the appointment of **Amy Whitcomb** as Director of Multi-Channel Marketing. She can be reached at 908-781-2600.

**Boehringer Ingelheim** has announced the appointment of **Wolfgang Baiker, M.D., Ph.D., M.B.A.**, as U.S. President and C.E.O. He can be reached at 203-798-9988.

**CMI/Compas** has announced the promotion of two of the company's leaders, **Elizabeth Barron** and **Justin Freid**, to EVP, Managing Director. They can be reached at 215-568-5944. They are joining **Eugene Lee** and **Rebecca Frederick**, who hold that title as well and can be reached at 646-840-0717. **Jason Tocco** and **Kathryn Cudemo** have been appointed Senior Analyst, Search Engine Marketing, **Paul D'Orio** as Supervisor, Search Engine Marketing, **Jessie Sommers** as Senior Specialist, Digital Ad Operations, **Anjali Joglekar** as Associate Analyst, Search Engine Marketing, **Elizabeth Moore** as Associate Director, Social Media, and **Alexis Kumasaka** as Senior Analyst, Search Engine Optimization. They can be reached at 215-568-5944. **Ross Gelches** has been appointed Manager, Digital Ad Operations. He can be reached at 484-322-0880. **Samantha Sineni** has been appointed Analyst, Business Insights. She can be reached at 856-667-8577. **Ryan Hammer** has been appointed Senior Media Planner, **Courtney Carr** as Supervisor, Media, and **Jeffrey Hagan** as Specialist, Digital Ad Operations. They can be reached at 646-840-0717.

**Guidemark Health** has announced the appointment of **Michael Parisi** as Chief Executive Officer. He will be responsible for all **Guidemark Health** offices and lead the agency's Advertising/Marketing/Communications, Medical Communications, and Learning businesses. He can be reached at 201-740-6100.

**InVivo Therapeutics** has announced the appointment of **Richard Toselli, M.D.**, as President and Chief Executive Officer. He can be reached at 617-863-5500.

**McCann Health** has announced the appointment of **Daniel Carucci** as the company's first Global Medical Director, reporting to **John Cahill**, C.E.O. **Carucci** is based in New York, but will work with **McCann's** clients around the world. He can be reached at 646-865-3246.

new&noteworthy

awards, mergers  
approvals

**AbbVie** has announced it has entered into an agreement to use **Voyager Therapeutic's** adeno-associated viral (AAV) vector technology for the development of antibody therapies directed against tau for the treatment of Alzheimer's disease and other neurodegenerative conditions. For more information, visit [www.abbvie.com](http://www.abbvie.com).

**Aldeyra Therapeutics** has announced a collaboration with **Janssen Research & Development**, a **Johnson & Johnson** company. The companies will work together to develop drugs that sequester pro-inflammatory aldehyde mediators. For more information, visit [www.aldeyra.com](http://www.aldeyra.com).

**AstraZeneca** has announced that it has spun out six drugs and an R&D group into **Viela Bio**, a new start-up. For more information, visit [www.astrazeneca.com](http://www.astrazeneca.com).

**Eli Lilly** has announced the FDA approval of **Verzenio** (abemaciclib) for use in combination with an aromatase inhibitor as an initial endocrine-based treatment for postmenopausal women with hormone receptor-positive (HR+), HER2-negative advanced, or metastatic breast cancer. For more information, visit [www.elililly.com](http://www.elililly.com).

**Gilead Sciences** has announced the FDA approval of its once-daily single-tablet HIV combination treatment **Biktarvy**. For more information, visit [www.gilead.com](http://www.gilead.com).

**Huntsworth, plc**, has announced the acquisition of New York-based **AboveNation Media**, adding to its collection of leading health, wellness, and lifestyle marketing companies under **Evoke Group**. For more information, visit [www.huntsworth.com](http://www.huntsworth.com).

**KemPharm, Inc.**, has announced the FDA approval of the opioid-based painkiller **Apadaz**. A combination of benzhydrocodone and acetaminophen, **Apadaz** was approved for the treatment of acute pain where an opioid is required but no alternatives are adequate. For more information, visit [www.kempharm.com](http://www.kempharm.com).

**Matrix Medical Network** has announced the acquisition of **HealthFair**, a leading provider of mobile health assessment and diagnostic testing services. The combination will provide more options for health plan members to access care along with expanded diagnostic capabilities. For more information, visit [matrixforme.com](http://matrixforme.com).

**Mylan** has announced a global collaboration and license agreement with **Revance Therapeutics** for the development and commercialization of a proposed biosimilar to **Allergan's** neuromodulator **Botox** (onabotulinumtoxinA). For more information, visit [www.mylan.com](http://www.mylan.com).

**Novartis** has announced the FDA approval of a label update for **Cosentyx** (secukinumab), the first interleukin-17A (IL-17A) inhibitor approved to treat moderate-to-severe plaque psoriasis. The updated label includes **Cosentyx** data in moderate-to-severe scalp psoriasis, a difficult-to-treat form of the disease. For more information, visit [www.novartis.com](http://www.novartis.com).

**Sorrento Therapeutics, Inc.**, has announced the FDA approval of **ZTlido**, a non-opioid painkiller patch for nerve pain related to shingles, which it plans to launch later this year. For more information, visit [www.sorrentotherapeutics.com](http://www.sorrentotherapeutics.com).

**The Wyanoke Group**, publisher of **Healio.com**, has announced that it is the winner of the **Selligent Consumer-First Marketing Campaign Award**. The award recognizes innovative marketing campaigns using **Selligent's** email and multichannel marketing platform. For more information, visit [www.healio.com](http://www.healio.com).



## The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2016, according to Altmetric.

- 1 United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama (*JAMA*)
- 5 Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents (*JAMA Internal Medicine*)
- 7 The Association Between Income and Life Expectancy in the United States, 2001-2014 (*JAMA*)
- 8 Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial (*JAMA*)
- 19 The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) (*JAMA*)
- 39 Association of Hormonal Contraception With Depression (*JAMA Psychiatry*)
- 41 The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform (*JAMA*)
- 57 Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality (*JAMA Internal Medicine*)
- 61 Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis (*JAMA Pediatrics*)
- 68 Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 (*JAMA*)
- 81 Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults (*JAMA Internal Medicine*)
- 87 Pharmaceutical Industry-Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries (*JAMA Internal Medicine*)
- 88 National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 (*JAMA Pediatrics*)
- 98 Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement (*JAMA*)

See the full top 100 list at [altmetric.com/top100](http://altmetric.com/top100).

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# Exploring China & Finding Home

BY JULIET LEE

This past May, my mom and I went on an adventure to the other side of the world. For my mom, the trip was to explore the modernization of her motherland and for me, to embrace my heritage. We spent 18 days in Shanghai, Xi'an, and Guangzhou. We stayed in eight different hotels and flew in five different airplanes. Packing cubes and YouTube videos on how to roll your clothes were really useful.

## COMMUNICATION CUES

The official dialect of China is Mandarin. My parents were raised in the Southeast side of China where Cantonese is the dominant dialect. I speak very little Cantonese and my mom speaks very little English. We have really made up our own language I refer to as "Chinglish." I do not understand a word of Mandarin nor can I read any of the Chinese characters. While the Chinglish has worked well in America, it proved challenging in China because we were completely out of our everyday environment. We both relied very much on context clues and pointing.

## SHANGHAI – Modern Tradition

The first part of our trip was seven days and six hotels in Shanghai and the surrounding cities. Here you will find a lot of East meets West. Shanghai has very beautiful contemporary skyscrapers on the waterfront that rival the New York City and Chicago skylines. But what was most impressive is that this modern city still has a lot of historic, traditional buildings, such as temples and pagodas. Each neighboring city that we visited has its own special charm and history that dates back over 2,000 years for five dynasties.



Juliet and Mom in Shanghai.

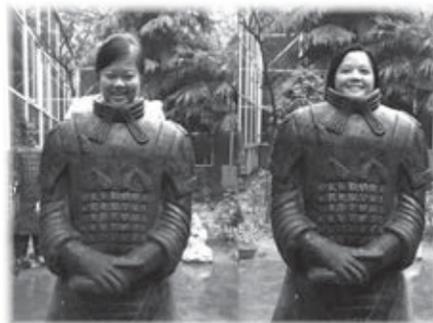
## XI'AN – Unique Sites and Flavors

Xi'an was the second part of our trip. This is a must-visit if you are exploring China. One of the oldest cities of China, Xi'an is most famous for the Terracotta Warriors excavation site. Over 2,000 years ago, the first Emperor of China had his army recreated in life-size figures to protect him in his afterlife. It wasn't until 1974 that the site was discovered by farmers. It is estimated that there are more than 8,000 soldiers, 130 chariots, and 600 horses originally created, but only 20% of them have been uncovered. The excavation sites are truly impressive to see in person. Xi'an also has a unique cuisine that combines Chinese and Middle Eastern flavors, especially on Silk Road. Here you will see and smell exotic food.

## GUANGZHOU – A City of Discovery and Surprise

Our last leg of the trip was to Guangzhou, which is where my mother grew up. It is the most populous city in Southern China with its own beautiful skyline. It is also very rich with history. We went on a seven-day tour of Guangzhou that took us to the Statue of the Five Goats, Sun Yat-Sen Memorial Hall, many pagodas, and we took a cruise at night to view the beautiful and colorful skyline, which included the famous Canton Tower.

Before we embarked on our tour, we had a free day to go see my mother's childhood home. Growing up, I had always imagined my mom's home was in the country surrounded by rice paddy and tea fields. It wasn't until we took a taxi to my mother's home that I found it was actually in the middle of a city! Beijing Road is a main touristy road the way Canal Street is to NYC.



Mom and Juliet as Terracotta Warriors.

We were just going to stand in front of the building and say a little blessing, but to our surprise the door was a bit ajar. A male voice asked who was there. After my mom said she grew up there, we heard a female voice ask, "Is that you, Sister #4?" The transformation on my mom's face went from protective, to shock, to elation. This was the first time in 50 years that my mom and her youngest sister met face to face. In between my mom and aunt catching up, they told me stories of the house and their upbringing. It was the first time I had ever met any relatives from China. My newfound cousins spent the day with us by taking us to have dim sum and then to the Guangzhou Zoo so I could see pandas.



Auntie, left, with Mom.

The morning of our departure, my mom was able to spend a few more hours with her baby sister before we boarded the plane back to America. Although this would probably be the last time the two would physically be together, thanks to technology, they are able to FaceTime. I am also in contact with my cousin through the WeChat app and the Google Translate tool.

I've barely scratched the surface of our trip to China. If you are thinking about exploring this massive country, then let me know, and we will grab some tea and dim sum in Chinatown to plan out your vacation.



**Juliet Lee** is Senior Vice President, Director of Multichannel Media, SSCG Media Group, 200 Varick Street, New York, NY 10014. She can be reached at 212-331-8665 or [jlee@sscgm.com](mailto:jlee@sscgm.com).

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\*Among general medical journals, Thomson Reuters, *Journal Citation Reports*, 2016



# SALES IN Sri Lanka

BY NICOLE C. JOHNSON

It's the first day of May, the weather is beginning to warm up in New York City, and I'm at JFK Airport on my birthday. The next stop is Dubai. My destination is Sri Lanka where the tea is plenty and the sapphires are shiny. My colleagues and I won an all-expense-paid trip for exceeding our sales goals the previous year. It's the EMEALAAP (Europe, Middle East, Africa, Latin America, Asia Pacific) Executive Club. And, from the Elsevier U.S. office, joining me will be Hank Blaney, Derrick Imasa, and Roxana Muniz along with their guests.

My first stint was a five-day stay in Colombo, the capital city in Sri Lanka. The guest I brought has family ties to Sri Lanka. Her father grew up in Colombo. Her cousin was gracious to let us stay with him. His driver picked us up and we were whisked away to his condo. My friend hadn't been to Colombo in 20 years and was amazed by the capital's developments. The modern infrastructure was unlike anything she remembered. We partook in the typical pastimes of vacation – eating, drinking, and shopping. One day we treated ourselves to an Ayurvedic spa. This was my most unconventional spa experience where I was given the most eccentric scalp massage.

After Colombo, we headed to the Cinnamon Bay resort in Beruwala, where the incentive trip was held. The resort was predominantly an open-air space. The weather was blazing hot, and our first mission was lunch. The Sri Lankan cuisine is reminiscent of Indian, but the resort had a varietal of international foods.

## EXPERIENCING A BUDDHIST TEMPLE

Our first full day, everyone participated in an Alms Giving Ceremony at the Buddhist Temple Kande Viharaya. After the worship ceremony, we met the monks and, as is customary, served them food and gave the gift of saffron robes. No shoes are permitted on the grounds of the Temple, but they provided us with socks, so we wouldn't get third-degree burns on our feet. Women must be covered – you're not allowed

to show décolletage or shoulders. To my earlier point, the sun was intense and shade was to be desired. The hierarchy of the monks is based on age from eldest to youngest. Parents know once their child is born what his or her career path will be. As a young child, as early as eight years old,

if your calling is to be a monk, you'll leave home and move to the Temple with no communication to your family. Learning more about the Buddhist way of life was very enlightening. It was humbling to give thanks to the monks with our offerings while in utter silence. The food I was assigned to serve to the monks were string beans, and, not surprisingly, most of the young monks were uninterested. Kids will be kids!

During our first night, since Elsevier is a global information analytics healthcare business, we mixed and mingled with a group of 50 that included our colleagues and their guests from across the world, including Australia, Japan, and South Africa. During dinner, we were entertained with a live show, featuring Sri Lankan fire-breathing dancers.

## A UNIQUE TEA ESTATE

The second day we headed to the Handunugoda Tea Estate. Our tour bus dropped us off and we traveled the rest of the way to the plantation in a tuk tuk, a motorized version of a rickshaw. We were given a tour of the plantation, which produces the best Virgin White Tea made in an ancient Chinese tradition. We had the privi-

lege to dine with Herman the proprietor. He also moonlights as an author!

After teatime, we headed to Galle, a fortified city located on the sea. It was founded by the Portuguese in the 16th century and used as the main port of Sri Lanka for over 200 years, serving as a conduit from Europe to Asia. We had the option to explore after our delicious group lunch. Our tour guide for the duration of our trip, Walter, was extremely informative and also worked for the Smithsonian.

## A LITTLE R&R

That evening and the third day we were at our leisure, so several of us relaxed at the pool and beach. We closed the trip with a dinner reception that included a cover band that inspired us to dance the night away with our colleagues from across the globe. My favorite parts of the trip were learning about the culture and meeting our colleagues from other countries.

Sri Lanka is known to have beautiful beaches, but if you like tea, sapphires, learning about other cultures, and good food, then I'd recommend adding this to your bucket list!



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Kande Viharaya Temple – "temple on the hill" Buddha statue.



Teatime at Handunugoda Estate.



Elsevier U.S. gang and their guests enjoying our first night together in Sri Lanka.

# Pack Your Bags, We're Going to

# MÉXICO

BY DEANNE McEVoy

As a healthcare communications company specializing in email and direct mail, we at PDQ Communications take our email subject lines seriously. "Pack your bags, we're going to Mexico," was an email subject line we were all happy to receive. Actually, we were thrilled! It came as no surprise that the open and click-through rates for this email were each 100%!

So, *In A Flash* (our company's tagline is Healthcare Information Delivered In A Flash), we packed our bags. Then off we went – the PDQ sales and production teams – to Riviera Maya, Mexico, for some Mind, Body, Spirit rejuvenation, and a little Work too.

## PLAYING AND WORKING TOGETHER

Fortunately, our Founders, Mary Jane Garvey and Joanne Andre, both believe in rewarding dedication with well-deserved rest and relaxation. Mary Jane, C.E.O., acknowledges the benefits of combining leisure time with work. She says, "Our teams give their all to our clients, and we believe it is important to come together as a team to bond, recharge, and strategize for the upcoming year. Why not do it on the beach in Mexico?!"



PDQ Partners Mary Jane and Joanne.

So, on January 26, 2018, PDQ staffers from around the U.S. converged on Aeropuerto Internacional de Cancún. For many, it was a welcome reprieve from the snow and sub-zero temperatures of the North. Upon arrival at the Breathless Resort's open-air reception, we were greeted by a warm ocean breeze and glasses of ice-cold champagne. This was an excellent indication of what was in store for us.

## THE PERFECT BALANCE

Over the course of the next three days, the PDQ team met each morning for a buffet breakfast, with every food imaginable, followed by poolside meetings. The agenda included brainstorming sessions, open discussions, and examples of best practices to carry into the new year. Next on the agenda was lunch, followed by afternoon team-building activities, including a scavenger hunt and yoga on the beach. After



Morning poolside meetings.

that, folks were free to do as they pleased – catch a siesta in a hammock under a palm tree, indulge in an aromatherapy body massage, play a round of golf, walk the beach, join the pool foam party, jet ski across the Caribbean Sea, or read

a book in the shade with a mojito in hand – the choice was ours. The evenings included group dinners followed by the resort entertainment del dia, or some shut-eye, for those preferring a more Zen experience.

## CAN WE DO THIS AGAIN?

Asked what she thought about the trip, Joanne Andre, C.O.O., said, "The trip was a great success! We accomplished much during our morning meetings and everyone had a great time too. Since we work in different

locations, this trip gave us a chance to bond with team members we don't see daily. We chose the beach in Mexico because of easy access from different parts of the U.S., but also because the resort offers a range of activities, from high



It's a wrap.

energy to complete relaxation. We wanted our employees to choose the activities that best suited their individual needs so they could leave Mexico feeling rejuvenated. It's shaping up to be a busy 2018, so we need them at the top of their game!" Asked if they would do it again, Mary Jane replied, "We sure will. We've done it before, and we're already set for another adventure this summer. Pack your bags, we're going to Vail!"



**Deanne McEvoy** is Vice President, Account Management, PDQ Communications, Inc., 105 Stewart Avenue, Garden City, NY 11530. She can be reached at 516-802-3300 (o), 516-647-0093 (c), or [DMcevoy@PDQCom.com](mailto:DMcevoy@PDQCom.com).



Heather and Lara – scavenger hunt winners!

# MOROCCAN IMMERSION

BY VICTORIA LEVINSON

It's been eight years since I spent a summer in Morocco as part of a French language and culture program at the University of Virginia. To refresh my memory in preparation for this article, I read my journal from my time there. Fortunately, I was still able to understand it despite having written it all in French.

The six-week program was based in Rabat, the capital of Morocco, with trips around the country each weekend. Some weekends were as long as five days depending on the trip. All of the students stayed with host families while in Rabat in order to better immerse ourselves into the culture. I remember being very nervous beforehand about speaking only in French and what my host family would be like. They only spoke Arabic and French, so I couldn't rely on English.

The founder of the program was a professor at the University of Virginia, and was from Morocco. She was our guide for all the weekend excursions, which really enriched the experience because she knew the most amazing places to bring us and the locals all seemed to know who she was.

## PLACES TO SEE AND THINGS TO DO

The beauty of Morocco is its diversity. One day you can be by the Atlantic Ocean or the Mediterranean Sea and the next in the Atlas Mountains or the Sahara Desert. We went to so many different areas like Meknes, Volubilis, and Marrakesh. Most cities or towns have a medina, the ancient,

walled-in quarter that was purposely built as a maze so it would be difficult for invaders to conquer. The medina in Fez was enormous, much bigger than the one in Rabat. It felt like you could get lost in there for days.

It was built for 100,000 people, but currently over 230,000 people live there. We also visited a tannery, where the smell from the leather goods is so unpleasant that everyone carries mint leaves by their noses when they visit.

You can find all sorts of goods and food in the medina, however you have to be prepared to bargain. I was pretty good at bargaining, especially as a broke college student, but

it can be exhausting. Some of the men were very forward, offering us camels and big houses as if we were available for purchase.

If you loved the movie *Casablanca*, you should actually go to Tangier, where the movie takes place. Tangier is an exciting city, but producers felt *Casablanca* had a better name.

We also went to Imlil, which is in the Atlas Mountains. Imlil is significantly high enough that our cars could only take us a certain distance; mules took us the rest of the way. Driving in the mountains could be quite terrifying because we were primarily on one-lane dirt roads, with nothing standing between us and the ledge. On turns, our driver would hold the horn for the duration in case someone was coming the other way. The drivers didn't speak much French (just Arabic), but I was trying to ask them if they were ever scared when driving. It's scary enough as a passenger! One driver tried to say no, but the other just laughed and started making fun of him, acting out driving and making faces for how ter-

rified the other driver used to be.

We stopped at a number of charities during our travels. There are several economic initiatives to help people in need, such as training to produce various goods (examples include rugs, honey, and cheese) in order to make a living. We also stopped at a school for Berbers, the indigenous people of North Africa, to donate school supplies. The children of various ages were in one classroom - I'm not sure how they taught everyone at the same time.

My 20th birthday fell on a Sunday and we went to the program founder's beach house. She warned us not to go past a certain point, apparently because the king's guards would come out. She was not kidding; the king's beach house was just next door. After swimming, we shared delicious giant platters of couscous with fresh vegetables and later had a bonfire.

I loved being thrown into a culture that was so different from mine. One night we went to see nomad musicians



Carrying mint leaves from the tannery in Fez.



In the Sahara.

play and we danced with them for hours. Another day, I rode a camel named Bob Marley in the Sahara. We also saw a cave known as the Grotto of Hercules, so named because legend has it that he slept there before battle. Young men were diving into the water even though it was narrow and dangerously filled with rocks!



There is tile artwork all over Morocco.

There is tile artwork all over Morocco. I apparently does not translate; you would just say "bonjour." He started saying "bon matin" all the time because he thought it was so amusing. My host mother was a very modern woman. She chose not to wear a hijab and she worked a full-time job, on top of caring for her two children. The boy was seven years old and the girl was ten. The boy hadn't started learning French in school yet, so he couldn't say much, although he would laugh when I tried to count in Arabic. He loved soccer and we would watch the World Cup games together.

We would see the grandmother sometimes and she made this delicious bread from scratch. She only spoke Arabic but she tried to show me how she made it, which started with washing and drying out the grains in the sun. I typically ate the bread with olive oil and fruit each morning for breakfast.

By the end of the program, my host family said they had seen such an improvement in my speaking ability. I later discovered in France that I apparently developed a Moroccan accent. Needless to say, I had an experience of a lifetime while I was there. Whether you go for the food, people, architecture, history, or natural beauty, it will be an adventure and very unlike our culture.



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## FUN AND FRENCH WITH MY HOST FAMILY

My favorite part of Morocco ended up being my host family and all the conversations we had together. They were incredible and kind people. My host father loved to make jokes. At one point I incorrectly stated "bon matin" for good morning, which

## Road Tripping with the Four Gs

BY JULIE PETROSKI

My husband Bruce and I spoil our four rescue dogs with a 24-hour summer road trip from Dallas to our cottage in Canada. Guinness (black lab), Godiva (chocolate lab mix), George (lab/golden retriever mix), and Gidget (terrier mix) love to ride in our Jeep. We've named it the 4G Hauler for its ability to comfortably house the 4Gs and their two humans for the long drive to northern Ontario. While they're in Canada, the Gs enjoy lounging on the dock, splashing in the lake, chasing chipmunks, going for long walks in the country, mooching snacks from our human guests, and playing with their Canuck dog friends. It's much easier and faster for the humans to fly up and leave the Gs at home with their pet sitter, but it's worth the long drive just to see them so happy.



Rescue dogs George, Guinness, Gidget, and Godiva love riding in our Jeep.



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## Willing to Travel for Tripp

BY TIFFANY LAWSON

Tripp (with two p's) is the newest addition to my family. We recently got him on 12/29/2017 as a Christmas gift. We named him Tripp, because we drove three-and-a-half hours away to meet and take him home (that's a really long "trip" if you catch my drift). It was love at first sight. He loves to play, chew on shoelaces, eat towels, give hugs, and chase his tail. In this short period of time, the craziest thing we have done together has been playing in the snow. I know there will be plenty more stories as our time together grows. He is extremely spoiled already, spoiled with love and attention! It's hard to discipline him because he is such a fun-loving puppy. A Petco Gift Card would go to spoiling him even more! He could always use another jacket to weather these snowstorms.



"Puppy Love."



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## When Your Rescue Pup Rescues You

BY KEVIN DUNN

In the summer of 2013, I decided I would like to have a dog. There was a great deal more that went into the decision that I will mention later, but suffice it to say that true dog people can really only go so long without having one in their home.

My search on [Petfinder.com](http://Petfinder.com) took me through a long list of wonderful animals that had me wishing I could win the lottery and buy a farm to take on an entire pack. When I landed on my dog, I knew that this would be *my* dog, so I started the process of adopting my dog.

### ADOPTING ROGUE

She was a very cute puppy. A golden retriever and border collie mix, my "golden collie" was named Dolly. She was being fostered out of a high-kill shelter in South Carolina by a great group called Homeward Bound Pet Rescue ([homewardboundrescues.com](http://homewardboundrescues.com)). I was very excited to be considered for Dolly. I knew I could offer her a great home...and a much better name too.

One would think that adopting a rescue animal from a high-kill shelter would be nearly instant. It's not, and that's a good thing. The application was several pages long and included information regarding the home the pet would be going to, any kids or other pets that may be involved, my pet-raising philosophy, and plenty of space for references. In the end, it was my references that sealed the deal. Several people I know work with animal rescue in one capacity or another and all are lifelong dog people. I will be forever thankful for whatever my references said to bring my dog to me.

I worked out the transport aspects with another excellent group called Howl on Wheels ([www.facebook.com/HowlOnWheelsTransport](http://www.facebook.com/HowlOnWheelsTransport).) Then it was only a matter of time before my children and I were waiting in my driveway for our special delivery on August 31 of 2013. Rogue was her new name (after one of the X-Men - I'm a dog person AND a geek), and when she was handed to me, my heart was taken.



Daughter Shannon, son Connor, and Rogue. My three hiking buddies.

I had rescued her as I had hoped, but what I did not realize was this tiny pile of fluff was going to rescue ME as well.

### RESCUING RECIPROCATED

At the start of my story, I mentioned that my decision to adopt a dog was quite involved. Eight months before Rogue's arrival, in January of 2013, I went through a divorce. Without baring too much of my soul in what is meant to be a light-



Rogue - First day in her new home.

hearted article, it was an extremely difficult time in my life. Anyone who has been through a divorce, or is close to someone who has divorced, knows the upheaval and chaos that can be brought about. I found myself dogless and, 50 percent of the time, kidless as well. All of a sudden, my house was empty half the time. And not the "hooray I have some time to myself" kind of empty. It was just...empty.

I struggled with the idea of getting another dog at this time. So many new logistical hurdles were being put in front of me as a single parent who works in an office and sometimes travels for work. Still, I knew my kids and I would work it out. Things changed with Rogue in my life. On days without my kids, I could not simply languish in bed lost in my own thoughts. There was a dog that needed to be walked, fed, and entertained. I regained my usual laughter since it is physically impossible NOT to laugh when a puppy flops around chasing a squeaky toy. As she grew, we worked together at training and agility courses, and my little Rogue turned out to be very athletic and smart.

She also became my hiking companion going off-leash and yet always in orbit around me.

Rogue gave me exactly what I needed at that point in my life, and it centered on what most dogs provide just by their very nature. At a time where trust was an issue, we counted on each other. When it was so easy to be cynical, she gave me affection that was unconditional and boundless. When so much was in chaos, she was always there - consistent and steadfast. There was no pretense, no demands, and no ulterior motives. Just a dog and her person.

I will forever be grateful that she returned the favor and rescued me as well.



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Rogue "helping" me open the pool - Summer 2015.



## KING PEPPER

BY CAROL TIMBERLAKE

Peppermint Patrick (Pepper) came to live with us in July 2003. He is one of three dogs in the Timberlake household. He's a dapple smooth miniature dachshund weighing about 14 lbs. He's going on 14 years old and is blind and deaf, but eats, drinks, plays, and loves his family. During winter months, we make sure Pepper is comfortable when he has to do his "business outside." That's why we have a 5' x 7' outdoor grass-like carpet to keep his paws from getting icy and cold. He goes out and pees #1 on the grass, then we put him on the carpet and he does #2 on command. We are outside for maybe one to two minutes max! We also double-layer his body with an outside waterproof coat over his indoor pajamas. Our little Pepper is king of the house!



"My House, My Rules."



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## A Day in the Life of Lanie the Lap Dog

BY JORDAN CORVALLIS

My dog Lanie is quite the spoiled princess. She is an eight-year-old Malchi (Maltese-Chihuahua) that is considered more of a child than a pet. She is the ultimate lap dog (4 lbs.) and provides unconditional love to her mom and dad.

She uses her cute face and silly antics to get whatever she wants, and she is treated like royalty. Her favorite activities include going on picnics, chasing squirrels and birds, long walks through the city, and cuddling with her mom and dad.

When we go on walks, Lanie is always turning heads with her cute shoes and stylish wardrobe. Whether its sandals in the summer or boots in the winter, her shoes help keep her feet clean, dry, and comfy. A sports jersey in baseball season lets everyone know what team she roots for and a hoodie and coat in the winter help keep her warm and toasty. Lanie always has something to wear for every occasion, whether it's dressing up in a costume for Halloween (she was Miss Piggy



Queen of the city!

## CATS A Love Story

BY PHIL ALTAMORE

All you need is love, and a cat, as the saying goes. After 23 years of marriage (second for both of us) and nine children, we didn't need more children, but we needed more love, so we got cats. Two of them. That was 20 years ago. We've been cat lovers since. And then, seven years ago, tragedy struck and one cat died. So we had to replace her. Our vet said she had a kitten to adopt, and we went to see her. Surprisingly, she brought in two, one of whom immediately curled up in my arms. So we brought two cats home. Dido, the cat who curled up in my arms, has not looked at me since. That explains cats. But Tawny, pictured above, is my cat. We are inseparable. I sit down to read, she's in my lap. She's at my side at breakfast and dinner. We watch TV. She's my shadow. People without a pet don't understand the concept of pets. Perhaps it's the dependence of each of you on the other. Perhaps the love? Whatever it is, we're happy together.



"I call her Nutso."



Phil Altamore is retired from the American Medical Association. He can be reached at [paltamore@comcast.net](mailto:paltamore@comcast.net).

this year), putting on a Santa sweater for Christmas, or wearing her champagne-colored dress for more formal affairs.

Lanie's wardrobe is just the tip of the iceberg, however, as she also has a large assortment of toys. She enjoys cuddling with them in one of her many beds, her favorite being her Sherpa fleece-lined pet cave. Before a nice nap, though, Lanie loves to have a good meal. We actually do not feed her dog food anymore as it was causing her to have bladder stones that required multiple surgeries to remove. Instead, her meals consist of freshly prepared chicken, white rice, and pumpkin. Not only does she enjoy this tasty dish but it has also kept her bladder-stone-free for two years.

After a long day, Lanie loves nothing more than to hop into bed with her mom and dad and cuddle with them under the blankets. As you can see, Lanie is quite the spoiled pup. If you happen to live in Chicago, you can find Lanie out and about walking around downtown. If not, you can follow her on Instagram @lanie\_baby\_dog.



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# Brittany Drake



*"A person who never made a mistake never tried anything new."*

– Albert Einstein

**Birthplace:** Queens, NY

**Marital Status:** Single

**Job Title:** Account Executive

**Years in Industry:** 5

**College:** SUNY New Paltz

## What are two things on your bucket list?

Visit all 50 states and see every national monument and park across the nation.

## What was your first job?

My first job was as a Financial Associate at GroupM where I worked with Media Planners to ensure purchased advertising complied with marketing plans.

## Do you have any pets?

I have a dog named Snoopy who is a Corgi/Beagle mix. I rescued him when he was four years old and we have been together for nearly two years!

## What is your favorite restaurant?

My favorite restaurant is Café Cardini, a family-owned Italian spot in Queens. The restaurant has always been a place where my family celebrated special occasions. Whether it was a graduation or a birthday, I always associate the restaurant with happy memories. They also serve a mean penne alla vodka!

## How do you stay fit?

I stay fit by walking Snoopy. My favorite time to walk him is after work. We typically walk for about 45 minutes while I listen to podcasts – my favorite is *Anna Faris is Unqualified*.

## How did you get started in the industry?

After I left GroupM, I worked at an oral surgeon's office. There, one of my colleague's roommates re-introduced me to the media world. At the time she was working at a research company named GfK MRI and suggested that I apply. I

worked there for three years as a Sales Coordinator and then as a Senior Research Analyst. I eventually ended up at Kantar Media and have been with the company for nearly two years.

## What is your pet peeve?

I have two pet peeves...loud chewers and bad tipplers!

## Have you ever had a brush with fame?

Does this count? I participated in a global art project called "Inside Out" that encouraged people to express themselves through portraits. I signed a release form, and little did I know my picture was used again. A college friend was teaching English in Japan and he stumbled across my face in a textbook he was using to teach his students. It was hard to fathom, until he sent me a photo! This experience taught me a valuable lesson – make sure you read the fine print before you sign something.

## What was the best present you ever received?

The best present I ever received was from my cousin David. I am a huge *Star Wars* fan and have a Christmas tree that features its movie characters. I inherited most of my ornaments from family members, but there was one ornament no one was willing to share – Darth Vader. Most of these ornaments are collector's items, so they are difficult to find. I was ecstatic when I opened my Christmas gift from David last year and saw the exact Darth Vader ornament I wanted staring at me.

## What is one thing you can't live without?

I cannot live without music. Whether I am cooking or working on a big project, I am always listening to music. The genre of music varies depending on what I am working on.

## What is your favorite vacation spot?

My favorite vacation spot is Turks and Caicos. I have been there twice in the last three years. There is something magical about the island; from the beautiful beaches to the clear and calm waters, where you can scuba dive and see an incredible barrier reef.

## What is your favorite current or past TV show/series?

My favorite past TV series is *Downton Abbey*. The series was released nearly six years ago on PBS, but I recently came across this British drama on Amazon Prime. I enjoyed it so much that I binge-watched the entire series (six seasons) in a week! The show follows the lives of the Crawley family and its servants through scandals, love, ambition, and heartbreak. From the characters to the dialogue, I was hooked!

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1. Kantar Media, MARS Medical Online Reach Analysis, December 2017 Primary Care Readership and Website study data  
2. The Essential Journal Study, Primary Care, The Matalia Group, January 2017, an independent survey conducted among office and hospital-based primary care



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