

Next Month:
More Travel Stories Plus
Celebrating Mentors and Heroes

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 28, No. 3
APRIL 2019



Amazing New Zealand Adventure
Dan Adams

Skate Mom
Meg Ainley

Personal Exchange
Karen L. Campbell, Ogilvy Health

Digital is Hear. Are You Listening?
Colin Foster

**Favorite Apps, Podcasts, and
Binge-Worthy Shows**

Sarah Baumann

Melissa L. Bogen

Lisa Healy

Chuck Hyde

Alison McCauley

Elizabeth Milic

Mario R. Nacinovich, Jr.

Robert Newland

Anne Pollak

Lee Schweizer

THE EXCHANGE

P.O. Box 64
Verona, New Jersey 07044

PSRH STD
US Postage
Paid
Permit #402
Saratoga, MS

The Scores Are In!

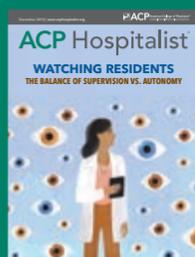
Internists have voted and the decision is clear.



Annals of Internal Medicine is the #1 read medical journal for Internal Medicine physicians.*

- **Annals** reaches more internists than any other medical journal.
- More internists are likely to read **Annals** than any other medical journal.
- More internists are likely to see an issue of **Annals** than any other medical journal.
- More internists read each issue of **Annals** than any other medical journal.

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



Advertise with the journal that internists voted #1.

Contact:

Kevin A. Bolum, Director, Advertising Sales, at 215-351-2440 or kbolum@acponline.org

Kenneth D. Watkins III at 973-785-4839 or kwatkins@watkinsrepgroup.com



HEALTHCARE MARKETER'S EXCHANGE

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

ASSISTANT TO THE PUBLISHER
Nan McArdle
973-744-9505
nmcardle@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

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

SOCIAL MEDIA COORDINATOR
Katie Leonard

Join us on
Facebook.com/HMEExchange
Twitter.com/HMEExchange
LinkedIn.com/in/HMEExchange

Cover Photo Credit: KucherAV/Shutterstock.com

Copyright ©2019 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-744-9505. Email: contact@hmexchange.com.

Dear Healthcare Marketer,

Happy Spring! After a long winter, I can't wait to get back outside and enjoy some sunshine. Spring and summer are the months I like to travel most. In fact, I just booked a flight to Europe! Instead of a graduation party, my daughter Katie has opted for us to go for a long weekend to Paris together...a daughter after my own heart. I haven't been to Paris in 30 years, so any suggestions you may have on what to do and see, where to eat, etc., would be very much appreciated.

While planning this trip, I have realized how technology really makes it so much more convenient than in the past. I've been on Facebook, where I belong to a local community group Montclair Water-cooler Travel, asking for suggestions. People have been so helpful with their tips – terrific advice that made planning this trip so easy. Long gone are the days when you met with a travel agent face-to-face. Now you can sit in your daughter's bedroom checking out all the discounted trips on Trivago, Expedia, and Priceline, scouring the Internet for the best deals. I even discovered that it is cheaper to go to Paris then to Naples, Florida! Who knew? I was also able to cash in on my American Express travel points, which saved me money. I'm not sure what the best credit cards or offers there are out there. But I have always stuck to Amex because they are great when you have an issue.

Now that the winter has come to an end, many of my favorite shows are on hiatus. I am going to miss watching *Grey's Anatomy*, *A Million Little Things*, and *This is Us*, but last month's issue of THE EXCHANGE, as well as this one, has suggestions on binge-worthy shows I can watch anytime. This month's picks are from **Mario R. Nacinovich, Jr.**, **Melissa L. Bogen**, **Alison McCauley**, and **Chuck Hyde**. Plus, I am anxiously waiting to watch our own **Kim Kleinberg's** daughter Emma, who will be competing on *American Idol*. How exciting – I hope she wins. She is such a talent. How did I learn that? Through Facebook! Speaking of Facebook, if you aren't part of THE EXCHANGE group yet, you definitely want to join to watch my weekly LIVE updates. You'll not only learn the latest on what we're up to at THE EXCHANGE, but you are also sure to get a laugh out of it, as I haven't quite mastered the Live thing yet!

Along with binge-worthy watches, we've got a lineup of favorite apps, podcasts, and websites from **Elizabeth Milic**, **Lee Schweizer**, **Anne Pollak**, **Robert Newland**, **Lisa Healy**, and **Sarah Baumann**. You'll find a fascinating and informative article on how to best navigate the digital world from **Colin Foster**. Then our travel focus kicks off with a great read from **Meg Ainley** who tells us about life, often on the road, as a Synchro Skate Mom. And you will definitely put New Zealand on your list if it's not there already after reading **Dan Adams'** tale of adventure through this incredible country. Finally, we're delighted to have **Karen L. Campbell** giving us a glimpse into her life through this month's *Personal Exchange*.

I want to take this opportunity to congratulate once again the winners of our 2019 Humanitarian Awards who were honored and celebrated at the 2019 AMM Nexus and HME Humanitarian Awards Dinner on March 28. Kudos to the Individual Winner, **Ryan Terry** from Educational Resource Systems, Inc., and the Company Winner, **AVENIR GLOBAL**.

Our next issue will feature more vacation stories, along with stories about heroes and mentors who have made a difference in the lives of our colleagues. So stay tuned...

Spring is here! Breathe deeply,

Nancy



Enjoying the sunshine in Naples.

Win a \$50 OpenTable Gift Card!
BEST OF THE BEST POLL!

Tell us your pick for:

- Best Vacation Spot
- Best Restaurant
- Best Hotel
- Best Spa
- Best Pizza Place
- Best Wine
- Best Beer
- Best Cocktail
- Best Bar

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

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



ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

American Medical Communications has announced the appointment of **Scott Bugni** as Director of Sales. He can be reached at 917-882-0658.

Closerlook, Inc., has announced the appointment of **Chris Abtahi** as Vice President, Managing Director. He can be reached at 312-640-3700.

CMI/Compas has announced the appointment of **Kiersten Aldridge** as Vice President, Media, and **John Hickman** and **Caitlin James** as Associate Media Planner. They can be reached at 215-568-5944. **Vanessa Leaman** has been appointed as Associate Director, Search Engine Optimization. She can be reached at 484-322-0880. **Timothy Noone** has been appointed as Vice President, Media; **Kareen Maylor** as Director, Media; and **Jennifer Sledz** as Senior Analyst, Business Insights. They can be reached at 646-840-0717. **Valorie Bellamy** has been appointed as eLearning Course Developer and **June Ragone** as Analyst, Market Research. They can be reached at 856-667-8577.

The **FDA** has announced that Commissioner **Scott Gottlieb** is resigning from his post and will step down in April.

Frontline Medical Communications (FMC) has announced the promotion of **Devin Gregorie** to Sales Manager of the Hematology and Oncology Group. He can be reached at 516-381-8613. **FMC** has also announced the appointment of **Angela Randazzo** as Senior Business Developer for the Hematology and Oncology markets. She can be reached at 610-507-9186.

HealixGlobal has announced the promotion of **Shelby Brant** to Director. She can be reached at 646-609-9966.

Healthcasts has announced the appointment of **Suzanne Samour** as Vice President of Marketing. She can be reached at 866-275-7861.

Intouch Solutions has announced the appointment of **Karan Kamerkar** as Relationship Marketing Specialist. He can be reached at Karan.Kamerkar@gmail.com.

Janssen Pharmaceuticals, Inc., has announced the appointment of **Kaye Davis** as Key Account Manager, Cardiovascular and Metabolic. She can be reached at 503-898-9698.

Luye Pharma USA has announced the appointment of **Russ Senyk** as U.S. Marketing Director. He can be reached at 609-212-0334.

MedEvoke has announced the appointment of **Brian Schaechter** as Senior Vice President of Strategic Accounts. He can be reached at 908-638-5885.

Medscape has announced the appointment of **Heather Shankman** as Director of Strategic Accounts. She can be reached at hshankman@webmd.net.

Novartis has announced the promotion of **Jessica DiPaolo** as Director, Patient Advocacy – Neuroscience. She can be reached at 862-778-8300.

Proximyl Health, LLC, has announced the appointment of **Tina Fascetti** as Managing Director/Chief Creative Officer. She can be reached at 614-477-4738.

Purohit Navigation, Inc., has announced the appointment of **Jen (Scatteregia) Clark** as Associate Vice President, Strategic Planning. She can be reached at 312-935-5046.

Solstice HealthCommunications has announced the appointment of **Stacey Crowley** as Senior Vice President, Director of Client Services, and **Leonard Tafro** as Vice President, Digital Engagement. They can be reached at 908-306-1100.

NEW & NOTEWORTHY

awards • mergers • approvals

Haymarket Media, Inc., has announced the acquisition of the **National Association for Continuing Education (NACE)**, specialists in accredited continuing education programs for medical and mental health. For more information, visit www.haymarket.com.

Johnson & Johnson has announced the FDA approval of Spravato (esketamine), in conjunction with an oral antidepressant, for adults with treatment-resistant depression, with the nasal spray only available under a Risk Evaluation and Mitigation Strategy (REMS). The drug must be administered in a certified medical office where the healthcare provider can monitor the patient. For more information, visit www.jnj.com.

Novartis has announced the FDA approval of Egaten (triclabendazole) for the treatment of fascioliasis in patients six years of age and older. For more information, visit www.novartis.com.

Novo Nordisk has announced the FDA approval of the Biologics License Application for Esperoct (turoctocog alfa pegol, N8-GP) for the treatment of adults and children with hemophilia A. For more information, visit www.novonordisk-us.com.

Ogilvy Health has announced that **Brittany Mangold**, Account Supervisor, and **Jamie McKenna**, Senior Account Executive, have been inducted into the **Medical Advertising Hall of Fame's Future Famers Program**. For more information, visit www.mahf.com. The company also announced that **Johanna Skilling**, Head of Planning, has been invited to present at **South by Southwest (SXSW)** as part of the "Designing the World at Ignite" event. For more information, visit www.ogilvyhww.com.

Roche and **Halozyne Therapeutics** have announced the FDA approval of Herceptin Hylecta (trastuzumab/hyaluronidaseoyks) as a subcutaneous injection for the treatment of certain patients with HER2-positive early breast cancer in combination with chemotherapy. For more information, visit www.roche.com or www.halozyne.com.

Sanofi has announced the FDA approval of Cablivi (caplacizumab-yhdp), in combination with plasma exchange and immunosuppression, for use in adults with acquired thrombotic thrombocytopenic purpura (aTTP). For more information, visit www.sanofi.com.

AMM Association of Medical Media **Healthcare Marketer's Exchange**

Thank You
For Attending
The AMM Nexus &
HME Humanitarian Awards

Relive The Magic
ammonline.org/nexus

For more information,
to view pictures,
and to learn more about
the Association of Medical Media
Visit Our Website!

CALL 888-978-0943
VISIT www.ammonline.org



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

See the full top 100 list at altmetric.com/top100.

For advertising information call 862-261-9618.



Look for the Altmetric badge on all articles at jamanetwork.com.



AMAZING NEW ZEALAND ADVENTURE

BY DAN ADAMS

My wife and I always have preferred trips that include a bit of adventure and amazing scenery. So when deciding where we were going to spend our next big vacation, we both had only one place in mind – New Zealand. From hikes to glaciers, glacial lakes, and rivers and from bungee jumping to touring The Shire, it really is the world's playground.

We spent a total of 10 days exploring the country, eight on the South Island and two on the North. In terms of getting there, I won't go too much into details of the flight, other than to say it is a 13-hour flight from San Francisco to Auckland. So, if possible, save up those airline miles and try for some last-minute upgrades!

We decided against guided tours and instead rented a car on both islands and planned out a general itinerary based on research we did in advance. Doing this allowed us to move at our own pace, lingering longer at some places and able to speed up other stops.

ISLAND BEAUTY

The South Island of New Zealand is without a doubt the most beautiful place we've ever been. The island is divided by the Southern Alps, which run most of the length of the island, along the western side. The mountains have the effect of creating drastically different landscapes within very short distances. In the same day, you

can visit dense rain forests, open/arid landscapes, glacial lake towns, or coastal Fiordland National Park.

The North Island, outside the city of Auckland, tends to be much greener with rolling hills and farmland as far as the eye can see. Because we chose to spend the majority of our time on the South Island, we barely scratched the surface of the North Island, but along with the farmland there are many geothermal lakes, hot springs, hikes, etc.

SOUTH ISLAND HIGHLIGHTS

Fiordland National Park and Milford Sound: Both my wife and I agreed this was the highlight of the South Island and the trip overall. Fiordland National Park is about a four-hour drive from Queenstown, but much of the drive is very picturesque with plenty of spots you'll want to stop for pictures. Fiordland is made up of a mix of dense forest and rocky mountain terrain as you head towards the coastal fiords.

Milford Sound (which is a fiord, despite its name) is unofficially known as the Eighth Wonder of the World and it is hard to argue with that description. Milford Sound receives approximately 180 days of rain per year, resulting in hundreds of waterfalls cascading down the high mountain cliffs that surround the Sound as it makes its way out to the Tasman Sea. We took about a three-hour boat tour of Milford Sound that



Milford Sound



Lake Hawea

included a "Glacial Facial" as our boat backed right under Sterling Falls, which is a glacially fed permanent waterfall that falls from 155 meters. If you ever make your way to New Zealand, this is the one spot I would say you absolutely cannot miss.

Nevis Swing: My wife has always been much more of a daredevil than I. So I knew when going to the original home of bungee jumping, Queenstown, she would definitely be looking for a bungee adventure. Little did I know that the original inventor of bungee, A.J. Hackett, had created a tandem swing allowing terrified significant others to be connected to their braver partners. The Nevis Swing is just that, a swing suspended 130 meters above a gorge. Despite my hesitation, the experience itself was amazing and I would definitely

recommend it. For an extra treat, you can use the link to our actual swing on YouTube – https://www.youtube.com/watch?v=CiBKC_QE7n0

Landscape: The general landscapes we drove through during our trip were a highlight all their own. The number of glacially fed or glacially formed lakes and rivers with varying degrees of crystal clear blue water is amazing. Highlights included Hokitika Gorge, Blue Pool Hike, Dart River, and Lakes Wanaka, Hawea, and Pukaki. Lake Pukaki in particular has such blue water you would think you are in the Caribbean, except for the snowcapped mountains on the horizon. Mountain ranges including the Southern Alps and the Remarkables (near Queenstown) framed the horizon of much of the trip, resulting in some truly picturesque drives.

Wanaka Tree



Lake Wanaka: Lake Wanaka definitely ranks as our favorite town. We wished we had more time there. We drove to Wanaka from the north, with the road taking us along the coasts of both Lake Wanaka and Hawea for parts of the drive. The town of Wanaka's main street is lined with small restaurants and pubs, but the star of the town is "that Wanaka tree," a single tree growing in the lake with the Southern Alps framing the background. The area offers kayak tours of the lake along with numerous hiking trails. It would take multiple trips to cover every one of the trails.

NORTH ISLAND HIGHLIGHT

The Shire: As a big *Lord of The Rings* fan, I couldn't head all the way to New Zealand without including a stop in The Shire. Fans of the movies know that all the filming was done in New Zealand. On the North Island, the set used as The Shire was actually built as a permanent structure that allows daily tours. Located on a local family farm, there are over 70 hobbit holes built into the hillside, including Bilbo and Frodo's house! The walking tour hits all the key places from the films and gives you a scope

for the incredible detail that went into filming the movies. The tour ends with a drink at the Green Dragon Inn. I recommend the Hobbiton Amber Ale!

For any adventurers and daredevils out there, we can't recommend enough you find your way to New Zealand at some point. It's impossible to go and *not be* inspired by the natural landscapes and people you'll meet. It's been less than six months since we got back, but we are already thinking about our next visit to the land of the Kiwis!



Dan Adams is National Account Manager, Haymarket Media, Inc., 275 7th Avenue, 10th Floor, New York, NY 10001. He can be reached at 718-308-1904 or dan.adams@haymarketmedia.com.



Hobbiton – Hobbit Hole

DIGITAL IS HEAR. *Are you listening?*



properly organized and probed, can enable a deeper level of customer understanding.

FIVE WAYS TO UTILIZE DIGITAL DATA FOR BETTER LISTENING

1. BECOME A STUDENT OF ONLINE BEHAVIOR

What your target audiences actually do online is knowable and addressable. The fact that someone living with Chronic Myeloid Leukemia (CML) follows 32 of the most influential hematologists online, tweets about clinical data coming out of ASH (American Society of Hematology), and posts weekly video diaries to their YouTube channel provides insight into the hearts and minds of both the CML patient and the community of 10K people following her every month.

By becoming a student of online behavior, you gain a more strategic understanding of your audience. When this is coupled with “mono data” output, you have “surround-sound” insights that can direct your commercial efforts with greater efficiency and effectiveness.

2. MINIATURIZE BIG DATA TO LEVERAGE IT

As you start to scratch the surface of online engagement around your brand, you quickly realize it’s full of noise and irrelevance, but you just need to focus to find the value. Consider using the “1-9-90” model. Here’s how it works. Online content around a brand is created by 1% of the total audience. Once published, 9% comment, like, or share – thereby eventually funneling it to the 90% who are just lurking and learning.

The key is to know with precision who makes up the 1% and understand the behavior of the 9% so that you can more efficiently reach the 90%. Focus your lens on the relevant and influential bits, don’t try to bear-hug the beast.

3. READY YOUR ORGANIZATION

Many healthcare organizations are already leveraging listening, but it’s often disconnected and dispersed. Taking a step back to develop an organizational listening strategy can streamline and accelerate adoption.

Start with the annual brand planning process, which normally includes a research phase. Integrate listening here so that it becomes part of your DNA in a sustained way. Look downstream at congresses, data announcements, and campaigns. These all have significant online engagement and provide great listening opportunities.

Continued on page 11

BY COLIN FOSTER

The healthcare industry has changed significantly in the last few years – greatly driven by digitally empowered patients, caregivers, and healthcare professionals engaging each other online in ever-increasing frequency and numbers.

With the U.S. healthcare and pharma industries expecting to spend close to \$3 billion on just digital advertising by 2020*, it’s clear that manufacturers, hospitals, and payors are all shifting significant resources and budgets to digital and social media programming.

If you’re looking to spend *on* digital, you need to know what works *in* digital – and the best way to get started is by *listening*.

LISTENING IS NO LONGER A LUXURY

Digital data, the essential ingredient in listening, can be placed in two main categories. The first – let’s call it “mono data” – is a more structured layer that is typically sourced directly by your company. Think CRM, market research, website analytics, etc. The second – “stereo data” – is less structured and usually exists outside your business environment. Think online search, social media, online influence, etc. “Stereo data” remains an untapped opportunity that, when

GUESS WHICH MEDICAL JOURNAL IS NUMBER 1?

#1 in projected average page exposures in Hematology/Oncology AND #1 in CPM for projected average page exposures!*



The NEW ENGLAND JOURNAL of MEDICINE

Contact Chrissy Miller to learn more: (617) 834-4702 or cmiller@nejm.org

*Source: Kantar Media, Medical/Surgical Readership Study, Dec 2018.

Skate Mom

BY MEG AINLEY

Whenever someone asks me how my daughter, Diane, began skating competitively, I always respond that it was a playdate that went awry. When Diane was seven, her best friend from summer camp wanted to learn how to skate. So the friend's mom and I signed them up for a Saturday class. And so began the twist and turns of becoming a skate mom.

SYNCHRONIZED SKATING

Most people are familiar with freestyle skating, where the skater does jumps and spins, but Diane's love is synchronized skating. Synchronized skating, or synchro, is a team sport in which 8-16 skaters perform a program together. According to USFSA.org (U.S. Figure Skating Association), it uses the same judging system as singles, pairs, and ice dance and is characterized by teamwork, speed, intricate formations, and challenging step sequences. There are 14 different levels of synchro teams based on age and skill level of the team members. Synchro is a great way for figure skaters to compete in a sport they love while enjoying all the aspects of working with others in a team environment.

WHAT IT TAKES

Skaters practice hundreds of hours with the team and on their own individually in order to fine-tune their programs. They practice multiple times per week and usually before school at 5:30-7:30 a.m. on ice. Off-ice practice includes choreography, dance, yoga, and stretching. In addition to their team coaches, most skaters also have two to three private coaches to work on jumps, spins, ice dance, and moves in the field that focus on power, quickness, edge control, and leg extensions.

COMPETING

Team tryouts are held between April and May with practices starting in June and the competition schedule beginning in November. Diane's team,

Chicago Skates, is based in the city of Chicago and is part of the U.S. Figure Skating Midwest Division. They compete in four to five Midwest events each season in Michigan and Wisconsin leading up to Midwest-Pacific Coast Sectionals (Mid-Pac) in late January. During Diane's first year on a competitive team, we traveled to Portland, Oregon, where a quick stop at Voodoo Doughnuts was not to be missed. Another year, we traveled to Grand Forks, North Dakota, for sectionals where the hotel was so broken down it was condemned after the competition. No matter where they compete, the skaters have plenty of time to bond over team dinners, making door signs for each other and cheering the other Chicago Skates teams on as they compete. Diane loves the travel and team atmosphere of synchronized skating along with the added bonus of missing school for a few days in the dead of winter.

HIGH SEASON

Parents are always coordinating private lessons and driving countless times to and from the rink. But during competition season, our jobs as Skate Moms really kick into high gear. Custom dresses will be ordered and fitted along with hairpieces and bun forms. Skates need to be sharpened and taped with white vinyl to look uniform and clean. We sit in groups wrapped up in our parkas watching our kids practice for both unofficial and official ice. Then comes the first competition where we hold our breath for 2:50 seconds

watching them perform in front of the USFSA officials and assembled crowd of other teams and parents. Their score is calculated on a Grade of Execution (GOE) for artistic elements, intersections, rotating circles, wheels, and no-hold sequences. Top Junior and Senior teams go on to represent Team USA in international competitions.



Diane with the Chicago Skates Intermediate Team, skating to *Miss Congeniality*.



Diane and her Sun Valley Coach Ryan Bradley.

A COMMUNITY AFFAIR

As with any team sport, parental bonding is one of the benefits as well. Hair and makeup is done by moms who are gelling and sewing in buns at 5:00 a.m., along with organizing and driving carpools to and from the rink. As you can guess, getting 20

teenagers on time and to the same location can be a challenge and EVERYTHING in skating is timed to the minute. When competitions keep us on the road for a few days, you can always find a parent who has some wine to share with you or an emergency pair of tights for your skater.

Summertime allows skaters to hone their skills with camps and traveling that enables them to work with different coaches. Whenever possible, we try and combine Diane's skating camp with our own family vacation. This past summer we went to Sun Valley, Idaho, which is a summer destination spot for professional skaters to train and watch Olympic medalists and world-class figure skaters. Diane worked on her jumps with 2011 U.S. National Champion Ryan Bradley. She worked on her ice dancing with two-time U.S. National Bronze Medalist Kim Navarro. Sun Valley also hosts their annual ice show every Saturday at sundown. The coaches the skaters have worked with all week provide an all-star lineup of impressive routines from guest skaters who have included Mirai Nagasu, Bradie Tennell, and Adam Rippon.

A wonderful thing about Sun Valley is that one of the training rinks is outside. After spending so many hours inside a cold rink, there is nothing quite like a warm breeze, the fresh scent of flowers, and the mountain backdrop for both the skaters and their parents. During Diane's free time, we visited the hot springs, hiked in the Sawtooth Mountains, rode horses, and enjoyed a day trip to Redfish Lake.

Being a Skate Mom (or Dad) can be exhausting. However, when I think back to the start of it almost 10 years ago, I realize how much my shaky little girl has grown up to be a hardworking, poised, and confident teen. This makes it worth every minute. Now it's time to start planning for Wichita, Kansas, and the Mid-Pac Sectionals in January 2020!



Meg Ainley is Regional Sales Director, New England Journal of Medicine, 860 Winter Street, Waltham, MA 02451. She can be reached at mainley@nejm.org or 773-383-8804.

Living in the Digital World

Digital is Hear *Continued from page 8*



Ultimately, your company needs to customize its listening approach to your unique needs and roll it out at a pace that matches your organization's ability to absorb change. Sometimes it's worth slowing down so you can speed up.

4. RETOOL YOUR ENGAGEMENT ENGINE

Ultimately, it's what you do with the data and insights that counts. Data and insights are meaningless unless they are translated into action. Develop your listening chops based on learnings gained from listening into your programming.

Key Opinion Leaders (KOLs) are a great example of where you can translate digital listening into valuable action. Most organizations have developed long-standing relationships with influential physicians who drive the scientific story around a disease area with emphasis on their offline footprint.

Digital listening enables visibility to an online ecosystem of influencers who are just as relevant to your brand. These Key Online Influencers (KOIs) – that can include patients, researchers, and advocates – require a new approach to engagement that puts pressure on your organization to rethink roles.

5. MEASURE WHAT MATTERS

Utilize digital and other tools to determine not only impressions and reach, but actual changes in knowledge, attitudes, and behaviors. Start at the top by benchmarking your brand's share of overall conversation. Understand the natural language of your audience so you can adjust your brand messaging to better connect. Listen at a cadence that allows you to bridge learnings into actions – annually to inform brand planning, monthly to feed tactical activation, daily to create nimble content.

Weave findings into your communications strategies. Build them into your channels, both offline and online. With practice, you will learn to inject insights into your engagement engine so you can compete and differentiate on a whole new level.



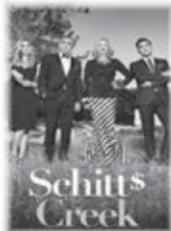
Colin Foster is Chief Digital Officer (CDO), HCB Health, 701 Brazos, Suite 1100, Austin, TX 78701, and 1 North LaSalle, Suite 3500, Chicago, IL 60602. He can be reached at 512-320-8511 or colin.foster@hcbhealth.com.

[*http://www.pharmexec.com/closing-pharma-s-digital-divide](http://www.pharmexec.com/closing-pharma-s-digital-divide)

Favorite Binge-Worthy Shows

SCHITT'S CREEK

Suddenly broke, the formerly filthy-rich Rose family is reduced to living in a ramshackle motel in a town they once bought as a joke: *Schitt's Creek*.



"My wife Toni and I had been binging through *Shameless*, *Turn: Washington's Spies*, *Jack Ryan*, *The*

Marvelous Mrs. Maisel, *Vikings*, *Outlander*, *Game of Thrones*, and a number of other notable series when we literally just winded up *Schitt's Creek*. We hope you wind up there with us, as we are obsessed with every character in this modern tragedy turned uproarious comedy (which likely is even funnier off camera).

There's Eugene Levy starring in the all-too familiar fatherly role this time as Johnny Rose, alongside his drama-queen, soap-star wife Moira (Catherine O'Hara). We live vicariously through the trials and tribulations of the formerly uber-rich, now tragically displaced (and radically misplaced) entrepreneurial elitist family. From one scene to the next, every imaginable stereotype you can imagine is played out, from the Howells to the Kardashians to every episode of *Real Housewives of Beverly Hills*. These extremely pampered parents are navigating the whimsy (and largely ignoring) the arbitrary needs and wants of their ill-informed, phone-addicted, clueless socialite daughter Alexis (Annie Murphy) while literally stuck in a place that time forgot. *Schitt's Creek* is a nowhere place filled with traditional townsfolk – a town that the Rose's once purchased as a birthday gift for their ultra-trendy, self-obsessed, sexually-undefinable, mollycoddled narcissist hipster son, David.

If you are too politically correct or have lost your funny bone amongst the latest trends or movements, be warned, as you are likely to find everything about this series mortally offensive in word and in every engagement. If you don't take yourself or this world too seriously and you are looking to see how the other half lives when the other half loses it all, you will revel in the delight that is daily life of the Roses. They now live in a roadside motel amongst their motley neighborhood cast of townies led by comedian Chris Elliott's aptly named mayoral role as Roland Schitt. Pay *Schitt's Creek* a visit and you'll want to stay for awhile."

Mario R. Nacinovich, Jr., is Managing Partner, AXON Communications, 800 Westchester Avenue, Suite S-540, Rye Brook, NY 10573. He can be reached at 914-701-0100, ext. 5343, or mnacinovich@axon-com.com.

VIKINGS

Vikings is a historical drama television series inspired by the sagas of Viking Ragnar Lothbrok, one of the best-known legendary Norse heroes and notorious as the scourge of England and France.



"I'm currently enjoying *Vikings*. Lagertha, the wife of main character Ragnar Lothbrok, is a good TV role model for women. She is a warrior – an excellent sword fighter, battling alongside her

husband in some skirmishes, and also a mother."

Melissa L. Bogen, ELS, is Medical Editor and Owner, Bogen Editorial Services, 28C Debra Terrace, Greenwood Lake, NY 10925. She can be reached at 845-742-1145 or melbogen@optonline.net.

THE LAST KINGDOM

Available on Netflix, this historical drama stars vicious Vikings and features intense battlefield scenes and political plotlines.



"I found this show by chance when it first came on Netflix. It is somewhat similar to *Game of Thrones* and is loosely based on the happenings during the reign of King Alfred of Wessex, one of the many kingdoms that are now part of England. It is set during the Danish invasion of England, which started in the late 9th Century. There is a lot of action, intrigue, and drama. The religious and cultural differences of Britain and the Viking invaders is ever present and very well played out through all three seasons. This show is never boring and great for binge-watching!"

Alison McCauley is National Sales Manager, Haymarket Media, 275 Seventh Avenue, 120th floor, New York, NY 10001. She can be reached at alison.mccauley@haymarketmedical.com or 973-224-6414.

THE LAST KINGDOM



"My son and I suddenly became aware of a new season of *The Last Kingdom*, and we watched the entire season in a week. It's based on the book series by Bernard Cornwell. It's a docu-drama around the formation of England, with Viking invasions, Saxon unrest, and plenty of gratuitous, graphic violence that my son and I enjoy. Nothing like some old-school shield wall battles to entertain us when available!"

Chuck Hyde is Director, Strategic Accounts, Lexicon Pharmaceuticals, 110 Allen Road, Basking Ridge, NJ 07920. He can be reached at 616-638-6038 or chhyde@lexpharma.com.

What is Your Favorite App, Podcast, or Website?



"Spotify is my favorite app. I love having music at my fingertips. I have playlists for me and the kids saved for car rides, walking, or spontaneous dance parties! I also listen to a lot of podcasts, which include true crime, entertainment, and politics. One of my favorites is Chris Hardwick's ID10T. Depending on the guest, he has interesting conversations. It's a lot of inside baseball about acting and navigating the entertainment business."



Elizabeth Milic, SSCG Media Group, emilic@sscgm.com.



"If you like Sudoku or KenKen, you should enjoy *Sunny Seeds*. I love number puzzles. The goal of *Sunny Seeds* is to clear all the numbers from the field of play. It is very addicting, and my family hates when I play since it's hard to get my attention when I am in the zone!"



Alison McCauley, Haymarket Media, alison.mccauley@haymarketmedical.com.



"As a self-proclaimed perfectionist, former college athlete, and, more recently, father of three (under the age of four) – the biggest struggle comes in the form of motivation to exercise. About a year ago, I took the dive to purchase a Peloton, and it has flipped the script on working out (through its multi-platform notifications, achievement badges, challenges, leaderboard, and exhausting workout – which compares to the exhaustion of two-a-days in college). I am currently using two applications to track the activity, the Peloton and Strava apps. The Peloton app allows me to schedule live classes, workout on the go, and track performance against the Peloton community. Strava is an app for cyclists and runners, both stationary and outdoor that connects to a growing number of exercising platforms (Fitbit, Peloton, Android Wear, Garmin, etc.). It's a live feed, based on activity from your workout circle. It creates a truly positive and encouraging atmosphere, which comes in handy on those days you don't have the time or energy to work out. The app recently reconnected me to a couple of college buddies who I haven't seen/spoken to regularly in over 10 years. I highly recommend both apps, especially if you are struggling to meet your New Year's Resolution goals."



Lee Schweizer is Chief Digital Officer, Frontline Medical Communications, lschweizer@mdedge.com.



"I love Tom + Lorenzo's podcast, *Pop Style Opinionfest*. It's bitchy and fun. They discuss pop culture – fashion, movies, TV series, etc. Not serious, but insightful at the same time!"



Anne Pollak, Media Consultant, adpollak@optimum.net.



"We found a new app in 2018 that has made life much easier. It's called *DoorDash*, and it allows a user to order food from local restaurants that otherwise do not deliver. They have restaurants in their network that will surprise you and they bring the idea of takeout and delivery to a new level. You can even order ice cream to be delivered! The app is very convenient but also dangerous because it's so easy to get great food delivered right to your door. It's just like Uber Eats, but better."



Robert Newland, Rarity Health, rnewland@ena-inc.com.



"I am listening to a great podcast right now called *Cold*. It is about a wife who goes missing. It has voice recordings of all the people involved and great details. If you like crime dramas, *48 hours*, *Dateline*, and *20/20*, you will love this podcast."



Lisa Healy, MMSI – Medical Media Services, Inc., AMM President, lisa.healy@mmsi-online.com.



"*Sally's Baking Addiction* (sallysbakingaddiction.com) has become my go-to resource for all things baking. Sally started as just a personal blogger, but quickly grew her passion into a full-time job. She now even has multiple cookbooks out, one of which I own. It feels good to support someone who is self-taught and has followed her dreams! Not only are all of her recipes delicious, they are also full of helpful hints and step-by-step instructions. Sally is also extremely responsive to comments so it feels very personal. Oftentimes, whatever question you have or misstep you've made has already been addressed with an easy solution in the comments section. I'd recommend the website, as well as the cookbooks, to anyone who loves to bake."



Sarah Baumann, CMI Media, sbaumann@cmimedia.com.

Karen L. Campbell



*“Work Hard,
Play Hard.”*

Birthplace: Denville, NJ

Marital Status: In a long-term relationship with Matt Fendler

Job Title: Senior Vice President, Account Management

Years in Industry: 22

College: Monmouth College – West Long Branch, NJ

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Matt and I love to travel and have been fortunate enough to be able to for work or on our own. A couple of years ago we realized we both had been to about three-quarters of the 50 states. So pretty much on a whim, we bought an RV and over a two-week period hit 23 states. The result is we each have three states left, which we plan to visit within the next few years. The other item on my bucket list is to own a lakefront home. While some love the beach and sounds of the waves, I love the calmness and serenity of sitting by a lake drinking coffee in the morning and wine at night.

DO YOU HAVE ANY PETS?

Yes, my little baby girl, Bella. She's a 13-year-old, five-pound Chihuahua and I adore her!

HOW DID YOU GET STARTED IN THE INDUSTRY?

I kind of just fell into Medical Education like most do. Years ago, I was working in New York City at 331 Madison Avenue as a recruiter and hated it. I was thinking about becoming a pharmaceutical sales rep, but then saw an ad for a project manager at a healthcare communications agency at 330 Madison Avenue. One day at lunch, I snuck across the street to interview (could literally see into the windows of each since they were directly across from each other) and that was it!



Badlands National Park, South Dakota.

WHAT WAS YOUR FIRST JOB?

An after-school paper route.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Play the piano.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

This was a tough one, so I asked my team members at work – Inspiring, Encouraging, Compassionate.

WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

Continue to travel and visit all the continents. Do volunteer work when not traveling.

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

Getting massages.

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

My most recent past birthday in September. We spent 10 days in Iceland and had a blast. The country was beautiful, and the people were very nice.

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

Bella (and Matt, of course ☺). So two things.

WHO DO YOU MOST ADMIRE FOR THEIR HUMANITARIAN OR CHARITABLE EFFORTS?

My mom has always volunteered for various charities and she continues to do so at 80 years old. She instilled in me, as well

as my siblings, the importance of helping and giving to others as we're all involved in various charitable or volunteer efforts. I was recently elected to the Board of Directors of Community Hope, which is an organization that helps individuals, including veterans and their families, overcome mental illness, addiction, homelessness, and poverty by providing housing and support services. I hope to be able to make significant contributions to this great organization.

WHO WAS YOUR FAVORITE TEACHER?

My high school Spanish teacher, Mr. Rodriguez. His teaching style and approach made learning fun and he treated us with respect.

WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

There are a lot of issues but one that tugs at my heart is the fear that children face going to school. Regardless of how you feel about gun control, I would hope that as a nation we all want the children of our great country to feel safe at school. Schools should be a fun, learning environment during a period of innocence. Adults should be the ones to fight the complex battle of how to handle this issue while the children safely continue to learn and grow.

Karen L. Campbell is Senior Vice President, Account Management, Ogilvy Health, 400 Interpace Parkway, Parsippany, NJ 07054. She can be reached at Karen.Campbell@ogilvy.com or 973-352-2029.



Go one step further and engage PCPs

PCPs receive stacks of medical journals, but 8 in 10 docs rank *AFP* as their favorite. Month over month, doctors spend more than two hours reading *AFP*, as compared to less than an hour for the next most popular journal. When doctors play favorites, you know they're engaged. Be sure they're engaging with your brand by putting it in *AFP*.

201-288-4440 | aafp_NJ@aafp.org | aafp.org/afp-mediakit

AMERICAN FAMILY PHYSICIAN

Source: AAFP Practice & Information Study, 2018

Hematology News[®]

A key contributor to the larger **MDedge** Hematology & Oncology portal.

And a force to be reckoned with IN PRINT!

#1 independent tabloid
in the market

RANKED 5th (APEX)
in ad page exposures

29% growth in Average
Page Exposures

130% growth in high readers
this past year

4 **INVESTIGATIONAL GENE THERAPY** appears safe and durable in patients with severe hemophilia A.

6 **FEW PATIENTS WITH DLBCL** benefit from rituximab treatment, a phase 2 study showed.

17 **CHECKPOINT INHIBITION** appears to boost CAR T-cell therapy without compromising safety in ALL.

18 **GALLIUM TRIAL** shows role of MRD in predicting outcomes in follicular lymphoma.

21 **WOMEN CALL FOR CULTURE CHANGE** to curb gender inequality in science and medicine.

Vol. 4 | No. 3 | MARCH 2019
MDedge.com/hematology-oncology

Hematology News

23 **HARD QUESTIONS**
The reality of charity care.

CAR T-CELL PAYMENT

Medicare proposes coverage in trials

DISCLOSURE

Medicine grapples with conflicts of interest

BY CHRISTINE KILGORE

Conflict of interest (COI) reporting has moved center stage again in recent months, with some medical journals, professional societies, cancer centers, and academic medical institutions reviewing policies and practices in the wake of a highly publicized disclosure failure last fall at Memorial Sloan Kettering Cancer Center (MSK).

And in some settings, oncologists and other physician researchers are being encouraged to check what the federal Open Payments database says about their payments from industry.

The spotlight is on the field of cancer research and treatment, where MSK's chief medical officer, José Basagaña, MD, PhD, responded in September 2018 after the New York Times and ProPublica reported that he'd failed to disclose millions of dollars of industry payments and ownership interests in the majority of journal articles he wrote or cowrote over a 4-year period.

COI disclosure issues have a broad reach, however, and the policy reviews, debates, and hashing out of responsibilities that are now taking place likely will have implications for all of medicine.

Among the questions: Who enforces disclosure rules, and how should cases of incomplete or inconsistent disclosure be handled? How can COI declarations be made easier for researchers? Should disclosure be based on self-reported relevancy, or more comprehensive in nature?

Such questions are being debated nationally.

On Feb. 12, leaders from academia, journals, and medical societies came together in Washington, DC, to discuss the challenges of COI reporting.

BY ALCIA GALLEGOS

The Centers for Medicare & Medicaid Services has proposed to cover chimeric antigen receptor (CAR) T-cell therapy for cancer patients participating in clinical trials that study the treatment's effectiveness, according to a Feb. 15 announcement.

The proposed national coverage determination would require CMS to cover CAR T-cell therapy nationwide when the treatment is offered in CMS-approved registries or clinical studies in which patients are monitored for 2 or more years following treatment.

Results from the studies would help CMS identify which patients benefit most from CAR T-cell therapies and inform future coverage decisions, CMS Administrator Seema Verma said.

"CAR T-cell therapy was the first FDA-approved gene therapy, marking the beginning of an entirely new approach to treating serious and even life-threatening diseases," Ms. Verma said in a statement. "Today's proposed coverage decision would improve access to this therapy while deepening CMS's understanding of how patients in Medicare respond to it, so the agency can ensure that it is paying for CAR T-cell therapy for cases in which it is most likely to be effective."

See [CAR T on page 23](#)

MDedge Hematology & Oncology
Keeping You Informed. Saving You Time.

Integrating timely content and features of Hematology News, Hematology Times, and Oncology News to provide a single web resource.

mdedge.com/hematology-oncology



For more details or ad placement, contact:

Joshua Norton, National Account Manager
512-375-8202 • jnorton@mdedge.com

www.mdedge.com/hematology-oncology

FRONTLINE **MDedge**[™]
MEDICAL COMMUNICATIONS
www.frontlinemedcom.com