

Next Month: Restaurants, Drinks, and Recipes

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

Vol. 26, No. 4
MAY 2017



We Love Our Pets

Our Annual Pets Photo Contest Winner...INSIDE

Senior Pet Care Tips, the Inside Scoop on Show Dogs, Pet Wear, and a Tale of Dog Bonding

Gale Brugeman's Laugh-Out-Loud Throwback Story

Up Close and Personal with Danielle Tate



PLUS

**Scenes from the Annual
HME Humanitarian and
AMM Nexus Awards
Celebration**

THE EXCHANGE
P.O. Box 64
Verona, New Jersey 07044

PPSR STD
US Postage
Paid
Permit #402
Senatobia, MS



WHY GIVE LESS THAN 100%?

You could hire a separate digital agency to build your website. Maybe another to manage your social media. But multiple agencies struggling to keep content aligned while also trying to pilfer each other's work is a recipe for inefficiency. And disaster.

Why not give 100% to an agency that's successfully incorporated digital media into its clients' branding mix for more than 15 years? One whose only agenda is delivering the right content, through the right channel, to the right audience. Who's 100% committed 100% of the time.

**100% COMMITTED
TO YOUR BRAND**
IT'S THE WAY WE THINK



AbelsonTaylor

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
CIRCULATION MANAGER**
Denise Pecora
973-744-9505
dpecora@HMEExchange.com

ART DIRECTOR (Ad Submissions)
James J. Ticchio
Direct Media Advertising
73 Glenmere Terrace
Mahwah, NJ 07430
201-327-6985
jim@directm.com

EDITOR (Editorial Submissions)
Elise Daly Parker
973-919-1067
editorial@HMEExchange.com

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

Join us on
[Facebook.com/HMEExchange](https://www.facebook.com/HMEExchange)
[Twitter.com/HMEExchange](https://twitter.com/HMEExchange)
[LinkedIn.com/in/HMEExchange](https://www.linkedin.com/in/HMEExchange)

Cover Photo Credit: Susan Schmitz/Shutterstock.com

Copyright ©2017 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:

Time to celebrate our pets! I find it so funny how eager we all are to indulge our bragging rights and share our favorite photos of our beloved pets. We always get way more responses to our request for pet pics than we do for pics for our Family issue. Lol! Maybe that's because we definitely consider our pets very much a part of our families. I know I do!



Daisy, my therapist.

I couldn't love our dog Daisy more – she's the best. Now 11 years old, Daisy has been a great therapy dog who has uplifted and offered endless love to every member of our family. She always makes us feel better. And we're not alone. Did you know there is scientific evidence that pets decrease stress, blood pressure, and cholesterol, improve moods, prevent strokes and allergies, help children develop and all of us socialize? No wonder we love them so much. They make us better, so they deserve to be celebrated!

That's why we love our Pets Photo Contest. It's so fun to share these furry friends. We truly believe every one of them is a winner. However, the voting is tallied. And the results point to Roxie as #1. So congratulations to **Alex Cal**. You win a \$50 Petco Gift Card.

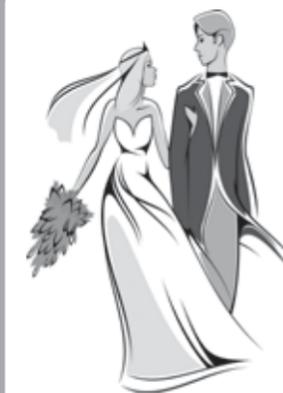
Flip beyond all those pet pics and you'll also find some wonderful pet stories in this issue. **Cynthia Amorese** shares her journey with her beloved senior dog Sally. **Cathy Denmead Scott** takes us through the adventure of showing dogs. **Jaime Collins** tells of the evolution of her Mutley's Bandanas Etsy Shop. **Terry Nugent** chronicles his relationship with his Maltese (not Falcon). You'll laugh along with **Gale Brugeman** in the 25th Anniversary Throwback. And we're delighted to have **Danielle Tate** as this month's featured guest for *Personal Exchange*.

Also in this issue, don't miss our recap of this year's festive celebration of HME's **Company and Personal Humanitarian** and the **AMM Nexus Sales Rep of the Year Awards**. What a wonderful inspiring evening of friends, fun, and accolades. The 3rd Annual Humanitarian Awards nominations are open. So please be sure and nominate the people and companies you'd like recognized for their charitable contributions. Don't be shy...nominate *you* and win \$1000 to give to *your* favorite charity!

Next up is our *June Readers Poll* featuring *Restaurants, Drinks, and Recipes*. Don't keep your favorites a secret! Take advantage of this fun opportunity to easily participate in THE EXCHANGE. Just click to our Contests at www.hmexchange.com/contests.html. Or write directly to Elise our Editor at editorial@HMEExchange.com with your top choice for the best restaurant, drink, or recipe (or all three!).

Happy Mother's Day to all the Moms who are part of THE EXCHANGE,

Nancy



Let's Talk Weddings!

It seems anything goes these days, from fancy to barefoot and fancy-free. Send us your tip, snippet, tale, or photo of your wedding or a wedding you've been to.

Ideas to get you started:

- Romantic or Raucous Proposals
- Unique Save-the-Dates
- Wedding Horrors and Mishaps
- Most Unusual/Creative Favor
- The Latest Trends
- Wild or Wonderful Destinations and Venues
- Signature Menus, Cocktails, Cakes, and Décor
- Shower Games, Ideas, and Gifts

Please send your submissions to Denise at dpecora@hmexchange.com



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

Centron has announced the appointment of **David Stolzer** as Senior Vice President, Digital Strategy and Innovation, and **Stacey Gandler** as Executive Vice President, Managing Director, Public Relations. They can be reached at 646-722-8900.

CMI/Compas has announced the appointment of **Gary Gavarone** as Senior Media Planner and **Carla Edmunds** as Associate Director, Media. They can be reached at 484-322-0880. **Katrina Coleman** has been appointed to Digital Ad Ops Specialist and **Sometheavy Chhan** to Associate Campaign Analyst. They can be reached at 215-568-5944. **Vivian Tang** has been appointed to Director, Insights and Analytics, and **Thomas Jacobs** has been appointed to Senior Analyst, SEM. They can be reached at 646-840-0717.

Fingerpaint Marketing has announced the appointment of **Stefan Hanley** to their Creative Team. He will be based in New York and can be reached at 518-693-6960.

Frontline Medical Communications (FMC) has announced the appointment of **Monique Michowski** as Business Development Director for custom programs and Publisher for *Ob.Gyn. News*®. She can be reached at 973-206-8015 or mmichowski@frontlinemedcom.com.

GlaxoSmithKline has announced the promotion of **Emma Walmsley** to C.E.O. of the Consumer Healthcare Division. She will succeed **Andrew Witty** who retired on March 31, 2017. You can reach her at 1-888-825-5249.

HYC Health has announced the appointment of **Chris DeProfio** as Vice President, Account Director, and **Jim Kopeny** and **George Starr** as Associate Creative Directors. They can be reached at 312-274-3573.

new¬eworthy

awards, mergers
approvals

EMD Serono, Inc., has received accelerated FDA approval for **Bavencio** (avelumab) for the treatment of adults and pediatric patients 12 years and older with metastatic Merkel cell carcinoma (MCC), including those who have not received prior chemotherapy. This is the first FDA-approved treatment for metastatic MCC, a rare, aggressive form of skin cancer. For further information, visit www.emdserono.com.

Frontline Medical Communications has announced publication of the *3rd Annual Rare Neurological Disease Special Report™*, developed in partnership with **NORD**, the *National Organization for Rare Disorders*. For further information, contact **Elizabeth Katz** at ekatz@frontlinemedcom.com or 973-224-7951.

Healio.com has launched *LearnImmunoOncology.com*, a curriculum-based, online resource that offers physicians a guide for understanding advances in immuno-oncology. The site was officially unveiled at *Learn Immuno-Oncology New York* in March, a one-day, live event held the day before **HEMOnc Today Melanoma 2017** in New York City. For more information, visit Healio.com or contact **Lee Gaymon**, Vice President, Marketing and Audience Development, at lgaymon@slackinc.com or 856-848-1000, ext. 356.

Novartis has received FDA approval for **Kisqali** (ribociclib, formerly known as LEE011) in combination with an aromatase inhibitor as initial endocrine-based therapy for treatment of postmenopausal women with hormone receptor positive, human epidermal growth factor receptor-2 negative (HR+/HER2-) advanced or metastatic breast cancer. For further information, visit www.novartis.com.

Ogilvy CommonHealth Worldwide (OCHWW) Inc., has announced the creation of a formal partnership with **InTouchMD**. The collaboration with **InTouchMD** will assist **OCHWW** in offering comprehensive solutions spanning both the customer relationship management (CRM) and electronic health record (EHR) verticals. This partnership will afford **OCHWW** clients greater access to more targeted content and focused customer reach. For further information, visit www.ogilvy.com.

Sanofi and **Regeneron Pharmaceuticals, Inc.**, has received FDA approval for **Dupixent®** (dupilumab) Injection, the first and only biologic medicine approved for the treatment of adults with moderate-to-severe atopic dermatitis (AD) whose disease is not adequately controlled with topical prescription therapies, or when those therapies are not advisable. For further information, visit www.en.sanofi.com or www.regeneron.com.

Shionogi, Inc., and **Purdue Pharma, LP**, has received FDA approval for **Symproic®** (naldemedine) 0.2 mg tablets C-11 as a once-daily oral peripherally-acting mu-opioid receptor antagonist (PAMORA) medication for the treatment of opioid-induced constipation (OIC) in adult patients with chronic non-cancer pain. For further information, visit www.shionogi.com or www.purduepharma.com.

SLACK Incorporated has announced an immediate call for papers in preparation for the July 2017 launch of the *Annals of International Occupational Therapy*. The journal will be a quarterly, peer-reviewed, print and online publication designed to advance the research and practice of occupational therapy worldwide. For further information, visit www.healio.com.

INTRODUCING A NEW ADVERTISING
OPPORTUNITY FOR YOUR AUDIENCE



- ▶ 360° Coverage on Disease-Specific Topics
- ▶ Spotlight on New Therapies
- ▶ Perspectives from the Experts

Contact Betty Ann Gilchrist at 631-935-7675 or email bettyann@harborsidepress.com

JNCCN360.org



Not Engaging is Not an Option!



Brands typically struggle to procure true, consistent physician access and attention for their messages. Physicians focus their time and attention on self-directed, multichannel engagement with TRUSTED sources—especially their favorite medical journals, websites and apps. These physicians have made Frontline MedCom's 33 specialty-specific, ad-supported websites and publications #1 in combined web and print MD engagement*.

Frontline's Custom Solutions Group leverages this extraordinary access with targeted programs to achieve your brand's messaging and educational objectives to:

- Integrate the right mix of dozens of digital, print and live tactics to engage your targets
- Ensure proper content and context for your message
- Create or repurpose your existing content and help guide MLR efforts
- Employ targeted peer-to-peer communications where appropriate

*According to Kantar Media Readership and Website Usage Studies among measured MD-focused, ad-supported media.



FOR A FREE CONSULTATION, CONTACT
JoAnn Wahl, President, Custom Solutions
Office: 973-206-8989 • Cell: 908-581-6110
jwahl@frontlinemedcom.com

CUSTOM
SOLUTIONS
GROUP

FRONTLINE
MEDICAL COMMUNICATIONS



Oh What a Night!



2017 Annual HME Humanitarian and AMM Nexus Award Presentations



Sandbox – HME Company Humanitarian Award Winner

The stars came out despite the blustery March weather for a sold-out evening of industry fun and celebration on Thursday, April 6, at 3 West Club in New York City. Healthcare Marketer's Exchange was honored to partner again with the AMM to present a number of prestigious awards. The AMM presented their Nexus Sales Rep of the Year Award and invited HME to share the platform to present their 2nd Annual Company and Personal Humanitarian Awards.

Inspiring words and video presentations captured the heart and soul of the HME Humanitarian Awards. Keynote, McCann Healthcare Executive Vice President and Director of Client Services Colleen Hindsley, expressed her gratitude and lessons learned through 20+ years in our industry. And the AMM Nexus Award Winner, Andrew McGuire, NEJM Sales Director, brought attendees to tears as he accepted his award. It was an evening filled with warmth and celebration, set against the dazzling backdrop of the New York skyline...an opportunity to share just some of the many stellar people who are members of our industry.

Congratulations again to:

- **Sandbox** – HME Company Humanitarian Award Winner – For their dedication to spearheading a plan to promote awareness of congenital heart defects (CHD), the leading cause of death due to birth defects in America, and to make known the importance and cost effectiveness of at-birth testing for CHD in newborns.
- **Richard Nordstrom** – HME Personal Humanitarian Award Winner – For his work with Jobs for America's Graduates (JAG), an innovative, state-based national non-profit dedicated to preventing dropouts among young people who are most at-risk.
- **Andrew McGuire, NEJM Sales Director** – AMM Nexus Award Winner – For the highest level of excellence amongst sales professionals, in terms of service, professionalism, and communication, both with clients and internally.

Nominations for the 3rd Annual HME Humanitarian Awards are now open. Be sure and nominate the Company and/or Individual you think deserves recognition for making a positive impact on the welfare of humankind through their contributions, time, actions, and dedication. Nominate yourself! That way you can donate an extra \$1000 to the charity you're most passionate about. Click here: www.hmexchange.com/humanitarian.html.

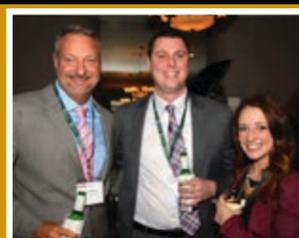
See more pictures on Nancy Leonard's Facebook page under Photos. The album is marked AMM Nexus and HME Humanitarian Awards. And, if you missed the event, check out a recording of this inspiring evening here www.facebook.com/ammupdates.



Richard Nordstrom – HME Personal Humanitarian Award Winner



Andrew McGuire – AMM Nexus Award Winner

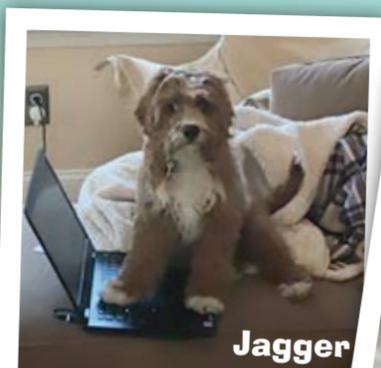


PETS PHOTO CONTEST

How do you decide which pet is the funniest and cutest among the many adorable pet pics that were submitted to our Pets Photo Contest? We couldn't decide! So we polled our readers, and the votes were close. Meet Roxie...winner of the HEALTHCARE MARKETER'S EXCHANGE Pets Photo Contest. We think you'll agree, however, when it comes to our pets, every one of them is a prize. Alex receives a \$50 Petco gift card.



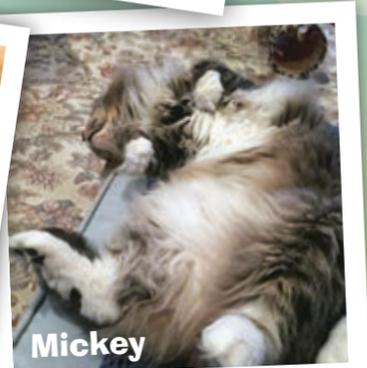
Roxie
 "We're gonna need a bigger boat!"
 Alex Cal
 UBM Medica
 alex.cal@ubm.com



Jagger
 Working on Account Plans.
 Nicole Woodland – De Van Compas, Inc.
 nwoodland@compas-inc.com



Lucy
 My fur baby!
 Mallory Bugowski
 SSCG Media
 mbugowski@SSCGMedia.com



Mickey
 Mickey's dead tired!
 Merrilee Zigarelli
 CM&N Advertising
 mzigarelli@cmn-adv.com



Luna
 Luna after her grooming appointment before Christmas.
 Dan Adams
 Haymarket Media, Inc.
 dan.adams@haymarketmedia.com



Layla et al.
 Like potato chips... you can't have just one!
 Cathy Scott
 Medical Marketing Services, Inc.
 c-scott@mmslists.com



Milana
 Beagle of the Sea.
 Karrissa Ranken
 Evoke Health
 karrissa.ranken@evokehealth.com



Piper & Tyson
 You can lean on me!
 Suzanne Hug
 Compas, Inc.
 suzanne.hug@compas-inc.com



When she's looking for answers, make sure your information is there

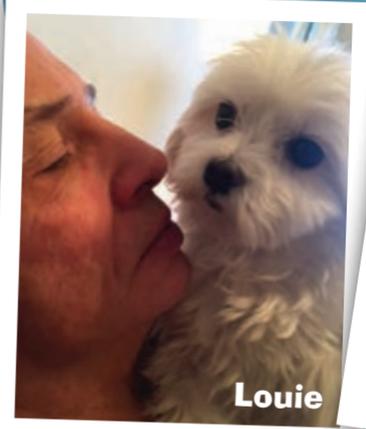
Brands that make a connection with healthcare consumers as they begin researching, learning and looking for help will have a lasting impression on patients and their outcomes. It happens in the aisles of the pharmacy.

Rx EDGE[®] Pharmacy Networks
 To learn more, visit rx-edge.com
 or contact Michael Byrnes at 610.431.7606
michael.byrnes@rx-edge.com

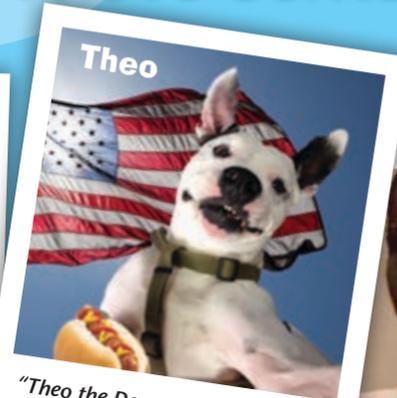
PETS PHOTO CONTEST (Continued)



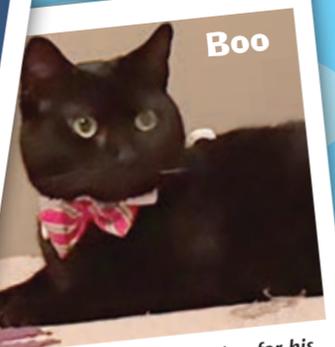
Rolly
After being at work for only an hour, Rolly is already calling it a day.
Bailey Marie Cemohous
mbb+hippo
bcmohous@mbbagency.com



Louie
A boy and his dog.
Terry Nugent
Medical Marketing Service, Inc.
t-nugent@mmslists.com



Theo
"Theo the Dog: Life of the picnic."
Sandra Szlachtianchyn
PulseCX
sandra@pulsecx.com



Boo
This is my cat, Boo, posing for his "formal" holiday photo!
Terry Krongold
Formerly of Novartis
krongold@optonline.net



Roscoe
Sometimes the grass is greener on the other side.
Bryan Sternlieb
CMI Media, LLC
bsternlieb@cmimedia.com



Biscuit
Biscuit is our most recent rescue from the streets of Mahwah.
Samantha Armstrong
UroToday/Digital Science Press, Inc.
sarmstrong@urotoday.com



Halo
"Hi Human, I'm Halo. Thanks for saving me and sharing your home with me."
Heather Shankman
UBM Medica
heather.shankman@ubm.com



Henry & Beetlejuice
Two little ducklings relaxing after a long day.
Maygan Henzie
CMI Media, LLC
mhenzie@cmimedia.com



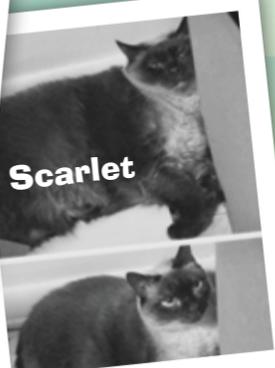
Tilly
Asleep with her Eagles football jersey on (while watching the game).
Mark McConaghy
Evoke Health
mark.mcconaghy@evokehealth.com



Napolean & Louie
Dressed up last year for Halloween.
Angie Randazzo
American Medical Communications
arandazzo@americanmedicalcomm.com



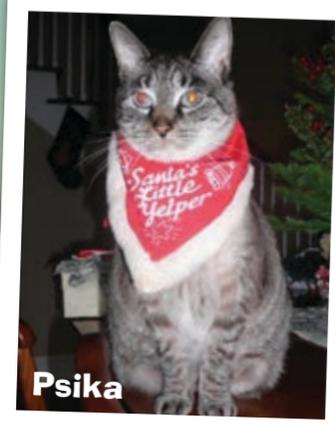
Rusty
Rusty celebrates his first Halloween dressed as a little taco!
Rebecca McCulloch
CMI Media, LLC
rmcculloch@cmimedia.com



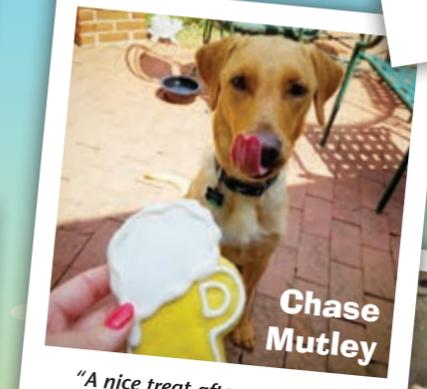
Scarlet
You vs. the guy she tells you not to worry about.
Micaela Lyons
SSCG Media Group
mlyons@SSCGMedia.com



Luna
Luna-tic.
Lynn Gale
Alert Marketing
lgale@alertmarketing.com



Psika
Decked out for the holidays.
Vira Katolik
Fingerpaint Marketing
vkatolik@fingerpaintmarketing.com



Chase Mutley
"A nice treat after a ruff day!"
Jaime Collins
SLACK Incorporated
jcollins@slackinc.com



Olive
Model behavior.
Sarah Darcy
CMI Media, LLC
sdarcy@cmimedia.com



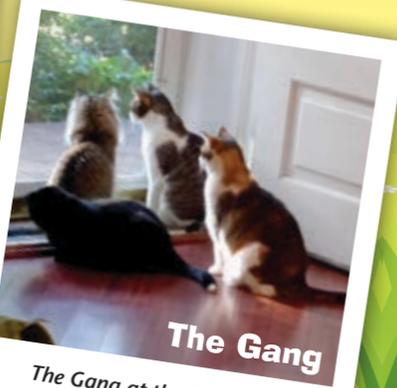
Fred
"Go ahead...I'm all ears!"
Kelli Bishop
Timberlake Media Services, Inc.
kelli@timberlakemedia.com



Riley
"What?!?!?!"
Carol Timberlake
Timberlake Media Services, Inc.
carol@timberlakemedia.com



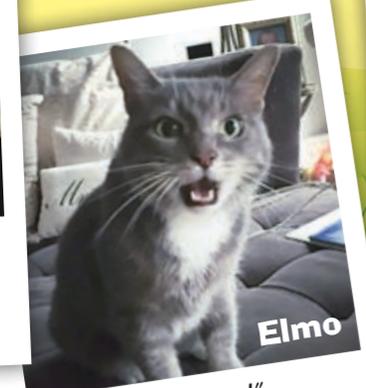
Bella
"Mmm...tasty treats!"
Vira Katolik
Fingerpaint Marketing
vkatolik@fingerpaintmarketing.com



The Gang
The Gang at the back door.
Merrilee Zigarelli
CM&N Advertising
mzigarelli@cmn-adv.com



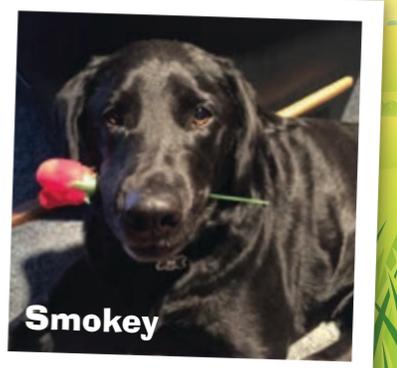
Penny
Soren and his buddy Penny.
Katelyn Lovenberg
Shankman Marketing & Media
katelyn@smmlc.com



Elmo
"Come Home!"
Amy Winters
SSCG Media Group
awinters@SSCGMedia.com



Nala
"Boy these sit-ups are hard." Nala is 23 lbs.
Roseann Sorg
Compas, Inc.
rsorg@compas-inc.com



Smokey
He is ready for Valentine's Day!
Dana Piccoli
SSCG Media Group
dpiccoli@SSCGMedia.com



Dog Showing for the Love of It

BY CATHY DENMEAD SCOTT

My love of dogs has been life long. My love of showing began back in 1996 when I bought my first Greater Swiss Mountain Dog, commonly known as the “Swissy.” There were only about 3,000 Swissies in the U.S. at that time. When I saw one at a horse show (I showed horses for years), I instantly fell in love. The Swissy may well be Switzerland’s oldest breed, dating back more than 2,000 years. They were first imported into the U.S. in 1968 and did not receive full recognition in the working group by the American Kennel Club (AKC) until 1995. In a sense, they are a newer breed to the show ring.

I have always loved the competition of dog shows, however you don’t have to be the owner of a purebred show dog to enjoy dog shows. These events are fun for any dog-lover to watch, either in person or on television.

DOG SHOW BASICS

The most popular type of dog show is an all-breed conformation show, in which purebred dogs are judged for how well they conform to the American Kennel Club’s breed characteristics. This in-depth set of standards ranges from weight and color

to gait and personality. Each competitor is placed into one of seven classes, depending on age and experience, among other factors; male and female dogs compete separately within each class. The dog and handler jog around the ring in front of the judge, who examines each animal’s appearance. During this time, the dog is expected to be calm and well-behaved.

Prizes are awarded for first through fourth place within each class and sex. Next, the male and female winners compete against each other and all participating Champion dogs for the title Best of Breed. Those winners then compete for Best in Group (e.g., Working, Sporting, Terrier, Toy) and finally for Best in Show. Each award comes with Championship points, which can affect the class in which the dog competes at the next show.

PERKS OF GOING TO A DOG SHOW

A dog show affords the opportunity to see unusual breeds up close. How often do you encounter a dog with floor-length dreadlocks or pups who are completely bald except for a sprout of perfectly coiffed hair around the face? Some shows

even have a “Meet the Breeds” program, which allows you to get up close and personal with the competitors and their owners after judging. If you’re in the market for a purebred dog, a dog show can be a good opportunity to speak with breeders. They can advise you on whether that type of dog is appropriate for your lifestyle and may also be able to recommend groomers and veterinarians.

And if you have eyes only for your own pets, you can still find entertainment at dog shows. Beyond the rings, a wide array of vendors sell a variety of items, including books, handmade clothes, collars, leashes, and pet treats. Representatives from major pet food companies are also usually available to answer questions about feeding and nutrition.

BASICS...AND JOY OF SHOWING

I own four Greater Swiss Mountain Dogs and we try to show once a month. Most of the shows are in the Midwest, but we travel to both coasts depending on where it’s held for our National show, annually. This year the National is in PA in May.

My favorite part of showing is competing

with the puppies. Dogs can’t show until they’re six months. I enjoy taking them from that age through to their Championship. Once they earn 15 total points, they become Champions and you can continue showing to make them Grand Champions (earning 25 points). Some of my dogs have even finished before they’re 12 months old.

For many, the goal of making a dog a Champion is to breed the dog to continue the genetic lines of that pedigree. I love showing the dogs for the competition and the pure enjoyment of working together with a dog. I have bred two litters (as a hobby), and generally only breed when I am ready for another puppy. I will always have a Swissy (or four) in my life as their unconditional love for family is truly amazing

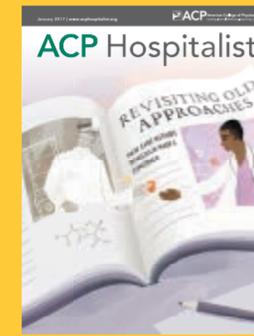


Showing with my husband John — our dogs Bosco, left, and his son, Ace, right.



Cathy Denmead Scott is Director, Strategic Development, mms, 935 National Parkway, Suite 93510, Schaumburg, IL 60173. She can be reached at 630-477-1544 or c-scott@mmslists.com.

No Fake News Here



Doctors everywhere trust these journals for accurate and current medical information.



81% of the physicians who receive *Annals of Internal Medicine* read it.*

Annals of Internal Medicine is the most highly cited peer reviewed journal in internal medicine. *Annals* and *Annals.org* publish practice defining studies, clinical guidelines, cutting edge commentary, and evidence-based reviews. Papers related to medical education, health policy, ethics, and the history of medicine are also presented. *Annals* links scholarly knowledge to practice.

ACP Hospitalist and *ACPHospitalist.org* cover the latest trends in hospital medicine, including advances in health technology, clinical controversies, staffing and scheduling, patient safety, and reimbursement trends that affect hospitalists.

ACP Internist and *ACPInternist.org* provide news and information for internists about the practice of medicine as well as the policies, products, and activities of ACP.

For more information about our print and digital advertising, contact: Kevin Bolum, Director, Advertising Sales at kbolum@acponline.org or 215-351-2440

Kenny Watkins at kwatkins@watkinsrepgroup.com or 973-785-4839

* Source: Kantar Media, December 2016 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Table 110.

ADS6036



MY OLD GAL *Sally*

BY CYNTHIA AMORESE

"Blessed is the person who has earned the love of an old dog."

—SYDNEY JEANNE SEWARD

Sally got old suddenly. One day we were rambling through the woods for hours on end; the next she was dilly-dallying down the block, turning her daily walks into brief stop-and-go strolls.

Then I started noticing other signs that Sally was aging – the white muzzle, the stiff gait she tried to conceal, the hesitancy at the stairs.

A SURE SIGN

While visiting friends in the country, I watched as Sally ran toward us on the deck and, misjudging the unfamiliar steps, slammed her mouth into a riser. She wagged her tail and acted as if nothing were wrong, but blood was pouring from her mouth and three of her teeth were loose. We drove back home and Sally had stitches, a dental cleaning, and two extractions the next day. She returned from the vet looking sad and unsure of herself. I resolved right then to pay more attention to Sally and to make our remaining time together as good as possible.

TWO'S COMPANY

That was three years ago and I've shared a lot with Sally since then. She's 14 now, nearly deaf, and the best companion I could ever imagine. We've lost one cat, gained another, and temporarily gained another dog, too – Miles Axlerod, a pugle with degenerative disc disease and lower-body paralysis. We're taking good care of him till he's reunited with his human brothers, my great-nephews Jacob, Jayson, and Jeremy. Sally's a little jealous of the attention I give Cousin Miles, but always treats him kindly and protectively.

TIPS TO HELP AGING DOGS

Below are some ways I've learned to make Sally happier and more comfortable. If you've got an older dog, or even have the opportunity to care for one, I hope you find these tips helpful:

- **Mobility is supreme** – Sally feels better when she's moving and she moves better when her joints aren't aching. Phycoc (joint supplement) and carprofen (generic form of Rimadyl) have dramatically eased the stiffness and pain she used to feel in her legs and hips. Regular bloodwork is necessary with any NSAID, but the improvement in Sally's gait and comfort make it worthwhile.
- **Make accommodations** – When Sally could no longer make the leap from the driveway to the minivan, I bought an aluminum stair ramp (just \$20 at the Christmas Tree Shop!), which lets us continue riding around together like

Thelma and Louise. I also invested in some stick-on carpet treads for our hardwood stairs to provide traction and help Sally feel more secure going up and down to the second floor. Orthopedic dog beds upstairs and down, senior-formula dog food (supplemented by cooked-to-order chicken and liver), and a heavy parka-style coat (senior dogs have more trouble regulating their body temperature) were other accommodations worth making.

- **Expect personality changes** – Sally has always been easy-going, neither aggressive nor submissive, and got along famously with kids, cats, adults, and other dogs. She has also been well-behaved, spending whole days off-leash while I gardened, never wandering into the street or going too far down the sidewalk. But with age, she seemed to decide she was old enough to make her own rules. She started choosing new walks, pulling me down to the shopping center or to a favorite neighbor's house, and refusing to go down streets where nuisance dogs lived. She also began crossing the street when the mood took her, putting an end to her long days in the unfenced front and side yards.

Expect and accommodate these behavior changes. Some will be concerning, but others will make you laugh. Sally has begun ritualizing certain landmarks of her day. Even if she's already standing where her food bowl goes, when she sees me making breakfast or supper for her and Miles, she'll walk all the way through the house to stand at the entrance of the kitchen closest to the back hall. Then, when I turn around holding both food bowls, she'll enter stage right and walk the full width of the kitchen, looking both shy and excited like a child at a recital.

LOVE FULLY

I may never take Sally on a road trip to fulfill her imagined bucket list, but I'll always mist up when I see the Subaru Impreza commercial where a dog owner does just that. Whenever Sally puts her white muzzle under my elbow for attention or tap dances just because I walked into the room, I give thanks for her love and return it. She really is my buddy, my pal, my friend, and it'll be that way until the end.



Cynthia Amorese is Senior Vice President, Julie A. Laitin Public Relations, 1350 Avenue of the Americas, New York, NY 10019. She can be reached at 908-665-8072 or camorese@comcast.net.



Sweet and big-hearted, Sally readily accepted cousin Miles into the household.

Mutley's Bandanas for Every Pet

BY JAIME COLLINS

My fiancé Paul and I rescued our first dog in December 2015 and we had already agreed that his name would be Chase Mutley. I always loved the way bandanas looked on dogs and wanted to make my own, but I didn't know where to start or even how to sew. Paul figured it out and was very patient and taught me how to make the bandanas. This then inspired me to open up my own Etsy Shop: Mutley's Bandanas.

My favorite part of having this business is when people send me pictures of their pet in one of my bandanas – it



makes me so happy! These bandanas allow the collar to slip through them so they stay in place and don't come untied and fall off. They come in sizes XS to XL, so they fit pets of all different sizes, including cats. I have everything from sharks and lobsters to trendy chevron and holiday-themed bandanas.

Please visit my Etsy Shop to see which styles best fit your pet's personality: www.etsy.com/shop/MutleysBandanas and Instagram: mutleys_bandanas. Use coupon code: EXCHANGE for 20% off through 6/30/17.



Jaime Collins is Account Manager, Hematology/Oncology, SLACK Incorporated, 6900 Grove Road, Thorofare, NJ 08086. She can be reached at 856-848-1000, ext. 548, or jcollins@slackinc.com.

Making Peace with Maltese Louie – My Canine Friend

BY TERRY NUGENT

I always wanted a Maltese Falcon (the stuff that dreams are made of). However, unless you are of royal blood and into the whole falconry scene, falcons don't make the best urban pets. Also, now that my wife and I make decisions as a couple, we compromised and did it her way as is always the case.

A BITE AS BIG AS LITTLE LOUIE'S BARK

So now I have a Maltese Louie. Louie is of the canine breed Maltese. Malta is a small island as island's go and apparently they breed their dogs accordingly. Maltese were bred to protect the island's princesses from unwanted suitors and other deplorables. So the biggest challenge for me was to convince Louie that in this particular principality I am the prince.

I quickly realized that despite his cuddly appearance and diminutive stature, Louie has an ear-shattering bark and a wicked bite. Apparently nature has equipped small dogs with these tools along with the quickness of a rattlesnake to enable them to succeed in the never-ending Darwinian struggle for survival.

BONDING AND BEYOND

As a result of these less than endearing traits, Louie was, like Scotch, an acquired taste in my case. Eventually however we bonded, whereupon I discovered the breed's epic fear of abandonment. Put simply, Louie doesn't like people to leave. Unfortunately Providence has equipped

him with only oral tools to express his displeasure: his blood curdling bark and his flesh-ripping bite.

After many puncture wounds and much trial and error, pain and suffering, I have developed reasonably but not universally effective exit strategies to make parting sweeter sorrow to paraphrase the Bard. Most effective is the food bribe. Alas Louie shares with most of his species an apparently insatiable appetite. Now I am seeking recommendations for a good doggie diet lest he collapse as a result of his own morbidly obese weight. For truly he is an all-American dog with this and other first world problems, having assimilated duly despite his Mediterranean origins. Perhaps a Mediterranean diet is in order?

BUT I DIGRESS...

In any event, Louie has helped fill the empty spot in the cockles of my heart left by the all-too-premature departure from this mortal plane of my beloved feline companion S. Nugent, who made her editorial debut in these pages, and shortly thereafter passed away.

May Louie live long and prosper.



A boy and his dog.



Terry Nugent is Director, mms, Inc., 935 National Parkway, Suite 93510, Schaumburg, IL 60173-5150. He can be reached at 630-477-1553 or t-nugent@mmslists.com.

Covering Your Ash

BY GALE BRUGEMAN

This experience gives new meaning to the phrase "CYA" – "Cover Your Ash!"

It was back in the early 1970s, when smoking cigarettes was still a socially acceptable, even cool thing to do. I was a media planner at the time and was meeting with a veteran publisher's sales rep.

Now back then, both of us were brandishing cigarettes, a strange image by today's standards. Imagine, a sales rep doing a presentation with a lit cigarette in his hand! Yet, back then it was okay, especially since I, the client, was puffing away myself.

The sales presentation went off without a hitch-until the gentleman noticed smoke coming from his lap. As the grey puffs wafted up to his nose, the scent of smoldering wool filled the air. Without another word, this smooth sales professional bolted from the room to seek the refuge of the rest room.

Within seconds, the smoky fire was out.

It seems that both of us had been so engrossed by his sales pitch, neither noticed that the ash from his cigarette accidentally fell onto his lap. It wasn't until he was almost on fire that we realized what had happened. Luckily, the rep wasn't physically hurt, although his ego was quite bruised.

Like a true professional, he put on his overcoat and finished his pitch. I believe I ultimately gave him the business; it was the least I could do.

Gale Brugeman is media director at Lederle Advertising Services, Wayne, NJ.



Note: If you have a funny sales story, we'd love to hear it. Send a note to Denise Pecora at dpecora@hmexchange.com.

UPDATE! Gale Brugeman is a now-retired former Media Director of GB Media. She lives at 85 Daniels Road, Corapeake, NC 27926. She can be reached at 252-645-8747 or gbrugy@earthlink.net.

Must-Know Industry Events

4-9 CLEVELAND, OH

29th Annual Intensive Review of Internal Medicine, 216-448-8710

5-9 ROCHESTER, MN

26th Annual Internal Medicine Board Review, 507-226-3071

13-15 SAN FRANCISCO, CA

ExL Pharma is sponsoring "Digital Pharma West," 866-207-6528

14 PISCATAWAY, NJ

2017 HBA Women's Healthcare Innovation and Leadership Showcase, Metro Area Chapter, www.hbanet.org

14-16 LILLE, FRANCE

9th Annual SERGS Meeting, www.lille.sergs.org

16-18 JACKSONVILLE, FL

2nd Annual Gastrointestinal Advances in Endoscopy and Minimally Invasive Surgery: Where Are We in 2017? 800-462-9633

19-21 PARIS, FRANCE

18th Annual Cardiologists Conference, 702-508-5200

19-22 CHICAGO, IL

DIA 2017 Global Annual Meeting, 215-460-9658

19-23 AMELIA ISLAND, FL

24th Annual Clinical Reviews and Primary Care Update, 800-462-9633

22 WASHINGTON, DC

HBA – Senior Managers Share Their Views on Industry Trends, Mid-Atlantic Chapter, www.hbanet.org

22-23 PHILADELPHIA, PA

Center for Business Intelligence is sponsoring "Patient Engagement Solutions Summit," 800-817-8601

23-24 WASHINGTON, DC

The 3rd Annual Summit in Neurology & Psychiatry: Brain/Mind/Body, 973-290-8214

23-25 CHARLESTON, SC

21st Annual Hypertension, Diabetes & Dyslipidemia Conference, 386-490-8010

25-30 NEW YORK, NY

23rd Annual Update & Intensive Review of Internal Medicine, 212-305-5960

26-30 KIAWAH ISLAND, SC

25th Annual Primary Care Summer Conference I & II, 800-327-4502

MEETINGS IN JULY

16-21 ESTES PARK, CO

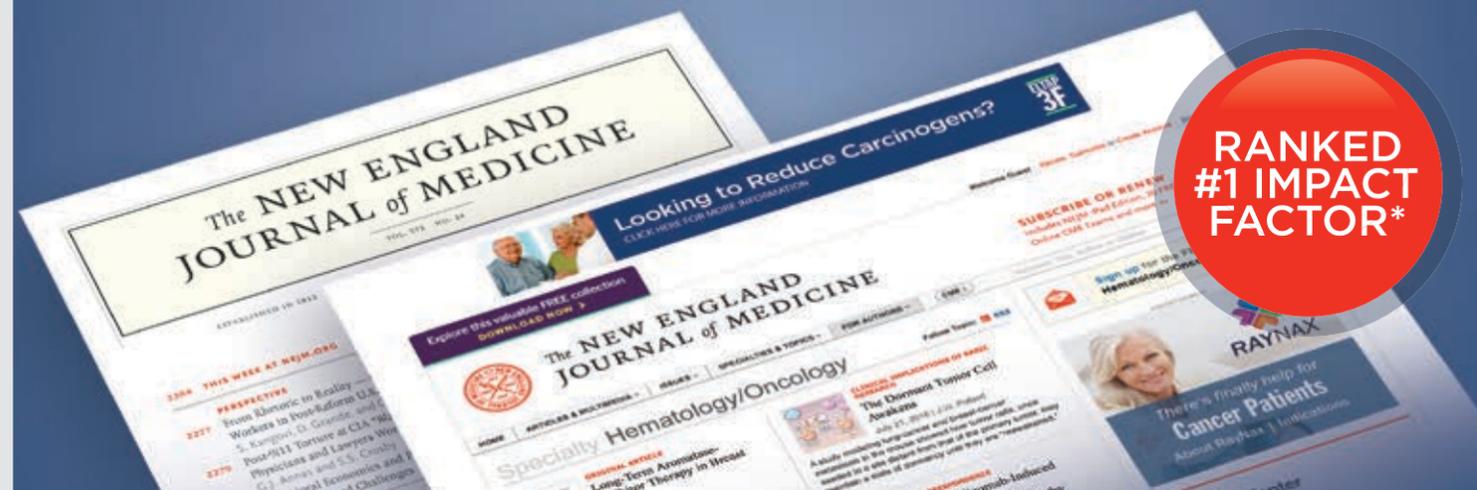
53rd Annual Internal Medicine Program, 303-745-9633

26-29 OLYMPIC VALLEY, CA

18th Annual Summer Conference on Women's Health, 925-969-1789

JUNE 2017

CONTEXT MATTERS



A study conducted by comScore, Inc. reported that advertising on the websites of premium publishers is 3X as effective as it is on those of non-premium publishers.**

Combine the "Halo Effect" of our brand with our Impact Factor to boost your brand favorability.

Contact your Sales Director or Chrissy Miller at cmiller@nejm.org for more information.



The NEW ENGLAND JOURNAL of MEDICINE

*NEJM ranked #1 among General Medical Journals. Institute for Scientific Investigation, 2015.

**"The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness." comScore, Inc. July 2016.

Danielle Tate



"May your choices reflect your hopes, not your fears."

— Nelson Mandela

"Good shoes take you good places."

— Seo Min Hyun

Birthplace: Wilmington, Delaware

Job title: Vice President, Media

College: Temple University

What was your first job?

In high school, I worked at a local dollar store named Smart Cents. I encountered quite a few interesting characters in my time there.

What is your favorite restaurant?

I love Zahav, which is an Israeli-Mediterranean restaurant in Old City, Philadelphia. I dream about the Lamb Shoulder there. It is amazing!

How do you stay fit?

I take kickboxing and Zumba classes several days a week. In the fall, I try to participate in the company touch football team with Philadelphia Sport & Social. I am certainly not a good football player, but I do enjoy running around the field pretending that I am.

What three adjectives best describe you?

Genuine, loyal, intuitive.

What is the last good book you've read?

I recently read *You Can't Touch My Hair: And Other things I Still Have To Explain* by Phoebe Robinson. It was a hilarious collection about pop culture, gender, and race. It was a great read and I highly recommend it.

What one thing would you have done differently?

I would not change anything. I am a firm believer in things happen for a reason.

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

Maybe disregard my answer to the "What would you do differently?" question as I wish I had seen Prince in concert.

What is your favorite website and/or app?

I am a big fan of Refinery29.com and VerySmartBrothas.com. Both sites have a mix of editorial ranging from news, race, pop culture, and fashion.

What would you do or buy if you won the lottery?

Assuming it is an extremely large amount, I would 1) travel abroad regularly, 2) purchase several vacation homes including one near my family down south and several TBD locations

abroad, 3) donate to multiple research and non-profit organizations, and 4) of course invest, as I want to make sure I maintain if not grow my winnings.

What would you like to learn to do?

I would love to be fluent in multiple languages.

What famous person would you HATE to be stuck in an elevator with?

It would be a tie between Stephen A. Smith and Mariah Carey. Stephen A. Smith is a sports TV and radio personality who consistently argues ridiculous points and I would prefer not to hear him at all. Mariah Carey has an amazing voice, or maybe I should say she used to have an amazing voice, but she is such a diva and I could not imagine being in the same space with her and her crew.

What is your most memorable birthday?

A couple of years ago, I went to Dubai for my birthday. Needless to say it was a great birthday trip! I always describe Dubai as Las Vegas, if Las Vegas had rich people. Where else could you find an ATM for gold? I truly enjoyed observing the culture, including the amazing structures/buildings and, of course, I ate well!

What was the best present you ever received?

As a housewarming gift, my sister presented me with a smoker/grill. In the summer, and sometimes in the fall and winter, I am outside smoking/grilling almost every weekend. It is relaxing and if you have not noticed, I love to eat!

What is one thing you can't live without?

Family and friends are a given, so, removing loved ones, I would say ChapStick. I am absolutely obsessed with ChapStick, and it has to be the ChapStick brand. Please don't ask me why, but I can't function if I don't have at least one on me.

What do you collect?

Do shoes count?

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

There are two careers I have always been interested in, the first being a food/restaurant critic. If I could take Craig LaBan's job, I would be one happy woman! Who wouldn't want to get paid to eat at great restaurants? The second would be historic building restoration. I admire the intricate details found in historic buildings and would love to help restore and preserve them. They just do not make buildings like they used to.

What is your favorite vacation spot?

New Orleans. I go almost every year as I love the culture, food, music, architecture, and great events throughout the year. In addition, it is only two hours away from my family so it serves as a quick fun trip when I travel to see them as well.

Danielle Tate is Vice President, Media, Publicis Health Media, 100 Penn Square East, Philadelphia, PA 19107. She can be reached at 267-675-7557 or Danielle.tate@publicisthrive.com.



FIND DR. WALLY

We can pick primary care docs out of the crowd.

Need your message to connect directly with a PCP? Look no further than *American Family Physician*. From online to print, we're the #1 journal in primary care.* Our unprecedented readership is just one of the reasons we're the number one media brand in primary care. Discover them all when you connect with us.

201-288-4440 | aafp_NJ@aafp.org | aafp.org/journals/adinfo

*Source: Kantar Media, December 2016 Medical/Surgical Readership Study

Dr. Lu doesn't do logins, but you'll recognize her immediately.



Name: Lydia Lu

NPI: 9241139807

Specialty: Cardiology

State: Michigan

Audience Identity ManagerSM (AIM) gives you the name and profile of physicians who visit your website — no visitor login required. Delivered in real time, this data unleashes new opportunities for visitor insights, personalized content, measurable ROI, and post-visit engagement. Learn more at www.dmdconnects.com/AIM.



AUDIENCE
IDENTITY
MANAGER

DMD
Connecting Healthcare