

Next Issue – Best of the Best!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

VOL. 27, NO. 4
MAY 2018

WE'RE CELEBRATING HEROES...



Naval Son, Jack
Carol Timberlake

WWII Veteran Dad, Tony
Mari Ippolito

106-Year-Old Oma
Gina Bennicasa

Marine Son, Patrick
Maureen Reichert

Wonder Woman Mother, Dora
Heather M. Shankman

Plus Personal Exchange with
Jennifer Weiss

— 2018 —
Nexus & HME Humanitarian Awards

Look Inside for
Scenes from the Annual
HME Humanitarian and
AMM Nexus Awards
Celebration

Verona, New Jersey 07044
P.O. Box 64
THE EXCHANGE
Postage Paid
USPS STD Rate
Pennl #402
Somerville, NJ

PSRS STD
US Postage
Paid
Pennl #402
Somerville, NJ



BIG Physician Engagement Gains Since MDedge™ Launch

Visits up a whopping 126%. Page views up 82%

MDedge is Frontline's integrated network of 35+ branded, specialty-specific publications and websites. Engagement gains resulted from:

- New and personalized content/features
- Substantial crosslinks and article referencing
- Better SEO
- Better network awareness

For more details about **MDedge** or ad placement, contact:

Lee Schweizer, Chief Digital Officer
201.669.6304 • lschweizer@MDedge.com

FRONTLINE
MEDICAL COMMUNICATIONS
www.frontinemedcom.com

HEALTHCARE MARKETER'S EXCHANGE

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

ASSISTANT TO THE PUBLISHER
Nan McCardle
973-744-9505
nmcardle@HMExchange.com

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

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

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

SOCIAL MEDIA COORDINATOR
Katie Leonard

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

Cover Photo Credit: spukkato/Thinkstock.com

Copyright ©2018 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:

Spring is in the air, thank God! It has been a long, cold, snowy winter here on the East Coast!

I've spent the last week on a road trip to visit colleges with my youngest daughter Maddie. We toured University of Virginia, Virginia Tech, and University of Maryland. Lots of driving, lots of tractor trailers, and cold windy conditions, but all-in-all a successful trip. We are learning more about each school's engineering programs, which is what Maddie may want to pursue. People say it is too early to do college visits sophomore year. However, with all of Maddie's activities and sports, we will have barely enough time to visit all the schools she is interested in and digest the information so we can make an informed decision on where to apply. It is amazing how similar yet at the same time how different each college is.

The opportunities for a full, fun college experience that prepares you well for a career are certainly there for the taking. Kids just need to be proactive once they get to colleges by networking with professors and getting internships. The internships of today are the entry-level positions I had when I graduated college! That first job often began our careers, but these days you need a resume before you get out of college. I learned that from experience with my older daughter, Katie. As we all know, time goes by so quickly!

It was a whirlwind of a week, for sure. My father stayed with Katie while I was away. He looked after the house and my dog, Daisy. It is times like these that make me realize how fortunate I am to have my dad. At 91 years old, he is truly an inspiration and my personal hero on so many levels. I will be writing more about this in an upcoming issue.

Speaking of heroes, this month, we are highlighting those who have positively impacted the lives of others. We've got wonderfully moving stories in the pages ahead from **Mari Ippolito** on her World War II hero Dad. **Carol Timberlake** tells us about the exciting next steps of her son Jack's Naval career. **Maureen Reichert** shares her pride as mom to her son Patrick, who is a Military Police Officer in the Marines. **Heather M. Shankman** pays tribute to her awesome mom **Dora P. Shankman**. **Gina Bennicasa** celebrates her incredible grandmother, a.k.a., Oma, who recently turned 106. And we've got **Jennifer Weiss** featured in this month's *Personal Exchange*.

While we're on the subject of inspirational individuals, last month we celebrated our **2017 Humanitarian Award** recipients at the AMM Nexus and HME Humanitarian Awards dinner. It was held at the beautiful Yale Club in New York City on March 27th. More than 200 attendees came out to applaud the winners from **Healix**, who took home the Company Humanitarian Award, **Patty Scott** from Targetbase, who was the recipient of the Individual Humanitarian Award, and **Dominic Barone** from Haymarket Group, who was voted the 2018 AMM Nexus Award winner. You can read more about the events and see some fun photos on page 12.

We at THE EXCHANGE love being the gatherers of great stories, good news, and helpful information. Next month we'll bring you our annual Readers' Poll highlighting the Best of the Best food, wine, restaurants, concerts, vacation spots, books, and more. Stay tuned!

Here's to celebrating life,

Nancy

Let's Celebrate Giving!

Announcing the 4th Annual Healthcare Marketer's Exchange
Humanitarian Awards



As we celebrate our 26th year, we continue to be amazed by the many ways the people and companies in our industry give back. As a way to acknowledge this giving spirit, we share these inspiring stories through our annual Charity Issue and present the Annual Humanitarian Awards, now in our 4th year. Go to hmexchange.com/humanitarian.html or contact Assistant to our Publisher Nan McCardle at nmcardle@HMExchange.com for more information or to participate.



Maddie on college tour at UVA.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

Assembly Biosciences, Inc., has announced the appointment of **Jackie Papkoff**, Ph.D., as Senior Vice President, Chief Scientific Officer Microbiome. She can be reached at 646-706-5208.

Celgene has announced the departure of Chief Operating Officer **Scott Smith**. His main duties have been taken over by C.E.O. **Mark Alles**. He can be reached at 908-673-9000.

CMI/Compas has announced the appointment of **Kimberly Hughes** as Manager, Talent Acquisition; **Kathleen Burns** as Associate Analyst, Search Engine Optimization; and **Kate Killian** as Manager, Digital Ad Operations. They can be reached at 215-568-5944. **Sharon Pardee** and **Herman Mallhi** have been appointed Vice President, Media. They can be reached at 484-322-0880.

Divurgent, a healthcare IT consulting company, has announced the appointment of **Steve Weichhand** as Vice President, Professional Services. He can be reached at 757-213-6875.

New England Journal of Medicine has announced the appointment of **Ken Sylvia** as Director, Recruitment Solutions. He can be reached at 800-843-6356.

Ogilvy CommonHealth Worldwide has announced the appointment of **Andrew Schirmer** as Chief Executive Officer of **Ogilvy CommonHealth (OCH) North America**. He can be reached at 973-253-1000.

PharmaCord, L.L.C., has announced the appointment of **Patrick Lee** as Vice President of Strategy. He can be reached at 502-805-3400.

SLACK Incorporated has announced the appointment of **Scott Wright** as Group Sales Director, Eye Care Division. He can be reached at 800-257-8290, ext. 363.

Trice Medical has announced the appointment of **Mark Foster** as President and C.C.O. He will retain his role as Chief Commercialization Officer and assume the responsibilities of former President **Jeffrey F. O'Donnell, Sr.**, who will remain the company's C.E.O. **Foster** can be reached at 844-643-9300.

new¬eworthy

awards, mergers
approvals

Akers Biosciences, Inc., has announced that it has entered into a three-year national distribution agreement with **Diagnostica Stago, Inc.**, for the sale of the company's flagship rapid test for Heparin-induced thrombocytopenia (HIT) across the U.S. For more information, visit www.akersbio.com.

Alexion Pharmaceuticals has announced that it has agreed to buy Sweden's **Wilson Therapeutics**, boosting its lineup of rare disease drugs. For more information, visit www.alexion.com.

Amgen has announced the FDA accelerated approval of Blincyto (blinatumomab), a B-cell precursor acute lymphoblastic leukemia drug, expanding the indication to include adults and children who are in remission, but still have minimal residual disease. For more information, visit www.amgen.com.

Celgene has announced an agreement with **Bluebird Bio** to co-develop and co-promote **Bluebird Bio's** investigational anti-BCMA CAR-T cell therapy bb2121 for the treatment of relapsed/refractory multiple myeloma in the U.S. For more information, visit www.celgene.com.

FCB Health has announced the launch of **BX: Brand Experience Design Group**. The independent agency will focus on brand experiences for product launches, corporate brands, clinical trials, and patient support programs. It will also work in the fast-growing area of naming new brands with its sibling agency, **Brandsymbol**. For more information, visit www.fcbhealthcare.com.

Frontage Laboratories, Inc., has announced the acquisition of **Concord Biosciences**, formerly known as **Ricerca Biosciences, L.L.C.**, a preclinical CRO. For more information, visit www.frontagelab.com.

Frontline Medical Communications has announced that the 2018 *Rare Neurological Disease Special Report* has been published by *Neurology Reviews* in collaboration with the **National Organization for Rare Disorders (NORD)**. *Neurology Reviews* provides the most current information and news about rare neurological diseases. For more information, visit www.frontlinemedcom.com.

GlaxoSmithKline has announced that it has reached an agreement to buy **Novartis'** 36.5 percent stake in the companies' consumer healthcare joint venture, giving the UK drug-maker full control of the business. For more information, visit www.gsk.com.

Healthcare Businesswomen's Association (HBA) has announced that **Dr. Julie Gerberding** of **Merck & Co, Inc.**, has been named the recipient of the 2018 Woman of the Year Award. For more information, visit www.hbanet.org.

The **Healthcare Convention & Exhibitors Association (HCEA)** has announced that the keynote speaker for the opening session of **HCEA Connect**, the association's annual educational and networking event, will be Designer, Creative Director and Marketing Strategist, **Ben Roth**. For more information, visit www.hcea.org.

Health Monitor Network, a direct-to-patient company that recently marked its 35 years in business, has announced the company's growth in 2018, particularly in its digital exam and waiting room products. The company is expected to continue its aggressive hiring this year, and its continued commitment to growth and innovation will be represented by increased investments in mobile technology, expanded social media content, and innovative tools for post-HCP visit engagement. For more information, visit www.healthmonitornetwork.com.

NewYorkBIO has announced that it will hold its **2018 Annual Conference, May 16-17, in New York City**. This year's meeting is designed to engage thought among leaders and attendees on topics such as breakthroughs in life science technology, updates in government initiatives, and how big data and individual patients are improving healthcare. The Keynote Speaker will be **Dr. Robert Calif**, Vice Chancellor for Health Data Science, Duke Health; Donald F. Fortin, M.D., Professor of Cardiology, Duke University School of Medicine; Advisor, Verily Life Sciences, L.L.C.; Former Commissioner, U.S. Food and Drug Administration. For more information, visit www.newyorkbio.org.

Novartis has announced its collaboration with the scientists from the **Wyss Institute for Biologically Inspired Engineering at Harvard University** and the **Dana-Farber Cancer Institute** to develop biomaterial systems for its portfolio of immune-oncology therapies. The licensed biomaterial systems aim to overcome barriers that hampered traditional cancer vaccines, including their limited duration of action and lack of targeting to specific cancer cells. For more information, visit www.novartis.com.

Pfizer has announced that it is contributing its allogeneic CAR T-cell therapy immune-oncology portfolio, including UCART19, to **Allogene Therapeutics** under a deal to develop treatments for cancer. As part of the agreement, **Pfizer** will hold a 25-percent ownership stake in **Allogene**. The company also announced that it is moving its New York City headquarters to Hudson Yards, spanning an entire city block on the West Side of Manhattan. The moving process will not be complete until at least 2022. For more information, visit www.pfizer.com.

Sanofi has announced the FDA approval of Toujeo (insulin glargine 300 Units/mL) Max SoloStar, the highest capacity long-acting insulin pen that will be available on the market. For more information, visit www.sanofi.us.

Sun Pharmaceuticals has announced the FDA approval of Ilumya (tildrakizumab-asmn) for use in adults with moderate-to-severe plaque psoriasis who are candidates for systemic therapy or phototherapy. For more information, visit www.sunpharma.com.

HAPPY 106TH BIRTHDAY OMA!



BY GINA BENNICASA

My Oma's birthday is January 13, 1912. This year, she turned 106.

Rose Girone or as I call her "Oma" (meaning Grandmother in German) has always remained happy-go-lucky and positive despite everything she has been through.

FRIGHTENING BEGINNINGS

Oma was born in Poland, moved to Vienna then Hamburg, Germany. It was there she married Julius Mannheim. Julius Mannheim was taken to a concentration camp in Germany. My Oma was alone, pregnant, and afraid. She watched the Nazis destroy her town, burn the synagogue, and make a bonfire out of Jewish books. She did not think she would see her husband ever again.

A brief opportunity presented itself – British relatives sent Oma a visa for China's Shanghai. Oma presented this document to authorities and, within six months, her husband was released. (My grandmother gave birth to my mother Reha in 1939 and my grandfather Julius met his daughter a few months after she was born because he was in a concentration camp.)

ASIA BOUND

The threesome got on a German ship to Asia, which took a month. While on the ship, the Jews were segregated during meals. Shanghai during WWII was a place of salvation for Jews where they had religious freedom and rights to study and work. However,

at one point, the family was forced by the Japanese to live in a Jewish ghetto. Their ghetto reserved them a space in the bathroom of someone's house. Food was scarce and rationed. Hot water was bought from



Oma at Gina and Joe's wedding, wearing a dress she knit herself.

a street vendor. They lived with no heat and no stove, rats and vermin. There were air raids and bombings and my Oma used to lie over my mother so she would not be scared.

FINDING SOLACE AND SUCCESS IN KNITTING

Oma was an amazing knitter, and she consoled herself by knitting. In 1945, the war ended and they left Shanghai. They were able to get visas and in 1947 my grandparents and mother moved to the United States. My grandmother divorced my grandfather. She created a new life with my mother and made a living from knitting. They moved to Florida, then Lake George where she had a knitting business in the lobby of The Sagamore Hotel.

She learned the American ways and eventually moved to Queens, New York, where she

opened up Rose's Knitting Studio on Austin Street in Forest Hills. The store was a successful business for 40 years. Oma's specialty was dreaming up crazy designs for sweaters. She taught and instructed customers on how to make their own sweaters and she sold yarn and knitting accoutrements. She sold the store when she was 80 and worked at other knitting stores in the area where she was well known. At 102, she finally stopped working. (YES, 102!!!!)

Oma still knits – mostly scarves these days. We just got her on the *Today* show's Smucker's Jelly Jar to announce her birthday. She pronounces it "Schmuckers" – sounds good with a German accent.

The secret to her longevity according to Oma... "Eat dark chocolate, always have a purpose in life, don't sweat the small stuff," (she says this is why you have two ears – in one ear and out the other) and she always says she has the best children (she considers both of my parents and me and my husband her children).

Gina Bennicasa is Associate Publisher, Family Practice News, Internal Medicine News, Frontline Medical Communications, 7 Century Drive, Parsippany, NJ 07054. She can be reached at 973-290-8221 (o), 917-414-5038 (c), or gbennicasa@mdedge.com.



Gina with hubby Joe, wearing a poncho Oma knit.



MY MOTHER, MY HERO

BY HEATHER M. SHANKMAN

"**Y**ou can do anything you set your mind to!" This was the mantra that my mom, Dora Shankman, consistently reminded me of whenever my trust in the world wavered. "As long as you work hard and try your very best, you can do anything!" It may seem obvious to some that if you work hard, you can succeed, but my mother's words have stuck with me and continue to inspire me to be the very best version of myself I can be.

THE ULTIMATE OVERCOMER

Ever since I can remember, I knew my mother was a strong woman. Starting at six years old, I saw first-hand what true perseverance and strength was, as I watched her re-learn to walk after a horrendous car accident. I observed her go in and out of 27 successful operations and not once did she ever lose faith that she would walk out of the hospital and take a vacation to Hawaii that she promised

my dad and me when she could walk again. When I was 10 years old, we took that trip to Hawaii and to this day it is still one of the best times of my life.

WHEN YOUR MOM IS A SUPER HERO

As a kid, I couldn't comprehend the magnitude of the situation my mom was in or the pain that one individual person could bear. Looking back 21 years later, I am in utter awe. I was truly blessed with "Wonder Woman" as my mom! Not only did she set her mind to walking again, in very stylish boots I might add, but she also stared cancer straight in the eyes and now is currently in remission from a very aggressive form of breast cancer. Those two



life-changing events could put anyone in a funk, but not my mom! She continued to push herself daily and improve, not only physically, but in every other way, including professionally.

Over these years, despite the trials, my mom developed a bold reputation for herself in the industry as a fierce negotiator, respected media executive, and strong female entrepreneur! I know that reputation is still completely intact

I was truly blessed with "Wonder Woman" as my mom!

lights up because I am so proud to be "Dora's Daughter." She has shown me what it means to be a powerful female executive and to stand up for what is right, no matter what others may say. She stands tall in the face of adversity and is truly my hero. I would not be where I am today without her guidance, support, love, and strength.

They say the bond between a mother and daughter is very powerful. The bond that I share with my mom is unbreakable.

I love you and respect you for who you are and what you have accomplished, Mom. Thank you for being you!



Heather M. Shankman is National Accounts Manager, UBM Medica, 485 Route 1 South, Building F, Suite 210, Iselin, NJ 08830. She can be reached at heather.shankman@ubm.com.



Negotiation Training, Class of 1993.

vidual person could bear. Looking back 21 years later, I am in utter awe. I was truly blessed with "Wonder Woman" as my mom! Not only did she set her mind to walking again, in very stylish boots I might add, but she also stared cancer straight in the eyes and now is currently in remission from a very aggressive form of breast cancer. Those two



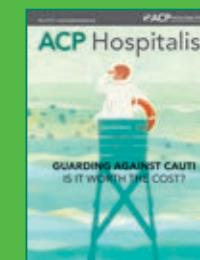
80%
of the physicians
who receive Annals of
Internal Medicine, read it.*

Your problem: How to dominate your market by educating physicians about your product's indications and reinforcing your message with current and potential prescribers.

Your solution: ACP's medical publications offer you the solution with our formula for success:

Dominate + Educate + Reinforce = Advertising in ACP's medical journals.

*Source: Kantar Media, December 2017 Medical/Surgical Readership Study, Internal Medicine Office and Hospital.



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

ACP
American College of Physicians
Leading Internal Medicine, Improving Lives

BEING A MILITARY MOM...GULP!

BY MAUREEN REICHERT

This has been a journey for our family for sure. My husband Jim is a Navy man, served six years on the USS Carl Vinson. With this being said, our son Patrick always talked to Jim about going into the service, because mom would "freak out." There were many discussions going back and forth with Patrick and his father. Patrick made up his mind to go into the Marines probably April or May of 2014. We had a family vacation to celebrate our 25th Wedding Anniversary in Hawaii in June of 2014. My husband, knowing me so well, said, "DO NOT TELL YOUR MOTHER ABOUT THIS," which I appreciated greatly. Vacation of a lifetime had by the four of us, including both Patrick and my daughter Molly.

BREAKING NEWS

But the day came when Patrick sat me down to tell me he was joining the Marines. It was quite overwhelming for me to hear this news. I was scared to death and prouder than I can explain. Holding back the tears was extremely difficult. The mere thought that one of these drill instructors was going to yell at my little boy took my breath away. It's not like when you go off to college. They train you with guns, the physical goals are challenging, the overall requirements are demanding. It took me quite a while to digest this news, and understand his decision. Tears and laughter were a constant in our house for several months. Patrick has never done laundry, cleaned his room, ironed his clothes, the list goes on. This too was part of my fear. How would he do it all? Yet I knew we raised a good man!

OFF HE GOES

Patrick left on Sunday, March 19, for Parris Island, South Carolina. We were to receive one phone call when he arrived. It is scripted; he was SCREAMING his message to us, along with a group of other recruits in the background. He called at 1:30 a.m. on Tuesday, March 21, to inform us that he arrived at Parris Island, South Carolina, and the next time you hear from this recruit will be by U.S. Postal Service. No other contact for three months. That was it, no hello or goodbye. Nothing else could be spoken. A subtle way of the Marines telling us...he is ours now.

Jim rolled over and went back to sleep and I was awake for the next four hours wondering if he was safe and drying my tears. I kept thinking I won't make three months without hearing his voice or seeing his face. But we correspond-

ed constantly. With a big family like ours, Patrick received lots of letters (which kept him in good spirits) and pictures. We all signed up for a mail service called, "SandBox," which gets your letters and pictures to your recruit the next day. It was fabulous at least knowing he got mail. The three months went by very slowly for Jim, Molly, and me. We wondered every day, *What was he doing? Is he safe? Does he like it? Did he regret his decision?*

HAPPY GRADUATION!

June came around and graduation was here! OMG, the feeling you get when you can finally hug your Marine!! Was he always this tall? This skinny? This strong? He made it and he is glad he did it! This is really all Jim and I wanted.

Knowing he was happy with his decision. It was very hard to let go of our child and know that we could not help him in any way but to write letters!

Patrick moved onto his Military Police Training. He just graduated on February 7, 2018. Jim, Molly, and I are so proud of him.

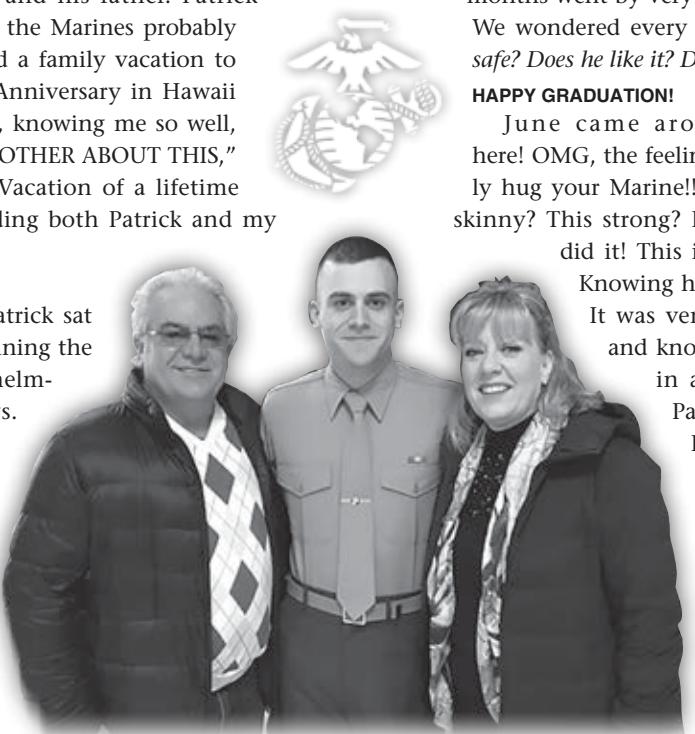
HE'S OFFICIAL

Military life is not easy and not for the faint of heart. These are dedicated men and women. Lots of rules and regulations we as family have to abide by as well as our Marine. The acronyms and code names are ever present in Patrick's language – MREs, Maytag, cover – Meals Ready to Eat, Laundry Duty, a Marine hat. Patrick kept correcting me at graduation, because I told him he looked so handsome in his hat! Big no-no to call their cover a hat. Okay, got it!

The entire family is extremely proud of Patrick and his accomplishments. Getting through boot camp, artillery training, and now police training is not an easy task. He is officially a Military Police Officer stationed in Quantico, which is in Virginia. Driving distance to go see him! I prayed every day to keep him and all military personnel safe and out of harm's way. I will continue to pray for peace and safety wherever our military serve. We pray for peace today, so we don't have to pray for it tomorrow.

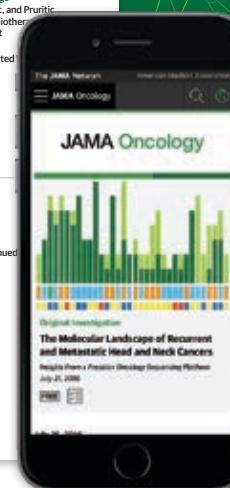
Semper Fi, Patrick!

Maureen Reichert is Account Manager, Multi-Media Advertising Sales, JAMA and JAMA Oncology, 1 Upper Pond Road, Parsippany, NJ 07054. She can be reached at 862-261-9616 or Maureen.Reichert@ama-assn.org.



Graduation from Military Police Training – Onward and Upward our Proud Marine!

Innovative research with the highest standards.



Building on a tradition of editorial excellence, **The JAMA Network®** brings **JAMA®** together with **JAMA Oncology** and ten other specialty journals to offer enhanced access to the research, reviews, and viewpoints shaping the future of medicine.

For advertising information, please contact:

Mark Thornbury | 973.263.9191 | Mark.Thornbury@ama-assn.org

JAMA
JAMA Surgery
JAMA Facial Plastic Surgery
JAMA Cardiology
JAMA Neurology
JAMA Ophthalmology
JAMA Oncology
JAMA Dermatology
JAMA Otolaryngology – Head & Neck Surgery
JAMA Pediatrics
JAMA Internal Medicine
JAMA Psychiatry

JACK'S SERVICE

“If Not Me, Then Who...”

TRAVIS MANION, FALLEN 1ST LIEUTENANT,
USMC, US NAVAL ACADEMY GRADUATE,
WHO PAID THE ULTIMATE SACRIFICE.

BY CAROL TIMBERLAKE

My son Jack grew up hearing stories about his grandfather and great-uncle serving in the Navy. When he was a sophomore in high school, Jack made the decision to serve his country as an officer and applied to the US Naval Academy and other schools that had NROTC (Naval Reserve Officers Training Corps) programs.

I'll never forget the day when the "big white envelope" appeared in the mailbox. Jack's whole life changed in an instant. He was accepted into the US Naval Academy! As his mom, it was hard not to fast-forward and wonder would Jack choose SEALs, Aviation, Submarines, or decide to go Marine Corps? I tried not to think about Jack being in harm's way. I wondered about the path he would take in service to the country. It took the four-year education and leadership experience of the Academy and summer training to bring him to the decision of becoming a Surface Warfare Engineer. Honestly, this Mom is breathing easier for that selection.

JACK'S NAVAL GRADUATION

Recently and in part in response to an article I wrote for THE EXCHANGE in September, many of you have been reading and following our son Jack's journey at the US Naval



USS Lake Champlain.

Academy. I received many emails and even phone calls asking me to thank him for his service. Although Jack's not yet serving, he's being prepared morally, physically, and academically to be a leader among enlisted sailors and marines in the fleet. On May 25, Jack will rise and take the oath of office as an Ensign in the US Navy.



MID 1/C Timberlake.

Reception, watch the Brigade of Midshipmen perform one last Formal Color Parade together as a brotherhood.

THE PATH TO SURFACE WARFARE ENGINEERING

Jack is graduating with a degree in Weapons and Systems Engineering with honors and will commission as an Ensign in the US Navy. His service selection is called Surface Warfare Engineering, which means he wants to design the next generation of weapons, such as nuclear bombs and Tomahawk missiles, in order to advance our military into the best, most innovative technology on earth. Jack's first deployment will be aboard the USS Lake Champlain, a Ticonderoga-class guided missile cruiser out of San Diego. He'll be attached to the Carrier One Strike Group in the Pacific, along with other ships and submarines, helping to protect and defend our interests in other parts of the world.

The prerequisite for Surface Warfare Engineering, of which there are only 900 in the entire Navy, consists of four years out in the Fleet as a surface warfare officer, then two years to further his education. While on active duty, Jack will have two choices for his Master's program – either Massachusetts Institute of Technology (MIT) in Boston, MA, for nuclear engineering or Naval Postgraduate School (NPS) in Monterey, CA, for Systems Engineering. The US Navy will pay for his education and, while studying, Jack will also be serving as an officer in some capacity in either of the two cities. Once he completes his Master's program, Jack will be assigned at either the Pentagon, NAVSEA (Naval Sea Systems Command), or the Navy Yard, where he will lead a team of weapons systems professionals in next generation design.



THE 297TH BATTALION A LEGACY OF COURAGE

BY MARI IPPOLITO

My father, Tony Ippolito, and the men of the 297th Combat Engineer Battalion are my heroes. The 297th was part of Operation Overlord (D-Day) and the men were awarded five battle stars for having served in The Ardennes, Central Europe, Normandy, Northern France, and The Rhineland. The "men in front of the men behind the gun" also took part in the liberation at Nordhausen.



Mari with Cecil Delaney, left, and her dad, Tony, at a 297th Engineer Reunion.

My dad and the men he served with made it possible for my generation to grow up in freedom and peace. They taught me to love and respect my country and those who serve it.

The bonds they formed during the war years have continued into the fourth generation of our families. My "297th siblings" and I alternated hosting reunions until our dads were too old or infirm to attend, and many of our families remain close to this day.

ONCE COMRADES, NOW FAMILY

For those who returned, coming home wasn't an easy transition. They dealt with high unemployment, re-joining families that had limited ability to under-



Mari's favorite photo of her dad and his comrades during the war – Tony (holding bucket) and the guys have a moment of being the boys inside the soldiers.

Sadly, Mari's Dad, Tony, died Saturday, April 7, at 97 years young in his sleep from natural causes. He was delighted to know this article was running in THE EXCHANGE. Our condolences go to Mari and her family.

Jack's Service (Continued from page 10)

NEXT STEPS

Jack is very excited about receiving his commission and getting out into the Fleet. He's already thinking about life aboard a ship and talking to a lot of other personnel who've had experience serving on the Lake Champlain. The biggest anticipation is getting his Orders Packet and finding out his report date, which could be within a few days of graduation or a couple of months.

As we honor and remember those who have given the ultimate sacrifice, let's not forget those who are ready to stand and serve as the next generation of leaders, no matter what military branch. As Travis Manion, fallen 1st Lieutenant, USMC, US Naval Academy Graduate, who paid the ultimate sacrifice, once said, "If not me, then who..."*



Carol Timberlake is President and C.E.O., Timberlake Media Services, Inc., 1556 Pine Lake Drive, Naperville, IL 60564. She can be reached at carol@timberlakemedia.com, 630-820-1100, or 630-248-5356.



Tony Ippolito writes home from WWII.



TRAVIS MANION
FOUNDATION

The Travis Manion Foundation is near and dear to us. It's a foundation set up after the passing of Travis Manion in 2007 and Brendan Looney in 2010. Both were 2004 USNA graduates and best friends. Travis went Marine Corps and Brendan became a US Navy Seal. Travis passed away in 2007 and when Brendan passed in 2010, the families decided to place them side-by-side at Arlington National Cemetery. They were Brothers in Arms and now Brothers Forever. The foundation is meant to empower veterans and families of fallen heroes to develop character in future generations. Jack, along with many USNA Midshipmen, live by Travis's motto of "If Not Me, Then Who."

For more information on the Travis Manion Foundation, go to travismanion.org.



The Stars Shine Bright!



Healix – HME Company Humanitarian Award Winner



Patty Scott – HME Personal Humanitarian Award Winner



Dominic Barone – AMM Nexus Award Winner

More than 200 people came out to celebrate the best and the brightest at this year's AMM Nexus and HME Humanitarian Awards event, which was once again a sold-out success! The festivities took place on March 27th at the beautiful Yale Club in New York City. HEALTHCARE MARKETER's EXCHANGE was honored to partner again with the AMM as it celebrated the 25th Anniversary of the first AMM Sales Rep of the Year Award.

Diane Carpenteri and the AMM Nexus committee, along with AMM Executive Directors **Michele** and **Todd Von Deak**, did an outstanding job choosing the venue and running a successful and fun-filled evening. The night started with inspiring words from HME Humanitarian Award-winners **Patty Scott** and **Jeff Erb**, as well as a video presentation from **Healix** that captured the heart and soul of the HME Humanitarian Awards. **Phyllis Hassard** from UBM, the first recipient of the AMM Nexus Award 25 years ago, gave a moving and humorous speech about her journey as a woman in this industry.

Then President of the AMM **Kevin Bolum** presented the 2018 AMM Nexus Award to veteran **Dominic Barone** from Haymarket Media Group, who was visibly touched by a standing ovation. Attendees also took a look down memory lane with a slide show of the past 25 years, and a fun and entertaining trivia game on past winners. The evening was captured on social media throughout the event.

Congratulations again to:

- **Healix**, HME Company Humanitarian Award recipient, for all of the work its corporate culture team does to support a variety of organizations and events to better the lives of others.
- **Patty Scott** from Targetbase, HME Personal Humanitarian Award recipient, for all of the work she does for the Animal Protection Society of Rockingham County (APSRC), which provides food and pays medical expenses so people who have low incomes can keep their pets when money is tight, they lose their job, or become sick.
- **Dominic Barone**, industry veteran from Haymarket Media Group, the 2018 AMM Nexus Award recipient, who is a fitting honoree as his dedication to excellence exemplifies the qualities of an outstanding sales professional, including superior service, professionalism, and communication.

Nominations for the 4th Annual HME Humanitarian Awards are now open. Be sure to nominate the company and/or individual you think deserves recognition for making a positive impact in the lives of others through their contributions, time, and dedication. Go here: www.hmexchange.com/humanitarian.html

Thanks to Nancy Souza for commemorating the evening in photos.



Jennifer Weiss



"Sweat equity is the most valuable equity there is. Know your business and industry better than anyone else in the world. Love what you do or don't do it."

— Mark Cuban

Birthplace: Fort Worth, Texas

Marital Status: Married

Job Title: Media Director

Years in Industry: 11+ years in Media, 9 months in Healthcare

College: University of North Texas

Favorite Sports Team: Dallas Mavericks

Who is your mentor?

One manager in particular, Mike Torres, not only challenged me to think strategically, but also consistently made me feel he trusted my judgment. This was important when I was entering the mid-level in my career to have the confidence necessary for this industry. It also inspired me as I became a manager – to not just challenge my team, but also build them up.

What is the biggest obstacle you have overcome?

Leaving Texas and pursuing my dream of moving to New York City at barely 21 years old. It was important to me that I did it the responsible way and lined up a good job before I left my family, friends, and well-paying job.

Do you have any pets?

Yes, my dog Suki is my world. She's a yorkie who's almost eight years old.

If you could have lunch with any person, living or dead, who would it be?

It would definitely be my great grandmother, Sadie Raffel. She passed away before my father was even born, but the stories of her have been an inspiration to me throughout my life. She was a business owner in a time when women weren't business owners and as a first-generation American. My non-relative choice is Jeff Bezos – I admire what he's been able to do with Amazon and I'd definitely want to pick his brain.

What would be the title of your life?

I'd probably never write an autobiography, so I phoned a friend for this one. He suggested, *Unstoppable: How One Unassuming Redhead from Texas Destroyed the Glass Ceiling*.

Craziest thing you've ever done?

In college I took a solo trip to Mexico. Probably wasn't the smartest thing, but I have great memories and made it back safely!



We help you connect with Dr. Wally.

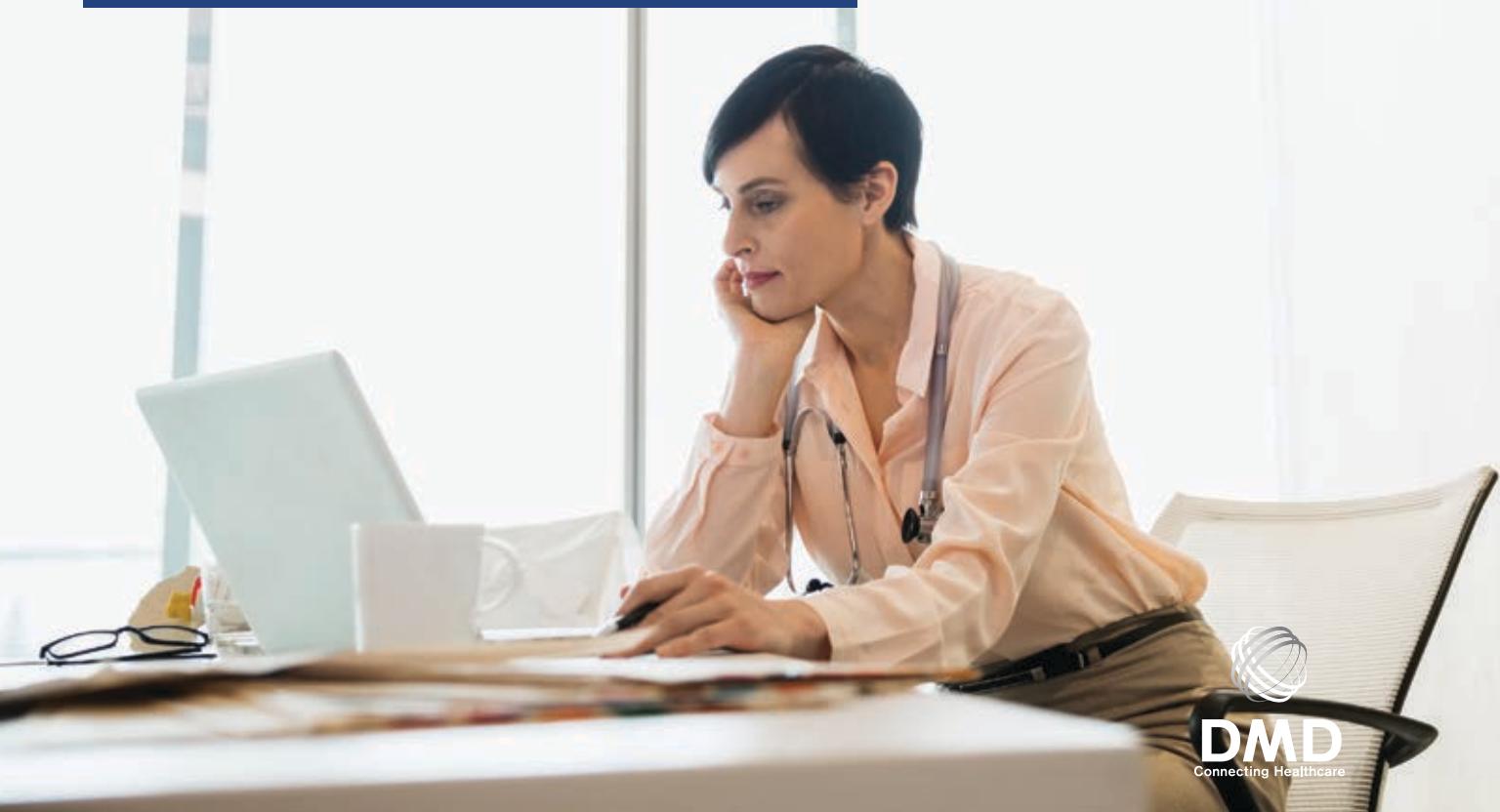
American Family Physician delivers the perfect combination of readership and engagement; plus there's the added benefit of reaching 107% of the known family physician universe via AAFP membership. More important, almost 90% of readers look to AFP for help in making patient care decisions¹. Make your media placement count. Choose the publication PCPs trust.

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

FIND DR. WALLY

1. The Essential Journal Study, Primary Care, The Matalia Group, 2017, an independent survey conducted among office and hospital-based primary care physicians

See where your physicians are going across hundreds of medical websites.



AIM Journey reveals the online behavior of your target HCPs across more than 300 medical websites — with more added all the time. You can find out which kinds of sites they've visited, and the kinds of content they've read. Just as important, you'll learn where they haven't gone and what they weren't interested in reading. From this information, you can make new assumptions about your own marketing, and tailor your own content — and advertising budget — accordingly.

Learn more at dmdconnects.com/journey