

Next Month:
Readers' Choice
Best of the Best

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 28, No. 4
MAY 2019

The Stars Shine Bright!



Mario Macinovich for AVENIR GLOBAL
HME Company Humanitarian
Award Winner



Ryan Terry
HME Personal Humanitarian
Award Winner



Aaron Wattenberg
AMM Nexus Award Winner



Art Wilschek
The Good Mentor



Dr. Susan Dorfman
Mentoring Mom



Sharon Callahan
HBA Woman of the Year

Also in this issue:

Shifting Gears by Michael O'Brien

Being Mentored, Being a Mentor by Bierce Riley

Thoughts on Art Wilschek From Stan Woodland

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Dear Healthcare Marketer,



I recently attended our 4th Annual Humanitarian and 26th Nexus Awards Dinner. It was wonderful to celebrate this year's winners. **Ryan Terry** from Educational Resource Systems won the Individual Award because of the extensive work he does for children, young adults, and families who are dealing with Type 1 diabetes. **AVENIR GLOBAL** won the Company Award, which **Mario Nacinovich** accepted. Their team dedicated nearly 6,000 hours in 2017 helping nonprofit organizations worldwide. We also celebrated the winner of this year's Nexus Award, **Aaron Wattenberg** from Haymarket, who was recognized for all of his time and efforts developing meaningful marketing and advertising programs. Plus, AMM introduced **The Rising Stars**, recognizing up-and-comers in the industry. And, the event honored my friend **Art Wilschek** from NEJM, who is retiring, for all the dedication he has demonstrated throughout his long career. He will be missed!

Seeing all of these inspirational people and hearing about all the good they have done and continue to do has me thinking about people I admire in my own life. There are so many and their positive influence impacts me *and* my family. One example is my cousin's daughter who has just been diagnosed with breast cancer. She is 32 years old and about to undergo a double mastectomy. We are all obviously devastated for her, but her attitude is amazing. She is actually the one cheering us up. She is unbelievably strong. You go, girl!

I had several mentors in the industry who encouraged, supported, and offered advice when I started THE EXCHANGE more than 26 years ago. Some include **Bob Girondi**, **Dick Kiernan**, **Maresh Naithani**, **Tom Sweeney**, **Bierce Riley**, my friends at Pfizer, and, of course, my family and friends. I am forever grateful.

With all of the issues our children are faced with these days, I think it is so important for them to find a mentor to help them navigate. My daughter Maddie, who is a junior in high school, was fortunate enough to find a role model in one teacher in particular. Interestingly, this teacher is formerly from Hoffmann-La Roche. He is a super smart man, went to MIT, has patents, and yet he decided he wanted to make a difference in the lives of children by becoming a high school chemistry teacher. **Nathan Scott** encourages not only Maddie, but all of his students, to strive for the best by motivating them through his dedicated teaching and beyond. One of my favorite things about him is that he writes students individual notes of encouragement...and not just a few impersonal words, but notes tailored specifically for them. When kids actually enjoy chemistry and look forward to the class, you know you are doing something right!

In addition to sharing pictures from the HME Humanitarian and AMM Nexus Awards event, in this issue we are highlighting some of your mentors and heroes. While they may not garner any official awards for their service, they certainly have a significant impact on people's lives. **Eileen Welch** takes us down memory lane as she recalls the many ways **Art Wilschek** influenced her throughout both of their more than 30 years at the *New England Journal of Medicine*. **Stan Woodland** shares some fun **Art Wilschek** memories too. **Dr. Rob Dorfman** recounts the many reasons his mother, **Dr. Susan Dorfman**, is the person he admires most in this world. I just love the way Rob expresses his love for his mom, who is a single mom. So relatable for me. By the way, **Susan** was just named President of CMI! **Michael O'Brien** shares how he overcame a potentially life-threatening accident and came out the other side with a new appreciation for life. **Bierce Riley** recounts the mentoring/mentee relationship throughout her career. And thanks to **Sharon Callahan**, this year's **HBA Woman of the Year**, for giving us a fresh look into her life in this month's *Personal Exchange*.

I'm always impressed by the people I've met and worked with over my many years publishing THE EXCHANGE. That's partly why THE EXCHANGE exists...to share the good news about the inspiring people in our industry. Enjoy their stories!

Here's to the mentors and heroes in all of our lives,

Nancy



Let's Celebrate Giving!

Announcing the 5th Annual Healthcare Marketer's Exchange Humanitarian Awards

As we celebrate our 27th 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 heading into our 5th year. Go to hmexchange.com/humanitarian.html or contact Assistant to our Publisher Nan McArdle at nmcardle@HMExchange.com for more information or to participate.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

Bioverativ, a **Sanofi** company, has announced the appointment of **Anne Boyle** as Associate Director, Competitive Intelligence. She can be reached at anne.boyle@sanofi.com.

CMI/Compas is celebrating 30 years of success in media buying and planning and has announced several internal strategic changes and internal promotions as the company continues to evolve. **Dr. Susan Dorfman** has been promoted to President, **CMI Media**. She is responsible for the growth and future direction of **CMI Media**, with a strategic focus on integrated HCP/consumer data-backed interactions on a global scale. She can be reached at 646-840-0717. **John Donovan** has been promoted to President, **Compas**. He is responsible for the growth and future direction of **Compas**, with a strategic focus on strong partnerships and client deliverables. He can be reached at 856-667-8577. Additional promotions include **James Woodland** to Chief Strategy and Financial Officer; **Eugene Lee** to Chief Operating Officer; **Becky Frederick** to Executive Vice President, Client Finance; and **Johanna Trompetrini** to Executive Vice President, Group Client Director. They can be reached at 646-840-0717. **Nicole Woodland - De Van** has been promoted to Chief Organizational Effectiveness Officer and **Gia Mauriello** to Executive Vice President, Customer Experience and Excellence. They can be reached at 856-667-8577. **Justin Freid** has been promoted to Executive Vice President, Managing Director, and **Melissa Bernhart** to Executive Vice President, Group Client Director. They can be reached at 215-568-5944.

Healthgrades has announced the appointment of **Steve Svec** as Director, National Accounts. He can be reached at 845-986-7445.

Healthline Media has announced the promotion of **Alyssa Kopelman** to Senior Manager, Corporate Marketing and Events. She can be reached at 917-720-4400.

Ipsen has announced the appointment of **Paul Murasko** to Senior Director, Digital Customer Interaction, North America Commercial Operations. He can be reached at 617-862-1944.

M3 USA has announced the promotion of **Jess (McDonald) Nesterenko** to Vice President of Strategic Partnerships. She can be reached at 215-907-9953. **Michael J. Lally** has been promoted to Director, Business Development. He can be reached at 609-680-4192.

National Cancer Institute (NCI) has announced that **Ned Sharpless** will assume the position of Acting Chief of the **Food and Drug Administration (FDA)** beginning this month.

Ogilvy Health has announced the appointment of **Dan Chichester** as Chief Experience Officer. He can be reached at 973-352-1000.

Publicis Health Media has announced the appointment of **Andrea Palmer** as President, a newly created role. She can be reached at 212-474-5000.

Rauxa has announced the appointment of **Karl Tiedemann** as Executive Vice President, Director of Health and Wellness. He can be reached at 973-698-5328.

Saatchi & Saatchi Wellness has announced the promotion of **J.D. Cassidy** to President. He can be reached at 646-746-5053.

SmartBrief has announced the appointment of **Wynn Hansen** as Publisher for its HCP and health information group. He can be reached at 202-737-5500.

Stacey Singer, an agency-growth specialist of 30 years, has announced her departure from **WPP** to launch **Stacey Singer Consulting**, which will focus on helping marketing communication agencies retain and grow business. She can be reached at 908-313-6539.

TGaS Advisors has announced the promotion of **Tracy L. Mills** to Vice President, Executive Commercial Operations (ECOS) practice. She can be reached at 610-233-1210.

Wunderman Thompson Health has announced the appointment of **Nicholas Sherwin** as Vice President, Group Account Supervisor. He can be reached at 312-859-4859.

NEW & NOTEWORTHY

awards • mergers • approvals

Allergan has announced that it has agreed to split its Chairman and Chief Executive roles, both currently held by CEO **Brent Saunders**, at the next leadership transition. For more information, visit www.allergan.com.

Haymarket Media, Inc., has announced that **Aaron Wattenberg**, Director of Business Development for **Haymarket Medical Network**, has been named the **Association of Medical Media's (AMM) 2019 Nexus Award recipient for Representative of the Year**. The award honors an individual who exemplifies the qualities of an outstanding sales professional, including superior service, professionalism, and communication of ideas. The company also announced that **Kathleen Walsh Tulley**, Vice President of Content in the Medical Communications Group, was the recipient of the **Marianne Dekker Mattera Mentor Award**, which recognizes those who have provided extraordinary leadership, inspiration, and guidance to their colleagues in B-to-B media. For more information, visit www.haymarket.com.

Jazz Pharmaceuticals has announced the FDA approval of Sunosi (solriamfetol) to improve wakefulness in adult patients with excessive daytime sleepiness associated with narcolepsy or obstructive sleep apnea (OSA). For more information, visit www.jazzpharma.com.

Merck has announced the FDA approval of KGaA's Mavenclad (cladribine) to treat relapsing forms of multiple sclerosis (MS) in adults, to include relapsing-remitting disease and active secondary progressive disease. For more information, visit www.merck.com.

Novartis has announced the FDA approval of Mayzent (siponimod) for the treatment of relapsing forms of multiple sclerosis (MS). For more information, visit www.novartis.com.

Pfizer, Inc., has announced the FDA approval of Trazimera (trastuzumab-qyyp), a biosimilar to Herceptin (trastuzumab) for the treatment of human epidermal growth factor receptor-2 (HER2) overexpressing breast cancer, and HER2 overexpressing metastatic gastric or gastroesophageal junction adenocarcinoma. For more information, visit www.pfizer.com.

Sage Therapeutics has announced FDA approval of Zulresso (brexanolone) to treat postpartum depression (PPD) in adult women, making it the first drug approved in the U.S. specifically for this indication. For more information, visit www.sagerx.com.

UCB has announced the FDA approval of extending the label for Cimzia (certolizumab pegol) to include a new indication for the treatment of adults with active non-radiographic axial spondyloarthritis (nr-axSpA) with objective signs of inflammation. For more information, visit www.ucb-usa.com.

The Scores Are In!

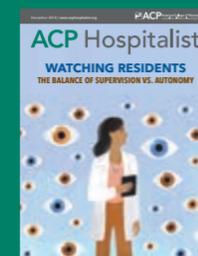
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*Source: Kantar Media, December 2018 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Tables 110 and 210.



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THE GOOD Mentor

BY EILEEN WELCH

I retired three times in the past 12 months. Well, not really. In hindsight, I guess I was *rehearsing* for my retirement when I first notified Human Resources that the end of July 2018 would be my retirement date. I had been working at the Massachusetts Medical Society (MMS) and its publication the *New England Journal of Medicine* (NEJM) for 32 years. It was time for me to join my long-retired husband and start a new life journey.

PRE-RETIRING

As the date got closer, I started to doubt I could be ready to retire by the end of July. I mean, my office alone would take me three months to clean out. So, I moved the date to the end of November to give me a bit more time. Joyce in HR and Art Wilschek, Director of Global Sales, and my boss for over 30 years just laughed at me. Then as November got closer, I realized I simply couldn't leave the work and colleagues I loved until my replacement was named. So, I announced I'd stay until that happened. It was the responsible thing to do for my team who depended on me! Right?

I chuckle about my hesitation now that I really am retired (happened February 28). Looking back, I must confess my fear of retirement was really all about leaving my "work family," many of whom I'd worked with the entire 30+ years at NEJM Group. What I learned in those pre-retirement weeks is that you find yourself *preparing* to retire by reminiscing – a lot. Over lunches and celebratory after-work gatherings with your colleagues and friends – you recall when you joined the company and why and you recall all the people you've worked with, laughed with, and sometimes cried with along the way.

You might be thinking right now – what does all this have to do with mentoring? During these final weeks you also find yourself recalling with gratitude the people who helped you advance your career along the way. One such person for me is Art Wilschek, my earliest champion and my #1 mentor at NEJM Group.

LEARNING THE ROPES

Many of you reading this article have known Art for as long as I have. Art has been a tireless supporter of our industry for over 40 years. His love of medical publishing and of ad sales and media/marketing is infectious. Art is generous with his time and I began to benefit from his industry

knowledge the moment he took me under his wing shortly after I joined the company in 1986.

I had spent the previous 10 years in journals operations at a Boston publishing house and I wanted a change. I heard of an opportunity at the MMS working for their publication, the *New England Journal of Medicine*. I got the job! Before long, I found myself working for Art as I took on responsibility for NEJM's recruitment advertising area and, a short time later, their Advertising Services group.

My teams and I supported the NEJM pharma sales team that included Art as Director, Lew Wetzell, Wayne Wickman, and Bill Healy (and shortly thereafter, Chrissy Miller, who is now our Senior Sales Director for pharma sales). Being new to the world of advertising sales and all it encompassed, I needed a lot of help. Art Wilschek stepped in again and became my invaluable friend and mentor.

MAKING CONNECTIONS

Art brought me on sales calls to meet media directors where I got to hear first-hand their challenges and the kinds of services

that would help them do their jobs. Together, we launched our mini-demo program during that period. Art made sure I joined the AMM production task force when ad inserts were so plentiful physicians complained our journal looked like the phone book (remember the phone book?). He connected me with the industry I served.

During those early years, Art taught me how to look critically at market research numbers in journal readership and in ad pages to build meaningful spreadsheets that communicated to the end user quickly. I am grateful for that critical thinking skill to this day.

If you know Art, you know he loves to laugh. Without fail, during our work sessions he would make me laugh and laugh. Because a good mentor also knows that work shouldn't be all work.

MOVING OUT AND UP

Have you ever heard of "nghito"? It stands for "nothing good happens in the office." Joking in part, but Art's message to me was that I needed to get out of the office as frequently as possible to meet with colleagues and clients and talk about business. He encouraged me to attend industry meetings and more. He also stressed the importance of visiting key accounts every year to keep pace with changes



Art and Eileen in the '90s.

in business. He taught me that serendipity can only happen when you give it opportunity. I'm thankful to Art for pushing me out as well as up!

THE POWER OF MENTORING

Mentoring is so important. It exposes you and your mentee to new ideas and opportunities from both sides. It also benefits the mentor and the company at large as the mentee gains insights and confidence and begins to contribute at a higher level. Having a mentor who is respectful of you as a person and as a contributor, is open to your questions, willing to spend time developing your talents, and is an advocate for your advancement within the company is all you need. Often a good mentor continues to recommend your skill sets and advocate for you long after you've stopped needing their mentoring the way you once did. It happened to me and I am forever grateful to Art Wilschek for mentoring me throughout my career at NEJM Group.

Now back to learning what it's like to be retired...no mentor needed here. Best wishes, all.



Eileen Welch was Director of NEJM Group Licensing and Institution Sales until February 28, 2019. Eileen can be reached at ewelch987@gmail.com. Susan Haering, shaering@nejm.org, has assumed the Director position based on her own extraordinary talents and a little bit of Eileen's mentoring.

From Stan Woodland, CEO, CMI/Compas

At the risk of sounding old, I have enjoyed a personal and professional relationship with Artie going on three decades. Art is someone who lives life to its fullest



every day, from skiing double black diamond trails to winning Member Guest Golf tournaments as my partner. In fact, I have never seen him have a bad day. He always brought a can-do attitude to every meeting we've ever had. In all our time together, almost without exception, his passion and belief in the mission for the *New England Journal of Medicine* would almost always become a topic of conversation. He always spoke with such pride in what the Journal stood for, and how essential it was to our clients' customers. Art has been a great leader to his team and a great partner to our organization. A true friend, he is truly one of the Good Guys.

Congratulations to the
2018 HME
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RYAN TERRY
Educational Resource Systems
and
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Special thanks to Nancy Leonard
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There Are No Limits to What You Can Accomplish My Mentor and Mom Susan Dorfman

BY DR. ROB DORFMAN

“There are no limits to what you can accomplish, except the limits you place on your own thinking.” As I reflect on this quote, one person immediately comes to mind – my mom, the “unstoppable force of nature” that is Susan Dorfman.

My mom, who came to the U.S. with her parents as immigrants with only \$200, raised me as a single mom. When I was growing up, she worked two jobs and incredibly long hours to support our little family to give me the things she never had. Yet not once did I ever hear her complain or ask for pity from anyone. Complaining was never allowed in our house. My mom always taught me to not only accept every challenge, but also to welcome and overcome it as I keep moving forward – and she truly lives by this example.

THE ULTIMATE GIVER

Underneath that strong exterior lives an incredibly kind, warm, and caring person who calls her parents every day just to see how they are doing. Who puts her family first; always ahead of herself. Who keeps her promises and never turns away from commitments. Who never forgets a birthday or anniversary. Who supports every charity on behalf of people she knows. Who buys toys every holiday season and donates them anonymously to those who are less fortunate. Who protects the people she cares for like a lioness with her cubs. Who proactively offers her help and support to anyone who may be in need. Who talks to strangers and turns them into friends. Who always roots for the underdog. Who never looks down at anyone. Who knows what it’s like to come from nothing, yet have the will and strength to make something out of herself.

BELIEVING IN OTHERS

My mom is also a multiplier in every sense of the word. She makes people see their greatness. She makes them believe in themselves. She pushes them to their max abilities and just makes people better. Growing up, I was made to believe that the only limit to my success was my own lack of commitment or sense of purpose towards something. When I nearly failed my first exam in medical school, I called my mom upset and complaining that “I’m not good

at biochemistry.” She did not indulge my sense of despair, but rather replied confidently, “Well then become good at biochemistry.” She instilled in me a sense of belief that if I wanted it and worked hard, I could become good at biochemistry, even though it was not a natural strength for me. Together, we developed an action plan to help me study. When it came time to take my final board licensing exams, biochemistry was my highest score!

DECIDE YOU CAN

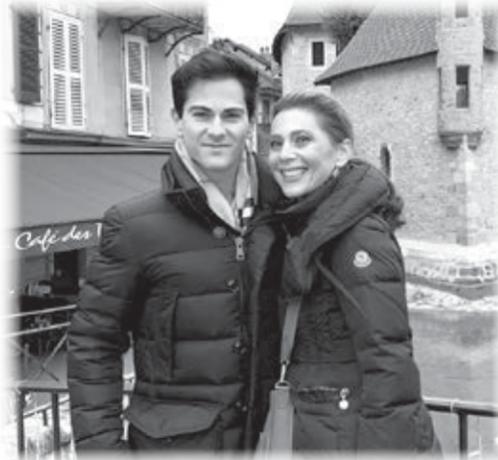
In medical school, one of my professors told me that he did not think I could ever become a surgeon, that I “did not have enough stamina.” He suggested that I consider choosing a less competitive specialty than plastic surgery for my career path, since he thought it was too competitive and that I would not match into residency. When I shared this with my mom, she looked at me and firmly said, “Don’t ever let a diminisher tell you what you can and can’t do. You will be whatever you want to be! Prove him wrong. Go put your mind and effort to it. Hunker down, work hard, and show him he was wrong.” Now, nearly four years later, I start my journey as a Plastic Surgery Resident at UCLA, one of the top programs for plastic surgery in the country!

I will never forget, in my final interview for residency, I was asked by a panel of surgeons, “Who is your role model, and why?” My answer was instantaneous: “My mom.” Not only is she my best friend and closest confidant, but she is truly the person I admire most in this world. She excels in everything she does. Nothing scares or intimidates her. No challenge is too big.

There are certain people you meet in this world who you just realize have life figured out, who are destined for greatness and make others great simply by being around them. That is my mom. That is Dr. Susan Dorfman!



Dr. Rob Dorfman is a Plastic Surgery Resident at UCLA and the son of Dr. Susan Dorfman, President, CMI Media. She can be reached at 646-840-0717 and sdorfman@cmicompas.com.



The author Dr. Rob Dorfman with his mentor, his mother Dr. Susan Dorfman, now and then.

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The image shows the cover of the May 2016 issue of JAMA Oncology. The cover features a grid of article titles under various sections like 'Original Investigation', 'Opinion', 'Invited Commentary', and 'Clinical Review & Education'. A smartphone in the foreground displays the JAMA Oncology mobile app interface, which includes a search bar, a list of articles, and a bar chart.

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Shifting Gears

BY MICHAEL O'BRIEN

When was your last bad day? For me, it was July 11, 2001.

That morning I planned on getting in a few cycling miles before our corporate offsite in rural New Mexico. But as Robert Burns wrote, "The best-laid plans of mice and men often go awry."

Just before 6:00 a.m. that morning, my life changed forever when a Ford Explorer inexplicably crossed the centerline of the road and hit me head-on.

It was going 40 m.p.h. I broke a whole bunch of everything and remembered almost everything that day, including my commitment to stop chasing happiness if I lived, as they put me on the trauma helicopter.

ELUDING HAPPINESS

Before my accident, I had a demanding job as the marketing director for my company's main product, Aricept. On the surface, things looked fine, but I thought I had to be Superman at work and at home because I was

a leader and provider. But I wasn't Superman and to cope I poured my stress inside – I spent a lot of energy trying to repress it and working on finishing the sentence: I will be happy when _____. In hindsight, I was acting more like a human doer than a human being.

CHANGING LABELS

After I came out of the ICU, I started to learn about my accident, injuries, and future. The doctors told my wife that if I had been ten years older or not healthy, I probably would have died before I got to the hospital. Given that news, I should have been grateful that I lived, but I wasn't.

I only saw what I had lost. I was anxious, fearful, and bitter. I thought that life was unfair. The story I told myself for the longest time was that I was a victim.

Luckily, I experienced a shift in perspective as my recovery rolled on. During a routine physical rehab session, I looked around the room and realized that all the events in our lives are neutral until we label them. And to become the best version of who I could be, I had to change my victim label. So, I took a few more moments to pause, breathe, and reflect. I chose to be resilient and to be defined by my response to my accident.

GOING BEYOND

Eventually, I got back to riding and racing my bike again, but the lessons I learned through my recovery changed every aspect of my life and fundamentally changed my

career. I don't think I would have reached the executive suite without my journey beyond my last bad day.

FINDING PELOTON

I discovered the value of awareness, gratitude, positive mindset, and resilience, to name a few building blocks for creating a beautiful and meaningful career and life. But, most importantly, my experience helped strengthen my belief in strong, united pelotons.

A peloton is a group of cyclists in a bike race. Imagine the Tour de France. They need trust, collaboration, and communication to head down the road as quickly and as safely as possible. Today, I use it as a metaphor for tribes or teams at work and in life.

My medical or recovery peloton helped me get here today. It took a kaleidoscope of wonderful people with a diversity of perspectives to move me forward from my fateful July morning.

WORKING TOGETHER

My peloton analogy sparked my interest in the Healthcare Businesswomen's Association (HBA) and, in 2003, I became a member to strengthen the voice of female leaders and to create a better corporate environment one day for my daughters. I believed then, as I do now, that we are always better together when we can see, hear, and value each other through the lens of equality.

This year, my involvement in the HBA has changed as I have taken on the President's role for the NY Chapter and become the first male chapter president in the history of the HBA. It's a responsibility I don't take lightly because of the HBA's impact on delivering the gift of health.

Many people ask me if I wish my last bad day had never happened. Although I went through a lot of pain and suffering, my answer is always the same. No – because that accident helped me shift my perspective in almost every aspect of my life.

I hope it helps you to do the same and live with awareness, belonging, and compassion for yourself and those in your peloton. This helps you, as it's helped me, put your last bad day in the rearview mirror.



Michael O'Brien is President, Peloton Coaching and Consulting, Tenafly, NJ 07670. He can be reached at michael@pelotoncc.net or 201-697-6820.



Michael with his daughters Elle (far left) and Grady (left).



Being Mentored, Being a Mentor

BY BIERCE RILEY

"What are you doing Thursday night that you can't postpone?" asked my boss, John Baldrige. I had a ballet class...He explained that, due to a scheduling conflict, he needed me to go to Kansas City to monitor a bioavailability study on one of the company's leading products. Thus began my career change from a bench chemist to the business side of the pharmaceuticals. Two years later, I hung up my lab coat for good.

A VALUED PROFESSIONAL

Throughout my career in the healthcare industry, I was fortunate to have had four mentors, all of whom made a major difference in my life. The first was as an analytical chemist with Big Pharma, I worked for Hank Stober, a newly minted Ph.D. with several years' experience; the best combination in the lab. I learned a lot from him but, more importantly, he gave me a sense of myself as a valued young professional.

ENABLED TO DEVELOP

Next, I was a methods development chemist with a much smaller company. I worked for John, a pharmacist who was Director of New Product Development. He was 10 years my senior, with a strong background in the pharmacy. Although he rarely came to the lab wing, he came into my lab a couple of times to compliment my reports. Long before computer graphics, he was pleased with my hand-drawn graphs and charts that made results easy to grasp.

John recognized my contributions to the department and promoted me accordingly. The company also sent me to industrial pharmacy courses at the University of Wisconsin and regulatory affairs courses at Rutgers and Columbia. With John, I had two articles published in peer-reviewed journals. By then I'd left the lab for a window office and supervised two chemists. I went to annual professional meetings and did a fair amount of business travel.

John encouraged me to get my MBA in pharmaceutical marketing. The company paid 100% of tuition, fees, and books. Of all those I've worked for, John had the greatest impact on my life. Everything else grew from that.

ADVISED TO CONSULT

There was also Peter Etzel, a friend who provided excellent career advice when I had two offers the same week. He advised me to take a consulting job due to its higher industry visibility, a point I hadn't considered. Peter suggested I

join the Pharmaceutical Marketing Research Group (PMRG), a great career experience.

I loved consulting. My peers were typically chemists or chemical engineers with industry experience and recent MBAs. There was a high sense of satisfaction in assisting clients. However, when Big Pharma made an offer in management, I gave notice...and had an opportunity to pay it forward. My director asked if there was anyone I'd recommend for my position. Certainly. We had an intern who was a good fit. At first dubious, she took the challenge and has credited me with being her mentor.

SENDING ME OUT

In my new position, I was a marketing research manager, working for Ross Willey, who had long-term industry experience. He was a joy to work for. Ross considered me the department consultant, sending me to corporate, legal, strategic planning, consumer products, and international to explain the fine points of drug/diagnosis classification.

BEING MENTORED, BEING A MENTOR

Over time, some of my direct reports moved on. I typically hired from within the company, promoting people with high potential: There was a mutual sense of gratitude. I also hired two interns who had left earlier careers to raise children, earned MBAs, and were re-entering the business world.

Although I didn't think of myself as a mentor at the time, several have mentioned it, as did the husbands of those who had taken time for their families.

I became a mentor naturally, treating others the way I'd been regarded. I've been grateful for the opportunity to promote bright, hard-working individuals. For me, it was always the best fit for the job; for them it was progression in their careers.

I've been very fortunate to have so many mentors – superiors and acquaintances who took a personal interest in my work, encouraging and promoting me. It's been an interesting career, starting as a bench chemist and ending with my own consulting practice for more than 25 years.



Bierce Riley as an analytical chemist at Ciba-Geigy in the mid-1970s.



Bierce Riley is a self-employed Marketing Research Consultant in Morristown, NJ. She can be reached at Bierce.Riley@gmail.com or 973-455-0491.



The Stars Shine Bright!



AVENIR GLOBAL – HME Company Humanitarian Award Winner



Ryan Terry – HME Personal Humanitarian Award Winner



Aaron Wattenberg – AMM Nexus Award Winner

We had a great time celebrating the best in our industry at this year's AMM Nexus and HME Humanitarian Awards Event, which was once again a sold-out success! More than 200 people came out to celebrate the event, which took place on March 28 at the Yale Club in New York City.

Diane Carpenteri, Chair of the AMM Nexus Awards, along with the AMM President **Lisa Healy**, Executive Directors **Michele** and **Todd Von Deak**, and the entire committee, did an outstanding job running a successful and fun-filled evening, as usual.

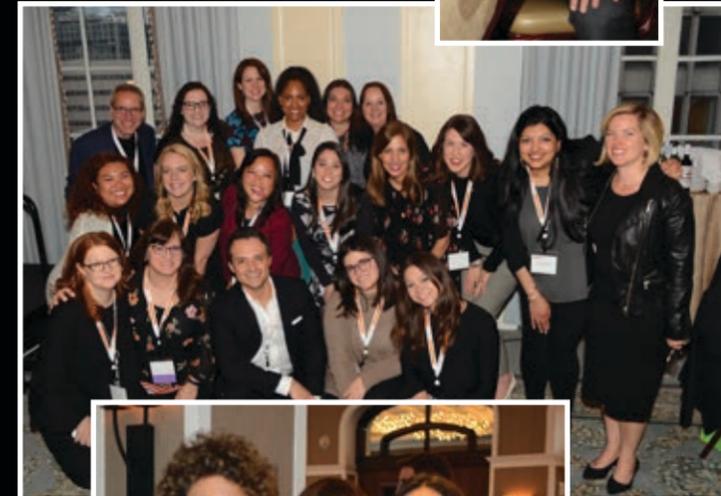
The awards kicked off with HME's Humanitarian Awards, which recognized **AVENIR GLOBAL** and **Ryan Terry** from **Educational Resource Systems** for their philanthropic efforts. **Mario Nacinovich**, Managing Partner at **AXON**, a division of **AVENIR GLOBAL**, gave a speech giving kudos to the **AVENIR GLOBAL** team, who dedicated nearly 6,000 pro bono hours to 130 unique nonprofit organizations worldwide in 2017. Next up was **Ryan Terry**, offering an inspiring speech and an emotional video about what it is like to live with Type 1 diabetes and how he has dedicated himself to giving back to those with the same diagnosis.

For the 2019 Nexus Awards, this year AMM introduced a new recognition, **The Rising Stars**, which recognizes individuals who represent the up-and-comers in the industry – team players who are future Nexus nominees. This year's Rising Stars were **Jessica Sneathen** and **Adam Moorad** from **Elsevier**, **Josh Norton** and **Jeanne Gallione** from **Frontline Medical Communications**, **Jaime Albright** and **Kristen Weil** from **Healio**, **Alison O'Connor** and **Erin Schlusser** from **MultiMedia Healthcare**, **Colleen Feorowicz** and **Kati Barbieri** from **Wolters Kluwer**, and **Bill Lipp** and **Jessica Nesterenko** from **M3**.

Next, a standing ovation honored **Art Wilschek**, who is retiring, as the AMM recognized his longstanding and excellent career by presenting him with The Sunset Award. This award served to highlight the dedication Art demonstrated throughout his career, along with his present professionalism and support of his colleagues. AMM President **Lisa Healy** shared stories from Art's peers and employees detailing how instrumental he was in their careers. In addition to this award, Art was named the first Emeritus member of the AMM Board of Directors.

Finally, the winner of the 2019 Nexus Award was presented to **Aaron Wattenberg**, the Director of eBusiness Development for the **Haymarket** digital network of sites. Aaron was recognized for his tireless work with agencies and pharma to develop meaningful, long-lasting, and effective marketing and advertising programs.

Nominations for our 5th Annual HME Humanitarian Awards are now open. Be sure to nominate the company and/or individual that deserves recognition for making a positive impact in the lives of others through their contributions, time, and dedication. This year's nominees and winners will appear in our December issue. For more information, visit www.hmexchange.com/humanitarian.html.



Thanks to Nancy Souza for commemorating the evening in photos.

Sharon Callahan

Birthplace: Portland, Maine
Marital Status: Married
Children: 2; Henry is 22 and just graduated from Indiana University, Ben is 17 and finishing up his Junior year at Northfield Mount-Hermon, where he plays basketball.
Occupation: CEO of TBWA\WorldHealth and Chief Client Officer of Omnicom Health Group
Years in Industry: More than 30, I've lost count!
College: Wheaton College, Norton, MA



"Behind every successful woman is a tribe of other successful women who have her back."

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

The death of truth. I'm really worried that the distinction between true and false no longer exists. There are no easy remedies, but it's essential that we don't get so cynical and resigned. Power-hungry politicians depend on fear to make us believe what they want us to believe. Without commonly agreed-on facts, not alternative facts, there can be no rational debate over policies, no substantive means of evaluating candidates for political office, and no way to hold leaders accountable to the people. Without truth, nothing works.

WHAT DO YOU COLLECT?

The best friends in the world. I'm always carefully adding to my collection.

WHAT WOULD BE THE TITLE OF YOUR LIFE?

SHE PERSEVERED. I keep going despite obstacles. I don't care how hard it is or how long it takes to reach the goal, I've always gotten there or at least tried my best. I think that perseverance is the great leveler. I'm not the most successful, or wealthiest, and I've never been the smartest kid in the class, but I've always persevered and it's turned out alright.



Wedding to Taryn Miller-Stevens, October 6, 2018.

WHAT IS YOUR MOST EMBARRASSING MOMENT?

I wrote a nasty email and said something very unkind about someone and hit "reply all" by mistake (it's real). I immediately took responsibility for it and apologized from the bottom of my heart. That person had more grace than anyone I know, and she let me off the hook – and we got to know and respect each other. Lessons learned – everything isn't as it seems, and don't write nasty emails. Have real conversations instead.

WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

My mentor is Peter Frishauf, the founder of Medscape and also the founder of SCP Communications, which was one of my first jobs in the industry. Peter had the innate ability to assemble an A-team of the best talent in the industry because people were inspired by his outstanding dedicated leadership, personal integrity, and authenticity in everything he did. Peter taught us all that a company can be so much more than its products. Sometimes a company – and its leader – can inspire us to dream bigger.

IF YOU COULD HAVE LUNCH WITH ANY PERSON, WHO WOULD IT BE?

Oprah Winfrey inspires me. She fights for things she believes in, even if it makes her unpopular. She's a self-made woman who's been at the top of her game for over 25 years – and she's still kicking ass. She's courageous and never gives up.

WHAT FAMOUS PERSON WOULD YOU HATE TO BE STUCK IN A ROOM WITH?

Adolf Hitler.

IF YOU COULD DO A GUEST ROLE ON A TV SHOW, WHICH ONE WOULD IT BE?

Saturday Night Live because I love improvisation.

WHAT IS YOUR FAVORITE VACATION SPOT?

Provincetown, MA. The people, the light, the beach – it's a magical place for me and my family.

WHAT DO YOU KNOW FOR SURE?

That I love my children more than life.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Imperfect, Human, Kind.

WHAT AGE WOULD YOU LIKE TO BE RIGHT NOW?

My age. I don't want to go back, I want to go forward.

GOALS?

To be a good person who people love and trust.

WHO WAS YOUR FAVORITE TEACHER?

Miss Lawrence, third grade. She was young, beautiful, and really cared.

WHAT WOULD YOU LIKE TO KNOW MORE ABOUT?

My parents, they died when they and I were too young.

WHAT IS YOUR PET PEEVE?

Arrogance.

HAVE YOU EVER HAD A BRUSH WITH FAME?

Actually, my son, Henry, had a brush with fame. In 1996, right after Madonna had her first daughter, she brought a baby onto The Rosie O'Donnell Show. Everyone thought it was Madonna's baby, but it was actually my son.

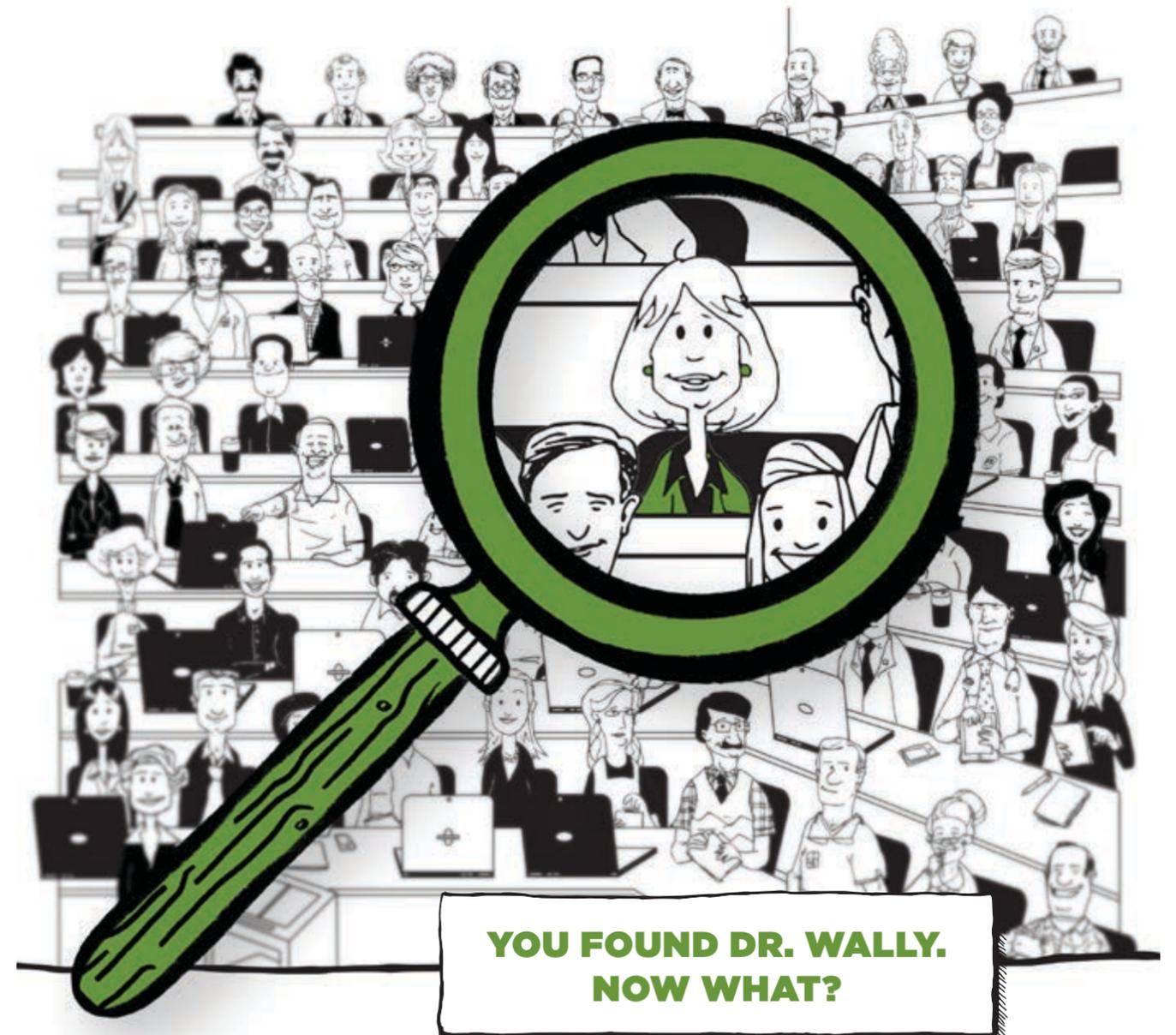
WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

My 50th birthday was almost seven years ago, but I remember it very fondly because it was a real celebration of who I am. It felt like for all the years before, I'd been taking lessons from life experiences and always felt like I was growing into myself. Finally, I realized that I was there; more myself than I've ever been. I had a big celebration and invited my 50 favorite people and they all brought their favorite person. Surrounded by family, friends, colleagues, I finally was exactly where I was meant to be – and that's a very special feeling!

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

My wife, Taryn, and my kids, Henry and Ben.

Sharon Callahan is CEO, TBWA\WorldHealth, and Chief Client Officer, Omnicom Health Group, 220 East 42nd Street, 14th Floor, New York, NY 10017. She can be reached at 212-771-3390 or sharon.callahan@tbwaworldhealth.com.



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