

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

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JUNE 2017



RESTAURANT MENU

Drinks

WINES

DREAMING TREE
GAZELLA
19 CRIMES
CASAL GARCIA

BEERS

DOGFISH IPA

COCKTAILS

TEQUILA COLLINS
RCW WHITE CHOCOLATE
RUSSIAN
MOSCOW MULE

Main Course

CRAB CAKES
SUSHI ON FIRE
LAMB FOURNO
LEMON ROASTED SALMON
SUMMER LOBSTER SALAD
BANG BANG SHRIMP
CHICKEN PARMIGIANA

Dessert

BANANA CHOCOLATE
CHIP CAKE

Specials

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Dear Healthcare Marketer:

Welcome to my favorite issue – it's all about eating and drinking! I love hearing our reader's recommendations on their picks for top restaurants, best beers, wines, and drinks, plus delicious recipes. I always come away with a few new ideas on a restaurant I want to try, a delicious drink suggestion, and a recipe that I just might attempt (though I do prefer someone else do the cooking...lol!). And since I'm always up for a great dining experience, I thought you might like to hear about some of my recent favorites.

The Crosby in Montclair, New Jersey's newest gastro pub located at 191 Glenridge Avenue (www.TheCrosbyMontclair.com). They serve 40 beers on tap, along with casual, fun American fare. It opened about a month ago and I can tell you it's a happening place. The service is still sketchy, apparently because the crowds are bigger than anticipated, but I've been assured they are working on it. One of the features I like is that the front of the restaurant is made of two garage doors that open up when the weather is good. The only downside is the parking. They have a valet for \$10, but I prefer an Uber. Future plans include an outdoor beer garden in the back as the weather gets warmer. Some of my favorite foods there are Drunken Mussels cooked in a delectable concoction of Belgian Beer, Potato, Bacon, Onion, and Sauerkraut; Crispy Tempura "Unicorn" Dumplings with Garlic and Ginger Aioli – yum; Juicy Lucy's Cheddar-stuffed Meatballs in a BBQ Chili Sauce, Fried Chicken and Waffle Sliders with Bacon Jam, and Dirty Fries with BBQ Burnt Ends and Scallions. This place is a lively experience not to be missed!

Another great place I went to recently was The Cuban in Hoboken, New Jersey. I just went for Happy Hour and some appetizers, but I will be back to sample more of their unique offerings. The atmosphere has a Latin flare that celebrates Cuba's lively colorful culture. They had great service too. I had an amazing drink with fresh coconut called a La Colada, along with a wonderful appetizer Aguacate con Cangrejo, Cuban guacamole with lump crabmeat, accompanied by plantain chips! It was delicious. I highly recommend both places.

To me, going to a special restaurant is a little like taking a mini-vacation. Read on to hear about lots more awesome ideas for dining from Tom Bishow, Max Leader, Francesca Czarnik, Katelyn Lovenberg, Brett W. Marvel, Nick Salvatore, Tayla Toros, and Danielle Tate. Looking for some excellent choices to wet your whistle? Try wine, beer, and cocktail suggestions from Kristin Scott, Sarah Darcy, Colleen Fedorowicz, Sonja L. Foster-Storch, Marlene Piegaro, and Nancy E. Souza. And if you're in the mood for some delicious food on the homefront, check out recipes from Laura Savino, Lisa Gower, and Jessica Blass. We're also delighted to have the recipe and the story behind the RCW White Chocolate Russian from Brendan Ward – fun, fun, fun! Thanks this month to David Freund for giving us a look into his life through *Personal Exchange*. And our 25th Anniversary celebration continues with Jill Bresnick's throwback article about *Dining In New York*, with an update that includes more fabulous NYC restaurants.

Next month, we'll be sharing wedding stories and industry folks' hobby highlights. Don't miss it!

Happy Father's Day and
Happy Summer,

Nancy



Dad's 90th birthday party.

Coming Soon...

Kids and Family

Share a bit about your family:

- Special family photo
- Parenting tips – work balance, navigating college, nutrition, discipline
- Best family trips
- Bragging rights – kids' photos, stories, accomplishments
- Funny, silly, wild things your kids say
- Embarrassing moments
- Rules of the House



Send your submissions to our Editor Elise at editorial@HMExchange.com or call her at 973-919-1067 to discuss.
Or submit through our website at www.hmexchange.com/contests.html



ANNOUNCEMENTS

onward&upward

promotions
additions

Astellas Pharma, Inc., has announced the promotion of **Joseph Fleishaker, Ph.D., F.A.A.P.S., F.C.P.**, to Senior Vice President and Head of Clinical Pharmacology and Exploratory Development (CPED), **Susanne Gronen** to Senior Vice President and Head of Data Sciences, and **Andrew Krivoschik, M.D., Ph.D.**, to Vice President of Medical Science, Oncology. They can be reached at 800-695-4321.

Centron has announced the appointment of **Meredith Pugh** as Chief Growth and Strategy Officer. She can be reached at 646-722-8900.

CMI Media, LLC, has announced the appointment of **Iris Gonzalez** as Manager, Digital Ad Operations, **Sonali Teli** as Media Planner, and **Kimberly Provax** as Associate Media Planner. They can be reached at 646-840-0717. **Kelly Sheahan** has been appointed to Market Research Analyst. She can be reached at 215-568-5944.

Fingerpaint Marketing has announced the appointment of **Stephanie Deschamps** to their Account Service Team. She will be based in the Conshohocken, PA, office and can be reached at 484-381-4100.

HYC Health has announced the appointment of **Shannon Carlson** as Senior Vice President, Account Director. She can be reached at 312-274-3573.

MCS Healthcare Public Relations has announced the promotion of **Eliot Harrison** to Agency President. He can be reached at eharrison@mcspr.com.

Ogilvy CommonHealth Worldwide has announced the promotion of **Mike Brune** to Executive Vice President, Creative Director, Copy, **Deborah Ciauro** to Executive Vice President, Creative Director, Art, **Jill Lesiak** to Executive Vice President, Creative Director, Payer, and the appointment of **Adam Cricchio** as Executive Vice President, Creative Director, Digital. They can be reached at 973-352-1000.

new¬eworthy

awards, mergers
approvals

Amgen in collaboration with **Novartis** has agreed to co-promote migraine prevention medicine erenumab in the U.S. while allowing **Novartis** to exclusively market the drug in Canada. **Amgen** retains exclusive rights in Japan and the rest of the world. For further information, visit www.amgen.com or www.novartis.com.

AstraZeneca has received accelerated FDA approval for **Imfinzi** (durvalumab). **Imfinzi** is indicated for the treatment of patients with locally advanced or metastatic urothelial carcinoma (mUC) who have disease progression during or following platinum-containing chemotherapy, or whose disease has progressed within 12 months of receiving platinum-containing chemotherapy before (neoadjuvant) or after (adjuvant) surgery. **Imfinzi** is approved under the FDA's accelerated approval pathway based on tumor response rate and durability of response. Continued approval for this indication may be contingent upon verification and description of clinical benefit in confirmatory trials. For further information, visit www.astrazeneca.com.

Send press releases to: news@hmexchange.com

Frontline Medical Communications (FMC) is pleased to announce **OBG Management®** is a Gold Winner and **Cutis®** received two Silver awards as judged by the **American Society of Healthcare Publication Editors (ASHPE)** in 2017. For further information, visit www.frontlinemedcom.com.

Genentech, a member of the **Roche Group**, has received FDA approval for **Ocrevus** (ocrelizumab) as the first and only medicine for both relapsing and primary progressive forms of multiple sclerosis. The majority of people with MS have a relapsing form or primary progressive MS at diagnosis. For further information, visit www.gene.com.

Healio.com celebrates its 5-year anniversary. Since launch, **Healio** has experienced tremendous growth, including a 78% annual average increase in registered U.S. physicians. For further information, visit www.Healio.com.

MDxHealth has announced that it has signed a five-year agreement with **Exact Sciences Corporation** for collaboration in the growing field of epigenetics and molecular diagnostics. For further information, visit mdx-health.com.

Novartis Pharmaceuticals Corporation has received FDA approval for **Rydapt** (midostaurin) for treatment of adult patients with newly diagnosed acute myeloid leukemia (AML) who have a specific genetic mutation called FLT3, in combination with chemotherapy. The drug is approved for use with companion diagnostic, the **LeukoStrat CDx FLT3 Mutation Assay**, which is used to detect the FLT3 mutation in patients with AML. For further information, visit www.novartis.com.

SLACK Incorporated is pleased to announce that **HLRP: Health Literacy Research and Practice** has published its first issue. The journal, owned by the **Institute for Healthcare Advancement (IHA)** and published by **SLACK Incorporated**, is an interdisciplinary and international open-access publication dedicated to advancing the field of health literacy, promoting health equity, and reducing health disparities. The first issue can be found online at www.healio.com/hlrp.

Silvagate Pharmaceuticals, Inc., has received FDA approval for **Xatmep** (methotrexate) Oral Solution, the first and only FDA-approved methotrexate oral solution. **Xatmep** is indicated for the treatment of acute lymphoblastic leukemia (ALL) and polyarticular juvenile idiopathic arthritis (pJIA) in pediatric patients. For further information, visit www.silvagate-pharma.com.

Takeda Pharmaceutical Company has received accelerated FDA approval for **Alunbrig** (brigatinib) for treatment of patients with anaplastic lymphoma kinase-positive (ALK+) metastatic non-small cell lung cancer (NSCLC) who have progressed on or are intolerant to crizotinib. This indication is approved under accelerated approval based on tumor response rate and duration of response. Continued approval for this indication may be contingent upon verification and description of clinical benefit in a confirmatory trial. **Alunbrig**, which previously received Breakthrough Therapy Designation from the FDA, is a once-daily oral therapy that may be taken with or without food. For further information, visit www.takeda.us.

Teva Pharmaceutical Industries, Ltd., has received FDA approval for **Austedo** (deutetrabenazine) tablets for the treatment of chorea associated with Huntington's disease (HD). Previously referred to by the developmental name **SD-809**, **Austedo** is the first deuterated product approved by the FDA and only the second product approved in HD. The product was previously granted Orphan Drug Designation by the FDA. For further information, visit www.tevapharm.com.

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

ADS6036



Dogfish IPA's Got It

BY SONJA L. FOSTER-STORCH

Dogfish Head 60-minute IPA is my favorite beer, hands down! It's a heavenly blend of carefully-chosen hops that pop in your mouth and leave you wanting more. Dogfish is the brewery that clearly jump-started the microbrewery craze – and they never disappoint!



Sonja L. Foster-Storch is President, McCann Echo, 49 Bloomfield Avenue, Mountain Lakes, NJ 07046. She can be reached at 973-917-6666 (o), 215-262-7555 (c), or Sonja.Foster-Storch@mccann.com.

Moscow Mule

BY SARAH DARCY

My favorite drink is a Moscow mule. Vodka, ginger beer, and lime. It is the perfect summer drink – a little bit sweet and very refreshing. It is best to get a ginger beer made with fresh ginger so that it has a little bit of a spicy kick.

INGREDIENTS

- ½ lime
- 1½ oz vodka
- ½ cup ginger beer
- Ice cubes
- Lime wedge

DIRECTIONS

Squeeze ½ lime into glass. Add vodka and ginger beer. Drop in ice cubes. Garnish with lime wedge.



Sarah Darcy is Senior Media Planner, CMI Media, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-609-3058 or sdarcy@cmimedia.com.

FRESH AND FRIENDLY GREEK

BY DANIELLE TATE

ZORBA'S TAVERN

2230 Fairmount Avenue
Philadelphia, PA 19130
215-978-5990
zorbastavern.com



One of my best-loved restaurants in Philly is Zorba's Tavern. It is a small authentic family-owned Greek restaurant located in the Fairmount section of the city. Philly is increasingly becoming known for its great restaurants and there are several really good Greek restaurants in the city, but this one is my favorite. I have frequented this restaurant over the years and can honestly say that I have never experienced a bad meal. The staff is friendly, the food is fresh, and it is BYOB so you are definitely not breaking the bank by enjoying lunch or dinner here. Some of the most delicious items on the menu include:

- Lamb Fournou. My absolute favorite! It is a leg of lamb roasted with garlic and lemon.
- Grilled Octopus served with olive oil and drizzled with balsamic vinegar.
- Potatoes. No it is not really a menu item but they are delicious! I have no idea what they do to them but I would literally order just the potatoes.



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.

Careful, Man. There's a Beverage Here!

BY BRENDAN WARD

Drinks were a big part of the culture at the agency founded by my partners, Maureen Regan, Rich Campbell, and me. Known for most of its fondly-remembered run as Regan Campbell Ward, RCW wasn't quite a drinking agency with an advertising problem. But our calendar did mark occasions and holidays with specific cocktails. This may have been the unacknowledged secret of our success.

Our anniversary party each September 23 featured frozen Margaritas with guacamole and a Mariachi band on the side. On the Feast of St. Patrick, we served Irish Coffee, plus corned beef sandwiches and soda bread. Our office manager, Barbara Kaplan, had lived for a long time in Louisville and would put together gracious Derby parties with generously poured Mint Juleps (our Ms. Barbara used homemade mint syrup). More people definitely joined in the singing of *My Old Kentucky Home* after a few pours.

However, our drink for non-occasions was an original – the RCW White Chocolate Russian.

In homage to the film *The Big Lebowski*, I began serving it on odd days that, in my managerial judgment, required a drink. Without warning, an email would go out to the

company stating, "The Dude Abides in the large conference room at 4:30." Eventually, enthusiasm got the better of our charges, and so I had to add "No Early Birds!!" to the invite.



After a round or two, served as tradition would indicate in red plastic cups, most would head back to their work stations. Once in a while, over-indulgers would take their deepening impairment as a cue to blab their secrets. Thus, the drink acquired its revealing nickname, RCW Truth Serum.

I no longer make these by the pitcher, but the scaled-up version works very well for a crowd. We blended them with crushed ice at one time, but the rocks version was preferred.

And given its history of loosening tongues at awkward times, perhaps the RCW White Chocolate Russian is best enjoyed alone.

Abide.



Brendan Ward is Partner, PeerSourcing, 31 East 21st Street, 4th Floor, New York, NY 10010. He can be reached at 917-535-6763 or ward@peer-sourcing.com.

The RCW White Chocolate Russian*

(also known as RCW Truth Serum, see advisory**)

- 1 part coffee liqueur
- 1 part vodka
- ½ part creme de cacao
- Splash of half and half

DRINKING ALONE:

1. Pour a shot of vodka, a shot of coffee liqueur, and a half shot of creme de cacao (eyeball it; though after several rounds, one's eyeballing skill falls off precipitously) in a rocks glass.
2. Stir.
3. Add ice. Stir (to chill, not to mix).
4. Float a splash of half and half.
5. Don't stir.

* The Dude refers to this as a "Caucasian." At every gathering, someone will helpfully point this out. Abide.

** By any name, this cocktail has been known to encourage the spontaneous release of information (also known as secrets) and previously unexpressed opinions. This usually occurs after several drinks and is an indication that the party is over.

† For the safety of all participants and their careers, use small plastic cups. Yes, I know that the large ones make you nostalgic for college and that one can just pour less into a larger vessel. But you could look cheap – an easily recoverable faux pas, but why invite a bad first impression? Moreover, as the gathering continues, one's attention to pouring inevitably deteriorates, resulting in problems described in the previous note.

6. Abide.
 7. Repeat as necessary.
- CONFERENCE ROOM:**
1. Ask somebody helpful to fill a bunch of plastic cups (see note†) with ice.
 2. Meanwhile, pour a whole bottle of vodka, a whole bottle of coffee liqueur, and a half bottle of creme de cacao into a large, plastic pitcher with a screw-on lid.
 3. Screw it on and shake.
 4. Fill solo cups to about ¾ full.
 5. Float a splash of half and half.
 6. People will stir.
 7. Abide.

California Dreamin'

BY MARLENE PIEGARO



I love Dreaming Tree, a collaboration between the Dave Matthews Band and Sean McKenzie (award-winning Sonoma County winemaker). It is a red blend that is sweet, but not too sweet. It is my go-to for when I am in the mood for a heavier wine.



Marlene Piegaro is Multichannel Media Coordinator, SSCG Media Group, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at 609-936-5650 or mpiegaro@sscmedia.com.

Banana Chocolate Chip Cake – A Family Favorite

BY LAURA SAVINO

This is a cherished recipe of a close friend of my mom's mother, Frances Nantista, who has since passed but shared the recipe with my mom over 45 years ago!

INGREDIENTS

- 1 box yellow cake mix
- 1/8 tsp baking soda
- 3/4 cup water
- 1 cup mashed bananas* (approximately 3)
- 1 (12 oz) bag mini chocolate chips**



DIRECTIONS

1. Pour cake mix in a bowl, add baking soda, and then follow cake mix package instructions EXCEPT use only 3/4 cup of water.
2. Stir in bananas and chocolate chips.
3. Bake as directed on cake mix package instructions for a 13" x 9" cake pan.
4. Let cool and top with powdered sugar.

Tips

*Extra ripe bananas stored in the freezer provide the most flavor. Defrost before using.

**Stir a few spoonfuls of the dry cake mix into the chocolate chips prior to adding to the cake batter. This will prevent them from sinking to the bottom of the cake pan during baking.



Laura Savino is Director of Media Operations, Publicis Health Media, TriBeCa, NY. She can be reached at 212-213-7035 or laura.savino@publicishealthmedia.com.

One-Pan Roasted Lemon Pepper Salmon & Garlic Parmesan Asparagus

BY JESSICA BLASS

INGREDIENTS

- 1 1/2 lbs salmon, skin on*
- 2 1/2 tbsp olive oil, divided
- 1 tsp lemon zest
- 1 tbsp fresh lemon juice
- 4 cloves garlic, minced, divided
- 1 tsp dijon mustard
- 3/4 tsp onion powder
- 1/2 tsp each salt and fresh cracked black pepper, plus more for asparagus
- 1/2 lemon, thinly sliced (optional)
- 1 1/2 - 2 lbs asparagus (medium or thin spears), tough ends trimmed
- 1/2 cup finely shredded Parmesan



DIRECTIONS

- Preheat oven to 400 degrees.
1. Line a rimmed 17" x 12" baking dish with parchment paper. Place salmon in center of pan (or see note below).
 2. In a mixing bowl, whisk together 1 1/2 tbsp olive oil, lemon zest, lemon juice, 2 cloves garlic, dijon, onion powder. Brush evenly over top of salmon then sprinkle with 1/2 tsp salt and pepper (add more pepper to taste if desired). Top with lemon slices.
 3. Toss asparagus with remaining 1 tbsp olive oil, remaining 2 cloves garlic, and season with salt, then place around salmon.
 4. Bake in preheated oven for 10 minutes. Remove from oven, toss asparagus then sprinkle asparagus with Parmesan.
 5. Return to oven and bake until salmon has cooked through, about 5 - 10 minutes longer.
 6. Cut salmon into portions. Serve warm.

*If fillet is wide, you can cut into 2 - 4 portions and place them near upper portion of the baking dish, then place asparagus on lower portion of baking dish.



Jessica Blass is Media Planner/Analyst, CMI, Philadelphia, PA. She can be reached at jblass@cmimedia.com.

Great Taste and Low Alcohol!

BY NANCY E. SOUZA

VINHO VERDE

Some of us are getting older and, on occasion, have an adverse reaction to wine, especially red wine, which can cause headaches and insomnia or can dampen our fun by making us too sleepy. With that, and in order to maintain my enjoyment of wine while adapting to this reality, I have begun to search out wines that are lower in alcohol but maintain an appealing taste profile. To my surprise, I have come to rely on and enjoy a wine from my homeland called "Vinho Verde," the most popular white wine from Portugal!



Vinho Verde is actually a wine designation not a grape varietal. The two most successful white wine varieties of Vinho Verde are Alvarinho and Loureiro. The name Vinho Verde literally means "green wine," but translates as "young wine."

What I like? They are light, slightly sparkling, taste very fresh due to natural acidity, and provide fruity and floral aromas...and they are VERY affordable! The brand that has attracted me is Gazella (9% alcohol, \$5.99-\$7.99 avg. price), but Casal Garcia is probably the most popular.

Vinho Verde is an ideal warm weather wine, excellent for midday meals and picnics, or as an evening aperitif. It makes a perfect pairing with any fish, shellfish, and poultry. ENJOY!



Nancy E. Souza is Account Manager, Multi-Media Advertising Sales, JAMA: Journal of the American Medical Association and JAMA Oncology, 119 Cherry Hill Road, Third Floor, Parsippany, NJ 07054. She can be reached at 973-263-9191, ext. 209, or Nancy.Souza@ama-assn.org.

The Perfect Blend

BY COLLEEN FEDOROWICZ

19 Crimes Red Blend is currently at the top of my wine list. It's oaky, bold flavor is paired great with pasta dishes!



Colleen Fedorowicz is Media Planner, Healix, 100 West 33rd Street, New York, NY 10001. She can be reached at 646-602-4213 or colleen.fedorowicz@healixglobal.com.



SUMMER LOBSTER SALAD

BY LISA GOWER

The Barefoot Contessa's Lobster and Shells Salad is my go-to recipe on every patriotic holiday. I double the amount of lobster meat for extra goodness. Serves 16.

www.foodnetwork.com/recipes/ina-garten/lobster-and-shells-recipe



INGREDIENTS

- Kosher salt
- Good olive oil
- 1 lb small pasta shells, such as Ronzoni
- Kernels from 8 ears of corn (about 6 cups)
- 12 scallions, white and green parts, thinly sliced
- 2 yellow or orange bell peppers, seeded and small-diced
- 2 pints cherry tomatoes, halved
- 2 lbs cooked fresh lobster meat, medium-diced
- 1 1/2 cups good mayonnaise
- 1 cup sour cream
- 1/2 cup freshly squeezed lemon juice (4 lemons)
- Freshly ground black pepper
- 1 1/2 cups minced fresh dill

DIRECTIONS

1. Bring a large pot of water to a boil and add 2 tablespoons of salt and some olive oil. Add the pasta and cook it for 8 to 10 minutes, until al dente. Add the corn to the pasta and cook it for another 2 minutes, until the corn is tender.
2. Drain the pasta and corn together in a colander and pour them into a large mixing bowl. Add the scallions, diced pepper, tomatoes, and lobster, tossing gently to combine. Allow to cool slightly.
3. In a small bowl, whisk together the mayonnaise, sour cream, lemon juice, 4 tsp salt, and 2 tsp pepper until smooth. Pour over the pasta and mix well to bind the ingredients. Stir in the dill.
4. Cover with plastic wrap and chill for up to 6 hours to allow the flavors to develop.
5. Check the seasonings and serve chilled or at room temperature.



Lisa Gower is Associate Director, Media, CMI, 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. She can be reached at 610-994-3983 or lgower@cmimedia.com.

Sushi on Fire

BY KATELYN LOVENBERG

NAGANO JAPANESE RESTAURANT
23 Washington Street, Morristown, NJ 07960
www.naganojapanesemorristown.com

This restaurant offers delicious, fresh sushi. They have an “all-you-can-eat” option where everything is made-to-order. There are tons of unique rolls, including one that is set on fire right at your table!



 **Katelyn Lovenberg** is Media Manager, Shankman Marketing & Media Resources. She can be reached at 845-544-3174 or katelynl@smmrlc.com.

French Country Fare

BY BRETT W. MARVEL

PARC BISTRO
4067 Skippack Pike
(Rt. 73 & 113)
Skippack, PA 19474
610-584-1146
parcbistro.net



The Bistro is a great country-style restaurant in a 19th century inn with a central wood-burning oven. Their menu is a little bit French and a little bit Country. The ambiance is just right. Pair that with an extensive wine and draft list and you have a perfect date-night location. My favorite dish is their pan-roasted Scottish salmon.

 **Brett W. Marvel** is Director, Media, CMI, 2200 Renaissance Boulevard, King of Prussia, PA 19401. He can be reached at 610-994-3984 or bmarvel@cmimedia.com.

Bang Bang Shrimp!

BY FRANCESCA CZARNIK

BONEFISH GRILL
Mercer Mall, 3371 Brunswick Pike
Lawrenceville, NJ 08648
www.bonefishgrill.com

Bonefish Grill is on the top of my list of favorite restaurants. The ambiance is set with warm tones and low lighting, and the servers are consistently professional and friendly. Still dreaming about the sangria and “Bang-Bang Shrimp” from my last visit...and looking forward to visiting again soon with my husband!



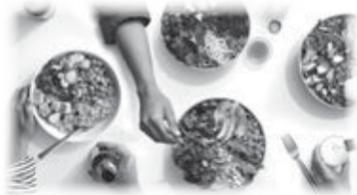
 **Francesca Czarnik** is Multichannel Media Coordinator, SSCG Media Group.

Fresh and Locally Sourced

BY MAX LEADER

SWEETGREEN TRIBECA
413 Greenwich Street, New York, NY 10013
www.sweetgreen.com

My most loved restaurant at the moment is Sweetgreen in Tribeca, NY. This salad chain is absolutely fabulous. In the past, I was always disappointed with bland ingredients at my local salad spot. However, Sweetgreen sources their vegetables from local suppliers and they are always tasty. I have consumed their food in three different ways: eating in-house, ordering to my office for personal meals, and ordering to our office as catering. The food is always reliable, fresh, and never disappoints.



 **Max Leader**, Agency Experience Associate, Publicis Health Media, 200 Hudson Street, Floor 9, New York, NY 10013. He can be reached at 212-213-7039 or max.leader@publicishealthmedia.com.

BO BROOKS FOR A CRAB FEST

BY TOM BISHOW

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410-558-0202
www.bobrooks.com

How about an old-fashioned crab feast on the water at Bo Brooks in Baltimore? Steamed crabs, crabcakes, steamed shrimp, corn on the cob, and something to wet your whistle, all served informally on brown paper while you watch the boats and yachts moving through Baltimore's Inner Harbor on a warm evening! You won't forget it. “Drink up. Eat well. Pick away. Get messy.”



 **Tom Bishow** is Vice President of Sales, RRY Publications, LLC, 8 Woodsyde Place, Owings Mills, MD 21117. He can be reached at 410-356-2455 (o), 410-608-1697 (c), and tom@ryortho.com.

Asian Small Plates

BY TAYLA TOROS

SAMPAN
124 South 13th Street
Philadelphia, PA 19107
www.sampanphilly.com

Sampan is an awesome Asian-fusion inspired restaurant that serves small plates. It has a unique interior and amazing food. What more could you want?



 **Tayla Toros** is Associate Media Planner, CMI, 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-558-4074 or ttoros@cmimedia.com.

Old-World Italian

BY NICK SALVATORE

RALPH'S RESTAURANT
760 South 9th Street
Philadelphia, PA 19147
215-627-6011
ralphsrestaurant.com



Ralph's in South Philly, aptly labeled “America's oldest Italian restaurant” (technicality being it's the oldest Italian restaurant that is still open, after Fior D'Italia closed its doors after 126 years). Classic, traditional cooking in a joint that looks like your Italian grandmother's living room. I typically keep it very simple when I go there. Love their Chicken Parmigiana!

 **Nick Salvatore** is Manager, Programmatic Media, Publicis Health Media.

Tequila Collins

BY KRISTIN SCOTT

My favorite cocktail is one I first had in Mexico about 15 years ago called a Tequila Collins. It's basically a Tom Collins but with a few variations. I make it by the pitcher!!! I also order it at bars and restaurants and they usually make it easily.

- 2 oz tequila (I use only top shelf, my favorite is Herradura)
- 2 oz lime juice
- 1 oz simple syrup
- ¼ cup club soda (or more to dilute it)
- Muddled lime slices
- Serve over ice



 **Kristin Scott** is Director of Business Development, Society of Hospital Medicine, 1500 Spring Garden Street, Philadelphia, PA 19130. She can be reached at 267-702-2604 (o), 267-467-1829 (c), or kscott@HospitalMedicine.org.

NEW YORK, NEW YORK! IT'S A WONDERFUL TOWN... FOR DINING

BY JILL BRESNICK



As any New Yorker can tell you, there may be certain things we give up in order to live here in the city (i.e., enough closet space, reasonable parking prices, clean supermarkets, kitchens you can actually eat in, etc.). But, thankfully, one thing we **do** have is unparalleled access to some of the best restaurants in the world. It may sound cliché, but is nonetheless very true; no matter what type of food, atmosphere, or price range you are looking for, you can find it here in the city...day, night, and often late-night!! And the truth is, by the time you're finished reading this article, there will be more **new** restaurants that are just opening for all of us to try!

Over the years, I have given out many restaurant recommendations to friends, family, colleagues, and the one that is the most fun—to people going on dates! (Hey—even if the date isn't good, hopefully you've found a new restaurant you like.) I guess because I have lived here a while and have a passion for new restaurant experiences, people seem to think I know something about this. I will be the first to say that, like anything else, restaurant opinions are subjective, whether you are discussing food, service, or even what is "expensive." For more specific details in regards to these places, please call the restaurant or check a restaurant guide. For now, THE EXCHANGE has asked me for some of my personal favorites...so that is what I am going to give you.

If you are someone who already likes to eat in the city, chances are you may recognize some of these names. Maybe you have even been there with me! Hopefully, though, you will find at least one new place to try, either for an elegant meal, a casual one, or a great place to meet someone for a drink. Enjoy!

FOR AN UPSCALE DINNER:

'Cesca (hint – pronounced "Chesca")—164 West 75th St. (between Amsterdam and Columbus Ave.), 212-787-6300

One of my new favorite Italian restaurants on the Upper West Side. The food is hearty Southern Italian with a twist. There's a very lively bar up front. Further back, a wood-burning oven and open kitchen are on display. The large main room features chocolate-brown velvet booths and wrought iron chandeliers. The result is plush and stylish but also very comfortable. This is a trendy place with a lively vibe. Try the sweet shrimp raviolini sprinkled with herbed bread crumbs or the baked ziti draped with molten Parmesan cream. Strictly Italian wines are served.

Periyali—35 West 20th St. (between 5th and 6th Ave.), 212-463-7890

This is possibly the best Greek restaurant in the city. Very fresh food and fantastic service, with extremely knowledgeable, but not pushy, waitstaff. The ambiance is very relaxing and simple, yet beautiful with fabric-draped ceilings. Very calming effect. They feature many interesting Greek wines, so ask the waiter for a recommendation. For appetizers, the grilled octopus is one of the house specialties and the simple Greek salad was fabulous. For a main course, a "must try" is the salmon wrapped in filo, with spinach and feta cheese. The walnut cake for dessert was outstanding—not too sweet, just right!

Asiate (hint-pronounced "Ah-zi-at")—80 Columbus Circle, 212-805-8881

With stunning views of Central Park and the twinkling lights of the city, this restaurant is located on the 35th floor of the Mandarin Oriental Hotel. The floor-to-ceiling windows that encircle

the restaurant help to create very dramatic and beautiful surroundings, great for a special occasion. The food is considered "French/Japanese fusion." Although it features tasty entrees like Kobe-style filet of beef in an oxtail sauce, suckling pig, and branzino, to me it is the spectacular views and luxurious ambiance that make this place truly memorable. Have a drink in the hotel lobby bar before dinner!

A FEW "NEIGHBORHOODY" TYPE PLACES:

La Mangeoire (guess what: I still can't pronounce this one!)—1008 2nd Ave. (between 53rd and 54th St.), 212-759-7086

You feel like you just stepped into Provence as you walk into this little French country gem that serves simple food at very reasonable prices. The décor is authentic French country...and the service takes pride in never rushing you. This is not a place to see and be seen either, but more of a quaint and charming atmosphere where you can unwind and relax. Try the artichoke salad and chicken "tarjine," or the steak.

Canyon Road—1470 1st Ave. (between 76th and 77th St.), 212-734-1600

This is a fun and lively place that Upper East Siders flock to for fantastic margaritas, quesadillas, and the best



Author Jill Bresnick toasting another night out in New York.

fajitas I've ever had. The whitewashed room is decorated with horns, hides, wagon wheels, and wood beams, giving it that "southwestern" look. The place can be very noisy on a crowded night, usually filled with lots of young professionals. I always have a great meal and a great time.

LET'S MEET FOR A DRINK:

Cibar—56 Irving Place (between 17th and 18th St.), 212-460-5656

One of my favorite bars in the city. Small, dimly lit, romantic, and the best word to describe it—cozy. Has comfortable couches, oversized chairs, and a fireplace, in addition to seats at the bar. Known for its martini selection (ask for the blue cheese stuffed olives in your martini!) and other creative cocktails. It gets crowded late-night, so I prefer to go early in the evening, before dinner, when you can practically have the place to yourself. You can order appetizers at the bar too. Try the cheese plate, pigs in blankets, or the nachos.

CASUAL EATS:

Pearl Oyster Bar—18 Cornelia St. (between Bleeker and West 4th St.), 212-691-8211

Recently expanded due to its popularity, this place still retains the feel of a simple New England seafood shack, featuring extremely fresh fish with very friendly service and reasonable prices. It's known for out-of-this-world lobster roll and blueberry pie. I prefer eating at the bar. Also, they don't take reservations. So get there early or be prepared to wait on line as the place is still not big and the line can spill onto the sidewalk!

Rare Bar and Grill—303 Lexington Ave. (at 37th St., in the Shelbourne Hotel), 212-481-1999

If you are looking for a great burger, look no further. Although they feature many variations on the typical burger (i.e. Pesto Mozzarella Burger, Jamaican Jerk Chicken Burger, etc.), I find that I like to go for the Rare Classic. Of course, you need some fries to go with that burger, so definitely try the "French Fry Tasting Basket," which features a trio of French fries: Cottage, Shoestring, and Sweet Potato Fries with three different dipping sauces. Atmosphere is casual and fun.

WHERE'S THE BEEF?

Strip House—13 East 12th St. (between 5th Ave. and University Place), 212-328-0000

The steakhouse with a seductive feel and a "bordello" vibe, with lots of red in the décor and pictures of strippers on the wall! If you are thinking this place is only about atmosphere, you would be wrong. The food is fantastic! Try the New York Strip Steak, and for side dishes, the French fries were crisp to perfection and the collard greens were delicious for those of you in need of your green veggie. This is definitely a fun place with a high energy level. Great for a night out with your significant other or with a group of friends!

Jill Bresnick is Publishing Director, Consultant & Consultant360, www.Consultant360.com, HMP Communications, LLC, 70 East Swedesford Road, Suite 100, Malvern, PA 19355. She can be reached at 610-560-4144 or jbresnick@hmpcommunications.com.

UPDATE! I can't believe it's been 12 years since I wrote the original article! So much has changed since then, in the world, in our industry, etc. One thing that has NOT changed is the abundance of great restaurants in NYC! Here are a few of my current faves:

THEATER DISTRICT – ITALIAN

La Masseria—235 West 48th (between 8th and 9th Avenue), 212-582-2111

If you want delicious Italian food before or after seeing a show, look no further. La Masseria has a warm and inviting atmosphere, invoking the Italian countryside. With a "farmhouse" feel, La Masseria is both rustic and upscale at the same time. They serve classic Italian dishes with fresh and natural ingredients. My favorites are the Linguini Alle Vongole (linguini with baby clams, garlic, and white wine sauce) and the Orecchiette Alla Bari Vecchia (ear-shaped pasta with broccoli rabe and Italian sausage). It's good enough that sometimes I go even when I am not seeing a show!

MIDTOWN EAST – GREEK

Ethos—905 1st Avenue (between 51st and 50th Street), 212-888-4060

This is my neighborhood, go-to Greek restaurant, featuring mostly fresh seafood as well as a few meat and poultry dishes. Inside it feels like a light, airy, and "beachy" Greek taverna. All the seafood is delicious, but my favorite is the simple grilled salmon served with rice pilaf. I also love the Marouli salad

(romaine, scallions, dill, and crumbled feta). This is obviously a neighborhood favorite for many as it's usually busy and bustling. You can eat a full meal at the lively bar, and it's a fun place to take someone for their birthday. You will have to go there to find out why!

MIDTOWN WEST – STEAKHOUSE

Mastro's—1285 6th Avenue (between 51st and 52nd Street), 212-459-1222

Having been to the Beverly Hills location in the past, I was excited to learn that Mastro's was opening in NYC a few years ago. If you want a fun night out with fabulous food, Mastro's is a great choice. With excellent service and delicious steaks, lamb, seafood, and sushi, Mastro's also features live music on the first floor. This makes for a very lively atmosphere, where you get dinner and a "show" all in one! Due to the music, it can be loud. So this is definitely not the place to go if you want to engage in serious conversation, although they do have a downstairs that is more quiet. Be prepared for typical NYC steakhouse prices! Yes – this is a chain, and some may say that makes it touristy – but that doesn't bother this native NYer since I always have a great time at Mastro's!

David Freund



"The shy man will not learn; the impatient man should not teach."

— Hillel The Righteous one

Birthplace: Cleveland, Ohio
Marital Status: Married
Child: Benji
Job Title: Senior Analyst – SSCG Media
Years in Industry: 7
College: Yeshiva

Who is your mentor and how did he/she impact you?

Doug McCurdy – He was my first boss at a company called BBE and he treated every worker with the ultimate level of respect. As President of the company, he was a very busy person with a lot of high-level responsibilities. Nonetheless, he made sure to always speak to every employee each day to check in on them and see if he could support/assist them in any way. Not only did I grow my industry knowledge under his leadership, but I was also fortunate enough to learn a great deal about leadership and what it takes to mentor others.

What are two things on your bucket list?

- a. Volunteer for an organization that helps people with special needs. I had the opportunity to work at a special needs program on the weekends during my college years and it was a tremendous experience. I hope to continue contributing to that program again starting this year.
- b. Travel to every continent. I love experiencing new places and learning more about each culture so hopefully over time I will be able to see more parts of the world.

What is the biggest obstacle you have overcome?

During my freshman year, I was one of the shorter students in my class and really wanted to make the basketball team like my brother did. The following summer, I went to the gym to practice shooting for a few hours every day and was able to make the JV Team the next year! I felt an amazing sense of accomplishment when I found out I was selected to the team, and it showed me that I could really achieve anything that I set my mind on.

What was your first job?

Selling hot dogs at Jacobs Field (Cleveland Indians).

If you could do a guest role on a TV show, which one would it be?

I would go back in time and be a character on *Seinfeld*. It would be really fun to be part of such an amazing show and to see the entire cast interacting with one another on the set. I would especially want to follow Kramer around for a day on that show – he seems like a really interesting person to work with and be around.

Who do you most admire for their humanitarian or charitable efforts?

Stephen Spielberg – In addition to all the charities he has given to, he has produced important movies such as *Schindler's List*, which will help educate people throughout the world about the Holocaust for many years to come.

If you could have lunch with any person (other than a relative), living or dead who would it be?

Abraham Lincoln – I would love to go back in time and discuss the issues of his time with him. His leadership and bravery allowed us to have many of the freedoms we take for granted today.

What is your favorite restaurant?

Boeuf and Bun – a new restaurant in Crown Heights, NY, that has the best onion rings in the world!

How do you stay fit?

I try to go biking throughout the week and I also get to chase my two-year-old son around the apartment every night. He is very fast for a two-year-old!

What would be the title of your life?

"Keep climbing" – My motto is to keep reaching for the stars and not to let any obstacles stop me from getting closer towards my goals.

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

Kanye West.

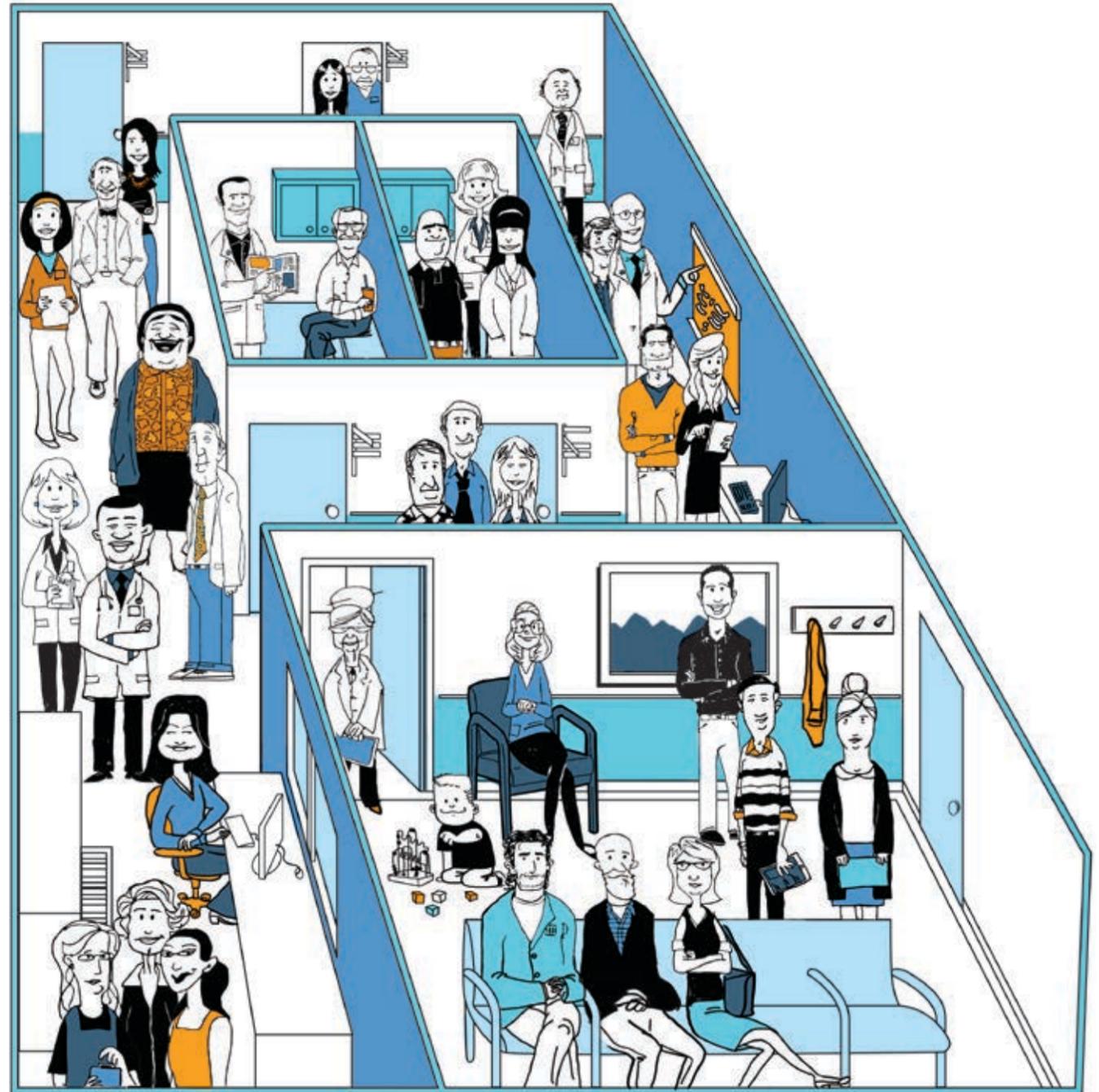
What do you think is the most important issue facing us today?

Our nation is too divided – People have to find a way to get along with each other even if they have different values/beliefs.

What is one thing you can't live without?

iPhone – I feel like we do everything on that little device!

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