

Next Month...
More Best of the Best!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

VOL. 27, No. 5
JUNE 2018

BEST

In This Issue:

Sushi • Vacation Spots
Credit Card • Books • Spa
Concert • Cocktails
Restaurants • Pizza • Hotels

OF THE BEST

2018

Also Inside:

**Up Close and Personal
with Francesca Giordano**

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Dear Healthcare Marketer,

Welcome to our annual Best of the Best issue! This is one of my favorites because I get terrific ideas for new things to try from all of you who participated.

While I'm always up for trying something new and different, I do have my own favorites in some of the categories covered in this issue. So I thought I'd share them:

- **Vacation Spots:** Beaches Turks and Caicos and the Greek Islands (Santorini, in particular) – both perfect for just chilling out.
- **Concert:** Always Bruce Springsteen!
- **Cocktail:** Mudslide – It's like a milkshake, only more fun – a delicious blend of vodka, Kahlua, and Bailey's Irish Cream.
- **Wine:** Conundrum White, a delicious and refreshing blend of Chardonnay, Sauvignon Blanc, Semillon, Muscat Canelli, and Viognier that sells for less than \$30 a bottle.
- **Favorite Restaurant:** Matthew's Italian Restaurant, a little hole-in-wall in Clifton, NJ, that has the best chicken parmesan and stuffed artichokes!

As far as my **Favorite Hotel**, that's quite a story! When I was 22 years old, I attended the PMRG conference for work and stayed in a hotel by myself for the first time. This was not just ANY hotel. It was The Plaza in New York City. I was so enamored by the luxe décor, the elegant surroundings, and the overall opulence of the hotel. I remember just sitting in the lobby drinking tea and people-watching in awe. The clientele consisted of people from all over the world speaking different languages who were glamorously dressed to the nines. I felt so sophisticated and grown up...until I unpacked my suitcase and realized the NyQuil I brought with me for my cold had opened and spilled all over the entire contents of my bag! After inquiring about getting my clothes cleaned at the hotel, I quickly had to come up with another plan when I realized it would have cost me nearly a year's salary. So, I called my mom and dad, who packed a new bag and drove it to me in the city. So much for feeling grown up!

With the summer starting, I'm ready for a little chillin' and I'm sure you are too. Read on to find lots of ideas on how you can relax and enjoy the Best of the Best in the months ahead and beyond. **Sandra Holtzman** and **Sheyda Karvar** are serving up excellent ideas for fun and fabulous cocktails – recipes included! Looking for a summer read? **Lindsay Schubert** has an intriguing idea for you. For the foodies out there, we've got **Peter Messina**, **Camille DeSantis**, and **Andrew McGuire** dishing on their favorite restaurants. And if you've got a longer stretch of time, how about vacation bests from **Joe Frank** and **Betty Ann Gilchrist**, a couple of wonderful hotel ideas from **Lisa Gower**, or the ultimate spa experience from **Morayea Pindziak**? And, thanks to **John Molluso's** tip, you'll want to sign up for a Rewards program that can send you on your way with free overnights. You'll be inspired to experience a concert like the one **Ivette McFarland** considers her top choice...read on and you'll certainly understand why. Finally, we're delighted to have **Francesca Giordano** featured in this month's *Personal Exchange*.

How about you? Got any favorite summer getaways, vacations, weekends, reunions, or destination weddings you want to tell us about? We'd love to share them in our upcoming summer issues.

Happy Summer and Happy Father's Day
to all our Dads out there,

Nancy

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 Nan McArdle at nmcardle@HMEExchange.com or call 973-744-9505 to discuss.

Or submit through our website at www.hmexchange.com/contests.html

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 McArdle at nmcardle@HMEExchange.com for more information or to participate.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

AMAG Pharmaceuticals has announced the appointment of **J. Alan Butcher** as Executive Vice President and Chief Business Officer. He can be reached at 617-498-3300.

American Medical Communications has announced the promotion of **Nick Luciano** to Sales Director. He can be reached at 201-317-3211.

CMI/Compas has announced the appointment of **Norman "Curt" Cramer** as Technical Business Analyst and **Mariko Siegert** as Associate Analyst, Data Analytics. They can be reached at 856-667-8577. **Erica LoPresti** has been appointed Digital Ad Operations Specialist; **Walter Schmidli** as Associate Director, Social Media; **Nadia Khatri** as Media Planner; **Austin Eichinger** as Associate Analyst, Search Engine Marketing; and **Taylor Sauder** as Associate Analyst, Data Analytics. They can be reached at 215-568-5944.

DMD has announced the appointment of **Michelle Klein** as Vice President, Digital Solutions. She can be reached at 215-880-9296.

eHealthcare Solutions has announced the appointment of **Amy Turnquist** as Executive Vice President of Sales. She can be reached at 609-882-8887.

Evoke Group has announced the appointment of **Hal Shapiro** as Vice President, Talent Acquisition. He can be reached at 267-765-4992.

GlaxoSmithKline has announced the appointment of **Kevin Sim** as Head of Global Business Development for Pharmaceuticals R&D beginning in July.

McCann Worldgroup has announced the promotion of **Chris Macdonald** to President, Advertising and Allied Agencies. He can be reached at 646-865-3000. **Nannette Dufour** has been promoted to President, Global Clients and Business Leadership. She can be reached at 33-1-47-59-34-56.

Merck has announced the promotion of **Gary Patry** to Executive Director – Global Lead GU Cancers KEYTRUDA. He can be reached at 908-740-4000.

Ogilvy CommonHealth Worldwide has announced that **Tracey Cooper**, Digital Engagement Strategist, has been honored as a 2018 **Healthcare Businesswomen's Association (HBA)** Rising Star at the organization's 29th Women of the Year Event. She can be reached at 973-352-1000.

SSCG New York has announced the promotion of **Ivette McFarland** to Vice President, Group Supervisor, Multichannel Media. She can be reached at 212-798-4560. **Thomas Boyle** has been promoted to Senior Media Planner, Multichannel Media. He can be reached at 212-845-8105. **Kayla (Safran) Coe** has also been promoted to Supervisor, Multichannel Media. She can be reached at 212-798-4662.

Underscore Marketing has announced the promotion of **Michelle Humes** to Associate Director, Media Strategy. She can be reached at 212-220-9987.

new¬eworthy

awards, mergers
approvals

Abbott has announced the FDA clearance of the Advisor HD Grid Mapping Catheter, Sensor Enabled, which employs a new design that allows physicians to see things differently by capturing and analyzing

data in a way that creates highly detailed maps of the heart that better differentiate healthy from unhealthy tissue. For more information, visit www.abbott.com.

AstraZeneca has announced the FDA approval of Tagrisso for the first-line treatment of patients with metastatic non-small-cell lung cancer whose tumors have EGFR mutations. For more information, visit www.astrazeneca.com.

Bristol-Myers Squibb and **Johnson & Johnson** have announced a global collaboration on a Factor XIa (FXIa) inhibitor program for the prevention and treatment of major thrombotic conditions. In the partnership, the drug makers said they will advance **Bristol-Myers Squibb's** anticoagulant BMS-986177 to mid-stage development in the second half of this year for the study of secondary stroke prevention and create a broad development program across multiple indications. For more information, visit www.bms.com.

HMP, a healthcare education and events company, and the **National Committee for Quality Assurance (NCQA)** has announced the launch of the **Health Care Quality Congress**. Taking place October 5-7 in Dallas, Texas, the congress is designed to bring together thought leaders from throughout the healthcare industry and spotlight best practices and innovative approaches to quality improvement. For more information, visit www.hmpglobal.com.

Janssen Biotech, Inc., one of the **Janssen Pharmaceutical Companies** of **Johnson & Johnson**, has announced that it has entered into a definitive agreement under which it will acquire **BeneVir Biopharm, Inc.**, a privately held biopharmaceutical company specializing in the development of oncolytic immunotherapies. For more information, visit www.janssen.com.

Novartis has announced the FDA approval of its cell therapy Kymriah for treatment of patients with a second type of blood cancer, large B-cell lymphoma, which has worsened despite two or more earlier lines of therapy. For more information, visit www.novartis.com.

Patient Portal Technologies (PPT), a healthcare technology company specializing in innovative methods to deliver better patient outcomes, has announced a partnership with **Uber Health**, a HIPAA-compliant dashboard for providing rides to patients. The partnership will provide non-emergency medical transportation for PPT's clients nationwide. For more information, visit www.patientportaltechnologies.com.

Portola Pharmaceuticals has announced the FDA approval of Andexxa (andexanet alfa) as the first antidote indicated for patients treated with **Bayer** and **Johnson & Johnson's** Xarelto (rivaroxaban) and **Bristol-Myers Squibb** and **Pfizer's** Eliquis (apixaban), when reversal of anticoagulation is needed due to life-threatening or uncontrolled bleeding. For more information, visit www.portola.com.

Stryker, a medical technology company, has announced that its **Sustainability Solutions Division** has acquired **Hygia Health Services**, which focuses exclusively on reprocessing patient care single-use devices (SUDs) in the U.S. The acquisition will allow **Stryker** to better serve customers as a premier provider of sustainability solutions in the global healthcare market. For more information, visit www.stryker.com.

Takeda Pharmaceutical Co. has announced that it has reached an agreement to acquire **Shire Plc** with a takeover offer of about \$62.2 billion. The deal has been approved by both boards and is expected to close in the first half of 2019. For more information, visit www.takeda.com.

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BEST SUSHI

Sail in for Sushi

If you are looking for amazing sushi, fresh seafood, and attentive service, Xina is the place to go...This Asian fusion restaurant is a true gem in Toms River. Excellent food and wonderful atmosphere. It's al-

ways packed, so make a reservation, especially on weekends. Typically, it takes two weeks to get a reservation. The sushi bar is a great place to dine or grab an appetizer before your table is ready. All the sushi specials are huge and very filling. The oysters are delicious and the

daily specials are incredible! You seriously cannot go wrong with anything from Xina. It also has boat slips if you would like to venture in by water. Oh, and it's BYOB!

Xina Sushi and Oyster Bar – Chinese Bistro,
xinarestaurant.com, 3430 NJ-37, Toms River, NJ 08753,
732-279-6327

Peter Messina, Executive Director, Sales, Brand Group, Rx EDGE,
973-615-0449, peter.messina@rx-edge.com



BEST VACATION SPOT

Cruisin' the Chesapeake

The best vacation spot is on my boat at various locations on the Chesapeake Bay in Maryland, including Annapolis, St. Michael's, Cambridge, and Baltimore

Inner Harbor. There's nothing like being with friends on the boat with cold beer, Maryland steamed crabs, shrimp with Old Bay, and corn on

the cob. Maryland is truly "The Land of Pleasant Living." Pics available. Lol!

Joe Frank, National Sales Director, The Walchli Tauber Group,
443-512-8899, joseph.frank@wt-group.com



BEST CREDIT CARD

Amex and Starwood Preferred – Perfect Together

My wife and I have both been using the American Express Starwood Preferred card for about 10 years.

The annual fee is \$95 (first year is free), but the savings are tremendous. Starwood properties are worldwide so there is rarely a time when we could not find one in the destination city of our choice. The plan is simple – for every dollar charged, you earn a point. You also earn multiple points when you travel and stay at a Starwood property. There are

no foreign transaction fees when using this card. The best part of this program is the redemption. I have never been told there were no rooms available

due to a blackout date or lack of availability. If you have the points and they have a room, you get it! Some cities are more costly than others, as are certain times of travel.

We have been to some beautiful places because of this rewards program! For example, we stayed at the Sheraton Grand Los Cabos Hacienda del Mar for about 10k points per night and the Le Meridien in Barcelona, right on La Rambla, for about 15k points per night. If the program wasn't working, I would not have been enrolled over the last decade!

As we were going to press, SPG announced the merging of its rewards program. This August, SPG, Marriott Rewards, and The Ritz-Carlton Rewards will become one powerful program. Individual program names will stay the same until 2019, but all rewards will be consolidated into one set of benefits to provide easier access and more opportunities.

John Molluso, Director of Advertising Sales, AAFP,
201-288-4440, jmolluso@aafp.org



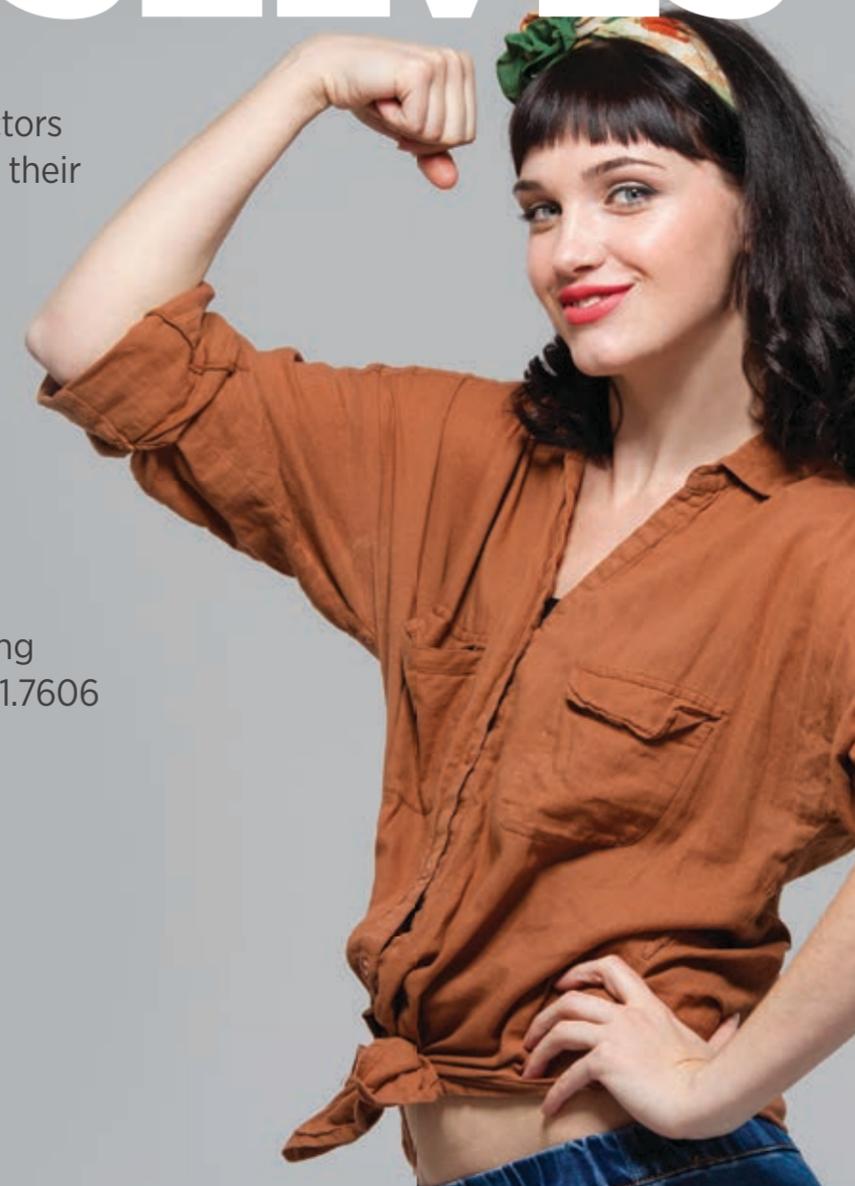
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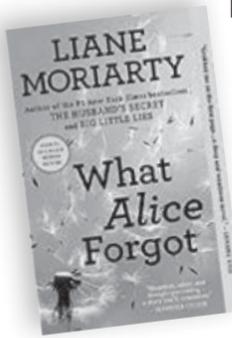


BEST BOOK

What Alice Forgot by Liane Moriarty



Liane Moriarty has quickly become one of my favorite authors. She wrote *The Husband's Secret*, *Big Little Lies*, and *Truly Madly Guilty* – all of which were also great. Her writing is suspenseful, emotional, and funny at the same time. This book is about 29-year-old Alice Love who is happily married and pregnant with her first child. She wakes up one morning on the floor of a gym to find out she is actually 39 with three kids and in the middle of a divorce. It's the type of book that makes you stop and reflect on your life and what is truly important. I actually listened to this book on Audible during my commute to and from work, and it took me about two weeks from start to finish. There's also talk of making this book into a movie soon!



Lindsay Schubert, Group Supervisor, Multichannel Media, SSCG Media, 609-936-5752, lschubert@sscgmmedia.com



BEST CONCERT

Aloha, Eagles



One of the best concerts I ever attended was the 1995 Eagles' "Hell Freezes Over" show in Hawaii's Aloha Stadium. It was their reunion tour, so all the songs I heard my parents listening to growing up were brought to life, and I was hit with the greatest sense of nostalgia. And...I mean...Hawaii!! Aside from that, the sound system was incredible, and the energy was off the hook! I've been to so many concerts since then, but this one was definitely a standout!!



Ivette McFarland, Vice President, Group Supervisor, Multichannel Media, SSCG Media, 212-798-4560, imcfarland@sscgmmedia.com



BEST SPA

Signature Hershey



If you need some pampering, head to The Spa at The Hotel Hershey. You can go to the spa at any time the day of your service regardless of the time of your service. And I suggest you take full advantage of that! There is an aromatherapy room, a quiet room, sauna, a pool/whirlpool...plenty of space to relax and unwind for hours. There are candy dishes throughout, so you can enjoy signature Hershey treats while you unwind. You can get lunch in The Oasis, the spa-guest-only restaurant, so you don't even have to leave your robe and slippers.



Whether you go for a single service or a full day at The Spa, you won't be disappointed. There are seasonal themed packages, like Everything Chocolate inspired by Hershey history, Rose Garden in honor of Catherine Hershey's love of roses (wife of Hershey Founder Milton), Cuban Experience that pays homage to Hershey Milton's relationship with the sugar mills of Cuba, and Country Abundance, drawing from the lush natural farmlands of the area surrounding Hershey, PA. The Spa at The Hotel Hershey is a great place to go and relax with a friend or two or five.

The Spa at The Hotel Hershey, www.chocolatespa.com, 100 Hotel Road, Hershey, PA 17033, 717-520-5888

Morayea Pindziak, Vice President, Marketing and Operations, Healix, 646-609-9930, morayea.pindziak@healixglobal.com

1



The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

Altmetric tracks and collates online mentions of individual papers from sources such as the mainstream and social media, blogs, and other scholarly and nonscholarly channels. Below are the JAMA Network papers that inspired the most discussion in 2016, according to Altmetric.

- | | | | | | |
|----|---|----|---|----|---|
| 1 | United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama (<i>JAMA</i>) | 39 | Association of Hormonal Contraception With Depression (<i>JAMA Psychiatry</i>) | 81 | Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults (<i>JAMA Internal Medicine</i>) |
| 5 | Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents (<i>JAMA Internal Medicine</i>) | 41 | The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform (<i>JAMA</i>) | 87 | Pharmaceutical Industry-Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries (<i>JAMA Internal Medicine</i>) |
| 7 | The Association Between Income and Life Expectancy in the United States, 2001-2014 (<i>JAMA</i>) | 57 | Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality (<i>JAMA Internal Medicine</i>) | 88 | National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 (<i>JAMA Pediatrics</i>) |
| 8 | Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial (<i>JAMA</i>) | 61 | Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis (<i>JAMA Pediatrics</i>) | 98 | Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement (<i>JAMA</i>) |
| 19 | The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) (<i>JAMA</i>) | 68 | Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 (<i>JAMA</i>) | | |

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

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BEST HOTEL

I'll Take Manhattan

The Carlyle is only a special-occasion stay for most of us mere mortals, but if you love grand New York City hotels, this is the one! With Central Park views, A+ service, Kiehl's toiletries, fresh flowers in the rooms, and a white-gloved elevator man, what's not to love? Your hardest choice will be whether to order room service or have the fabulous breakfast buffet downstairs. And no



stay at the Carlyle is complete without a drink in the famous Bemelmans Bar with its delightful murals by the creator of the Madeline children's books. Try the Passion Royale – passion fruit vodka and Champagne with lime! Glamour, elegance, celebrities – if these walls could talk – but a new documentary just might! Check out *Always at The Carlyle*, recently released in theaters.



The Carlyle, rosewoodhotels.com/en/the-carlyle-new-york, 35 East 76th Street, New York, NY 10021, 212-744-1600

For an equally fantastic but more casual experience, The High Line Hotel in Chelsea is an historic gem. Previously a seminary that was built in 1895 for Episcopal theological students (the rooms were dorms!), The High Line Hotel's gothic details make you feel like you're staying in a museum with the most comfortable beds and a reasonably priced mini bar. The rooms have antique rugs, huge windows that open onto a serene courtyard, and Shinola bikes available to guests – after you've had Intelligentsia coffee in the lobby. Dog-friendly, this is a comfortable place to just relax and people-watch. And the High Line park is a block away – if you've never walked it at night, it's a truly magical experience.



The High Line Hotel, thehighlinehotel.com, 180 Tenth Avenue, New York, NY 10011, 212-929-3888

Lisa Gower, Supervisor, Media, CMI Media, 610-994-3983, lgower@cmimedi.com



BEST PIZZA

Pepe's Is the Place

Frank Pepe started in 1925 in New Haven, Connecticut, with his "tomato pies" – crisp, charred, and chewy. They only use a coal-burning fire, which burns hot and dry. Wood,



in contrast, makes steam, which would give you a soggy crust. The style is Neapolitan pizza – thin and delicious! No slices here, you



have to get a whole pie – but that pie won't last long! To call it "good" is the understatement of the year. It is a SHRINE to pizza. They are known for their white clam pizza (best in the U.S.), but my favorite is half roasted red peppers and half spinach and garlic. Yum!!

Frank Pepe Pizzeria Napoletana, pepespizzeria.com, 157 Wooster Street, New Haven, CT 06511, 203-865-5762.

NOTE: Pepe's has three other locations throughout Connecticut. See website for more info.

Camille DeSantis, Founding Partner, Signava, 914-282-2362, camille@camilledesantis.com



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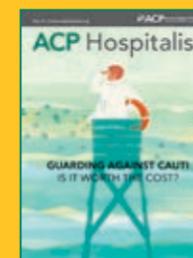
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ACP Internist and *ACPInternist.org* provide news and information for internists about the practice of medicine as well as the policies, products, and activities of ACP.

*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





BEST RESTAURANT

Upscale Trattoria Perfection



Some restaurants inspire and invigorate, make you feel alive when you walk through the door, firing all senses. Union Square Café in New York City is one such place, a restaurant that offers genuine service and hospitality. I've spent many a lunch and dinner here over the years with friends and colleagues and, in large part, those memories of meals, conversations, and laughter shared bring me back to this place time and again. The scene of the experience...



Once you walk through the door, you know you're dealing with professionals. Always a seasonal floral display of some sort greets you, people at the host station already expecting you. The service industry, when done well, is a noble profession. The

staff here is attentive, hospitable, knowledgeable, not without humor, thankfully, casually dressed, smartly aproned. Tables look great, with crisp linens, silver- and stemware set right. Union Square Café gets it – always a perfect combination of casual ease and elegance. In other words, not stuffy, it's a comfortable, kind of upscale trattoria.

The food never disappoints. I have a friend who always orders the gnocchi, pillows of air as she describes them. We know before we even get to the restaurant what she's ordering – her anticipation of ricotta heaven always makes me smile. I start with the crudo, then move on to a pasta or fish for my main course – love the trout. Or sometimes I'll get a bibb lettuce salad and burger, depends on the mood and time of day. You can't go wrong with the menu – great choices all.

Union Square Café used to be on East 16th Street. Now they're at the corner of Park Avenue South and East 19th Street. Still a short stroll from Union Square Park. Nice neighborhood; great restaurant where you'll want to return again and again.

Union Square Café, www.unionsquarecafe.com, 101 East 19th Street, New York, NY 10003, 212-243-4020

Andrew McGuire, Regional Sales Director, NEJM, 973-771-8926, amcguire@nejm.com

Andrew McGuire, Regional Sales Director, NEJM, 973-771-8926, amcguire@nejm.com

- 1 tbsp agave nectar
- ½ jalapeño pepper, seeded and diced
- 1 lime, cut into wedges

Directions

1. Pour ¼ to ½ inch of salt onto a small, shallow plate. Moisten the rim of two margarita glasses with water and dip into the salt. Fill with ice, and set aside.
2. Pour the tequila, triple sec, lime juice, agave nectar, and jalapeño into a cocktail shaker over ice. Cover, and shake vigorously until the outside of the shaker has frosted.
3. Strain into the prepared glasses, and garnish with lime wedges to serve.

*From Allrecipes.com www.allrecipes.com/recipe/218313/jalapeno-margaritas

Sheyda Karvar, Media Planner, Publicis Fusion, 267-765-7633, sheyda.karvar@publicisfusion.com



BEST COCKTAIL

Make That a Jalapeño Margarita



My favorite cocktail is a Jalapeño Margarita. It reminds me of a beach vacation, a yummy plate of guacamole and chips, or happy hour with friends.

Jalapeño Margarita*
2 servings

Ingredients

- Kosher salt
- Ice cubes
- 4 fluid oz tequila
- 2 fluid oz triple sec
- 2 limes, juiced



BEST VACATION SPOT

Smuggs – #1 Resort



We have been homeowners at Smugglers' Notch Resort, in Jeffersonville, VT, for 15 years and spend most of our vacation time there. The skiing is phenomenal with terrain for all levels, but if you're an expert skier, you'll appreciate all the glades and out-of-bounds skiing. This is a family resort and après-ski is more of a hot chocolate by the bonfire with Billy Bob Bear and Mogul Mouse than beers at the bar. However, you can certainly do that as well!



Top of Madonna Mountain with my son Pax, 2009.

During the winter, Smuggs has something for everyone with swimming pools, sledding, tubing, snowmobiling, skating, horseback riding, movies, concerts, and adventures at the newly renovated "FunZone." Summer and fall are just as fun with terrific camps for kids, mountain biking, hiking, canoeing, kayaking, trips to Montreal, Stowe, Burlington, Ziplining, apple picking, Vermont country fairs...the list is endless. I also highly recommend dining at the Hearth and Candle Restaurant, which is located in the Smuggs Village. The staff is over-the-top attentive and the food is superb, plus the atmosphere is perfect after a day of playing around in the mountains.



Kayaking down the Lamoille River.

Smuggs consistently wins the *Ski Magazine* award for #1 Kid-Friendly Resort in the East every year, but this year they were also awarded the #1 Overall Resort in the East by *Ski Magazine*. Smuggs is a six-hour drive from New York City, so plan on visiting for more than just a weekend. I assure you, you'll be happy you did. When our Smuggs vacation comes to an end, we leave feeling 100% reconnected with our family and physically and mentally rejuvenated.

Smugglers' Notch Resort, www.smuggs.com, 4323 Vermont Route 108 South, Smugglers' Notch, VT 05464-9537, 800-419-4615

Betty Ann Gilchrist, Vice President, Director of Advertising Sales, Harborside Press, 631-935-7675, bgilchrist@hbside.com



BEST COCKTAIL

The Old Cuban



My favorite cocktail is The Old Cuban. It's a fresh ingredient-made Mojito with about 1/4 room left at the top of the drink to be topped off with Champagne. I first had it at the Pegu Club in New York City and it was my go-to cocktail for the first few years I frequented the cocktail lounge. The Old Cuban is a drink dating back to the early part of the 20th century and has been revitalized and updated by Audrey Saunders, owner of the Pegu Club (and mixologist extraordinaire). It has all the qualities of a great Mojito with the added kick of the Champagne. Great sipping cocktail. But please don't take my word for it – visit the Pegu Club and order one for yourself.

Audrey Saunders' Old Cuban Cocktail Ingredients

- 1.5 oz aged rum (Saunders recommends Bacardi Añejo 8-Year)
- 1 oz simple syrup
- ½ lime, juiced
- 2 dashes Angostura bitters
- 6 mint leaves
- 2 oz Top-Shelf Champagne



Directions

1. Make the simple syrup: in a small saucepan, simmer 1 cup water with 1 cup sugar until it forms a syrup. Take off heat, cool, and cover. Syrup will keep in refrigerator for 2-3 weeks.
2. Put the mint, lime, and simple syrup in a cocktail shaker and lightly muddle the mint. Add ice, bitters, and rum. Shake until cold, and strain into 2 low ball glass that each have a couple of ice cubes in them. (Double strain to remove mint and ice flecks, if you like.) Top with Champagne, and garnish with a sprig of mint.

Sandra Holtzman, Chief Strategy Officer, Marketing Cures, 212-414-0780, sholtzman@marketingcures.com

Francesca Giordano



Paragliding in Interlaken, Switzerland!

“Live as if you were to die tomorrow. Learn as if you were to live forever.”

– Mahatma Gandhi

Birthplace: Bronx, NY
Marital Status: Single
Children: None
Job Title: Connections Planner
Years in Industry: 2
College: University of North Carolina Wilmington

What are two things on your bucket list?

Although my bucket list is always evolving, the two items that remain consistent are learning a new language and traveling to all seven continents. Traveling has always been a passion of mine. I love meeting new people, exposing myself to different cultures, and having a glimpse of life from a perspective other than my own. To date, I have only made it to two continents. So, it’s safe to say I have a long way to go! However, I have been to 18 countries so that must count for something, right?

What was your first job?

At my first job ever, I was a party instructor at a local gym for kids who were between the ages of 3 and 13. I was only 14 when I first started and continued for four years. Over those four years, I learned patience, organization, and client relations, which I am able to leverage today!

My first “big girl” job was at Healix Global, where I began my career as an Associate Media Planner. I was fortunate enough to be surrounded by passionate and knowledgeable healthcare media professionals and generated a solid foundation for my career. Every day, I was pushed beyond my limits and able to grow as a media professional.

How did you get started in the industry?

It was two months after college graduation and I still had no job. I knew I wanted to work in media, but I wasn’t entirely sure how I was going to get my start in the industry. Luckily, my best friend from high school had begun her career as a recruiter and called me with a job opportunity.

She told me that a company was looking for an Associate Media Planner and thought I might be a great fit for the job. I immediately agreed to an interview, not fully understanding what the job entailed. When I went in for the interview, I remember being asked, “Why Pharma?” At the time I had no honest answer, I just knew I wanted a job in media. I left that interview feeling positive and excited about the opportunity without really knowing why. I just knew it was a good fit. Two hours later, I received an offer to be an Associate Media Planner on the BMS account. Little did I know I had just been presented an opportunity to begin a career that I have grown to love.

What three adjectives best describe you?

Determined, independent, and adventurous.

What would you like to learn to do?

Sing, but I am starting to think that might be a lost dream. Still hopeful!

Have you ever had a brush with fame?

My friends and I took a road trip from New York to California and on the way we stopped at the Grand Canyon. One of my friends and I got lost from the group and decided we would meet everyone back at the car. As we approached our car, we were bombarded by a group of tourists who began snapping pictures of us. Our first reaction was to hide behind the car, but they kept following us. We continued to run away...once the clicking noise had faded, we knew we were safe. To this day, we are not sure why they had been taking pictures of us, but we like to think we were mistaken for celebrities. We now know what it is like to try and hide from the paparazzi.

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

The Weeknd. I saw him once in concert last June and have been obsessed ever since!

What is your favorite vacation spot?

Montauk, New York. When I was growing up, my Grandma had a small beach house where I spent my summers with my entire family. To this day, we still look forward to spending that time together every summer!

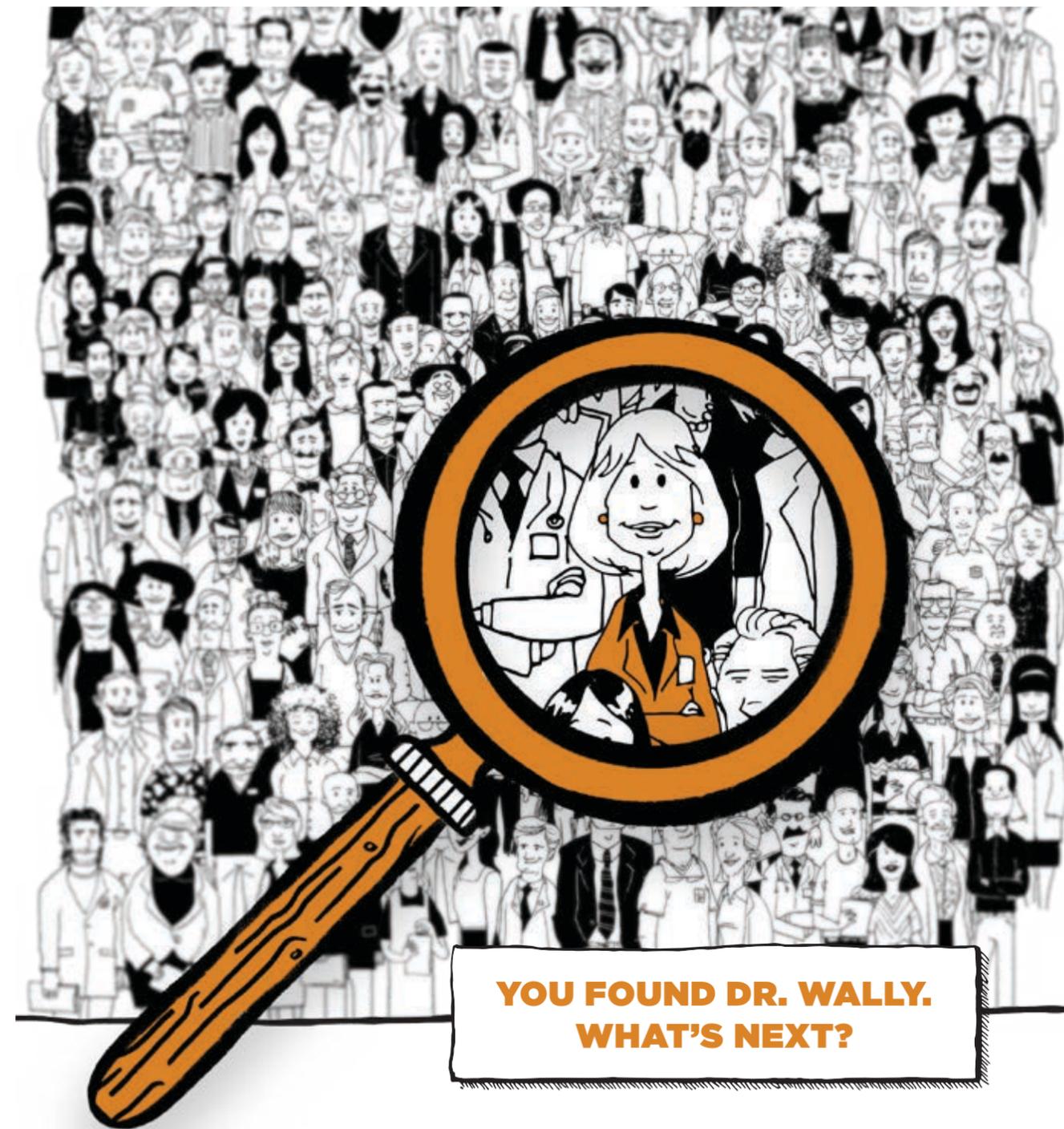
If your life had a theme song what would it be?

I Don’t Want To Be – Gavin DeGraw.
 This song is motivational, and I love *One Tree Hill*.

How do you stay fit?

I just recently bought a Citi Bike membership and started biking to work. I also enjoy Hot Yoga and Peloton classes.

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Source: AAFP, 2017 completed CME Quiz return data, February 2018

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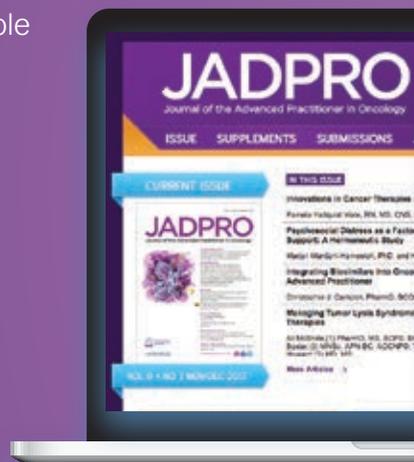
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