

Special Poll Issue!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 24, No. 6
www.HMExchange.com

2015

JULY



Visit Our Website For:

- Job Opportunities
- Vacation Rentals
- Contests and Polls
- Article Archive

hmexchange.com



Camille DeSantis
GUARD DOG BRAND DEVELOPMENT
Swiss Hilltop Charm
PAGE 6



Dana Trimborn
COMMUNICATIONS MEDIA, INC. (CMI)
Perfect Pulled Pork Nachos PAGE 6



Terry Krongold
NOVARTIS PHARMACEUTICALS CORP.
Baked Goodness Worth Sharing PAGE 7



Gwen Canter
SSCG MEDIA GROUP
Hawaiian Meatballs
PAGE 7



Andrew McGuire
NEW ENGLAND JOURNAL OF MEDICINE
Divine Dining at De Novo
PAGE 8



Debbie Renner
THE SSCG MEDIA GROUP
NETWORK
Arroz Con Pollo
PAGE 8



Jamie Sokoloff
OGILVY COMMONHEALTH MEDICAL
MEDIA
Low Carb Dieting
PAGE 10



Tiffany Thompson
UBM ADVANSTAR
A Taste of Summer and Winter
PAGE 10



Bill Hahn
SCIENCE BRANDING COMMUNICATIONS
Award-winning Lowcountry Fare
PAGE 11



Robin Bartlett
DOVE MEDICAL PRESS
New York City Classic
PAGE 11



John Loughran
TRIPLE THREAT MEDIA
My Favorite Drink: The Flaming Moe
PAGE 12



Sue Lovenberg
AMERICAN MEDICAL ASSOCIATION
A Stew that Doubles as a Side Dish
PAGE 12

Also Inside...

4 Announcements
13 Humanitarian Award

Online at hmexchange.com

Fun Things To Do
Mailbags
Contests



Anne Golden-Vazquez
COMMUNICATIONS MEDIA, INC. (CMI)
Personal Exchange
PAGE 14

PRSR STD
US Postage
Paid
Permit #402
Senobia, MS

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

No matter how they read it, they just can't put it down



And now with so many ways to access the journal, they don't have to. With the most average issue readers, average page exposures, high readers, and ad page exposures,¹ *American Family Physician* is still the best-read journal in primary care—no matter how it's served. Along with print, and a large, rapidly growing population of tablet and smartphone edition users, 86,266 US Family Physicians (75% of the total) are registered for Web site access because they are AAFP members.²

To learn about promotional opportunities, contact the AFP/FPM Advertising Sales Team at (201) 288-4440 or AAFP_NJ@aafp.org, or visit www.aafp.org/journals/adinfo.

References: 1. Primary Care. Medical/Surgical Study. Kantar Media; June 2014. 2. Membership data on file; American Academy of Family Physicians.



American Family Physician®

THE HEALTHCARE MARKETER'S EXCHANGE

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

ASSISTANT TO THE PUBLISHER
CIRCULATION MANAGER
Denise Pecora
 973-744-9505
dpecora@HMExchange.com

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

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

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

Copyright ©2015 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-744-9505. Email: contact@hmexchange.com.

Dear Healthcare Marketer,

Wow! It has been a crazy time in the Leonard household. My daughter Katie graduated from high school and there have been so many activities surrounding that – pre-prom, prom, the Baccalaureate Mass, graduation ceremony, parties, and freshman orientation. Quite a whirlwind.

This year has been happy and sad for the Leonard family. We lost two close relatives, my Uncle Jim and my Aunt Dottie. And my second mom who helped raise me, Rosalie, also passed. I was reminded time and again how important it is for family to get together for happy occasions and not just for funerals. Because of this, I decided to have a graduation party that included cousins and other extended family members, instead of just a kids' party. After a year of losses, I invited my relatives to come and share in a very happy celebration. So I booked the Chart House in Weehawken for a graduation brunch. The Chart House sits on the Hudson River right across from the center of Manhattan, so the view is amazing and the price was surprisingly reasonable for brunch. I am happy to say my cousins came from as far away as Pittsburgh to join in the festivities.

We all need to take time to relish the happy times and appreciate our family and friends. So it's in that spirit that we continue to share our readers' favorite recipes, wines, and restaurants. Whether it's a gathering at home or an evening out, enjoying food and drink is twice as nice when shared amongst our loved ones.

Read on for a range of recipes from meatballs with Hawaiian flair from **Gwen Canter**, to chicken with a Peruvian touch from **Debbie Renner**, a vegetarian stew from **Sue Lovenberg**, carrot cake extraordinaire from **Terry Krongold**, and drink recipes from **John Loughran** that make the saying "anything goes" ring true. Dining out is a favorite way for many of us to gather with friends. So check out reviews that dish out delicious from **Camille DeSantis**, **Bill Hahn**, **Andrew McGuire**, **Dana Trimborn**, and **Robin Bartlett**. Plus **Tiffany Thompson** offers up her top choices of both red and white wine. **Jamie Sokoloff** shares her insights on how to navigate the world with low carb eating (which we may need to explore after the dinner out or family gathering). And **Anne Golden-Vazquez** is our featured guest for *Personal Exchange* this month.

ON A GOOD NEWS NOTE...

I am very excited to announce that we are holding our **1st Annual Healthcare Marketer's Exchange Humanitarian Awards!** Know anyone who really goes above and beyond to take care of others, lead a movement, raise funds to do good for others? Nominate this person for the **HME Personal Humanitarian Award!** The winner will receive \$1000 toward their favorite charity...plus a \$100 Gift Card to use as they please. (And yes, you can nominate yourself.)

Maybe there's a company in our industry that you'd like to emulate? A company that's a forerunner in doing good...that bands together to make an impact on those in need...a company that truly makes giving back not just an obligation but a part of their culture. Maybe it's your company? Nominate your company choice for the **HME Company Humanitarian Award**...the winner will receive \$1000 to fund further charitable activities.

Plus we'll have an official ceremony celebration at the AMM January 2016 meeting. For more information, go to our website. And **please participate by nominating one or more companies, individuals, or yourself!**

“ I can't wait for late summer nights, meeting new people, and making memories with friends I'll never forget. ”
 ~ Anonymous ~

May your summer be filled with friends and fireflies,
Nancy



One happy graduate!

Join Our Upcoming Issues..

KIDS+FAMILY

We'd love to know your...

- Parenting tips and lessons learned
- Celebrations – graduations, religious milestones, weddings
- Vacations and reunions
- Kids Contributions – Showcase your budding artist or writer's latest work
- Family favorite recipes and photos
- Rules of the house



Announcing the Brand-New
 HEALTHCARE MARKETER'S EXCHANGE

Humanitarian Awards



See page 13 for more details.

Submission deadline is September 15, 2015.

Contact our Editor Elise for more information or send her your copy and pix at editorial@HMExchange.com.

Announcements

Send press releases to: news@hmexchange.com

Onward & Upward

Promotions • Additions

AbelsonTaylor has announced the promotion of **Kristen McGirk** and **Nadine Fabish** to Vice President, Account Director. They can be reached at 312-894-5500.

Communications Media, Inc., has announced the appointment of **Shelby Fisher**, **Alyssa Drescher**, and **Corinthea Harris** as Associate Media Planner and **Mary Sipala**, and **Mason Koval** as Associate Campaign Analyst. They can be reached at 215-568-5944.

Frontline Medical Communications has announced the appointment of **Matt Kalaycio, M.D., F.A.C.P.**, Chairman, Department of Hematologic Oncology and Blood Disorders, Cleveland Clinic Taussig Cancer Institute, as Editor-in-Chief of *Hematology News*, a new website launching later this month. He can be reached at 973-206-3434.

Giant Creative/Strategy has announced the promotion of **Steven Gold** to Chief Executive Officer (C.E.O.) and **Jeff Nemy** to Chief Financial Officer (C.F.O.). They can be reached at 415-655-5200.

Natrel has announced the appointment of **Sophy Regelous** as Senior Vice President, Chief Technology and Operations Officer. She also joins **Natrel's** Executive Management Team. She can be reached at 973-292-8400.

Ogilvy CommonHealth Worldwide has announced the appointment of **Russell Grimaldi** as Executive Vice President, Client Engagement/Customized Solutions, **Chris Cullmann** as Senior Vice President, Director of Engagement Strategy, and the promotion of **Martha Walz** to Vice President, Content Strategy. They can be reached at 973-352-1000. The company also announced the appointment of **Jonathan Ziegel** as Vice President, Engagement Strategy. He can be reached at 212-237-4000.

Publicis Touchpoint Solutions, Inc., has announced the appointment of **Mohan Ganesan** as Chief Financial Officer (C.F.O.). He can be reached at 215-525-9800.

New & Noteworthy

Awards • Mergers

Actavis has received FDA approval for **Viberzi** (eluxadoline) as a twice-daily, oral treatment for adults suffering from irritable bowel syndrome with diarrhea (IBS-D). **Viberzi** (eluxadoline) has mixed opioid receptor activity; it is a mu receptor agonist, a delta receptor antagonist, and a kappa receptor agonist. For further information, visit www.actavis.com.

Amgen has announced the completion of patient enrollment in the **FOURIER** outcomes trial designed to evaluate whether treatment with **Repatha™** (evolocumab) in combination with statin therapy compared to placebo plus statin therapy reduces the risk of recurrent cardiovascular events in patients with high cholesterol and clinically evident cardiovascular disease. Results from an approximately 27,500-patient **FOURIER** study are expected no later than 2017. For further information, visit www.amgen.com.

AstraZeneca has launched a traveling cholesterol education initiative. The program, dubbed **Make Your Move Across America**, will offer screenings and educational tips to consumers in more than 15 communities across the country. The program will run through October 2015. For further information, visit astrazeneca-us.com.

Boehringer Ingelheim has received FDA approval for once-daily **Stiolto** Respimat (tiotropium bromide and olodaterol) inhalation spray. It has been approved as a long-term, once-daily maintenance treatment of air-flow obstruction in patients with chronic obstructive pulmonary disease (COPD), including chronic bronchitis and/or emphysema. **Stiolto** Respimat is not indicated to treat asthma or acute deterioration of COPD. For further information, visit www.boehringer-ingelheim.com.

Frontline Medical Communications launches two gastroenterology publications in partnership with the **American Gastroenterological Association (AGA)**. *The New Gastroenterologist™* is a quarterly supplement to *GI & Hepatology News®*, the official newspaper of the AGA published by Frontline since 2007. And *Highlights of the AGA Tech Summit* is a print and digital compilation of the sessions held at the 2015 AGA Tech Summit this past March in San Francisco. For further information, visit www.GIHepNews.com.

Giant Creative/Strategy is happy to announce that **V.A. Lopes**, Vice President and Management Supervisor, was nominated by her peers and honored as a 2015 Rising Star by the **Healthcare Businesswomen's Association (HBA)** on May 14th in New York City.

Healio.com, by **The Wyanoke Group**, has been named winner of the 2014 North American Sitecore Experience Awards in the "The ROI Award" category. This coveted award recognizes companies who have leveraged **Sitecore's** technology to develop websites that deliver outstanding user experiences. For further information, visit Healio.com.

Janssen Pharmaceuticals, Inc., has received FDA approval under priority review for the three-month long-acting atypical antipsychotic **Invega Trinza**. **Invega Trinza**, a three-month injection, is an atypical antipsychotic indicated to treat schizophrenia. Before starting **Invega Trinza**, patients must be adequately treated with **Invega Sustenna** (one-month paliperidone palmitate) for at least four months. For further information, visit www.janssenpharmaceuticalsinc.com.

JADPRO LIVE at APSHO

REGISTER TODAY!

NOVEMBER 5-8, 2015

JW MARRIOTT DESERT RIDGE, PHOENIX, ARIZONA

A CE EVENT FOR

Advance Practitioners in Oncology

Learn more at jadprolive.com

This CE/CME/CEU accredited conference is jointly sponsored by:

LATE JUNE LAUNCH

INTRODUCING

Hematology News®

A fresh perspective on News, Insights, and Peer Collaboration

"Our goal is to provide hematologists with indispensable information relevant to their practice in a format open to diverse and not often heard voices."



Editor-in-chief: **Matt Kalaycio, MD, FACP**, is Chair of the Department of Hematology and Medical Oncology, Cleveland Clinic.

Dr. Kalaycio holds a joint appointment in Cleveland Clinic's Transplant Center and is a Professor in the Cleveland Clinic Lerner College of Medicine of Case Western Reserve University.

Board certified in hematology and medical oncology, Dr. Kalaycio's clinical interests are in leukemia and stem cell transplantation.

From the publishers of OncologyPractice.com

hematologynews.com

FOR MORE INFORMATION, CONTACT:

DEVIN GREGORIE • 516.381.8613 • dgregorie@frontlinemedcom.com
GREG BYAM • 973.294.0998 • gbyam@frontlinemedcom.com

FRONTLINE
MEDICAL COMMUNICATIONS
www.frontlinemedcom.com

Wining & Dining Exchange

Wining & Dining Exchange



Swiss Hilltop Charm

BY CAMILLE DeSANTIS

Trani

Via Cattedrale, 12
Lugano 6900
Switzerland
+41-91-922-0505
www.trani.ch



If you ever find yourself in Lugano, Switzerland – as many of us do for pharmaceutical business – you'll want to find a nice, cozy restaurant to settle into after a long day of business meetings. That restaurant is called Trani. Trani sits atop a steep, cobblestone hill (it is Switzerland, after all, and everything seems to be on a hill). There are charming little outdoor tables and a nice dining room inside. Frankly, if the weather is nice, insist on sitting outdoors to best be able to take in the atmosphere. It's great for people-watching while sipping wine. I'm not a wine drinker, but Trani has a wine bar and a great wine menu. The cuisine is a mix of traditional Italian and contemporary selections.

I suggest starting with a refreshing house salad. While that sounds simple, it is a step above the traditional with shredded carrots, tomatoes, and tender potatoes. Oil and vinegar bottles grace the table next to a cloth sack of freshly cut bread. A nice start to the meal. Then I recommend the lasagna. What a lasagna it is! Bubbling hot, topped with creamy mozzarella and béchamel, and a sauce to die for. This is a lasagna that

would make any Italian mama proud. Another standout dish is the shrimp. These shrimp are huge (I know, oxymoron) and delicately dressed in a tomato-based sauce that is extremely light and flavorful. Served with a little side of rice, it is a scrumptious taste of the sea that complements the richness of the lasagna. Most Italians I know avoid eating fish and cheese at the same meal, but these two entrees do seem to work well together. I also highly recommend the sesame-seed crusted tuna, which is fresh from the sea and cooked to the perfect level of doneness.



A couple of pointers: If you don't speak Italian, bring your Google translator because the charming owners don't speak English particularly well and the menu is only in Italian. And know that like everything in Lugano, it's pricey. But Trani is so good, that when I'm in Lugano, I eat dinner there every night and never tire of it.

Camille DeSantis is Co-Founder, Managing Partner, Chief of Strategy and Research, Guard Dog Brand Development, 853 Broadway, Suite 1220, New York, NY 10003. She can be reached at 212-529-0292 or cdesantis@guarddogbd.com.



Perfect Pulled Pork Nachos

BY DANA TRIMBORN

Rick's Roadhouse

370 Richmond Street
Providence, RI 02903
401-272-PORK (7675)
<http://www.ricksroadhouser.com/>



Unfortunately, one of my favorite restaurants is out of state. I live in Conshohocken, Pennsylvania, and have to travel all the way up to Providence, Rhode Island, to get to Rick's Roadhouse. When I was in college at Johnson & Wales University, my friends and I went to this restaurant numerous times because of their amazing BBQ pulled pork nachos. I have to say, they are the best nachos I've ever had. Ever. Upon ordering, it's

best to order the guacamole and add the extra creaminess to your dish. When the nachos come out, the lightly salted chips are fresh, hot, crispy, and tricolored, which makes the presentation look fantastic. Normally, nachos tend to get soggy, but Rick's Roadhouse does it right by keeping all of their chips, even the last ones you eat, just as crispy as the first chip you bite into. As you get into the BBQ pulled pork, it tops off the nachos with a bold smoky flavor. If you want extra BBQ sauce, there are plenty of options to choose from on the table. In a delectable combination of pulled pork, cheese, tomatoes, salsa, and jalapeños, everything comes together into one delicious bite. I highly recommend making a trip to Providence to eat at Rick's Roadhouse, my favorite restaurant.

Dana Trimborn is Associate Media Planner, Communications Media, Inc. (CMI), 2200 Renaissance Boulevard, Suite 160, King of Prussia, PA 19406. She can be reached at 484-322-0880 or dtrimborn@cmimedi.com.



Baked Goodness Worth Sharing

BY TERRY KRONGOLD

You may be familiar with the fishing phrase "catch and release." I subscribe to a slightly different version: "bake and release." This delightful phrase comes from one of my baking idols, Dorie Greenspan, who I was lucky enough to do an exclusive interview with a few months ago.



Much to the chagrin (or delight depending on your perspective) of my family, friends, and colleagues, I give away most of what I bake. Part of the pleasure of baking is seeing the happiness on people's faces after eating a delicious cookie, crisp biscotti, or slice of luscious coffee cake. Baking is sharing and that's what I'm going to do with you. I want you to make this fabulous cake, share it with others, and watch the smiles spread across their faces (and yours!).

Carrot-Walnut Loaf Cake (Bon Appetit, May 2015)

Makes one 9x5" loaf. If you only have an 8 1/2 x 4 1/2" pan, simply hold back about 1 3/4 cups batter for later – it makes a mean waffle!

INGREDIENTS

- 1 cup vegetable oil, plus more
- 1 1/4 cup plus 1 tbsp all-purpose flour, plus more
- 1 1/2 tsp baking powder



HAWAIIAN MEATBALLS

BY GWEN CANTER

This recipe is easy to make as an appetizer or main dish for a summer picnic or BBQ.

Although the ingredients don't sound delicious in and of themselves, these meatballs taste amazing when fully cooked.



INGREDIENTS

- Meatballs:**
 - 2 lbs chopped meat
 - 8 saltine crackers – broken up into small pieces
 - Salt and pepper to taste
- Sauce:**
 - 3 cloves of garlic, crushed
 - 14 oz bottle of ketchup
 - Same 14 oz ketchup bottle filled with water

- 1 1/2 tsp ground cinnamon
- 1/2 tsp kosher salt
- 1/2 cup golden raisins
- 1/2 cup walnuts, coarsely chopped
- 3 large eggs
- 1 cup granulated sugar
- 2 tsp vanilla extract
- 8 oz carrots, coarsely grated (about 2 cups)
- 2 tsp light brown sugar

DIRECTIONS

Preheat oven to 350°. Lightly oil and flour a 9x5" loaf pan. Whisk baking powder, cinnamon, salt, and 1/4 cups flour in a small bowl. Toss raisins, walnuts, and remaining 1/2 cup flour in another bowl.

Using an electric mixer on medium-high speed, beat eggs and granulated sugar in medium bowl until light and fluffy, about 4 minutes. With mixer running, gradually drizzle in 1 cup oil, then add vanilla. Fold in dry ingredients, raisin mixture, and carrots; scrape batter into prepared pan. Sprinkle with brown sugar.

Bake cake until a tester inserted into center comes out clean, 65-75 minutes. Let cool slightly in pan, then turn out onto wire rack to cool completely.

Do ahead: bake up to 2 days ahead. Store wrapped at room temperature.

Terry Krongold is Associate Director, MAP Lead, Novartis Pharmaceuticals Corp., One Health Plaza, East Hanover, NJ 07936. She can be reached at 862-778-2131 or Teresa.krongold@novartis.com. Check out Terry's blog at www.cookstour.net or email her at terry@cookstour.net.

- 1 can of jellied cranberry sauce
- 2 tbsp grape jam
- 1 can of pineapple chunks in natural juice – drained

DIRECTIONS

- Mix meatball ingredients together and roll into either 1" or 2" balls – place on a plate and set aside.
- Pour sauce ingredients (except pineapple) into a medium-large saucepan. Make sure you don't forget to add the ketchup bottle filled with water. Bring ingredients to a boil.
- Add meatballs, reduce heat, and simmer for 2 hours uncovered.
- Add the drained pineapple chunks during the last 15 minutes of cooking.

Serve as appetizers or over rice as a meal.

Enjoy!

Gwen Canter is Vice President, Director of Multichannel Media, SSCG Media Group. She can be reached at 212-907-4288 or gcanter@sscgm.com.

Wining & Dining Exchange



Divine Dining at De Novo

BY ANDREW MCGUIRE

De Novo European Pub

Upper Montclair Train Station

275 Bellevue Avenue

Montclair, NJ 07043

973-893-5008

www.denovomontclair.com

For your consideration, “Pipa” dates – dates with Gorgonzola and almonds wrapped in bacon; braised short ribs with soft polenta and Brussels sprout leaves; sea bass with Moroccan spice rub served with bok choy. These are just some of my go-to favorites offered at De Novo European Pub in Upper Montclair, NJ.



Me with Demetri – Montclair’s Restaurateur Extraordinaire.

De Novo, meaning to start anew, is restaurateur Demetri Malki’s newest place at the Upper Montclair train station. Demetri’s had a few places in Montclair over the years, all

of which have done very well, all raising the culinary bar repeatedly in town. And it is no surprise Demetri continues to have a huge following. His engaging personality, warmth and charm, his attentive staff, keep people of all ages coming back again and again. “Let’s go see Demetri tonight” – that’s a frequent refrain for me and my friends.

Whether you crave small plates or flatbreads, salads and burgers, entrees with an Italian/Greek/Mediterranean flair, craft beer or a decent glass of wine with tasty bar bites, De Novo is your place. The chef hails from Florence, so you can just imagine how amazing the house-made pasta is here. One outstanding dish is Strozzapreti (meaning “priest strangler” or “priest choker” – check out the origin of the name on Wikipedia); it has a dumpling noodle consistency with roasted garlic oil, shitake mushrooms, sundried tomatoes, mustard greens, and Parmigiano-Reggiano. Truly sinful and off-the-charts amazing. Reminds me of spaetzle, only better.

The bar at De Novo European Pub is open Tuesday-Sunday ‘til 1:30 a.m. The restaurant is open Tuesday-Thursday, 12:00-10:00 p.m.; Friday and Saturday, 12:00-11:00 p.m.; Sunday, 4:00-9:00 p.m. Ask for Demetri. You will not be disappointed eating at this happening, feel-good place.

Andrew McGuire is Regional Sales Director, New England Journal of Medicine, 860 Winter Street, Waltham, MA 02451. He can be reached at 973-771-8926 or amcguire@nejm.org.



Arroz Con Pollo

BY DEBBIE RENNER

My father is Peruvian, so I grew up with some amazingly delicious family dinners. Here is one of my favorites. It’s easy to make and a great (single) dish for company. Enjoy!

Serves 6.

INGREDIENTS

4-6 split boneless chicken breasts

½ cup flour

Olive oil

Garlic, 4 cloves

2 onions, chopped

2 1 lb cans of tomato sauce

1 can beer

2 small jars of pimientos with juice

1 jar stuffed olives, drained

6 cups of rice

Salt, pepper to taste

2 bouillon cubes

1 lb breakfast thin pork sausages, cut into pieces

1 10 oz packet frozen peas, thawed



DIRECTIONS

1. In a plastic bag or bowl, coat the chicken in flour and shake off.
2. Cut in halves and fry in olive oil in two separate pans until golden, then remove and set aside.
3. In both pans, add some oil and garlic and split the onion into each, quickly sautéing until golden.
4. To each pan, add half of the tomato sauce, beer, pimientos and juice, olives, rice, salt, and pepper. Dissolve the bouillon cubes in 1 cup of hot water and add to mixture. Add the sausage pieces.
5. Return the chicken to the pans, cover and simmer until most of the juice is gone (about ½ hour).
6. Uncover and add the thawed peas.
7. Cook another 10 minutes and it’s ready to eat.



Ah...DELICIOSO!

Debbie Renner is Managing Partner of The SSCG Media Group Network, headquartered at 220 East 42nd Street, New York, NY 10017. She can be reached at 212-907-4314 or drenner@sscgm.com.

Hard to crack.



That’s your prospect in a nutshell.

Hard to see. Hard to talk to. Hard to convince.

And that’s where NEJM comes in. When you advertise here you become part of a relationship unique in medicine.

From IMs and IDs to Hems, Oncs and Cards, physicians are bound to NEJM by exceptional ties of loyalty and trust. They read it – and the ads it carries – with a special intensity.

It’s harder than ever to talk to doctors in person. But you can talk to them through NEJM – and know they’ll listen. Which is just what you want in a marketing partner.

That’s our story in a nutshell. Find out more* from your NEJM Sales Director or email cmiller@nejm.org.



The NEW ENGLAND
JOURNAL of MEDICINE

NEJM.ORG

Important news. Important readers.

* Ask about the 2013 Essential Journal Study and the 2014 Brand Funnel Study.



The Trials and Tribulations of Low Carb Dieting

BY JAMIE SOKOLOFF



I would easily estimate that at least 75% of us have dabbled with a low carb diet at one point or another. For me, the hardest part of the diet (after giving up happy hour), is doing it long term. Eventually, I am sick of eating protein with a side of protein on a bed of lettuce. What becomes even more challenging is coming home after a long day and just wanting to grab something quick to eat. There are only so many times you can eat scrambled eggs for dinner in one week. I also have unrealistic hopes for myself to make one of those many low carb substitute recipes from Pinterest. Several wasted heads of cauliflower later, I realized that I needed to reserve my multi-step recipes for later and figure out quick dishes. Enter the low carb pasta substitute...



BROCCOLI SLAW - A SURPRISINGLY GOOD CARB SUBSTITUTE

Broccoli slaw, when steamed and doctored up with sauce and cheese, tricks your taste buds into thinking you are eating pasta! It's a quick, low carb, low calorie meal that shouldn't take you longer than 15 minutes to throw together. Broccoli slaw is usually found in the same location as the bagged broccoli and cauliflower. Grab a few bags because I typically use the entire bag for a meal. (It shouldn't cost more than \$2.50 per bag.) I use a collapsible steamer on the stove that should do the trick in under 10 minutes - steaming on the stove tastes better than steaming in the microwave. I put the slaw in a large bowl, then add my low sugar choice of tomato sauce (Francesco Rinaldi Fortified Tomato & Basil - 5 grams of sugar per serving), mozzarella cheese, and a serving of

Parmesan. When going low carb, I do not buy any dairy that is fat free. Looking past the fact that it tastes disgusting, fat-free cheese does not melt well. I have also found that full-fat or part-skim is generally more satisfying and leaves you feeling full. Once everything is added on top of the steamed slaw, I microwave it for 30-45 seconds to warm the sauce and melt the cheese. If craving additional protein, you can always add meatballs - I use the frozen ones from Trader Joe's. Easy to microwave!

CAULIFLOWER - THE VERSATILE CARB SUBSTITUTE

When you are feeling more ambitious, check out online low carb substitute recipes using cauliflower. I can attest that cauliflower mash definitely tastes like mashed potatoes. Just steam cauliflower, mash either with a blender or by hand, add half and half, butter, and salt to taste!

Cauliflower can also be used in recipes to make cheesy bread, pizza crust, savory pie crust, rice, and more. My go-to for great cauliflower recipes is <http://www.buzzfeed.com/christinebyrne/cauliflower-not-carbs>. Although most recipes call for a food processor or ricer, you can get away with using a regular blender. Pro Tip: keep either cheese cloth or a tea towel handy to squeeze excess moisture from the cauliflower. Also keep handy large bowls that you can use in the microwave. (Check to make sure...you might be surprised how many plastic mixing bowls cannot be used in the microwave.)

Keep your cell phone nearby for quick recipe checks, Google searches, and to document the process on Instagram. Remember, it may not look pretty, but it will taste slightly better than it looks! Be prepared for non-low-carb dieting friends and family to raise an eyebrow at your dish, but to a low carb dieter who hasn't had the real thing in a while, your mind is easily tricked. Enjoy!

Jamie Sokoloff is Media Supervisor, Ogilvy CommonHealth Medical Media, 424 & 426 Interpace Parkway, Parsippany, NJ 07054. She can be reached at 973-352-4213 or jamie.sokoloff@ogilvy.com.

ral and mocha components, fighting through the more bold berry flavors make this wine quite an interesting choice.

Reasonably priced at about \$10 per bottle, this wine is sure to please.

Sandeman Founder's Reserve Porto

This is my favorite winter wine. Aged for five years, Porto has a beautiful fruity aroma, and a smooth sweet taste with a delicious lingering finish. It's about \$20 per bottle, tastes great with a dessert - or alone, of course. I love to take my time with this one.

Tiffany Thompson is Coordinator, Custom Project Solutions, UBM Advanstar, 485 Route 1 S, Suite 210, Iselin, NJ 08830. She can be reached at 732-346-3060 or tthompson@advanstar.com.



Award-winning Lowcountry Fare

BY BILL HAHN

Husk

76 Queen Street
Charleston, SC 29401
843-577-2500

www.huskrestaurant.com

(HUSK has a second restaurant located in Nashville, TN)



One of my favorite restaurants is Husk, housed in a building complex dating back to the 19th century, but decorated with a decidedly modern touch. Winner of two James Beard Awards, one for Best New Restaurant and one this year for Best Chef - Sean Brock, Husk serves up fabulous local southern dishes! Husk is a farm-to-table restaurant with a menu that changes twice daily based on the in-season ingredients available from local providers and from the bounty supplied by the restaurant's garden. I have loved every dish I have ordered. The fresh fish entrée is wonderful!

A recent menu featured:

- Fire Roasted Sweet Corn HUSK Puppies with Honey Mustard
- Chilled Strawberry Soup, Pickled Shrimp, Fennel, Spring Onion, Red Jalapeño, Yogurt, Mineola Orange
- Southern Fried Chicken Skins with Hot Sauce and Honey, Scallions
- Cornmeal Dusted Catfish, Sweet Corn Creamed with Green Garlic, Fried Cabbage, Rapini, Roasted Fennel and Peppers
- Cider Glazed Tamworth Pork, Grilled Asparagus and Sugar Snap Peas, Charred Ramps, Smoky Tomato, Pot Likker
- A Skillet of Cornbread with Allan Benton's Bacon
- Chilled Peanut Butter Pie - Chocolate-Covered Peanuts, Hot Chocolate Sauce
- Anson Mills Oatmeal Bar - Praline Ice Cream, Pecan Milk

Bill Hahn is Principal, Science Branding Communications, 120 Whitmarsh Court, Murrells Inlet, SC 29576. He can be reached at 732-740-4600 or bhahn@sciencebranding.com.



NEW YORK CITY CLASSIC

BY ROBIN BARTLETT

Keens Steakhouse

72 West 36th Street
New York, NY 10018
212-947-3636

<http://www.keens.com/>



We have had special family events at Keens and I have entertained VIP clients who thoroughly enjoyed a wonderful meal in this beautiful New York City landmark.

I love the atmosphere, the history, the ambiance, and superb service. The food is exceptionally good as well. The restaurant was originally an all-men's dining and smoking club and a favorite hangout for Teddy Roosevelt, Babe Ruth, Albert Einstein, Will Rogers, Wild Bill Cody, and others who consumed their signature dish, the famous Mutton Chop (HUGE!).

The men-only rule was broken in 1905 when Lilly Langtry, paramour of King Edward of England, demanded to be served. She was arrested for trespassing and taken to the police station. She subsequently sued the restaurant and won her case requiring Keens to admit women.

The atmosphere is fabulous with the largest collection of clay pipes in the world (90,000) that actually line much of the ceiling of Keens' dark wood-paneled interior. According to tradition, when a member passed away, his pipe was taken down and smashed. At the entrance is a display case showing the pipes of many famous Americans.

The food selection is absolutely the best with the finest steaks and lamb heading the list. The huge Mutton Chop truly cannot be consumed by one person. Keens is expensive, but you can eat lunch in the pub for around \$20 pp. If you're into rare Scotch, the bar serves flights of 20- to 80-year-old varieties. Just make sure you aren't driving when you finish one!

When entertaining clients or family for a special occasion, Keens is the place to go.

Robin Bartlett is the Publishing Development Director for Dove Medical Press, a UK based open-access journal publisher. He can be reached at 201-660-7396 or rbbartlett@aol.com.



A Taste of Summer and Winter

BY TIFFANY THOMPSON

Rose'N'Blum Semi-Sweet Red Blend

I like to be careful with any sweet wine, because I don't like a wine that is *too* sweet. For this reason, I LOVE Rose'N'Blum Semi-Sweet Red Blend. Before you even take the first cool sip of this wine, the aroma awakens your senses. The beautiful deep red color can be a little misleading. Once you taste it, you quickly come to the surprising realization that this isn't your average red wine. It is impeccably refreshing and flavorful - a real palate tickler. This is one that I like to savor, while allowing my taste buds to go on an adventure - trying to identify each and every note. The complex alliance of the flo-

Wining & Dining Exchange



MY FAVORITE DRINK: THE FLAMING MOE

BY JOHN LOUGHRAN

Like a lot of my colleagues in this industry, I like to partake in an adult beverage every now and again. I consider myself a beer man, however I'm realizing that I'm not much of one at all, at least as far as being a beer "connoisseur" goes. I discovered my beer of choice at an early age (by that I mean 21, of course), and have been a loyal Miller Lite man my whole life. Now don't get me wrong, when in Rome I'll drink whatever is available, but I'm certainly not the type to seek out the bar that has a thousand beers on tap. As long as one of the taps is Miller Lite, I'm generally a happy camper. I suppose you can say I don't have the most "sophisticated palate" in the world.



But I'm not always a stickler for my drink of choice (as much as my wife would prefer me to be... "Please just have beer, John"). When the proverbial keg gets kicked and the party needs a hero (what party?...I have two little kids and never get out anymore), I've been known to get creative and work with whatever ingredients are available. Some may call this the "MacGyver" method, but for years my friends and I have been enjoying "Flaming Moe's." Inspired by a childhood hero, Homer Simpson, the original Flaming Moe was actually Homer's invention. Unable to take his sisters-in-law one evening, and discovering that there was no beer in his house, Homer got creative, pouring what little remained in every liquor bottle he could find into a glass and drinking it. There's more to the story, but that's the gist, and from that my buddies and I have enjoyed some interesting concoctions

over the years. While there is a recipe online for the ACTUAL Flaming Moe, I prefer to adopt the concept and, like any good chef or mixologist, try different things. So here are a few of my favorite "Flaming Moe" recipes that worked out well and that some of you might actually enjoy:

- 1 2 parts Jack Daniel's
1 part Turkey Hill or WaWa Iced Tea (when drinking straight Jack won't do)
- 2 2 parts vodka
1 part yellow Gatorade
- 3 2 parts Southern Comfort (absolute last thing in the back of the cabinet)
1 part lemonade
- 4 2 parts gin
1 part ginger ale (This one gets its own name, the "GINger Ale")
- 5 5 airplane bottles of mystery liquor in a gift set someone brought me back from a Caribbean vacation
Sprite
- 6 **Most recently:**
2 parts vodka
1 part "my daughter's Elmo Fruit Punch" (So good!)



My most recent concoction.

So when you run out of your favorite drink, don't fret. You'd be amazed at what mixes well enough to be consumed at the end of the night (or the beginning). So let the creative juices flow, and remember to always drink responsibly!

John Loughran continues to work with Triple Threat Media and run his own company, LSB Pharma Solutions. He can be contacted at 215-292-4112 or jloughran@lsbpharmasolutions.com.



A Stew that Doubles as a Side Dish

BY SUE LOVENBERG

Algerian Vegetarian Stew

Even though it's vegetarian, the carnivores in my life like this stew too. It actually pairs really well with any meat, so it's very handy to have around when there are leftovers.

- 4 tbsp olive oil
- 2 medium zucchini, cut into ¾ inch cubes
- 1 large eggplant, peeled and cut into ¾ inch cubes (I use butternut squash instead)
- 2 large green peppers, chopped into small pieces
- 1 medium carrot, peeled and chopped into small pieces
- 3 medium onions, chopped
- 1 head garlic, peeled and crushed

- Salt and pepper to taste
- 2 cups water
- 2 cups stewed tomatoes
- 1 tbsp dried basil

Heat oil in a saucepan. Add all ingredients, except tomatoes and basil. Cover and cook over medium heat for 45 minutes; then stir in tomatoes and cook for another 15 minutes. Stir in basil. Place in a serving bowl and serve with cooked rice or mashed potatoes.

Makes 8-10 servings.

Sue Lovenberg is Manager, Reprint and ePrint Communications, American Medical Association, 119 Cherry Hill Road, Suite 330, Parsippany, NJ 07054. She can be reached at 973-263-9191, ext. 218 (o), 312-464-0776 (c), or sue.lovenberg@ama-assn.org.



Let's Celebrate Giving!



Announcing the 1st Annual Healthcare Marketer's Exchange

Humanitarian Awards

For over 23 years, HEALTHCARE MARKETER'S EXCHANGE has been sharing your stories – the personal side of the awesome people who make up the healthcare marketing industry. One of our reader favorites is our Annual Charity Issue. So now we're taking this inspiring feel-good issue one step further with our 1st Annual Humanitarian Awards.

2 TOP PRIZES

HME Personal Humanitarian Award

Know anyone who really goes above and beyond to take care of others, lead a movement, raise funds to do good for others? Nominate this person for The HME Personal Humanitarian Award! The winner will receive \$1000 toward their favorite charity...plus a \$100 Gift Card to use as they please.

(And yes, you can nominate yourself.)

HME Company Humanitarian Award

Maybe there's a company in our industry that you'd like to emulate? A company that's a forerunner in doing good...that bands together to make an impact on those in need...a company that truly makes giving back not just an obligation but a part of their culture. Maybe it's your company? Nominate your company choice for the HME Company Humanitarian Award...the winner will receive \$1000 to fund further charitable activities.

How to Nominate

Go to the Nomination Form on our website, www.hmexchange.com.

Submission deadline is September 15, 2015

And the Winner Is...

Winners will be chosen from all entries on November 1st by a committee and acknowledged at the Association of Medical Media January Meeting. Select nominations will be published in the HME November Charity Issue.



PERSONAL EXCHANGE

Anne Golden-Vazquez

Birthplace: West Chester, PA
Marital Status: Happily Married
Children: Two beautiful daughters - Aven (3) and Zara (1)
Occupation: Senior Associate, Media Operations at CMI
Years in Industry: 6
College: Clarion University
Personal Motto, Mantra, or favorite quote:
 "Collect memories, not things!"

and move my family onto the boat. I would then go to Costco to purchase bulk Dramamine.

What would you like to know more about?

I would take a survival course where they put you in the middle of nowhere for a week with an instructor to teach you how to survive. There is only so much I can learn from the Discovery Channel. I feel like I should know how to build shelter, make a fire, what berries not to eat, etc. This way I MIGHT be able to survive a zombie apocalypse or *The Hunger Games*.

Craziest thing you've ever done?

My entire honeymoon to Belize. I went mountain rain forest horseback riding, climbed Mayan ruins in the rain, surrounded by howler monkeys, giant moths, and tarantulas, snorkeled in super choppy waters above sharp coral, flew in one of those tiny planes, and rode all over the countryside in cars with locals that think going 90 mph on mountain roads is okay. Thought I was certainly a goner many times on that trip, but it was so worth it!

What is one thing you can't live without?

The Internet! How would I be able to keep up with my celebrity gossip while checking the weather/news and watching YouTube instead of cable TV?

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

I would love to flip houses and act like I am an interior designer from HGTV. We just bought a new house and in our home search we saw so many with potential but we knew we didn't have the time or money or DIY knowledge to fix them. I think that would be so much fun.

What is your favorite vacation spot?

My husband's grandmother's house in Guayama, Puerto Rico. I have only been there once, but it was such a great trip and I can't wait to take my girls there someday soon.

Anne Golden-Vazquez is Senior Associate, Media Operations, Communications Media, Inc. (CMI), 2200 Renaissance Boulevard, King of Prussia, PA 19406. She can be reached at 484-322-0880 or agvazquez@cmimedi.com.

What are two things on your bucket list?

I really only have one thing on my bucket list, and that is to visit the Sloth Sanctuary in Costa Rica. It should probably be after I retire, because I might stay to "volunteer" for the rest of my life and never leave.

Do you have any pets?

We have a Boston Terrier named Bindi. She is a complete spaz and perfect.

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

Orphan Black! I would just want to witness Tatiana Maslany change so effortlessly from clone to clone.

What is your favorite restaurant?

El Gran Rodeo in West Chester, PA. Authentic Mexican food, huge drinks, and their white sauce is amazing!

What's the last good book you've read?

The Wool series by Hugh Howey. Just go to Amazon right now and get it. It's so good.

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

I love going on cruises, even though I have horrible motion sickness. There is a ship called "The World" by Residence at Sea that I would buy an apartment in



These Are The Eyes That You Want.

Your challenge is to get your clients' messages in front of the right physicians' eyes. 82% of the physicians who receive *Annals of Internal Medicine* read it.*

*Source: Kantar Media, June 2015 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Table 110

Credible • Influential • Relevant • Practical • Clinical • Essential Reads



Contact: Kevin Bolum, Director, Advertising Sales at kbolum@acponline.org or 215-351-2440
Kenny Watkins at kwatkins@watkinsrepgroup.com or 973-785-4839





JAMA Oncology

A new peer-reviewed journal from The JAMA Network

In early 2015, The JAMA Network will launch *JAMA Oncology*, a peer-reviewed journal dedicated to all aspects of medical, radiation, and surgical oncology and its subspecialties. Led by Editor in Chief Mary L. (Nora) Disis, MD, FACP, of the University of Washington, *JAMA Oncology* will publish pivotal new findings and foster productive debate that will help clinicians and policy makers improve the lives of people with cancer.

Current customers who have a site license for one or more JAMA Network journals will receive complimentary online access to all *JAMA Oncology* content during 2015.

Features include:

- Leading clinical research
- Timely viewpoints and clinically relevant reviews
- Educational content for those engaged in oncology research, practice, and training
- Enhanced reader access through related commentary, author audio interviews, e-mail alerts, Facebook, Twitter, other social media, and Topic Collections

Advertising Information:

Nancy Souza Nancy.Souza@ama-assn.org
Maureen Reichert Maureen.Reichert@ama-assn.org
(973) 263-9191

Learn more at
jamaoncology.com

 The JAMA Network

FUN THINGS TO DO

NEW JERSEY August

Atlantic City

<http://www.casenet.com/concert/atlanticcityconcert.htm>

- 1 - A Doo-Wop Extravaganza – Herb Reed's Platters, The Harptones, Jimmy Beaumont and the Skyliners – Trump Taj Mahal
- 1 - American Idol Live! – Caesars
- 6 - Morris Day and the Time – Harrah's
- 8 - KC and the Sunshine Band – Tropicana
- 9 - Don Felder – Caesars
- 15 - Alice in Chains – Trump Taj Mahal
- 16 - Bruce Hornsby and the Noisemakers – Caesars
- 22 - Midtown Men – Golden Nugget
- 30 - Clint Black – Caesars

MetLife Stadium

One MetLife Stadium Drive, East Rutherford, 201-559-1300

- 5 - One Direction 2015 World Tour
- 15 - Kenny Chesney and Jason Aldean – Two Tours One Night
- 21 - Atlanta Falcons vs. New York Jets

Mayo Performing Arts Center

100 South Street, Morristown, 973-539-8008

- 4 - Happy Together
- 6 - Chris Botti
- 10 - Rob Thomas
- 13 - Classic Albums Live performs Fleetwood Mac's "Rumours"
- 19 - Human Nature: The Motown Show
- 27 - The Monkees
- 28 - Gladys Knight and The O'Jays
- 30 - An Intimate Evening with Justin Hayward

PNC Bank Arts Center

Exit 116, Garden State Parkway, Holmdel, 732-203-2500

- 1 - Steely Dan, Elvis Costello
- 2 - Sublime with Rome
- 3 - J. Cole, Big Sean, YG & Jeremy
- 4 - Incubus, Deftones, and Death

- 5 - Slipknot: This Summer's Last Stand Tour
- 7 - Toby Keith
- 8 - Joe Bonamassa
- 9 - Van Halen & Kenny
- 16 - Australian Pink Floyd Show
- 18 - Chicago
- 20 - Pokemon Symphonic
- 21 - Nickelback
- 23 - Santana
- 28 - Gregg Allman & Doobie Brothers
- 29 - Counting Crows & Citizen Cope
- 30 - 5 Seconds of Summer

Stone Pony Summer Stage

913 Ocean Avenue, Asbury Park, 732-502-0600

- 1 - Dean Ween Group
- 7 - Needtobreathe presents Tour De Compadres
- 9 - Asbury Loves Jazz: The Main Event
- 13 - Donavon Frankenreiter
- 14 - NOFX with Lagwagon
- 16 - The Avett Brothers
- 21 - Sugar Ray, Better than Ezra, Uncle Kracker, Eve 6, Under the Sun 2015
- 22 - Social Distortion

NEW YORK August

Beacon Theatre

2124 Broadway, 866-858-0008

- 5 - American Idol Live!
- 6-8 - Rob Thomas
- 14 - Miranda Sings
- 27 - Fifth Harmony

Central Park SummerStage

69th Street at 5th Avenue, 212-360-2777

- 1 - Dr. John and the Nite Trippers/ Amy Helm
- 2 - Nação Zumbi, Nation Beat's Carnival Caravan featuring Cha Wa, DJ Sets by Vinil Pompéai
- 3 - Beautiful: The Carole King Musical: Songs in Concert, Scott Shea
- 5 - Father John Misty with Angel Olsen & Summer Moon
- 8 - 30th Anniversary DJ Celebration: Quantic, Gilles Peterson, Afrika Bambaataa

- 9 - Glass Animals, Taylor McFerrin, BattleFest League Dancers
- 12 - The Wiz: A Celebration in Dance and Music
- 15 - Brazilian Film Festival of NY: Baby Do Brasil
- 16 - Stretch Armstrong and Bobbito 25th Anniversary Concert
- 19 - ALT MODE: A Collaboration between RYAT and Kate Watson-Wallace/ARCH Dance Company
- 23 - RCA Summer Concert Celebration featuring Jazmine Sullivan, Jordan Bratton, and more

- 30 - Catch A Fire Tour 2015: Damian "Jr. Gong" Marley with Stephen "Ragga" Marley & Morgan Heritage

Jones Beach

Bay Parkway, Wantagh, 866-558-8468

- 1 - Slipknot, Lamb of God, Bullet for My Valentine
- 5 - Incubus, Deftones, Death from Above 1979, The Bots
- 7 - The Australian Pink Floyd Show
- 13 - Van Halen with David Lee Roth
- 14 - Nickelback
- 15 - Van Halen with Kenny Wayne Shepherd
- 16 - Chicago, Earth, Wind and Fire
- 18 - Jimmy Buffett and The Coral Reefers, Huey Lewis and The News
- 28 - Kevin Hart
- 29 - Gregg Allman, Doobie Brothers, City of the Sun, Bruce Hornsby and the Noisemakers, Jaimoe's Jasssz Band

Madison Square Garden

7th Avenue, between 31st and 33rd Street, 866-858-0008

- 1 - Marco Antonio Solis
- 4 - J. Cole
- 5 - Faith No More
- 8 - Chris Tomlin Presents: Worship Night in America
- 19 - Juanes
- 20 - Billy Joel