

Next Month: Kids & Family

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

Vol. 26, No. 7
AUGUST 2017



Humanitarian
Awards Details
See page 3



CUBA

IVETTE MCFARLAND

INDIA

ILENE V. SMITH

AUSTRALIA

NIKKI FRANTZEN

Travel Issue

Plus...

Up Close and Personal with
Colleen Hindsley

Throwback Cartoon Contest

CHANGE SERVICE REQUESTED

Verona, New Jersey 07044

P.O. Box 64

THE EXCHANGE

PPSR STD
US Postage
Paid
Permit #402
Senatobia, MS



When she's looking for answers, make sure your information is there

Brands that make a connection with healthcare consumers as they begin researching, learning and looking for help will have a lasting impression on patients and their outcomes. It happens in the aisles of the pharmacy.



HEALTHCARE MARKETER'S EXCHANGE

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

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

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

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

Cover Photo Credit: Kundra/Shutterstock.com

Copyright ©2017 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@hmxexchange.com.

Dear Healthcare Marketer:



I am so excited about this issue! We are featuring travel stories about three places I have on my bucket list to visit:

Australia – **Nikki Frantzen** shares her honeymoon adventure traveling for almost three weeks around the Land Down Under! Scuba diving, hiking, surfing, ziplining, road tripping (that's more my speed!)...and plenty of restaurants, plus beer garden pop-ups. Yes please!

Cuba – **Ivette McFarland**, who has a Cuban stepfather, had the perfect opportunity to visit this fast-changing land with friends recently. She gives us an understanding and a true insider's view of the current culture and what it's really like to travel – and live – in Cuba. I really hope to go before too much change has occurred.

India – What a fascinating country and so very different from our own! **Ilene V. Smith** traveled this exotic land and experienced both the beauty of royal palaces and the bustle of India's renowned cities. Ilene loved India...and I have a feeling I would too.

When I talk to my dad, who as you may recall recently celebrated his 90th birthday, it's clear to me that the world is so much more accessible than when he grew up. In addition to actually being able to travel far and wide more easily and in much less time, we can literally join our friends and colleagues in real time during their trips through things like Facebook Live. I can tell you, my dad never could've imagined that. For that matter, neither could I a few years ago. Just this past weekend, I "joined" one of our industry colleagues in Greece. It was so cool to see her live feed from Athens and Mykonos (one of my favorite places on earth). My generation definitely travels more and eats out way more than my dad's generation. As you may know, that is just fine with me!

In this issue, we're also excited to have **Colleen Hindsley** participating in our *Personal Exchange*. A story-lover herself, she's embarking on a different kind of adventure as she consults for our industry, while putting together her own one-woman show. So fun! And we continue the 25th Anniversary celebration with our *Throwback Cartoon Caption Contest*, because, well, who couldn't use a little humor these days? (You'll see what I mean...things really haven't changed since 1993.)

Now for a look ahead...We are thrilled to once again accept nominations for the **HME Humanitarian Awards**. And we want YOU to participate. So if you are involved in one or more charities or nonprofits that you're passionate about, we want to hear all about it. And if you are impressed with the way your company or a client impacts the world for good, tell us all about that. See below for more details.

Remember we always love to hear about your vacation stories. And in October we're featuring humorous stories – whether on a sales call or through life's adventures. So drop us a line if you have any tales you'd like to share.

Happy August,
Nancy



Let's Celebrate Giving!
 Announcing the 3rd Annual Healthcare Marketer's Exchange
Humanitarian Awards

As we celebrate our 25th 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 3rd year. Go to hmexchange.com/humanitarian.html or contact our Editor Elise Daly Parker directly at editorial@HMEExchange.com for more information or to participate.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

CMI/Compas has announced the appointment of **Jennelle Gilbert** as Office Coordinator, **Ha Chun, John Griffiths, Stephanie Rescigno**, and **Patricia Jennings** as Associate Campaign Analyst, **Alysia Caccuro** as Director, Insights & Analytics, **James Forrest** as Supervisor, Search Engine Optimization, **Jillian LaMantia, Darius Jones, Marquis McCoy, Olushola Abayomi**, and **Jessica Churchvara** as Associate Media Planner, **Dustin Perna** as Associate Analyst, Search Engine Marketing, and **Anna Culmone** as Senior Analyst, Search Engine Optimization. They can be reached at 215-568-5944. **Alexandra Gilson** has been appointed to Associate Director, Search & Social, **Kerry Regan** as Associate Media Planner, **Denise Myers** as Director, Media, and **Lisa Stilo** as Supervisor, Media. They can be reached at 484-322-0880. **Pier Lopez** has been appointed to Associate Media Planner, **Hongmei Zhu** as Decision Science Analyst, **Timothy Arsenault** as Programmatic Campaign Analyst Intern, and **Ranjani Ravirajan** as Campaign Analyst Intern. They can be reached at 856-667-8577. **Uday Kumar Derhgawen** has been appointed to Director, Insights & Analytics, **Sarah Rosado** as Associate Campaign Analyst, **Katarzyna Mierzejewska** as Media Planner, and **Jennifer Raffel** as Director, Media. They can be reached at 646-840-0717.

HYC Health has announced the appointment of **Megan Yodzis** as Account Supervisor and **Scott Stealey** as Associate Creative Director. They can be reached at 312-274-3573.

Ogilvy CommonHealth Worldwide has announced the promotion of **Chaitna Kalia, M.D.**, and **Melissa Wang, Ph.D.**, to Assistant Medical Director, **Heather Fibkins** to Assistant Account Executive, and **Michael Driese** to Senior Art Director, all of **Ogilvy CommonHealth Medical Education**. **Scott McCarthy** has been promoted to Senior Account Executive and **Cara Esposito** to Account Executive, both of **Wellbeing@Ogilvy**. They can be reached at 973-352-1000.

Osiris Therapeutics has announced the appointment of **Linda Palczuk** as President and C.E.O. She can be reached at 443-545-1800.

Publicis Health has announced the appointment of **Brian Brandes** as Executive Vice President, Business Development. He can be reached at 215-525-9888 or brian.brandes@publicishealth.com.

Purdue Pharma has announced the appointment of **Craig Landau** as President and C.E.O. He can be reached at 203-588-8000.

new¬eworthy

awards, mergers
approvals

Adamis Pharmaceuticals Corporation has received FDA approval for Epi-nephrine Injection, USP, 1:1,000 (0.3 mg pre-filled single dose syringe) ("PFS") for the emergency treatment of allergic reactions (Type 1) including anaphylaxis. The FDA has also approved the PFS trade name of Symjepi™. For further information, visit www.adamispharmaceuticals.com.

CSL Behring has received FDA approval for Haegarda, the first C1 Esterase Inhibitor (Human) for subcutaneous (under the skin) administration to prevent Hereditary Angioedema (HAE) attacks in adolescent and adult patients. The subcutaneous route of administration allows for easier at-home self-injection by the patient or caregiver, once proper training is received. For further information, visit www.cslobehring.com.

Genentech has received FDA approval for Rituxan Hycela (rituximab and hyaluronidase human) for subcutaneous (under the skin) injection for the treatment of adults with the following blood cancers: previously untreated and relapsed for refractory follicular lymphoma, previously untreated diffuse large B-cell lymphoma (DLBCL), and previously untreated and

previously treated chronic lymphocytic leukemia (CLL). This new treatment includes the same monoclonal antibody as intravenous Rituxan® (rituximab) in combination with hyaluronidase human, an enzyme that helps to deliver rituximab under the skin. For further information, visit www.gene.com.

MDxHealth has announced the commercial launch of its AssureMDx™ for Bladder Cancer Test in the United States as a laboratory developed test (LDT). Testing will be conducted at the Company's state-of-the-art CAP and CLIA accredited laboratory facilities in Irvine, California. For further information, visit www.mdhealth.com.

Shire has received FDA approval for Mydayis (mixed salts of a single-entity amphetamine product), a once-daily treatment comprised of three different types of drug-releasing beads for patients 13 years and older with Attention Deficit Hyperactivity Disorder (ADHD). Mydayis is not for use in children 12 years and younger. **Shire** expects to make Mydayis commercially available in the United States in the third quarter of 2017. For further information, visit www.shire.com.

SLACK Incorporated's editorial staff has garnered three awards in the annual competition of the *American Society of Healthcare Publication Editors (ASHPE)*. The awards won were in three different categories: *HCV Next* – May 2016 article "Chipping Away at Medical Restrictions to DDA Coverage" won the Gold Award for Best Legislative/Government Article; *HCV Next* – October 2016 article "Bringing Hepatology to the People: How Community-Based Care Succeeds" won the Bronze Award for Best Profile; and *Cardiology Today* and *Healio.com/Cardiology* – won the Silver Award for Best News Coverage in 2016. For further information, visit Healio.com or contact **Lee Gaymon**, Vice President, Marketing & Audience Development, at lgaymon@slackinc.com or 856-848-1000, ext. 356.



Bowling for Breast Cancer

Association of Medical Media hosts

Frames Bowling Lounge NYC
550 9th Ave.
(Corner of 40th Street, 2nd Floor)
New York, NY

October 24, 2017
6:00 PM - 9:00 PM

Visit www.ammonline.org to get involved!



VISITING

CUBA

A COUNTRY IN TRANSITION

BY IVETTE MCFARLAND

My decision to go to Cuba earlier this year was a spontaneous one. I was having lunch with my friend Miriam, asking about a mutual friend, when she mentioned they were going on vacation in April with some other girlfriends. "We're going to Cuba. Wanna join?" Uhh...why yes, I think I do!! Miriam, who is half Cuban, has been on several occasions to visit family, and I've always been fascinated by how casual her visits were to a place I've always considered to be a forbidden destination.

MY CUBAN CONNECTION

I grew up with a stepfather who is a Cuban exile – his family sent him to America at the young age of 15 in order to prevent him from getting drafted into the Cuban armed forces. He could never return, and so I have always looked at Cuba as prohibitive. I was (and am) well aware of the hurt, pain, and anger my stepfather and his family felt over having to flee a home they loved, lose everything, and start over in a strange new country, watching Cuba fall apart from afar, under a dictator they felt powerless to defeat. Despite all of this, I could not pass up the opportunity to go to Cuba – if only for this one time, before everything really changes down there.

PREPARING FOR A COUNTRY VERY DIFFERENT FROM OUR OWN

Once the decision was made, and I booked my trip, I was filled with a mix of excitement, apprehension, and a little bit of guilt – after all, I was going to visit a country under a dictatorship where people essentially are not free. The plan was that I would join my friends for the first leg of their trip, which was four nights in Havana. They would then go east, four to five hours away, to a beach resort in Trinidad. Miriam helped with the basic logistics of our trip – where to stay, places to see, what to book in advance, car service, etc. I did my own research on what to expect, how to pack, how much money to bring, what the Cuban currency is – and I'm so glad I did, because I had no real idea what this experience would be like. I learned that a lot of the little "luxuries" we take for granted here in the U.S. are not necessarily available in Cuba.

First of all, while relations with the U.S. are improving, American-based bank credit and debit cards are not accepted there, so we had to figure out how much cash we would need for the duration of our trip. This caused a bit of anxiety, and raised a number of questions – How much was enough? What happens if you run out of cash? Do we have to carry all of our cash on us the entire time, and how safe would that be?

It's best not to take U.S. dollars to exchange in Cuba as there is an additional 13% fee on top of the current exchange rate, while all other currencies do not get an additional fee. Also, Cuba has two currencies – The National Peso (CUP), primarily used by the locals, and the Convertible Peso (CUC), predominantly used by tourists. The CUC is pretty much equivalent to the U.S. dollar, and is worth about 26 CUPs.

We had to be sure to stock up on all of the toiletries and OTC meds we would need that are nowhere nearly as accessible as we are accustomed to in the U.S. We were also advised to keep toilet paper or tissues on hand, along with hand sanitizer, as this is not available in many public restrooms.

ARRIVING IN HAVANA

We flew Jet Blue direct to Havana from JFK – the fare included the mandatory travel/health insurance, and the airline handled issuing our visas upon flight check-in. The flight was just under three hours, and mostly our trip to Havana was pretty uneventful. Mostly...

Upon arrival, we were quickly hit with a wall of heat and humidity. I was still dressed for the cold, wet New York weather I had left only hours earlier. The lines to get through customs were long and slow – but the five of us got through without any issues. We made our way over to baggage claim, which was jam-packed full of people! Since my stay was for just four nights, I only had a carry-on bag plus a tote. My travel buddies each had carry-ons and totes, PLUS checked luggage, so I offered to take a seat off to the side and watch their bags while they waited for their luggage.

(Continued on page 6)



Tour of Havana in an old American convertible.

Cuba (Continued from page 5)

My traveling companions all quickly disappeared into the crowd, and I did some people watching, trying to stay cool. I would say a good 45 minutes passed, and there was still no sign of my friends. It then dawned on me that I had immediately broken my very first rule – do not, at any time, separate from my group! So here I was, alone, with no phone access (did I mention that Wi-Fi is not readily accessible in Cuba?), and saddled down with five carry-ons and totes, preventing me from going anywhere.

NOT SO FAST...

As the crowd thinned, I finally saw two of them (Jennifer and Maria) approaching with their bags. I asked for Miriam and Tahnee, and was told their bags hadn't arrived yet, which I found odd as we had all checked in together. I immediately remembered that they each had a Wi-Fi antenna in their bags. Our host at the Airbnb where we were staying had asked Miriam if she could bring a couple and he'd pay her when we arrived. While he said it was perfectly legal to bring into the country, I couldn't help but wonder if that was the reason their bags hadn't arrived.

As it turns out, my suspicions were correct. It seems all checked bags go through an x-ray, where the antennae were detected, and the luggage was confiscated. For the next two hours, Miriam and

Tahnee were in a room with airport security. Their bags were thoroughly searched and they were questioned about everything from why they came to Cuba, to why they brought the antennae in. All of their personal information was taken down too – home address, place and location of their employment, if they had family in Cuba, etc. In the end, they were told that while they could not leave the airport with the antennae, they could reclaim them upon their departure. So...three hours after we landed in Havana, we were finally able to leave the airport!

OUR STAY IN HAVANA

We managed to stay out of trouble for the remainder of our trip, and had a lovely experience.



Pina Colodas in Vinales.

Accommodations: I had four nights to take in all I could. For the first three nights, we stayed at an Airbnb – an apartment in Central Havana, on the Malecón, a five-mile long seawall along the coast. The apartment was big, bright, and clean with a lovely view of the coastline. We stayed at a hotel in Old Havana on our last night in the city.

Getting Around: Havana is primarily a walking city, and that's mostly what we did – we toured all of Old Havana on foot, as the streets are narrow and

crowded. We also got around via taxi in American cars – the vintage ones often associated with Cuba. There are newer, yellow taxis as well, which are not American, but the old cars were more readily available in a pinch...and frankly more fun! I was amazed most of these cars still ran, and sometimes questioned whether we'd even make our destination without breaking down.

Touring Cuba: The architecture was fascinating – and although most of the buildings and infrastructure are in a state of disarray, even crumbling into rubble, it's easy to imagine the beauty and opulence that once defined the city. Many structures are now being restored, so streets and skylines are lined with scaffolding and cranes.

Culinary Experience: The food is hit or miss – which I was surprised by, because I love Cuban food and just assumed it would be amazing IN Cuba. Of course, once there I realized that they just don't have access to the spices and condiments used to make food taste good. Something as simple as ketchup is hard to come by. During a day trip to Vinales, a valley located about three hours northeast of Havana and known for its tobacco fields, we did happen

upon a small restaurant where the food was delicious and fresh. It was like being in someone's home – no menus – just four options for main entrees: fresh snapper, barbecued chicken, a pork dish, a beef dish, and all served with sides consisting of three kinds of rice, two vegetables, and a salad. The meal was the best I had during my trip.

A PLACE OF CONTRASTS AND CHANGE

There was an overall feeling of being on the cusp of change, with the old and new coming together. Cuba is a study of contrasts – big, beautiful hotels are being built and

tourists are lining the streets spending money; but turn a corner and there is a line of locals waiting to receive their rations of eggs. We came upon a nightclub that looks like it's straight out of Las Vegas. Yet groups of people stand on the side of the road hitchhiking to get to and from work because they don't have cars, or they take the bus in which they are jammed in like sardines with no air conditioning. Riding through the city, we would see large groups of people in clusters. We learned that they were in W-Fi (or Wee-Fee as they call it) hot spots, so it was their opportunity to get online, on Facebook, communicate with friends and family. We were told by one of our drivers that their choices are either to dress well or eat well, so if you saw someone in nicer clothes, they were probably starving.

Just when you forget what the situation is in Cuba, you are hit with a dose of reality. The people are poor – they live for tips. They do not have the freedom to leave, nor



Old Havana: view from Parque Central.

even choose where or with whom they live. One of our hosts at the Airbnb, a 48-year-old man, still lives with his parents and his brother. On a few occasions, I was overcome with emotion over the realities of these peoples' lives. Yet they are good-natured, lovely, polite, proud, and extremely resourceful. They work with what they have and make the most of it. I couldn't help but think about how easy we as Americans have it, and how much we take for granted.

I'm so glad I made the decision to go to Cuba when the opportunity presented itself. It gave me a deeper understanding of my stepfather's feelings, and a greater appreciation for all I have.



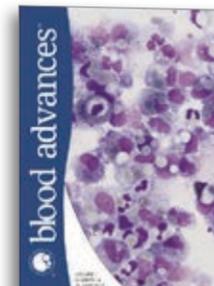
Ivette McFarland is Group Supervisor, Multichannel Media, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. She can be reached at 212-798-4560 or imcfarland@SSCGMedia.com.



Typical Havana neighborhood – location of our Airbnb apartment.



TARGETED ADVERTISING TO THE PRACTICING HEM/ONC

bloodjournal.org

bloodadvances.org



American Society of Hematology*
Helping hematologists conquer blood diseases worldwide

Blood is essential reading for the practicing HEM/ONC

Blood Advances special print issue in December 2017

- » Impact Factor 13.164
 - **Blood** is the most-cited journal in hematology
 - 161,962 total citations generated in 2016
 - #19 out of the 12,085 journals
- » **Blood** is the #1 read clinical hematology publication in the Hem/Onc and Hem/Onc + Onc markets*
- » **Blood** is one of the most efficient publications in the Hem/Onc and Hem/Onc + Onc market.

- » 11,000 copies mailed to US based ASH members
- » 5,000 copies distributed at the ASH Annual Meeting

Contact **Pharmaceutical Media Inc.** for Advertising Information

Joe Schuldner (212) 904-0377, jschuldner@pminy.com

John Alberto (212) 904-0364, jalberto@pminy.com

* Kantar Media Medical Surgical Readership Study June 2017, Oncology and Hematology/Oncology Office & Hospital Tables 127 and 227

HONEYMOON DOWN UNDER

BY NIKKI FRANTZEN

My husband and I always say that we'd rather collect memories than things, so when we began to plan our honeymoon, we knew it had to be a once-in-a-lifetime adventure. We are both scuba divers, foodies, active, and outdoorsy – Australia seemed to check off a lot of boxes on the must-have list for the trip!

FIRST STOP – SYDNEY

We spent almost three full weeks traveling around the country. We left in early January, right in the middle of Australia's summer, and began our adventure in Sydney. We stayed at the most amazing hotel, the Park Hyatt in The Rocks, which overlooked the Opera House. Our very first day, we climbed the cables of the iconic Sydney Harbour Bridge and got breathtaking 360-degree views of the city from the very top!

It was easy to adjust to Sydney; the city was busy, clean, and filled with tourists and locals alike. What wasn't easy was adjusting to the 16-hour time difference. We spent three full days in Sydney, including a trip to Bondi Beach for some surfing lessons. We had a great time hiking the cliff walk from Bondi to Coogee Beach, and spent some time hiking the Blue Mountains just outside the city. Probably my favorite part was spending time at Featherdale Wildlife Park hand-feeding kangaroos and playing with the koalas.

WATCH OUT FOR THE JELLY

After a few days in Sydney, we flew north to Cairns. This was like going to Florida in the dead of summer. It was 100+ degrees every day with extreme humidity. But we got away from land for a few days and took a boat out to a live-aboard vessel about three hours offshore on the Great Barrier Reef. Here we did some of the best scuba diving of our lives. The underwater world and its coral reef was truly amazing, and we saw so many cool animals like parrotfish, boxfish, trumpetfish, eels, turtles, and even sharks!

We just had to watch out for the Irukandji jellyfish, which are the smallest and most deadly in the world. All the divers had to wear bright blue stinger suits in the water, which made everyone look like swimming Smurfs. My favorite was the night dive, when the ocean is pitch black from the boat, but

deep underwater fluorescent algae make it look like you are swimming through a splatter painting of neon lights. Not to mention, all the sharks come out at night, too. After two full days at sea, we came back to land and spent the last day in the rainforest. We saw even more animals, like crocodiles, snakes, and bats, but couldn't get near the water this time without those stinger suits.

EXPLORING THE GREAT OCEAN ROAD

After almost a week in Cairns, we flew back down south to Melbourne. We picked up a rental car and drove straight to Torquay, the unofficial start of the Great Ocean Road. We spent the next three days just road tripping, driving the windy road that follows the southmost coast with the sea on one side and mountains on the other. We stopped at many beaches, small towns, restaurants, lighthouses, hiking trails, lookout points, and ended the journey at the 12 Apostles, a collection of magnificent rock stacks that rise from the ocean. We drove straight back to the city of Melbourne after that, but made sure to stop in the Otways for a treetop zipline tour of the rainforest!

WINDING DOWN IN MELBOURNE

We ended our journey in Melbourne. Our first day there, we went to the Australian Open to catch some tennis. We saw some great players including Americans Jennifer Brady and the Bryan Brothers, and an intense match between Ferrer and Bautista Agut. We even caught Roger Federer on the practice courts!

The rest of the trip was spent wandering around at leisure and enjoying the many parks, shops, restaurants, and pop-up beer gardens that were playing the tennis all over the city. I think Melbourne had a bit more personality than Sydney did; it seemed to be more relaxed and less hustle and bustle. We enjoyed the food, the people, and the walking trails. We had a short layover in Sydney again before heading home, so on our very last day we took the ferry to Manly Beach for R&R in the sunshine.

Sadly, all good things must come to an end. We left Australia feeling like we could probably move there for good. It was an amazing country, with so much diverse culture, wildlife, and terrain that satisfied our every need to explore the outdoors. It added so much to our collection of memories that we will surely cherish forever!



Nikki Frantzen is Associate Media Director, CMI Media, 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-609-3046 or nfrantzen@cmimedi.com.



Feeding the kangaroos.



Last stop at the 12 Apostles.

CONTEXT MATTERS



A study conducted by comScore, Inc. reported that advertising on the websites of premium publishers is 3X as effective as it is on those of non-premium publishers.**

Combine the “Halo Effect” of our brand with our Impact Factor to boost your brand favorability.

Contact your Sales Director or Chrissy Miller at cmiller@nejm.org for more information.



The NEW ENGLAND JOURNAL of MEDICINE

*NEJM ranked #1 among General Medical Journals. Institute for Scientific Investigation, 2015.
**“The Halo Effect: How Advertising on Premium Publishers Drives Higher Ad Effectiveness.” comScore, Inc. July 2016.

INCREDIBLE India

BY ILENE V. SMITH, M.S., R.D.

India was always the last place I wanted to go. I used to say that I wanted to fly in, see the Taj Mahal, and fly out. I imagined it to be, well, pretty much the way people describe it: dirty, smelly, crowded, run down, and rife with poverty. But since I'm always up for an adventure and enjoy travel that takes me out of my comfort zone, I let my friend convince me that this is where I should spend my Christmas vacation. Talking to friends as we planned the trip, I learned that people either love India or hate it. I hoped I wouldn't be among the latter. I'll spoil the surprise lest you decide not to read further and say that I was happily the former.

NEW DELHI

Our first stop was Delhi. We weren't expecting much from Delhi. We had been warned that the city had been under a haze of pollution for the past few weeks and we should be prepared to wear face masks. With a population of 18 million people, we expected the city to be so jam-packed with people that it would feel like we were in the crowd at the Macy's Thanksgiving Day Parade. Thankfully, the city surprised us. Yes, the haze was bad, but certainly not face-mask-worthy and, while there was definitely the constant buzz and beeps of the continually honking cars, scooters, and motorized rickshaws, it paled in comparison to other parts of Asia. Nor did we see many people on the streets in the newer part of the city where we stayed.

OLD DELHI

Old Delhi was different – and fascinating. Much of Old Delhi reminded me of old Hanoi, with small narrow streets, crumbling buildings, people rushing by with huge bags on their backs, and vendors out on the sidewalk selling fruit and vegetables, dates in every shape, form, and size, and a betel-leaf confection that leaves people walking around with telltale red lips. Driving around the city was chaotic. As our guide said, "In India, braking while driving is considered defeat." Drivers are challenged in part by the cows that calmly walk through the traffic. While I knew how revered cows were in India, it was quite the surprise to see them strolling down the street and lying in the

middle of the sidewalk sleeping like stray dogs do elsewhere in the world. Another sight that was unexpected was the electrical wires that hang everywhere, twisted in ropes and climbing like vines. I left worried that the slightest spark could send the whole city up in flames.

A MALL BY ANY OTHER NAME

Unfortunately, because of some delayed luggage and a subsequent trip to the mall, we didn't get to see the rest of Delhi. The only shopping I did was at a suburban shopping mall to get some clothing in case my luggage was never delivered (it was). Not surprisingly, the mall looked like one pretty much anywhere else, complete with The Gap, Zara, Aldo, and the rest. One thing that was different was the high level of security at the mall and, we would later learn, pretty much everywhere else you go. I'm not sure whether or not this was implemented after the 2008 terrorist attacks, but it's amazing that a country that has little infrastructure has managed to put metal detectors at the entrance to nearly every building.

ONTO AGRA – HOME OF THE TAJ MAHAL

We left early the next morning to travel to Agra. If you've seen the movie *Lion* and think the trains must have improved since then, you would be incorrect. However, unlike Amtrak, when you sit in a "first class" car of the "new" train, attendants bring tea, a meal, snacks, and even a red rose. I felt like a lucky bachelorette during the elimination round of *The Bachelor*.

As expected, Agra was amazing. Our trip to India was well worth every dollar spent, every minute of travel, and all the aggravation of misplaced luggage for the privilege of seeing the Taj Mahal. The minute we got our first glimpse of the resplendent marble building from the entrance gate, we had tears in our eyes.

The story behind the Taj is equally beautiful. It was built by the Mughal Emperor Akbar for his wife Mumtaz, his first and most-beloved wife and mother of 14 of his children. They met and fell in love at first sight as teenagers while shopping in the market (who wouldn't fall in love with a man who likes to shop?). She died shortly after giving birth to her 14th child and it was her dying wish for her husband to build the Taj. He spent the next 22 years doing so. This vast complex was essentially built to house her tomb and, when he died five years after its completion, his tomb was placed right next to hers. It is difficult to put its beauty into



Cows lie casually in the streets throughout India, impervious to the bustling of people and vehicles around them.



Wires hang like vines throughout Old Delhi.



words. However, what I can share is our guide, Yogi, who has lived in Agra his entire life and can see the Taj from his balcony, still speaks about "her" with the passion of someone who has seen it for the first time. It has that effect.

TREATED LIKE ROYALTY

For the rest of our trip, we did get to feel a little like Mumtaz. While no one offered to spend the next 22 years building us a palace, our path to royalty started in Jaipur, where we stayed at the Rambagh Palace, which was one of the homes of the royal family in years gone by (don't ask which royal family or how many years gone by because I probably forgot shortly after our guide shared the info). If the stunning, marble building with its expansive gardens wasn't enough to make us feel special, being showered with rose petals as we ascended the staircase to the lobby certainly was.

One of the highlights of Jaipur was the Amber Fort, which was more of a palace than a fort. Since it sits on a steep hilltop, you can only get up there by Jeep or elephant and we chose the latter. I am sure we broke all kinds of Humane Society rules, but it was quite the experience. I'd been on elephants before but never going uphill. You truly needed to hang on for dear life. Street vendors tried to sell us all sorts of merchandise as we made our way up, but even this inveterate shopper wasn't going to take her hands off the seat to open her wallet. Another highlight of the city was the astronomical observatory. You can imagine how our eyes rolled when our guide suggested going to the observatory, but we were glad we did. It was amazing to see

how these giant instruments that looked like sculptures were used to tell time and horoscopes and to observe the planets.

MY FAVORITE

Our next stop was Jodhpur, which was my favorite stop on our trip. There we stayed at another palace, the Umaid Bhawan, which is still the home of the Maharajah and his wife (they live in another wing). Unlike the other palaces we saw in India, this one was newer – built in the 20th century – more modern but no less beautiful.

By the time we arrived in Jodhpur, we had already visited more palaces and forts than we cared to so we were a little dismayed when we noticed yet another fort on our itinerary. We told our guide to nix the fort tour and we instead spent the morning walking through the narrow streets of the Blue City, which is so-named because of the indigo used



Farmer outside Jodhpur looking relaxed after performing an opium ceremony.

to paint the rooftops of the houses there. Far from other tourists, we got a true slice of life, from the men gathered on the street to drink tea, mothers walking with their children, and the occasional cow strolling down the street. That afternoon was spent on a "safari" of sorts – well, more of a jeep ride – through the farmlands of the villages surrounding Jodhpur. The highlight was visiting three villagers at home – a potter, a farmer, and a weaver.

One of the highlights of the jeep ride was riding through acres and acres of canola fields. As a registered dietitian and communications consultant to the food, nutrition, and wellness industry, one of the key things I stress to my industry clients is the importance of building a story around your product that resonates with consumers. When it comes to food, that story often starts with how it is made, especially since that chapter is often a mystery to consumers. I couldn't help but think what a terrific field trip it would be to show the beautiful yellow flowers that blanket canola before they're eventually turned into heart healthy oils.

After very reluctantly leaving our palace in Jodhpur, we headed to our last destination, Udaipur, where we looked forward to our last couple of days of rest and relaxation. Udaipur is another bustling city with the constant hum of traffic, beeping scooters and cows, bulls, and goats lining (and crossing) the roads that we had become accustomed to. In the center of the city is Lake Pichola, so named because it is behind the royal palace. In the lake itself was our hotel, the former summer palace. The close proximity of the winter palace to the summer palace did seem somewhat odd. On a hill overlooking the lake – and also not far way – was the Monsoon Palace.

After being disappointed by the summer palace, we literally headed for the hills to Devigarh, about 45 minutes away. Now a boutique hotel, it, too, was a former palace and everything in it was marble – the platforms for the beds, the desks, the bathtubs, the base of the couch, and even the changing table for babies in the restrooms. We decided to make this our own Monsoon Palace, of sorts. We spent a night and day there so we could luxuriate by the pool, have some nice meals, and enjoy the spa. The perfect way to end this amazing trip before a long journey home.



Fruit and vegetable market in Udaipur.



Ilene V. Smith, M.S., R.D., is the Principal of I ON FOOD, a Strategic Communications Consultant for the food, nutrition, and wellness industry. Ilene can be reached at www.i-on-food.com or ilenesmithRD@gmail.com.

CARTOON CAPTION CONTEST

And the Winner Is...

In the October issue of THE EXCHANGE, we asked readers to caption the cartoon below. Our winner receives a \$25 American Express Gift Cheque.

GRAND PRIZE WINNER! "What do you think, JB? Did we downsize too much??" —Rose Ford, Ethicon, Inc.

Honorable Mentions:

- "The latest company rumor of natural attrition must be true; he has retired." —Lori Dilling, Burroughs Wellcome Co.
- "A specialist in the Clinton era." —Irwin C. Gerson, William Douglas McAdams, Inc.
- "Has anyone told him that he's eligible for the retirement package?" —Gail Hobbs, Ortho McNeil Pharmaceuticals
- "Since the Clinton health program was passed, our V.P. of pricing hasn't had much to do!" —Truman Susman, Biotel Corp.
- "Poor Fred. I remember what it was like becoming a new father." —Diane Wouters, Kimberly-Clark Corporation
- "You see... I told you he works for the government..." —Frank P. Baker, Hyrex Pharmaceuticals
- "What's with him? One wife and two secretaries!!" —Dana McLawhon, Bob Paganucci Design
- "Looks like another two martini lunch." —Anonymous
- "Looks like Fentmeister is still waiting to hear from FDA on that new product." —John C. Carter & Kari Barlas, Slack Inc.
- "Well...no wonder things ran so smoothly today! The President should take naps more often!" —Susan Ferrero, Marketing Advertising Promotions, Inc.
- "Hey Bob, it looks like that stress reduction seminar Mr. Schmedley took really worked!" —Sherry Steinman, MDT Corporation
- "He dozed off trying to figure out how Mr. Clinton, in his Sept. 22 health care reform speech, came up with the figure of 10,000 as he multiplied 200 X 500." —Jay F. Wormser
- "I'd say that stress reduction course he took was very good." —Barbara Wood, Intermedica, Inc.
- "Looks like he read our 4th quarter POA report!" —Harry Fleischman, James T. Brady, Inc.



- "Has anyone told him his intercom is on?" —Cindy Cichorek, Rosemary Cass Ltd.
- "Looks like the boss has been reading Hillary's health care plan again." —Bill Hetrick, Curtin & Pease/Peneco
- "I wish I was the boss and could afford to sleep on the job!" —Marlene Thomas, Moyco Industries, Inc.
- "OK, now's our chance! You bring in the dancing girls, I'll put the cowboy hat on his head!" —Sheila Tartaglia
- "Yeah, it's the first time the new president has ever attended a national sales meeting." —Larry J. Wine, Essex Marketing
- "The employee salary increase request forms are in his top desk drawer. You go and get two of them, and I'll stand guard." —Scott DeMayo, DeMayo Mail Management
- "Excuse me sir, you did say 3:00 for employee review. I'd like to start out by saying that my office is much too small, I'd like a window, and I'd like a raise....." —June Whittaker, Rosemary Cass Ltd.
- "Every 60 minutes he takes this 5 minute rest—says it rejuvenates him." —Jennifer Chemer, Wisconsin Pharmacal Company
- "Ready for the next space rep, boss?" —Marsha Apostolos, HP Special Programs Division
- "Well it looks like Ray is voting affirmative on taking his early retirement package now!" —Ron Sheppard
- "Still waiting for an insertion order, I see." —Donald M. Blatherwick, American Medical Association
- "We can always stick him with 'switchboard relief' duty..." —Elaine Panson, HP Publishing Company
- "A three hour meeting with Hillary, two Big Macs for lunch, healthcare reform revisions all afternoon... and he's still sound asleep. What a President!" —Paul Nyfenger, PPS Medical Marketing Group, Inc.
- "The physicians give Ned too many free samples" —Annamarie Miller, Walsh America/PMSI
- "Milburn must've taken the boss literally when he said, we'd better dream up some new business!" —Roger Reid, Griffith & Coe Advertising

Doctors everywhere trust these journals for accurate and current medical information.



81% of the physicians who receive *Annals of Internal Medicine* read it.*

Annals of Internal Medicine is the most highly cited peer reviewed journal in internal medicine. *Annals* and *Annals.org* publish practice defining studies, clinical guidelines, cutting edge commentary, and evidence-based reviews. Papers related to medical education, health policy, ethics, and the history of medicine are also presented. *Annals* links scholarly knowledge to practice.

ACP Hospitalist and *ACPHospitalist.org* cover the latest trends in hospital medicine, including advances in health technology, clinical controversies, staffing and scheduling, patient safety, and reimbursement trends that affect hospitalists.

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.

For more information about our print and digital advertising, contact: Kevin Bolum, Director, Advertising Sales at kbolum@acponline.org or 215-351-2440
Kenny Watkins at kwatkins@watkinsrepgroup.com or 973-785-4839

* Source: Kantar Media, June 2017 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Table 110.

ADS6060



Colleen Hindsley



Colleen (center) with her sisters Kim and Patti relaxing at the Jersey Shore.

“Let’s figure it out.”

Birthplace: Philadelphia, PA
Marital Status: Single
Job Title: Storyteller, Writer, and Healthcare Marketing Executive
Years in Industry: 19
College: Pennsylvania State University (Penn State)

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

Maureen Regan – she always models a combination of brains, guts, and humanity in everything she does. Maureen taught me that it’s mandatory to be able to laugh at work and that our most important “assets” are the people who take the elevator up to the office every day.

What is the biggest obstacle you have overcome?

Both of my parents have passed away in the last few years, leaving a huge hole in my life and in our family. Recently, I’ve been working on honoring them by telling the stories of my family and recording them for our future generations.

What was your first job?

Washing dishes and plating hamburgers at my parents’ restaurant. It was equal parts horrible and super fun. Working in a busy kitchen with seasoned professionals taught me how to move quickly and accurately, to stay calm under pressure, and how to cut a club sandwich perfectly.

Do you have any pets?

Delilah is a 12-year-old Yorkie/Poodle mix. She’s the Queen. She’s not quite “Insta-famous” but my social media followers are way more interested in her life than mine!

How do you stay fit?

I like to do a variety of things to keep it interesting. I practice yoga, go to Soul Cycle, work with a trainer. My favorite workout is called IntenSati, which is a cardio dance class that includes positive affirmations. Connecting our minds, our bodies, and our voices creates powerful results (both in and out of the gym).

What would be the title of your life and why?

Things I Learned The Hard Way (Because the Easy Way Was Boring). It may sound a bit cynical, but the reality is that things aren’t easy, nor should they be. I’ve learned more through

my “failures” in life than I ever will in my “successes.” As difficult as it is sometimes to admit to myself that I’ve screwed up or missed an opportunity, eventually the lessons reveal themselves and I find that I’m better for having gone through it.

How did you get started in the industry?

I started temping at Pfizer, not knowing what the company did. I never quite fit in with the corporate life. Eventually, I met all these crazy, interesting advertising people and knew I’d found my tribe.

What is your most embarrassing moment?

Too many to choose one! But I actually love embarrassing myself (to a degree) – it keeps me grounded and always makes a great story.

What is the last good book you’ve read?

The Telling Room – A Tale of Love, Betrayal, Revenge, and the World’s Greatest Piece of Cheese (Michael Paterniti). When I was done reading it, I wanted to move to Spain.

Do you have any hobbies?

I go on stages in NYC and tell true stories about my life to total strangers. It’s liberating and also creates community and connection with people. I’m now in the process of taking my stories and creating a solo storytelling show that I’ll be performing in NYC early next year.

What one little thing always makes you happy, other than your family?

When suddenly I notice something that’s been there all along. For example, the playground next to my apartment is called “Happy Warrior” – I’d never noticed it before and it made me smile all day.

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

I would LOVE being stuck with any famous person. I know I’d be fascinated by every one I can think of. I’d drive the person crazy with questions. Even someone I don’t particularly like or respect, like Bill O’Reilly, would be interesting.

What do you collect?

Stories. I always have one and I always want to hear yours.

What is your favorite vacation spot?

Sea Isle City, NJ. I grew up going to the South Jersey Shore every summer and now I have a little place down there. It’s friendly and fun but feels like a million miles away from city life. And, if I squint at the horizon just right, I can almost convince myself that I have an ocean view.

Colleen Hindsley is a Storyteller, Writer, and Healthcare Marketing Executive. She can be reached at colleenhindsley@gmail.com or 917-362-4736. Visit her website at www.colleenhindsley.com.



FIND DR. WALLY

We help you connect with Dr. Wally.

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

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

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

Fire Up Your Media Plan with JOP



Summer's here, the weather is hot and JOP is on fire! Heat up your media schedule by adding JOP. With Average Page Exposures and Average Issue Readers rising over 30%* in the past year, JOP offers a great opportunity to reach your oncology target audience.

**Strike while the iron is hot
and advertise in JOP today!**

*JOP Average Issue readers are up 37% and Average Page Exposures are up 30%. Source: Kantar Media-Table 129 Hematology/Oncology Office and Hospital, June 2017 & June 2016



Journal of
**oncology
practice**

ASCO®
American Society of Clinical Oncology

For more information, contact Nick Vroom at
631.935.7677 or **nick@harborsidepress.com**