

Next Month...
Halloween Fun!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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There is No
"I" in Team
(Mom)
Anne Pollak

Cruisin'
Family-Style
Kelly Morrison

Your Daughter
Has a Brain Tumor
Devin Gregorie

Out of the Mouth of Babes
Tricia Castellano

Personal
Exchange
Perline Paul

Zoey Gives
Back
**Angela
Labrozzi**

Aquatic
Summer Fun!
**Shari Bleier
Cohen**

The Fortnite
Grind!
**Jacob Sherman,
Age 13**

A Celebration Of Family



Nominations Open for the
2018 Humanitarian Awards

See Page 9

THE EXCHANGE

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The Scores Are In!

Internists prefer *Annals of Internal Medicine*.

Internal Medicine Journal Standings June 2018

	Percent Received ¹ (%)	Total Readers ² (%)	Average Issue Readers ³ (%)	4 out of 4 Readers ⁴ (%)	High Readers ⁵ (%)
Scores					
Annals of Internal Medicine	81	64	48	29	23
Competitor A	77	55	41	25	22
Competitor B	71	55	40	23	21
Competitor C	69	47	33	16	12
Competitor D	64	49	34	18	13

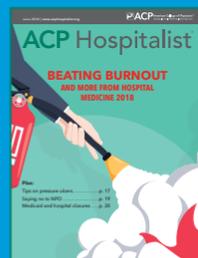
Play on the WINNING TEAM.

Annals of Internal Medicine is the #1 read medical journal for Internal Medicine physicians according to Kantar's June 2018 Medical/Surgical Readership Study.

Check out *Annals* first place standings:

- *Annals* reaches more internists than any other medical journal.¹
- More internists are likely to read *Annals* than any other medical journal.²
- More internists are likely to see an issue of *Annals* than any other medical journal.³
- More internists read each issue of *Annals* than any other medical journal.⁴
- More internists read *Annals* more frequently and thoroughly than any other medical journal.⁵

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



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Dear Healthcare Marketer,

It's been a challenging summer at the Leonard household. Between my dad being recently diagnosed with Type 1 Diabetes at 91 and having serious issues dealing with spinal stenosis and neuropathy and my six-month-old grandnephew undergoing open-heart surgery, it has been an unexpected season of medical issues. And I don't always handle stress well. In fact, they say that stress can weaken your immune system, and I just happened to come down with a case of the shingles on top of everything else that was going on...I don't believe that was just a coincidence. I really had to rely on my daughters and my friends to help me keep my sanity. It's funny, when I was young, I never liked the word "peace" that much. It sounded boring to me. But now, as I am aging and life seems so complicated, I've come to love that word and all it means!

On the upside, it has been a monumental summer for my daughters. Maddie traveled to Australia and New Zealand on a school trip for 12 days. It was hard for me to let go, but she had the time of her life. Though she hasn't been back long, I can already tell she has grown so much from the experience. While Maddie was on her trip, I cashed in my frequent flyer miles to travel to San Diego with my other daughter, Katie, to celebrate her 21st birthday. It was the first time we have been on vacation alone together. What an awesome time we had! Now that she is an adult, we have taken our relationship to a new level, enjoying a glass of wine and some music together. I particularly loved this bar in downtown San Diego called, "The Shout! House," which had dueling pianos. We had so much fun there!

I am so fortunate to have an amazing immediate and extended family, all of whom have been very supportive. And speaking of family, that's what this issue is all about. On the following pages you'll find a mix of funny, wise, and moving stories. **Anne Pollak** tells about her experience and insights gained as mom to her highly athletic son, who is now off to college. **Kelly Morrison** gives us a peek at her latest trip – a family cruise – in a photo essay. **Angela Labrozzi** shares a glimpse into her daughter's caring heart. **Devin Gregorie** tells of his journey through serious illness with his young daughter. **Tricia Castellano** provides

comic relief. **Shari Bleier Cohen** shares the joy of being a grandmother. And we've even got a story by **Alya Sherman's** son **Jacob**, who gives us his inside view of one of the most popular video games there is, Fortnite. Thanks this month to **Perline Paul** for sharing a bit of her life through *Personal Exchange*.

This year in particular with all its struggles has taught me to be more appreciative than ever before, especially for family...and that includes all of you in the industry who have reached out with your support and concern as I've navigated some difficult waters. Thank you!

With Gratitude,

Nancy



Nurse Maddie with Grandpa.



Super hero grandnephew Jayden.



Maddie Down Under.



Dr. Mila with Jayden.



Cruising with Katie in SD.

Coming Soon...

Our Annual Holiday Issue!



Share Your Holiday:

- Memorable Moments
- Special Traditions
- Favorite Recipes
- Best, Silliest, Funniest Gifts
- Enter Our Baby Photo Contest
- Favorite Holiday Card
- Favorite Picture
- Favorite Ornament or Decoration

A page or two, a paragraph, or a few sentences, we welcome your pictures or stories about Christmas, Hanukkah, and New Year's too!

Contact Nan McArdle at nmcardle@HMEExchange.com



ANNOUNCEMENTS

onward&upward

promotions
additions

CMI/Compas has announced the appointment of **Karan Kamerkar** as Analyst, Customer Experience Management. She can be reached at 856-667-8577. **Natalia Romero** has been appointed Associate Analyst, Search Engine Optimization. She can be reached at 215-588-5944. **Chrissy Buckley** has been appointed Associate Director, Search Engine Optimization. She can be reached at 484-322-0880.

Gilead Sciences has announced that **John F. Milligan, Ph.D.**, the company's President and CEO, will depart at the end of the year.

GlaxoSmithKline has announced the appointment of **Iain Mackay** as Chief Financial Officer, effective January 14, 2019. Mackay will be replacing **Simon Dingemans**, who is retiring next May.

Good Apple has announced the promotion of **Samantha Simoneaux** to Media Director. She can be reached at 646-844-9724.

Havas Group has announced the appointment of **James Wright** as Global Chairman, **Havas PR Collective**, and CEO of **Havas PR North America**. He can be reached at 212-886-4100.

Hoffman York has announced the promotion of **Nick Johnson** to Media Supervisor. He can be reached at 406-221-3350.

McCann Echo has announced the promotion of **Megan Benjamin Persson** to Vice President, Account Director. She can be reached at 973-257-3900.

Ogilvy CommonHealth Worldwide has announced the promotion of **Jane Richter** and **Michael Melucci** to Executive Vice President, Client Engagement Lead, for the company's medical education practice and **Paula Huntzinger** to Chief Talent Officer, **Ogilvy CommonHealth, US**. They can be reached at 973-352-1000.

Publicis Health Media has announced the promotion of **Devon Cross** and **Danielle Cascereri** to Associate Media Director and **Sarah Fendelander** to Media Planner. They can be reached at 212-771-5500.

Razorfish Health has announced the appointment of **John Reid** as Senior Vice President, Executive Creative Director. He can be reached at 212-771-5470.

Slack, Inc., and Healio.com have announced the appointment of **Tracy Murray** as HCP Education Lead, HemOnc. She can be reached at 856-848-1000.

SSCG Media Group has announced the promotion of **Jesse Ortiz** to Associate Director, Biddable Media. He can be reached at 212-896-1418. **Tsebaot 'Titi' Tamene** has been promoted to Supervisor. She can be reached at 212-907-4314.

Teva Pharmaceuticals has announced the promotion of **Nisha (Pandya) Patel** to Associate Director, Global Scientific Communications. She can be reached at 973-227-4294.

new¬eworthy

awards, mergers
approvals

AbbVie and partner **Neurocrine Biosciences** have announced the FDA approval of the oral gonadotropin-releasing hormone receptor antagonist **Orilissa (elagolix)** for women with moderate-to-severe endometriosis pain. For more information, visit www.abbvie.com.

The American Society of Hematology (ASH), publishers of *Blood Advances*, has announced that its full-text, peer-reviewed articles, editorials, and columns from November 2016 to the present are available through the **National Library of Medicine (NLM) PubMed Central® Index**. For more information, visit <https://www.ncbi.nlm.nih.gov/pmc/journals/3318/>.

Send press releases to: news@hmexchange.com

Elite Pharmaceuticals has announced the FDA approval of the company's abbreviated new drug application for methadone hydrochloride 5 mg and 10 mg tablets. For more information, visit www.elitepharma.com

Evoke Group has announced the acquisition of San Francisco-based **Giant Creative Strategy**, a full-service creative healthcare agency focused on healthcare professional and multichannel marketing. For more information, visit www.evokegroup.com.

Fingerpaint has announced that it has relocated its Scottsdale, AZ, office to Phoenix to accommodate double-digit revenue growth and an increasing roster of clients. For more information, visit www.fingerpaintmarketing.com.

GSK and 23andMe have announced a four-year collaboration that will focus on research and development of new medicines and potential cures using human genetics as the basis for discovery. For more information, visit www.gsk.com.

Medical Voice Network has announced that it is offering new CME, educational, and promotional programs in a variety of media. For more information, visit www.medicalvoicenet.com.

Pfizer has announced the FDA approval of Nivestym (filgrastim-aafi) as a biosimilar version of **Amgen's** Neupogen (filgrastim). For more information, visit www.pfizer.com.

Teva Pharmaceuticals has announced that the company is moving its Pennsylvania headquarters to Morris County, NJ, which will create hundreds of jobs. For more information, visit www.tevausea.com.

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A Celebration of Family



There is No "I" in Team (Mom)

BY ANNE POLLAK

Sports were not a big part of my life growing up. I was a pale, shy, scrawny kid who was always (I mean ALWAYS) the last one picked for teams. Sports were not a big deal in my childhood home either. Sunday nights were reserved for PBS's Alistair Cooke droning on about some Jane Austen novel on *Masterpiece Theatre* – not the NFL football games broadcasting on other TV channels!

This changed when I married my husband. A rabid Jets fan (no negative comments, please!), sports became a major part of my life, making *SportsCenter* our family's go-to news source! It was no surprise that our son, David, developed a love and aptitude for sports at an early age, enjoying all team sports – Baseball, Soccer, Basketball, Lacrosse, and, especially, Football. Dave grew up and became more involved in sports, so did I, morphing into something I dreaded and never thought I would become – a Soccer (Team) Mom! Yikes! But, it happened.

As Dave grew and matured through his involvement in sports, I did too. Now having been there, I'm sharing what I know for sure. You will:

- Do a lot of smelly, sweaty, dirty laundry.
- Experience extreme weather – You'll freeze when you are outdoors watching late fall and early spring games. You'll sweat too, if your child plays summer sports.
- Volunteer hours of your free time working – coaching, fundraising, cooking pasta dinners, selling raffle tickets, organizing banquets, and working the snack shack!
- Spend endless hours in your car, at all times of day (including weekends and holidays), driving to towns you never knew existed. If you are like me, you'll get lost (despite the GPS). You will also be an Uber for your child's teammates.
- Get in touch with your competitive side. Previously, I never thought of myself as a competitive person. I was wrong.
- Be the bad guy sometimes. If your child misses practices, doesn't try, is ill prepared, or lazy overall, you need to hold him accountable.
- Get your wallet out! Travel teams, clinics, registration fees, equipment, personal coaches – Ca ching!
- Be afraid of your child getting hurt, and accept that your fear is not their fear. This is a tough one. Dave played a lot of rough sports in very physical positions – Catcher, Goalie, Center (Basketball), and Nose Tackle



Dave and me at 2018 Bergen County All-Star Game.

(Football). I was scared, praying before every game and giving thanks when it was over and Dave was alright. But, I couldn't put my fear on him. He was confident playing those positions, so I had to trust his judgment, even if it made me uncomfortable. And, yes, Dave did get hurt – breaking his leg, fingers, pulling hamstrings, and most frightening, having two concussions. I knew where the local urgent care/24 hour pharmacy was wherever I went.

- Have your heart broken. When your child loses, when he screws up at bat, scores a goal on himself or misses in a face-off, when he doesn't make the team or doesn't start, you will feel your child's pain. Worse, there's nothing you can do but hug him, dry the tears, and reassure him that tomorrow is another day. When your child cries, you cry too. Probably more. You will also have to be strong and keep these feelings to your-

self, maintaining an outward "poker face" for your child's sake. It's not easy.

You might be reading this and thinking, "This sounds terrible! Why go through this?" Why? Because it is a wonderful "trip" (except for the laundry). Dave learned a lot about himself: how to take care of his body (getting enough sleep, eating properly, conditioning), mental toughness and focus, discipline and hard work, teamwork (how to sacrifice personal glory for the good of the team), good sportsmanship, how to accept losing and celebrate winning, communication skills, and leadership and responsibility (Dave was Varsity Captain for both Football and Lacrosse). He has made lifelong friendships with some great kids based on these core values. Sports also kept him out of trouble. But most importantly, because Dave is dyslexic and struggled in school, it is where he got his confidence and self-esteem.

Dave graduated high school this spring and is off to college now. While extremely sad that this part of my life is over, I've enjoyed every second of our journey together and wouldn't trade a single moment!



Anne Pollak is a freelance media specialist. She may be reached at 201-951-6375 or adpollak@optimum.net. Check her out on Facebook and LinkedIn, too. She is looking forward to having a lot more free time and doing a lot less laundry. She may even watch *Masterpiece Theatre*!



A Celebration of Family

CRUISIN' FAMILY-STYLE

BY KELLY MORRISON

We try every year to do a family vacation. This summer, our daughter Banks graduated from Pre-K and was beginning Kindergarten in July (we have year-round schools). We realized our opportunity to do a vacation was limited and we wanted to do something big, knowing it will now be harder to pull her out on a whim for vacation. Banks is also at the age where she remembers, which made this trip even more special.

We went on a Caribbean cruise on Princess Cruise Lines. The timing was perfect – we were able to leave

the day after Banks' graduation – and the weather was perfect too. My parents came along, which was nice. We had extra hands around to wrangle two small children!



Kelly Morrison is Vice President, Media, CMI Media, 1000 Environ Way, Suite 1300, Chapel Hill, NC 27517. She can be reached at 919-932-8608 (o), 704-473-0092 (c), or kmorrison@cmimedia.com.



Day1

We were at sea the first day and did a lot of swimming on the boat.



Day2

The next day we were in Grand Cayman. This is one of my favorite places. We took Banks to swim with dolphins and turtles. She has not stopped talking about this!

Day3

We were in Roatan, Honduras. This place also holds a special place in my heart. We actually vacationed here when Banks turned one and, coincidentally, we celebrated another milestone with our son Finn turning 18 months while we were there. We hung out at Mahogany Bay on this stop, a private port owned by the cruise line, and the kids swam in the ocean.



Day4



The next day we were in Belize City, Belize. We took a boat to Caye Caulker, a small island, where we snorkeled through the reef and swam with sharks and stingrays. Banks has always been obsessed with sharks since she was tiny and swimming with sharks cemented her love of them even more!

Day5

Our last port day was in Puerto Maya, Mexico. We visited a beach called Playa Mia and the kids swam all day. They also have an ocean playground, where Banks went down a large slide, plus a small waterpark. She also got to hold a parrot – not sure what was a bigger hit!

Our last day was at sea.

We had a great time and so did the kids!



1



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

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

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

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

For advertising information call 862-261-9618.



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YOUR DAUGHTER HAS A BRAIN TUMOR

BY DEVIN GREGORIE

What they say is true. When you receive devastating news, the person tasked with delivering that news... their lips move but no words come out. Your world stops, you are numb, you are convinced it's a bad dream.

JUST A FEVER

My six-year-old, Katelyn, was home from school for more than a week in late November with a fever that wasn't going away. She wasn't herself. Our pediatricians weren't super concerned as Katelyn was prone to prolonged fever viruses. Then, one day while she was sick, she woke up from a nap and her left eye was pointing toward her nose. Our pediatrician said, "Get her to Cohen's Children's Hospital immediately."

DIAGNOSIS, SURGERY, WE'RE GOOD...

Katelyn fell asleep on the way to the hospital, while my wife Sue and I were convincing ourselves that she was fine. As we pulled into the parking lot, Katelyn woke up and screamed that her neck hurt and vomited profusely. Then we knew – something was very wrong. Within an hour of being at the hospital, they ruled out meningitis and Katelyn had an emergency MRI.

We met with the head neurosurgeon who told us that Katelyn had a sizable brain tumor and an emergency surgery was scheduled for first thing in the morning. We were in shock and very quickly religious. Katelyn was under heavy sedation overnight and as she went into surgery. She rocked surgery on a Saturday morning, woke up Saturday afternoon, was her sassy self and was home eating chicken fingers from our local pizzeria four days later. We were told after surgery if we waited until Monday (we went in on a Friday), it probably would have been fatal. That's how much pressure was in Katelyn's brain. The MRI looked like Super Storm Sandy, pushing her whole brain to the left side of her skull.

We thought we were home free. We thought, *Tumor cut out. Katelyn is fine. See you in six weeks for a checkup...*

A RARE DIAGNOSIS

While the initial pathology showed a benign tumor, the "frozen sample" analysis a few days later told a different story. The middle of the tumor came back as anaplastic ependymoma (Stage 3/Grade 3). We were in shock again. We really initially believed the tumor was benign and so did the world-class surgeon that completed a total resection. Roughly 75% of ependymomas are next to the brain stem,

however, Katelyn's was higher in her brain. I have been in the oncology space for 12 years and I have never heard of anaplastic ependymoma. Less than 200 kids a year in the U.S. are diagnosed. To be female and have it in the upper part of the brain is even more rare. There are only about 60 cases a year.

RARE TREATMENT TOO

We met with the oncologist and established that we were more than likely headed for six weeks of proton radiation. Proton is a very precise type of radiation and the standard of care after ependymoma surgery. With ependymoma, even though the cancerous tumor is completely removed, it is prone to aggressive regeneration in the surrounding tumor bed. So, proton essentially acts as mop-up duty after surgery.

There are only 15 proton lasers in the U.S. So we knew we were moving to Philly, PA, Boston, MA, or Somerset, NJ, for seven weeks of treatment. We told Katelyn, with the help of a child life specialist from New York University, that her boo boo in her head was out but she needed special flashlight medicine on the spot, so her boo boo would not come back.

ATTEMPTING NORMAL

I stayed home in Long Island, New York, with Katelyn's sister (Ava, three years old) during the week, so I could take her to school and keep life normal for her, while her big sister was at the "overnight doctor." My wife became Super Mom and Grandmas became Super Grandmas, as Sue and Katelyn took turns staying in New Jersey with each of them. I made the trip into New Jersey a few times a week and watched my baby

girl get strapped to a table by a mesh helmet and receive high-dose radiation, clutching her favorite teddy bear she has had since birth.

We kept life as normal as we could when Katelyn came home on the weekends – she went to dance class, had friends over. However, Katelyn was always sad to drive back to New Jersey on Sunday nights. She completed her 33 treatments and we were all together at home again. Katelyn's hair that had fallen out during treatment started to grow back. She went back to school with bald-spot-hiding ponytails, life began to feel normal again, and she even made the travel soccer team!

OUR NEW NORMAL

Katelyn has to have a scan/MRI every three months to ensure there is no recurrence of disease after the first few



Katelyn's finally home! Family pic – Ava, Sue, Devin, and Katelyn.

years of treatment. We are two scans in and two scans clean. Katelyn is doing amazing physically with no deficits. If you line up her soccer team and her hair is in a ponytail, you could not pick out the kid who had major brain surgery and all the proton follow-up treatments. We live with the reality, though, that this can come back at any time. It's a marathon to five years clean as statistics really improve once you're five years clean.

Life is different now. We over-analyze every little move Katelyn makes. We hear it gets better...but as cliché as it sounds, at the same time we really try not to sweat the small stuff in life.

SAVORING THE GOOD THINGS IN A HARD SITUATION

It really was amazing to see and FEEL the unbelievable amount of love from family, friends, and coworkers. We're so grateful. My wife Sue's teaching colleagues pooled their sick days together and donated them to her, so she can focus on Katelyn. Alan Imhoff told me, "Don't worry about a thing. Don't worry about HR and sick time. Take care of your family and come back when you are ready." Friends and family set up a "GoFundMe" to help with the insane bills.

But the biggest things I have taken away so far are:

- 1) Kids are resilient and super strong – I still can't believe how well Katelyn has dealt with everything, physically and emotionally.
- 2) We are very lucky to be in the New York-area with world-class surgeons – We received care from the doctor who literally pioneered the pediatric brain tumor scene in the U.S.
- 3) Be nice to everyone – You never know what someone is dealing with.
- 4) Watching a mother's instinct kick in is truly inspiring – Sue literally never left Katelyn's side, slept with her every night in the ICU, slept in her bed every night at home and in the hotel in New Jersey. She persevered through hell, with her own grandmother literally passing away the first day of radiation and her grandfather passing away on the second-to-last day of radiation.

It's been a crazy ride so far and we know life could stop again with one MRI, but we are truly blessed that Katelyn is a happy and healthy now seven-year-old!

Thanks for all the love and support.



Devin Gregorie is National Account Manager, Frontline Medical Communications – News Division, 7 Century Drive, Suite 302, Parsippany, NJ 07054. He can be reached at 516-381-8613 or dgregorie@MDedge.com.



Let's Celebrate Giving!

Announcing the 4th Annual Healthcare Marketer's Exchange

Humanitarian Awards

We're celebrating our 26th year and continue to be amazed by the many ways the people and companies in our industry give back. As a way to acknowledge this giving spirit, we share these inspiring stories through our annual Charity Issue and present the Annual Humanitarian Awards, now in our 4th year, at the Annual Nexus Awards event next March in New York City. Go to hmexchange.com/humanitarian.html or contact Assistant to our Publisher Nan McArdle at nmcardle@HMExchange.com for more information or to participate.

Submission deadline is September 15th

THE FORTNITE GRIND!

BY JACOB SHERMAN, AGE 13

Got your attention? Good! I'm Jacob, I'm 13 years old. I'm an honor-roll student, despite being a huge gamer. And if your kids are anything like me and my friends and obsessed with Fortnite, I'm here to tell you more about the game that has everyone around the world playing!

FORTNITE PRIMER

Fortnite is a free online multiplayer game that has millions of gamers from all over the world seeking the ultimate accomplishment, a "Victory Royale," which means you've won the match. While Fortnite is free, there are thousands of in-game purchases, such as skins, gliders, dances, emotes, and more that are hard to resist buying. What does all this mean? When you first start the game, you are in a bus flying and jump out using a glider that acts as a parachute to land on the ground and begin the game. Dances are silly dance moves that you purchase when the shop is open. They are customizable and what makes the game unique. Emotes are like emojis and can be anything from silly faces to spray paint that can be used to express yourself on the battle ground. You can play Fortnite with up to four friends to accomplish "Victory Royale."

One of the in-game purchases, the "Battle Pass," is a reward system that costs \$10. The more you play the game, the more skins and dances you qualify for. There is also a \$25

version of the game that gives you 25 items, advanced in the form of a Battle Pass.

IT'S ALL ABOUT SKINS

To understand Fortnite, you need to understand skins. Skins is the name given to the dizzying array of outfits your avatar can wear into battle. Sometimes wacky, sometimes funny, often plain odd, they are crucial to the game's cartoonish appearance. Talking about pink teddy bears and guns in the same sentence brings a feature in the gaming industry we've never seen before. This brings brand-new viewers into the game and what makes the game so popular.

Every skin is unique. My collection includes a Tommy Tomato, a John Wick, and a Pink Fuzzy Bear. I have 26 of them, which is a respectable haul, but I've come across players with 200 or more!

Every season or every two months, they update the Battle Pass, which allows you to get new skins that are often limited-time skins, dances, and emotes. The Battle Pass is the

most bought in Fortnite and what makes you keep playing the game.

FRIENDSHIP ACROSS THE MILES

To give you an example of what your kids are up to when they're playing Fortnite, this is a conversation between me and my friend Anthony, otherwise known as Beast, who, incidentally, I met online (and have yet to meet in-person).

Me: Can I please have the suppressed pistol?

Beast: No I need it for my challenge in the Battle Pass.

Me: Actually, you can have it. I'll be back in an hour for my challenge so that I can level up.

Beast: Alright see you then.

Level Up btw means getting to the next level and how one progresses in the game. As you can see, we're a team and I haven't failed to keep my promise to my team once.

THE DOWNSIDE OF FORTNITE

With great power comes great responsibility. The better you become at Fortnite, the more you want to play it. The addiction is real. The better you become, the more you want to buy skins to show off to your friends...or show that funny dance move that makes you and them smile. Either way, I'm not going to try and deny that this game is addicting. But that doesn't mean it's not worthwhile.

UPSIDES OUTWEIGH DOWNSIDES

If you are a video game geek like me and enjoy gaming, there is

no better joy. On a weekend with best friends from all over, winning a non-reality video game. Yea. For you parents who think that what I'm saying is crazy, think about this: You're in seventh grade, and all you want to do is get good grades. You are really stressed out. Everything feels like such a huge deal. Then you get home, and plunge gratefully into a world where nothing matters and everything is a game. It's a huge stress reliever!

Still think it's useless to play Fortnite? Well there are many more reasons to come. The biggest ones however are here - You're playing Fortnite. The last team is on the mountain. A storm is coming. You need four things: Leadership, Strategic Thinking, Team Building, and a good friend to carry you. Tell me those aren't valuable skills? So parents out there, whoever you are, I hear you yelling at a fellow kid. Next time you're about to drag your kid away from their controller, try instead to pick one up and see what the fuss is about. You might find it a great escape too!



Jacob in his favorite gaming chair battling it out.

ZOEY GIVES BACK

BY ANGELA LABROZZI

My older daughter Zoey was hospitalized twice this winter, once for pneumonia and then a second time for asthma attacks. We spent a full week in the hospital over Christmas break and another five days in March. She was hospitalized at Mount Sinai Kravis Children's Hospital in New York City and they could not have been more wonderful. Once she was cleared as no longer contagious, she spent a lot of time



Zoey, age five, with donated toys.

in the hospital's kids' room. Mount Sinai's child life representatives would also visit Zoey with toys and games to keep up her spirits!

When we left the hospital, Zoey asked if we could donate some toys and games so that other kids would have things to play with just as she had. I was so proud of her! Zoey helped me select baby toys, art supplies, and games to donate. We are forever grateful to the doctors and caregivers at this hospital and are proud of Zoey for wanting to give back.



Angela Labrozzi is Senior Business Development Manager, Addison Whitney, 11525 North Community House Road #400, Charlotte, NC 28277. She can be reached at 917-455-6071 or Angela.Labrozzi@syneoshealth.com.

Out of the Mouth of Babes

BY TRICIA CASTELLANO

A week after bringing her new baby brother home, my daughter Emily, age three, yells from the bathroom, "Mommy, who do you love more? And you can only pick one." Luckily quick to answer, I said, "I've known you a little longer and I'm still getting to know Drew." That answer worked for the time being! Welcome Andrew John Wolyniec - May 5, 2018.



Drew and Emily.



Tricia Castellano is New Media and Marketing Manager, Publishing Division, American Medical Association, 1 Upper Pond Road, Parsippany, NJ 07054. She can be reached at 973-263-9191 or tricia.castellano@ama-assn.org.

AQUATIC SUMMER FUN!

BY SHARI BLEIER COHEN

Because we live a long distance from my grandchildren, summer is our time to be together. My grandson Logan had me film him in four parts while wrestling the noodle as if it were a shark. Logan's two-year-old sister, my granddaughter Callista, actually squeals like a dolphin and loved playing in the pool with Gram and big brother!



Shari Bleier Cohen is Director, Digital Solutions, Healthline. She can be reached at sbleier@healthline.com.

Fortnite (Continued from page 10)

I've met kids from as close as New Jersey (we live in Philadelphia, PA) all the way to Germany just by playing. Diversity is so big in Fortnite. You can be 13 and have so much in common with a 24-year-old gamer. That is what is special about this game. You never know who you will meet or how you will meet them. Gaming means so much to me and maybe to your child for so many reasons but, mostly, for the friends they have online. May sound crazy, but I met my best friend through gaming.

Not all online gaming is the same. The best thing I've ever heard come out of someone's mouth playing "Call of Duty," another popular game that I no longer play, is "Thanks for the free kill," while they shoot their own teammate in the face. With Fortnite you have an argument, have a shopping cart race, and see who wins. We're all wearing

weird outfits and doing silly dances. It's harmless and simple fun. Instead of making fun of someone for the type of gun they have, in Fortnite, you don't have to argue at all, just work as a team.

To survive, you work together. We are all in a fancy dress in a shopping cart. This is the best game in the world.



Jacob Sherman is an Expert Gamer and Alya Sherman's son. Alya Sherman is Founder and CEO of AlyaBuzz, LLC, a Boutique Consulting Firm in Philadelphia, PA, specializing in Social Media and Influencer Marketing. She can be reached at 856-237-4465 or alyasherman@gmail.com.



Lessons to Teach Your Children

1. Make your bed every day, even if it's right before you get in it.
2. Don't wear holey underwear...in case you're in an accident and they cut your clothes off.
3. Travel light through life. Keep only what you need.
4. It's okay to cry when you're hurt. It's also okay to smash (some) things; but, wash your face, clean your mess, and get up off the floor when you're done. You don't belong down there.
5. If you're going to curse, be clever. If you're going to curse in public, know your audience.
6. Seek out the people and places that resonate with your soul.
7. Just because you can, doesn't mean you should.
8. 5-second rule. It's just dirt. There are worse things in a fast-food cheeseburger.
9. If you are a woman, you do not NEED a man! If you are a man, you do not NEED a woman!
10. Happiness is not a permanent state. Wholeness is. Don't confuse these.
11. If you're staying more than one night, unpack your bag.
12. Always be polite, first. Be as nice as you are able to be without compromising yourself.
13. Always follow what police officers say. Shut your emotions off. You are already in a bad situation, do not make it worse. Call for help when you can.
14. "Can't" is a cop-out.
15. Hold your heroes to a high standard. Be your own hero.
16. If you can't smile with your eyes, don't smile. Insincerity is nothing to aspire to.
17. Never lie to yourself.
18. Your body, your rules. Don't confuse no with consent.
19. If you have an opinion, you better know why.
20. Practice your passions.
21. Ask for what you want. The worst thing someone can say is "no."
22. Figure out what you are good at and build on it. Life isn't easy, but you can work hard to make it better.
23. Do not succumb to external definitions of being a man or a woman from others – the media, your parents, or your loving partner. Be yourself.
24. Fall in love often, particularly with ideas, art, music, literature, food, and far-off places.
25. Love completely. Fall hard and forever in love with nothing and no one but yourself.
26. Say "Please," "Thank You," and "Pardon Me," whenever the situation warrants it.
27. Reserve "I'm sorry" for when you truly are.
28. Naps are for grown-ups, too.
29. Question everything, except your own intuition.
30. You have enough. You are enough.
31. You are amazing! Don't let anyone ever make you feel you are not. If someone does, walk away. You deserve better.
32. No matter where you are, you can always come home.
33. Be happy and remember your roots. Family is EVERYTHING.
34. Say what you mean and mean what you say.
35. Build your life, your home, your world. Save for your future self. Savings is freedom.
36. Be kind; treat others how you would like them to treat you.
37. If in doubt, remember whose son or daughter you are and straighten your crown.



~ Author Unknown

Must-Know Industry Events

2-3 PHILADELPHIA, PA

Advanced Audit, Assurance and Advisory Practices Enterprise-wide, 800-817-8601

3-6 SAN DIEGO, CA

The North American Menopause Society Annual Meeting, 440-442-7550

4-6 MONTEREY, CA

14th Annual Coastal Dermatology Symposium, 973-290-8256

5-7 KINGS BEACH, CA

Advanced Wilderness Life Support®, 970-444-4001

5-7 PHOENIX, AZ

34th Annual Echo in Pediatric and Adult Congenital Heart Disease, 800-283-6296

5-10 PHILADELPHIA, PA

American College of Gastroenterology Annual Scientific Meeting and Postgraduate Course, 301-263-9000

6-10 DENVER, CO

American Society for Reproductive Medicine Scientific Congress and Expo, 866-471-7224

7-11 KONA, HI

2018 Ironman® Sports Medicine Conference, 781-829-9696

10-13 ORLANDO, FL

Metabolic and Endocrine Disease Summit (MEDS East), 973-206-8092

11-14 PHOENIX, AZ

American Society for Dermatologic Surgery Annual Meeting, 847-956-0900

11-14 SEDONA, AZ

21st Annual Mayo Clinic Internal Medicine Update, 480-301-4580

12-13 HILTON HEAD ISLAND, SC

The Genetics of Heart and Vascular Disease, 800-283-6296

16-18 PHILADELPHIA, PA

ExL Pharma is sponsoring "Digital Pharma East," 866-207-6528

19 RARITAN, NJ

HBA NY/NJ Region – Women and Negotiation: Developing Powerful New Skills Using Improv, 800-828-6316

22-24 ROCHESTER, MN

92nd Annual Clinical Reviews 2018, 800-323-2688

23 NEW YORK, NY

AMM's Bowling for Breast Cancer, 888-978-0943

23 ST. LOUIS, MO

HBA St. Louis – Connect and Meet, 314-307-3874

25-26 KOHLER, WI

Mayo Clinic Opioid Conference 2018, 800-323-2688

31-NOV 3 LAHAINA, HI

26th Annual Fall Conference on Issues in Women's Health, 925-969-1789

FEATURE EVENT FOR OCTOBER

OPEN HOUSE NEW YORK WEEKEND

Taking place October 12-14, the annual Open House New York (OHNY) Weekend offers an extraordinary opportunity to experience the city. From historical to contemporary, residential to industrial, hundreds of sites across all five boroughs are open to visit, with tours, talks, performances, and other special events taking place over the course of the Weekend. Through the unparalleled access it offers, OHNY Weekend deepens our understanding of the importance of architecture and urban design, allowing us to visit sites otherwise not available for public touring. The majority of sites that are open during OHNY Weekend can be visited on a drop-in basis without reservations and are completely free of charge. Some sites and tours require advance reservations, which can be made beginning September 25. The entire lineup of sites and events will be released on September 18. To check out OHNY and for more information, visit www.ohny.org.



Educational Meeting Thursday, September 13

Leslie Laredo returns to continue May's panel discussion on changing needs and expectations for HCP media.



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Tuesday, October 23

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Perline Paul



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Birthplace: Queens, NY
Marital Status: Engaged
Children: No
Job Title: Associate Media Director
Years in Industry: 6 years in advertising
College: Fashion Institute of Technology (B.S. – Advertising, Marketing, and Communications), Saint Leo University (M.B.A. – Marketing), Saint Leo University (Doctor of Business Administration – Management)

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

Bill Gates.

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

It would have to be Oprah. Not only is Oprah accomplished, but she also possesses a beautiful soul. Oprah is giving and nurturing and a person I strive to embody.

What is your favorite restaurant?

Don't do this to me! I'm from New York City, home to some of the best restaurants in the world and you're asking me to choose a favorite? Well, in that case, I must admit I have many. However, I would have to say that my absolute favorite restaurant would be Carbone. Carbone is in the Greenwich Village section of New York City and serves up delicious Italian dishes. Everything on the menu is absolutely to die for and the ambiance is amazing! My favorite dish is the Penne Alla Vodka...if you love cheese like me, you'll love this dish!

What would be the title of your life?

The Rose that Grew from Concrete. The odds were against me and, despite all the obstacles I have encountered, I was still able to succeed.

What three adjectives best describe you?

Loyal, Determined, Amicable.

What is the last good book you've read?

The Da Vinci Code.

What is your favorite website and/or app?

ABC7 – I love this App because it keeps me always in the know. I get timely updates every day! If you live and/or work in the tri-state area, you need this app.

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

I would donate money to charity, move to a warm climate, and, of course, travel...everywhere

Do you have any hobbies?

Yes, I have a podcast. Today's Young Professional is a weekly podcast dedicated to empowering young professionals and speaking on topics that matter. To me, it's more than a hobby...I love being able to speak to an audience and provide real-world experiences that can help others

Reading – I love to read! Currently, I am reading *The Web and the Rock* by Thomas Wolfe. It's a fascinating read as Wolfe conveys Webber (main character) extremely well and pulls on your emotions like a yo-yo. I suggest it to anyone who's interested in American Literature and, of course, fiction. However, be warned! This book is not for readers looking to speed-read. The author's thoughts can get lengthy.

Catching up on shows – Not sure this is a hobby. However, I love catching up on my favorite shows! My new favorite is *Castle Rock* via Hulu. If you're a Stephen King fan, you'll love this show. Even if you aren't a fan, I still think you'll love this show. It's horror with a mix of sci-fi. The storyline stays true to many of King's works as it gives slight nods to many of his books. Actor Bill Skarsgård does an excellent job in his role for *Castle Rock*, playing the mysterious/unknown prisoner. Coincidentally (or not), Skarsgård played "Pennywise" the clown in *IT* (also a product of Stephen King). Check it out folks!

What is your pet peeve?

Running out of time. I hate running out of time, to me it's one of the worst feelings in the world. To combat this, I try to always plan accordingly. Anyone who knows me knows I am a big fan of timelines and to-do lists, both for my professional and personal life.

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

Childish Gambino for sure!

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

Far too much hate, very little love.

What was the best present you ever received?

The gift of life – it's priceless.

What is one thing you can't live without?

My phone.

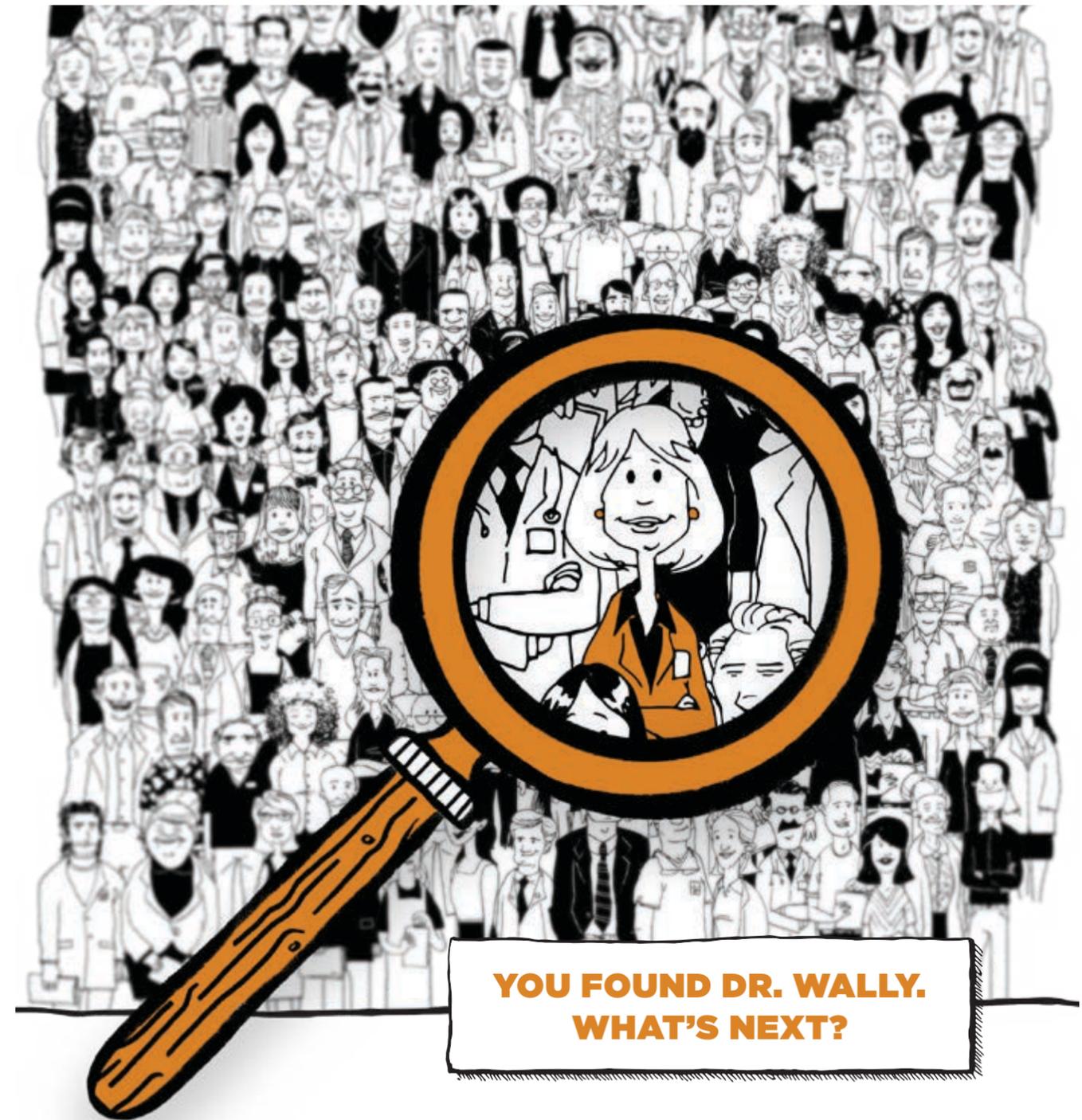
What do you collect?

Fashion and lifestyle magazines.

What do you know for sure?

That there are still good people left in the world.

Perline Paul is Associate Media Director, TMP Worldwide, 125 Broad Street (Floor 10), New York, NY 10004. She can be reached at 646-613-2091 or Perline.paul@tmp.com.



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WHAT'S NEXT?**

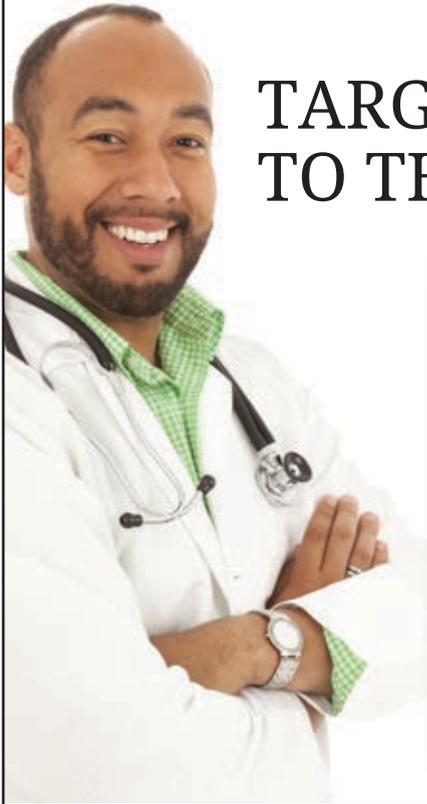
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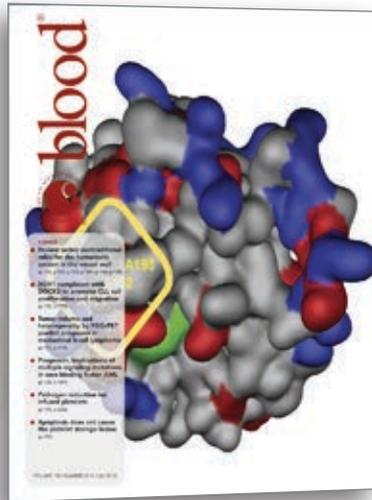
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Source: AAFP, 2017 completed CME Quiz return data, February 2018



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