

Next Month:
Fall Fun!

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 28, No. 8
SEPTEMBER 2019

Family Time

TRAVEL TO

Costa Rica with
Amy Novak

South Africa with
Carol Davis-
Grossman

Check Out the
Woodland Family
Golfing Tradition

READ ABOUT CHILDHOOD MEMORIES (OLD AND NEW)

Kelly Morrison

Sara Loughran

Judy Picciano

Personal
Exchange with
Julia Missaggia



Nominations Open for the
2019 Humanitarian Awards

See Page 3

PRSR STD
US Postage
Paid
Permit #402
Senatobia, MS

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



WHAT

MATTERS

It's nearly impossible to reach and influence all 209,000 primary care physicians in the U.S.

Medical Economics® makes it possible for you to target 191,000 PCPs based on diagnosis behavior



Medical Economics®

Medical Economics® engages primary care physicians to deliver your brand message and provide knowledge that matters™ through video, digital, print, and in-person events.

MJH life sciences™
knowledge that matters™

Inquire about custom strategies and content marketing at MedEc@MJHLifeSciences.com.

©2019 MJH Life Sciences™. All rights reserved. Medical Economics® and Knowledge That Matters™ are trademarks of MJH Life Sciences™.

HEALTHCARE MARKETER'S EXCHANGE

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

ASSISTANT TO THE PUBLISHER
Nan McArdle
973-744-9505
nmcardle@HMExchange.com

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

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

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

SOCIAL MEDIA COORDINATOR
Katie Leonard

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

Cover Photo Credit: Dean Drobot / Shutterstock.com

Copyright ©2019 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-744-9505. Email: contact@hmexchange.com.

Dear Healthcare Marketer,

Welcome to our Kids and Family issue. This is always a fun issue often laced with favorite moments and memories.

My brother and I were just talking on the phone the other night, reminiscing about our childhood family reunion in Miami Beach. All five of us piled into the car, with the three kids fighting the entire time – over 20 hours each way! Obviously there was no such thing as an iPad or anything resembling it at the time, so we had to entertain ourselves. I remember we stayed at The Aztec Hotel along with 40 other friends and family members. I was about eight years old. The song on the jukebox was "Proud Mary." Kids who were staying at the hotel would ask me to put my quarters in to keep playing it. I remember doing pottery every day at the arts and crafts shop. Mom was always generous with the coins and candy, etc. Our parents took off for the dog races every night, while we stayed home with the babysitter and played. We were one big boisterous group – it was so much fun. I remember, because of all of my mom's purchases, we were totally squished in the backseat on our way back home.

In addition to having no screens to watch, traveling has changed a lot since then. For example, I wouldn't even think of driving to Florida because airfare is so reasonable. Plus time is a bigger commodity since we're all so busy these days. And remember when the radiators used to overheat and we would have to pull over? Even just for a trip to the Jersey Shore, we always had that spare water can ready.

Oh, I have such fond memories of The Shore, as the New Jersey beaches are known. We used to go to Cape May for a family reunion every year with my cousins. What a fabulous time we had. We'd go to Morrow's Nut House and fill up on candy, then play Skee-Ball, costing us \$100+. I remember taking all of our tickets collectively and buying a punch bowl for my aunt and uncle. One year it rained the entire week, but that didn't stop us from going to the beach and riding the waves for countless hours. We had a lot of freedom back then. Those shore vacations were such a wonderful opportunity for family bonding. I've experienced several trips with my parents since then, exploring Alaska and Europe. Now with my own children, we have traveled to more than 16 countries, though a lot of that territory was covered through cruises spanning several countries in one trip. We have made many family vacation memories of our own, and I plan to continue making them. How about you? What is your childhood vacation memory? We want to hear all about it!

We've got some awesome stories on family travel in this issue. Carol Davis-Grossman shares her once-in-a-lifetime family trip to South Africa – complete with lions, elephants, rhinos, and so much more – to visit with their au pair. Find out why Amy Novak has deemed her most recent family adventure to Costa Rica the best ever. Michael Woodland tells how he and his dad and brother bonded over playing golf and through worldwide trips to some of the biggest tournaments. Now his kids, nieces, and nephews are getting in the game too. Judy Picciano reminisces about traveling to a friend's home to watch the historic first-ever televised Coronation as Queen Elizabeth ascended the throne. Sara Loughran acknowledges the wonder and sometimes challenges of raising her daughters...plus the delight of watching their artistic talents unfold. Kelly Morrison shares the brilliant letter and ceremony that helped her daughter get over first-grade jitters. And thanks this month to Julia Missaggia for participating in Personal Exchange.

With school gearing up again, September always feels a little like a new year. I hope as your pace picks up speed, you'll still have plenty of time to enjoy your families and seize those moments that will one day be your children's favorite memories.

Happy Fall,

Nancy



"The Fam."



Let's Celebrate Giving!

Announcing the 5th Annual Healthcare Marketer's Exchange
Humanitarian Awards

As we celebrate our 28th 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 heading into our 5th year. Go to hmexchange.com/humanitarian.html or contact Assistant to our Publisher Nan McArdle at nmcardle@HMExchange.com for more information or to participate.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor has announced the appointment of **Christopher Dimmock** as Senior Vice President of Customer Insights and Engagement. He can be reached at 312-894-5500.

CMI/Compas has announced the appointment of **Eric Vizoco** as Analyst, CXM, and **Carlie Chubb** as Billing Coordinator. They can be reached at 856-667-8577. **Adam Ghahramani** has been appointed Associate Director, Decision Sciences; **Phil Eilenberg** as Senior Analyst, Data Analytics; **Kat Halo** as Associate Analyst, Data Analytics; **Rachel Windman** as Supervisor, Media; **Sandy Nair** as Manager, Business Insights; **Julie Barry** as Senior Media Planner; and **Samantha Bogus** as Associate Director, Media. They can be reached at 646-840-0717. **Kate Gonsalves**, **Alhaji Koita**, **Alexandria Zimmerman**, and **Elizabeth Angelucci** has been appointed Associate Media Planner and **Rio Rinaldi**, **Rosemary Moran**, and **Nicole Zero** as Associate Analyst, Data Analytics. They can be reached at 215-568-5944. **Nicole Brandt** has been appointed Vice President, Media; **Paige Kacmar** as Analyst, Social Media; **Michelle Chen**, **Ryan Palo**, and **Alexandra Celmayster** as Associate Analyst, Data Analytics; **Chase Wasel** as Associate Analyst, Social Media; and **Moreen Afergan** as Associate Director, Media. They can be reached at 484-322-0880.

Gilead Sciences has announced the appointment of **Christi Shaw** as Chief Executive Officer of its **Kite** subsidiary. The company also announced that **John McHutchison** has stepped down from his role as Chief Scientific Officer and Head of Research and Development.

Harborside has announced the appointment of **Lee Schweizer** as Chief Digital Officer. He can be reached at 201-669-6304.

HCB Health has announced the appointment of **Ethan Stickle** as Account Supervisor, **Denise Byrne** as Senior Project Manager; **Brooke Claussen** as Associate Creative Director; **Julyna Moore** as Senior Art Director; **Pooja Desai** as Senior Account Executive; **Leslie Calabrese** as Assistant Account Executive; and **Gabriel Cangiano** as Vice President, Group Account Supervisor. They can be reached at 312-645-0100. **Ruth Nobile** has been appointed Account Executive, **Cody Morris** as Associate UX Designer, **Travis Waggoner** as IT Director, and **Kelsi Brown** as Director of Employee Engagement. They can be reached at 512-320-8511. **Nick D'Amore** has been named Medical Editor, **Christine Mavridis** as Associate Creative Director, and **Mark Davis** as Senior Vice President, Multichannel Delivery.

Healio has announced the appointment of **Christine Martynick** as Vice President, Advertising Solutions and Agency Partnerships. She can be reached at 856-693-1387.

healtheo360 has announced the appointment of **Greg Byam** as Vice President, Business Development. He can be reached at 973-294-0998.

Lanmark360 has announced the promotion of **Kurt Algayer** to Vice President, Operations. He can be reached at 732-389-4500.

Medscape has announced the appointment of **Alison O'Connor** as Director, Strategic Accounts. She can be reached at 201-355-7792.

Rauxa has announced the appointment of **Mindy Telmer** as Creative Director for the company's Health and Wellness Brands. She can be reached at 212-219-2490.

Retrophin has announced the appointment of **Eve Dyer** as Executive Director, Patient Advocacy. She can be reached at 215-850-9140.

RooneyPartners has announced the appointment of **Jeffrey Freedman** as Managing Director to lead its newly created Medical Communications practice. He can be reached at 646-432-0191.

Scout Health has announced the promotion of **Rick Conrad** to the newly created position of Vice President, Executive Creative Director. He will lead the creative teams in the agency's Chicago, San Diego, Atlanta, and New York offices. He can be reached at rconrad@findscout.com.

Targetbase has announced the promotion of **Brandy Darrow** to Group Creative Director. She can be reached at 972-506-3400.

NEW & NOTEWORTHY

awards • mergers • approvals

Eli Lilly has announced the FDA approval of **Baqsimi** (glucagon) for the treatment of severe hypoglycaemia in people with diabetes, ages four and above. For more information, visit www.lilly.com.

GlaxoSmithKline and **Pfizer** have announced that the two companies have completed a transaction to combine their consumer healthcare businesses into a joint venture that will operate as **GSK Consumer Healthcare**. For more information, visit www.gsk.com.

Havas Health & You has announced the launch of **Havas ECS**, a communications consultancy and education company that will focus on the cannabinoid market, addressing the scientific and medical knowledge gap about cannabinoids and the endocannabinoid system. For more information, visit www.havashealthandyou.com.

Pfizer has announced the FDA approval of **Ruxience** (rituximab-pvvr) as a biosimilar referencing **Roche** and **Biogen's** **Rituxan** (rituximab) for the treatment of adults with CD20-positive B-cell non-Hodgkin's lymphoma (NHL) to be used as a single agent or in combination with chemotherapy, as well as for adults with CD20-positive chronic lymphocytic leukaemia in combination with chemotherapy. For more information, visit www.pfizer.com.

Introducing **Troposphere**, a new strategic marketing agency. For all your agency needs, contact **Val Forte** at vforte@troposphere.com or 201-213-8080.

AMM Association of Medical Media
Tuesday, October 15th
6:00 - 9:00 PM

SPONSORSHIPS

REGISTRATION

NEW LOCATION

NEW CONTESTS

Lucky Strike Manhattan
Best Team Name
Best Team Score
Best Team Uniform

Learn more about 2019-2020 Educational Forums and Networking & Social Events by visiting AMMonline.org/calendar-of-events

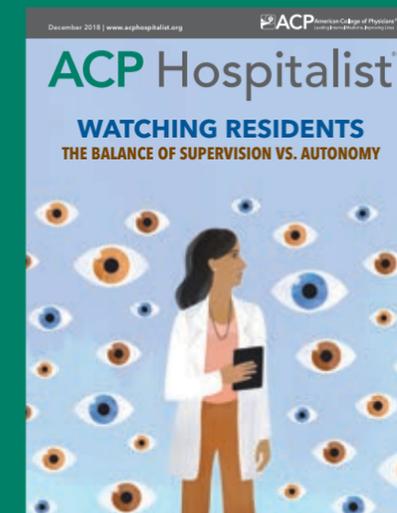
The Scores Are In!

Internists have voted and the decision is clear.



Annals of Internal Medicine is the #1 read medical journal for Internal Medicine physicians.*

*Source: Kantar Media, June 2019 Medical/Surgical Readership Study, Internal Medicine Office and Hospital, Table 110.



Advertise with the journal that internists voted #1.

Contact:

Kevin A. Bolum, Director, Advertising Sales, at 215-351-2440 or kbolum@acponline.org

Kenneth D. Watkins III at 973-785-4839 or kwatkins@watkinsrepgroup.com

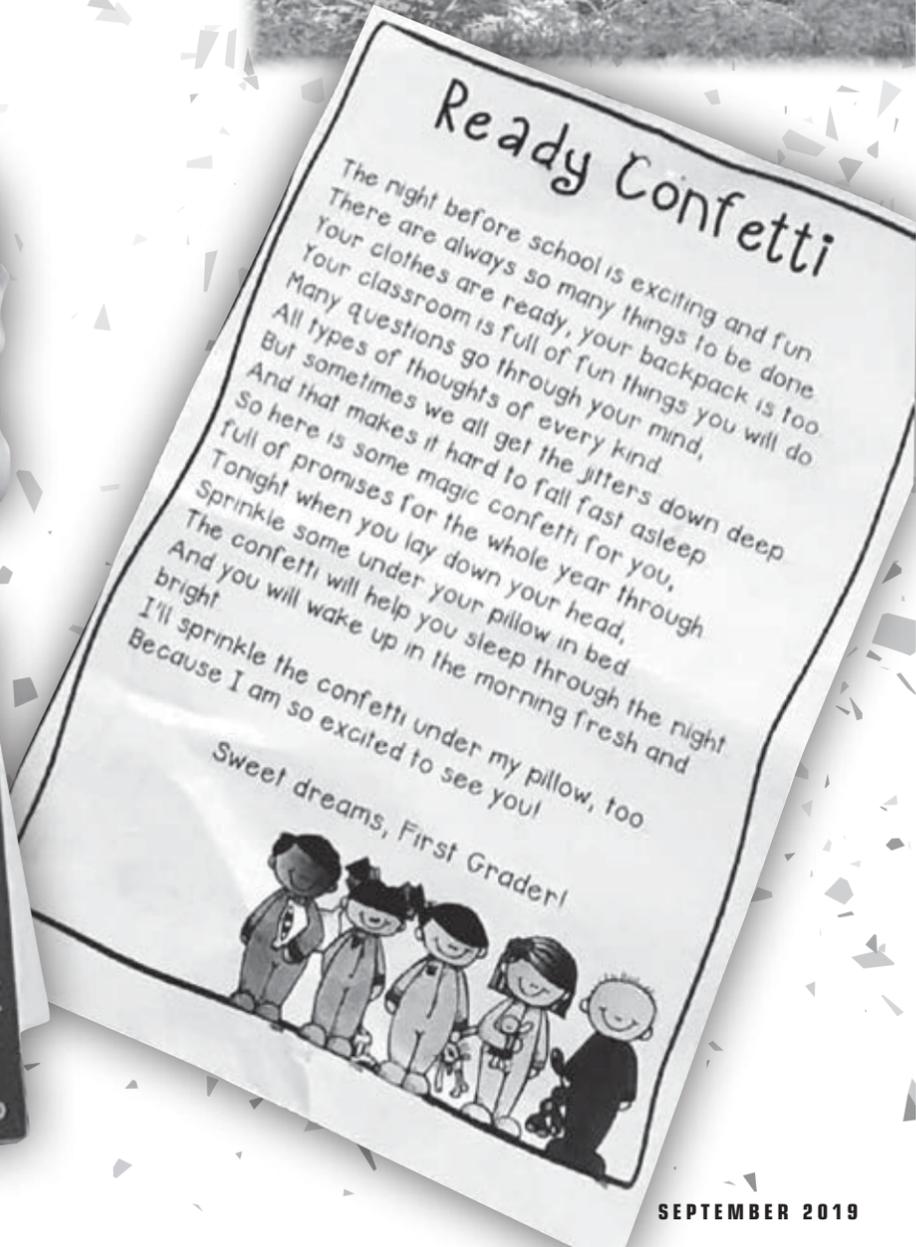


Ready, Set, Grow!!

We sprinkled some ready confetti under her pillow last night and today she's off to her first day of first grade!! Her teacher sent her students this cute note to get them excited and relaxed for the new school year. Doctor still remains her profession of choice, but she's added a side hustle of dolphin trainer to the mix!!



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.



The Most Talked About Articles of 2018

JAMA Network™ published 10 of the 100 papers with the highest Altmetric Attention Scores of 2018.

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 2018, according to Altmetric.

- 8 **JAMA Oncology**
Complementary Medicine, Refusal of Conventional Cancer Therapy, and Survival Among Patients With Curable Cancers
- 17 **JAMA**
Effect of Low-Fat vs Low-Carbohydrate Diet on 12-Month Weight Loss in Overweight Adults and the Association With Genotype Pattern or Insulin Secretion
- 21 **JAMA Internal Medicine**
Association of Coffee Drinking With Mortality by Genetic Variation in Caffeine Metabolism
- 23 **JAMA**
Health Care Spending in the United States and Other High-Income Countries
- 25 **JAMA Internal Medicine**
Association of Frequency of Organic Food Consumption With Cancer Risk
- 32 **JAMA**
Effect of Opioid vs Nonopioid Medications on Pain-Related Function in Patients With Chronic Back Pain or Hip or Knee Osteoarthritis Pain
- 43 **JAMA**
Neurological Manifestations Among US Government Personnel Reporting Directional Audible and Sensory Phenomena in Havana, Cuba
- 58 **JAMA**
Association Between Calcium or Vitamin D Supplementation and Fracture Incidence in Community-Dwelling Older Adults
- 75 **JAMA**
Prevalence of Prescription Medications With Depression as a Potential Adverse Effect Among Adults in the United States
- 96 **JAMA Psychiatry**
Association of Efficacy of Resistance Exercise Training With Depressive Symptoms

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

For advertising information contact:
Stacy McHugh
Tim Melroy
Nancy Souza
Maureen Reichert
862-261-9608



IT'S ALL IN THE FAMILY

Woodland Family Golf Traditions

BY MICHAEL WOODLAND

My family has shared a love for golf since long before I can even remember. My dad would bring my brother and me when we were very young to the driving range and really anywhere with an open field to hit golf balls. As we got older and began to get a better understanding of golf, he started taking us with him to a local golf course where we started to develop more skills and ultimately the love of the game. This amazing sport has taught me so much more than just competing. It has taught me patience, persistence, focus, strategy, and listening. These are the qualities I hope my daughters, Sophia and Juliana, will get out of the game as they begin their journey.

WORLDWIDE GOLF

Over the last 20 years of playing, I have certainly learned many life lessons. In golf, instant success is rare. It takes daily practice, persistence, and being open to listening to your mentors. My dad has always been my mentor in life

and in golf. While we often watched our favorite players on TV, there is nothing like watching golf live at a tour event. First, golf can take you to some of the most beautiful places and certainly the best courses around the world. The care with which their courses are maintained and the beauty of their design can only be appreciated when walking the grounds. And seeing the players execute shots from the most impossible lies or just bomb it down the fairways gives you a whole different level of appreciation for how good the players are – and how much practice it takes to master

the game. However, the pros hit some bad shots as well, and seeing that was a reminder that golf humbles even the best in the game.

Dad, my brother, and I have been fortunate enough to play golf all around the world together. Experiences and memories that I will never forget include going to my first major tournament, the U.S. Open at Winged Foot, and then Pebble Beach. I also remember my first time at our favorite, the Masters Tournament.



THE NEXT GENERATION

Thanks to my dad, I now **Jim Woodland, Tyler Woodland, Stan Woodland** get to pass on these traditions **2019 Masters Tournament.**

to my daughters. My girls started taking golf lessons at Trump National Philadelphia in the summer of 2017 and they instantly fell in love with the sport. My daughter Sophia, age eight, participated in her first PGA Drive, Chip and Putt contest. She has advanced to the second round at Aronimink Golf Course, where she will have a chance to win a spot to compete at the 2020 Masters Drive, Chip and Putt for her age group. The best part is she gets to experience this with her cousins, Jada and Jaxson DeVan. You could say golf is in our family bloodline. All six of my dad's grandchildren are actively playing. My nephew Tyler just won his first U.S. Kids Golf tournament at the age of five!

Arnold Palmer once said, "Success in this game depends less on strength of body than strength of mind and character." What makes the game so special is that it's not just about who is the strongest or most athletic. It's a game played between the ears. Most importantly, though, golf is a game built on character. I look forward to my daughters, nieces, and nephews learning life lessons about fairness, sportsmanship, and integrity through their time on the course.

Still to this day, my dad, brother, and I will make time to get a round of golf in every couple of months. In the near future, I am sure my brother and I will be adding to our roster and sharing the course with our own children. I am excited to be on this journey with them and look forward to seeing their development.



Michael Woodland is Senior Project Coordinator, ByDoctor and Data Assets, CMI, 3 Executive Campus, Suite 430, Cherry Hill, NJ 08002. He can be reached at mwoodland@cmicompas.com or 856-382-2151.

Stan Woodland with his grandkids Sophia Woodland, Jada DeVan, and Juliana Woodland at the 2019 Drive, Chip and Putt winners circle!



2019

NEW CHAPTER IN REPRESENTATION

REACH YOUR TARGET AUDIENCE

Align your message with one of the best brands in healthcare—Cleveland Clinic. We **engage** our readers with the quality of our content and the authority of its source.

PEER-REVIEWED AND INDEXED
CME CREDIT FREE ONLINE AT WWW.CCJM.ORG

FOR ADVERTISING CONTACT:

SHERMAN MEDICAL
MARKETING GROUP
SIMA SHERMAN
TEL: 610-529-0322
E-MAIL: sima@shermanmmg.com

CLEVELAND
CLINIC
JOURNAL OF
MEDICINE

Not Another Family Article

BY SARA LOUGHRAN

Five and Seven. And 39. Those are the ages of my children...and husband/sometimes third child. It's been said by many folks before me and will be said by many people after me, but being a parent is HARD. No one prepares you for any of this and every day is different. And as hard as you think it is with a baby, it gets harder as kids grow older, just in different ways. My two daughters are amazingly talented at driving us crazy. They are not the best listeners, they constantly fight (whoever said brothers physically fight more is not telling the truth!), and nothing is ever "fair." It's exhausting. And having two parents that have full-time jobs (and I mean full!), how does anyone do this? I often tell myself to just take one day at a time.



Madison and Ava at their dance recitals in May 2019.

LOVE REIGNS

As hard as it is, we love our kids more than anything. And boy do they make us laugh. Like when our oldest let us know that our dog had a "giggleberry" in her backside...or that she wanted to go to the "resturnaut" for dinner. And they often go and do something that completely amazes us. They score a goal in soccer. They execute a perfect cartwheel in gymnastics. They nail every move in their dance recital. The feeling of pride and joy when your child does something that makes them smile makes all of the frustrating parts of being the parents of two difficult, mischievous, adventurous, boundary-pushing, beautiful, smart, talented, and amazing little girls totally worth it.



Ava's winning "animal face" artwork.

two difficult, mischievous, adventurous, boundary-pushing, beautiful, smart, talented, and amazing little girls totally worth it.

I'm not the type of mom who brags about my kids. I'll gush over their great work or accomplishments to our inner circle: my husband and "Geema and Pop" (my parents; their proud grandparents). However, I don't post a ton of things on social media and generally like to keep things more private. But since we are all here now reading this article together, I may use this opportunity to just share a very special Proud Mom Moment ☺.

I knew at a very young age that my oldest, Ava, was very artistic. She had surpassed my artistic ability once she mastered the stick figure as a toddler. I wasn't overly surprised since my husband is beyond artistically talented (this may come as a shock to most people...but he really can do just about anything!). So I knew there was a chance that one of his good genes would be passed on. It started in daycare when Ava's pictures

would stick out from the crowd of her classmates' scribbles. Family and friends would always comment, "Did she draw that?" I knew she was good, but I assumed there were many other kids at her age that were likely just as talented.

Once Ava finished daycare and began elementary school, that is when things started to get real. Art was her favorite subject in school (no surprise there), but her artwork was picked to be featured at local shows three years in a row – in kindergarten, then in first grade, and again in second grade. She has had pieces showcased at Temple University and, next year in 2020, Ava's "animal face" will be representing her elementary school within the school district-wide display! My youngest, Madison, is another apple from the art tree, as we are seeing the same patterns as we did with Ava. We will see what she brings this year in kindergarten.

Now that I got started bragging about my kids, I could probably go on and on, but I will stop here.



Sara Loughran is Senior Vice President, Director of Multichannel Media, SSCG Media Group – An Omnicom Health Group Company, 210 Carnegie Center, 2nd Floor, Princeton, NJ 08540. She can be reached at sloughran@SSCGMedia.com or 609-936-5723.

Heaven ON EARTH

BY AMY NOVAK

This past April, my family of four embarked upon what would become our favorite family trip ever!! My husband John and I wanted to find a place that our teenaged daughters (Grace, 18, and Sophie, 16) would enjoy as much as we would. John had a childhood friend who lived in Costa Rica as an adult for several years. We had heard so many wonderful things about this place, so decided to look into it.

THE PERFECT PLACE TO STAY

We had a travel-agent friend of ours make several suggestions for our accommodations and we decided on the JW Marriott Resort and Spa in Guanacaste. This oceanfront hotel is located on the country's Northwest coast. It boasts the largest swimming pool in all of Central America and we spent plenty of time in it!! Our room was beautiful with a perfect view of the ocean as well as the famed pool.

Though a buffet breakfast was included in our package, the hotel is not an all-inclusive. We had tried those types of properties in the past and weren't that impressed. This property had several restaurants and bars to choose from throughout the day and we enjoyed them all. Though we could've planted ourselves next to the stunning pool all day, every day, without getting tired of it, we knew we had to get out and enjoy all of the wonderful activities this country had to offer. There was a tour company on property at the Marriott where we could schedule all types of excursions. We narrowed it down to three.

SURF'S UP

First, we scheduled surfing lessons in the nearby town of Tamarindo. We took a shuttle for a quick 15-minute drive to a surf shop that was walking distance to the beach. We gathered together with another family of four as well as another couple, grabbed our rash-guard shirts, boards, and took off for the beach. The section of beach the instructors took us to was relatively calm, so a good place for beginners to learn how to surf. It was a beautiful day so we loaded up on sunscreen

and became one with the waves!! Afterward, we walked to a beachside, outdoor restaurant with one of our fellow surfing families for some local specialties.

ECO-ADVENTURE

Our second excursion took us to a place called Buena Vista Eco-Adventure Park that was located in one of the rain forest areas of the country. Our event began with the thrill of flying through the air on seven separate zip lines. Terrifying, yes, but lots of safety measures in place so this "afraid of heights" gal was

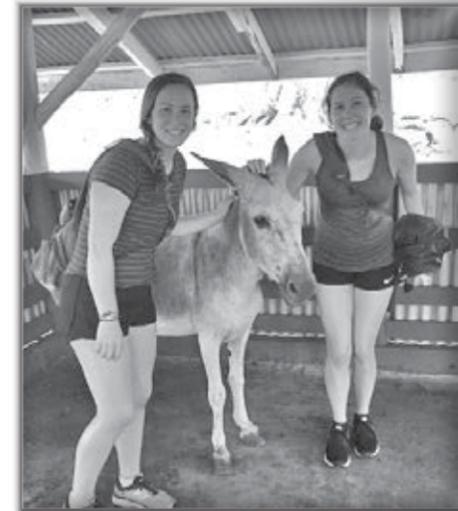
able to handle it without a nervous breakdown. After that, we enjoyed a fabulous farm-to-table lunch with all locally raised food – the rice pudding for dessert was to die for! We then got into our bathing suits to ride down a huge waterslide through the forest. We even got to see white-faced monkeys climbing through the trees on our way to the top of the slide. After the slide, we got onto horses that took us on a 15-minute trip over to some natural pools. There we were able to sit in a steam room, load up with mud in a mud bath, and then jump from pool to pool under a canopy of huge, beautiful trees.

FARM, FOREST, FOOD

Our third and final excursion was to a local farm. Yes...a farm. Being from Michigan, we are no strangers to farms, but this trip sounded different. We started with a visit to the goats and then immediately afterward were treated to cheeses that were produced right there with the goat's milk. Delicious! We then got face-to-face with some donkeys, pigs, and chickens. After our time with the animals, we took a nice long walk through the forest in search of exotic trees and animals. We saw plenty of foliage and other animals, but no such luck with the sloths (we did get to see one on our way back from this excursion, thankfully). At the end of our walk, the forest opened up to a beautiful bright blue pool on top of a volcano and right next to an outdoor restaurant. We were served another fantastic meal and then had the opportunity to swim in this stunning pool. What a day!!

Though all of the activities we participated in were a blast, we all agreed that our favorite thing about Costa Rica is the people. Every person we came into contact with was delightful – from the staff at the hotel to every single tour guide we had on our excursions. Costa Ricans are just simply lovely, wonderful, warm people. Our girls have been studying Spanish for several years and as soon as anyone learned they could speak the language that was all they spoke to them. The girls LOVED being able to practice what they've learned and we loved watching them!

If you haven't had the chance to visit this slice of Heaven on Earth, we HIGHLY recommend it. You won't be disappointed!



Sophie and Grace with a four-legged favorite of theirs.



The Novak family post-ziplining at Buena Vista.

our second excursion took us to a place called Buena Vista Eco-Adventure Park that was located in one of the rain forest areas of the country. Our event began with the thrill of flying through the air on seven separate zip lines. Terrifying, yes, but lots of safety measures in place so this "afraid of heights" gal was



Amy Novak is Media Director, Strategic Media Consulting, Inc., 5108 Trumpeter Drive, Portage, MI 49024. She can be reached at novaksmc@gmail.com or 269-312-8307.

MY DREAM TRIP TO SOUTH AFRICA WITH MY FAMILY

BY CAROL DAVIS-GROSSMAN

When my daughters were growing up, I participated in an au pair program for childcare. Each year, a young woman from another country came to live with us and help take care of our daughters, while also getting the chance to experience life in the United States. Our au pairs came from a variety of different countries, but the last five largely hailed from South Africa. Our connection to our South African au pairs was particularly strong, and we continued to stay in touch with many of them long after they left. This is especially true of Nina, who came to live with us when she was just 22. Nina and my girls were the greatest of friends. In the over 15 years since Nina left, she's come to visit us in New Jersey almost every year.



Moving tour of Robben Island with a former inmate.

DIVIDES AND CONTRASTS

So much of Cape Town is a study in contrasts. Our visits to the District Six Museum – a memorial to the forced movement of 60,000 people of various races in District Six in the 1970s – and Robben Island, where Nelson Mandela was incarcerated, highlighted the dark history of Apartheid, but also the resilience of the South African people. And while we were all mesmerized by the beauty of South Africa's landscape – from the majestic views from Table Mountain to the stunning beaches of Kalk Bay – we were also struck by the vast socio-economic divide among Cape Town's residents. It was eye-opening, to say the least.



And we're off on our morning ride through the exciting African bush with awesome guides.

UP CLOSE AND PERSONAL

A very special part of our time in South Africa was our visit with Nina's family. Her uncle and cousins have a winery in Robertson, and her parents have a fruit farm in Swellendam. Nina and her boyfriend rented a van and drove us to visit both places. The winery was magnificent; we were treated to a private tour of the machinery and cellars, followed by a delicious tasting. We then drove to the fruit farm where we had a wonderful Braai (a traditional South African barbecue) with the family and spent the night, so the next morning we could take a sightseeing tour of the surrounding area. We visited Cape Agulhas – the southernmost point in South Africa where the Atlantic and Indian Oceans meet. Then we had lunch in the beautiful beach community of Hout Bay and even got to visit with the adorable penguins of Boulders Beach.



Beautiful views from Cape Agulhas, the southernmost point in Africa where the Indian and Atlantic Oceans meet.

SAFARI SCENE

After an unforgettable 10 days with Nina, we said our goodbyes and left for the Kapama River Lodge, where we would spend the next three days on



BY JUDY PICCIANO

One of my most vivid childhood memories is from the Coronation of Queen Elizabeth II, on June 2, 1953. Her father, King George VI, had died in February 1952, and a new, lovely young queen ascended the throne of Great Britain. But many preparations were needed before the formal coronation in Westminster Abbey. And for the first time, the ceremony would be on television!

There was one snag – we didn't own a television. But close family friends, who lived quite a distance away, did own one. So a few days before Coronation Day, my parents, myself, and my two brothers (one a baby) were bundled off to the train for a ride to Banbury. There, our friends welcomed us warmly and squeezed us all into their three-bedroom house.

On Coronation Day, it rained all morning, but we all gathered round the (small) black-and-white screen to see the Queen in her golden coach pulled by white horses, accompanied by marching military bands dressed in all their finery, cheered by huge crowds of adoring citizens. We young ones grew bored with all the droning ceremony in the

ROYAL WATCHING

Abbey. So, as the weather cleared, we went out to shoot at tin cans with an air gun owned by our friends' son, David, who was about the same age as we were. But we really enjoyed seeing the Queen processing out of the Abbey wearing the huge crown on her head. She looked so young, younger than our parents (who were SO old).

I remember that all the houses, everywhere we went, were decorated with flags and red-white-and-blue bunting. At school, we were told we were the New Elizabethans; that it was a new, prosperous era for the country, and that we had a bright future. All we knew or cared about was that sugar rationing had finally been lifted and we could buy sweets again in the local store!

The Queen is still on the throne, almost 68 years later, evidently feeling her age but still going strong. God save the Queen!



Judy Picciano is retired as a Manager of Business Intelligence and Market Research from Sanofi (formerly Sanofi Winthrop) and, previously, Parke-Davis/Warner-Lambert. She and her husband, Gene Picciano, a Warner-Lambert retiree, reside in Fort Myers, FL. Contact them at 239-694-1468 or britalia@embarqmail.com.

South Africa (Continued from page 12)



Amazing tour and wine tasting at Nina's De Wetshof Family Wine Estate.

safari. It was absolutely incredible. Not only did we spend six hours a day mere feet from Africa's most gorgeous animals – including the famous "Big Five": the leopard, lion, buffalo, elephant, and rhinoceros – but we had the opportunity to spend quality time with the lodge's staff, who made our stay at Kapama feel warm and personal. We were particularly inspired by the respect rangers show to the animals. They made us keenly aware that we were visiting the animals' "homes," and so it was our job to keep them happy, not the other way around!

When our trip came to a close, we were sad to say goodbye to South Africa, but pleased with how full and satisfying our vacation felt. My favorite part was sharing this experience with my husband and two daughters. I feel so fortunate that we were able to spend this memorable time together and look forward to planning our next vacation soon!



Male lion crossing right in front of our jeep and unfazed by our presence.



Carol Davis-Grossman is Managing Partner, The Charles Group, Inc., 373 Route 46 West, Building E, Suite 215, Fairfield, NJ 07004. She can be reached at caroldg@thecharlesgroup.com or 973-575-1444.

Julia Missaggia

(Nickname: Julie/Jules)

Birthplace: Nashville, TN
Marital Status: Married, 13 years
Children: 2 – Boy (7), Girl (4)
Job Title: Senior Director, Human Resources
Years in Industry: 14 years in HR, 10 in ad industry
College: Rowan University

"Whatever anybody says or does, assume positive intent. You will be amazed at how your whole approach to a person or problem becomes very different."

—Indra Nooyi



WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

My first professional mentor was Michelle Tenzyk, an impressive leader. She taught me to lead, even when I wasn't yet responsible for others. I learned managing up from her, and it has served me well. Michelle currently owns her own consultancy, East Tenth Group.

WHAT IS THE BIGGEST OBSTACLE YOU HAVE OVERCOME?

Going to college. As a high school student, I had great grades and was very involved in extracurriculars, but financing college was going to be a challenge for personal reasons. Every week in my senior year, I wrote dozens of scholarship essays for college, while working multiple jobs. Eventually, I was given a full academic scholarship by Universal Studios, which allowed me to afford college.

WHAT WAS YOUR FIRST JOB?

There was my first professional job, and then there were my first jobs, which taught me more than my first professional job. I learned ultimate customer service as a cashier and server. I learned caring and compassion in caring for children. I learned perseverance and courage as a lifeguard.

HOW DO YOU STAY FIT?

I love to swim and do workout videos (I've found that having someone keeping me motivated helps me keep pushing). Most importantly, I also have dance parties with my kids.

HOW DID YOU GET STARTED IN THE INDUSTRY?

It was never my intention. I was going to college for Psychology and working in applied behavioral analysis. It was very rewarding, but unfortunately not sustainable. My advisor helped me find HR. After the economy broke in 2008, I was lucky enough to find the ad industry and have been here ever since. CMI/Compas still allows me to use psychology theories in building our engagement programs, win-win!

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

Quiet Leadership: Six Steps to Transforming Performance at Work by David Rock.

WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

I'd invest and hire someone to take care of all of my chores so I'd have more free time to volunteer.

DO YOU HAVE ANY HOBBIES?

I love to bake and cook, so I can share it with those I love. My favorite things to make are cookies and getting to share the experience with my kids is even more special.

WHO WAS YOUR FAVORITE TEACHER?

Dr. Lamastro, who was also my college advisor. She taught me that even with data, people are unpredictable, and that's what makes them fantastic. It was because of her that I got into HR, and wanted my path to be people-forward HR.

WHAT WOULD YOU LIKE TO KNOW MORE ABOUT?

Everything! I am naturally curious, and always want to know the "why" behind things.

WHAT ONE LITTLE THING ALWAYS MAKES YOU HAPPY?

My home. I'm a homebody and just hanging out in my own space and having time to decompress makes me happy.

WHAT IS YOUR PET PEEVE?

Inaction.

WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

Equality for all. I think HR has a chance to impact equality in a real way. I love that our company is progressive and always willing to challenge their own ideas to make sure we have a safe place to come to work each day.

WHAT DO YOU COLLECT?

As a family we collect PEZ dispensers. It's become fun for all of us – we now have over 150. Personally, I collect recipes. My grandmother taught me that being able to provide for others (which I can do through food) was a way to show love.

IF YOU COULD WORK DOING ANYTHING IN THE WORLD, REGARDLESS OF THE INCOME, WHAT WOULD YOU DO?

Most importantly, I would want to be impacting positive change. That's what motivates me. I have a lot of passions, including enhancing people's life experiences. I feel very fortunate I get the opportunity at CMI/Compas to be able to do that each day.

Julia Missaggia is Senior Director, Human Resources, CMI/Compas, 3 Executive Campus, Cherry Hill, NJ 08002. She can be reached at 856-667-8577 or jmissaggia@cmicompas.com.



Pictured: Julia Missaggia (left), Meatball Missaggia (right).



ALWAYS IN THEIR HANDS. NEVER LOST IN THE STACK.

While primary care physicians receive stacks of medical journals addressed to them, only a handful are scanned and even fewer are read cover to cover. That's where *American Family Physician* is different. It helps physicians make the decisions that matter—for their patients and their practices—through peer-reviewed, evidence-based clinical reviews that they know and trust. Ranked 1st in cover-to-cover readership¹ and the essential journal in primary care,² *AFP* is your best choice to reach engaged physicians.

#1 in readership. #1 in value.

Call, click or download our media kit today.
 201-288-4440 | aafp_NJ@aafp.org | aafp.com/afp-mediakit

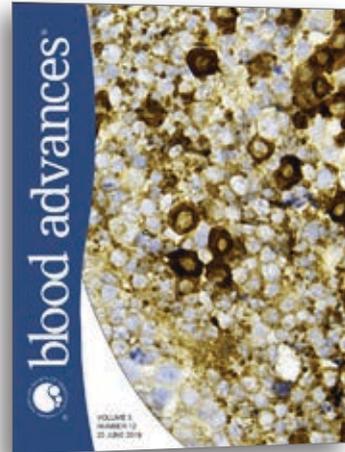
AMERICAN FAMILY PHYSICIAN

¹KANTAR, Primary Care Medical/Surgical Readership Study, June 2019 ²The Essential Journal Study in Primary Care, The Matalia Group, January 2019.



blood journals

TARGETED ADVERTISING TO THE PRACTICING HEM/ONC



**Blood is essential reading
for the practicing HEM/ONC**

**Blood Advances special
print issue in December 2019**

- » Impact Factor 16.562
 - **Blood** is the most-cited journal in hematology
 - 161,827 total citations generated in 2018. 3x more citations than any other hematology publication
- » **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
- » Featuring New ASH Clinical Practice Guidelines
- » 10,000 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

bloodjournal.org

bloodadvances.org



American Society of Hematology®

Helping hematologists conquer blood diseases worldwide

* Kantar Media Medical Surgical Readership Study June 2019, Oncology and Hematology/oncology Office & Hospital Tables 127, 128, 227 & 228