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Awards Next Month!

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

VOL. 26, No. 9
OCTOBER 2017

**AbelsonTaylor and PulseCX
Share Halloween Hijinks**

Stickball for Charity – How Fun!

**Adventures in Israel, Jordan, Sicily,
and the Finger Lakes**

Running – A Family Affair

**Up Close and Personal with
Kelly Kutchinsky**

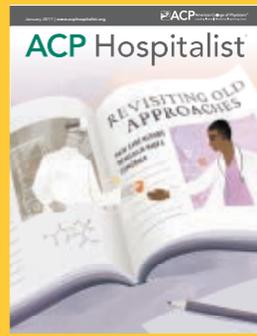
**Halloween
Costume Parade!**

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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

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Dear Healthcare Marketer:

As I write this letter, I can't help but think about my family and friends in Florida and how Irma is impacting them. The news coverage and images of Harvey's impact on the Houston area and the islands that were affected by both hurricanes are so devastating. Praying for recovery, safety, and the world in general. So much upheaval and loss...

On a lighter note, fall is in full swing, so the Leonard household is in overdrive, and I wouldn't want it any other way! Maddie started her sophomore year, and she has added tennis to her plate, which she has never played before. I asked her, "Don't you think you should take some lessons?" Her reply, "I got it Mom, no worries!" Katie is starting an internship at Tribe Pictures, which produces institutional and corporate company films. She's tackling her third year at Montclair State University, which has an amazing communications program. This should be an interesting year for my girls!

As I mentioned before, we had a different kind of summer this year. We went on a few shorter adventures that consisted of family events and weddings with some college tours added in. We continue to be in full-on wedding mode, with one more to go in Atlantic City! We just got back from a wedding in Pittsburgh, where my parents grew up. We took a tour of the University of Pittsburgh with my dad, who went to school there on the GI Bill and graduated in 1950. It was so cool for him to share his stories with Maddie and the rest of the tour! One of the buildings we visited, which houses the Pitt Clubs, was where my parents had their wedding reception. The Cathedral of Learning, a landmark building that Dad used to study in on the Pitt campus, is absolutely beautiful. University of Pittsburgh is definitely on Maddie's college radar. She was surprised by how much she liked the city too. In addition to the university tour, we did the obligatory tourist stuff, including the Duck Tour, Incline, and Shadyside. We ate at some great restaurants – Pamela's, Grand Concourse, Monterey Bay, and Burgatory, as per my cousin Stephanie's recommendations. And the finale was wonderful with the union of my cousin Lauren and her new husband Jon. Fun times, amazing family!

This issue celebrates family too with **Stephen Tauber's** story about how he connects with his kids. **Kathleen A. Harrison** shares how her nephews' stickball game grew to do good for others. **Diane Carpenteri** tells her tale of a fabulous family trip to the Middle East and Italy. **Meredith Barnes** shares her anniversary trip to the Finger Lakes. We've also got some hauntingly good Halloween fun with our annual Costume Parade with bootiful photos from **Angela Labrozzi**, **Darren Sextro**, **Richard Campbell**, **Melissa Devlin**, and **Elaine Gaffney**. **Tarah Sperando** of **AbelsonTaylor** and **Bridget Sullivan** of **PulseCX** share how their companies celebrate Halloween as well. And our *Personal Exchange* features **Kelly Kutchinsky** this month.

Next month, we are so excited to share with you the winners of our **Third Annual Humanitarian Awards!** With all that is going wrong in the world today, we at THE EXCHANGE are happy to be able to celebrate the goodness that exists in our industry in the individuals who serve and the companies who cultivate giving back. Stay tuned...

Happy Halloween,

Nancy

Congratulations to **Elaine Gaffney**, our Halloween Costume Parade winner!



Maddie and Dad touring Pitt.



The NEW ENGLAND JOURNAL of MEDICINE

STRENGTH IN NUMBERS
Infectious Disease Advertising Demo

New for 2018!
Increased circulation to 6,800

The New England Journal of Medicine Ranks

- #2 in Projected Average Issue Readers*
- #3 in Projected Average Page Exposures*
- #2 Essential Journal in Infectious Disease†
- #1 in Impact Factor among General Medical Journals‡

*Kantar Media, Medical/Surgical Readership Study, June 2017.

†Essential Journal Study, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

For more information, contact your Sales Director or **Chrissy Miller** at cmiller@nejm.org.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

AMAG Pharmaceuticals, Inc., has announced the appointment of **Laura Williams, M.D., M.P.H.**, as Senior Vice President of Clinical Development. She can be reached at 617-498-3300.

Atara Biotherapeutics, Inc., has announced the appointment of **Kanya Rajangam, M.D., Ph.D.**, as Senior Vice President and Chief Medical Officer. She can be reached at 650-278-8930.

CCSi has announced the return of **Charlie Speno** as Vice President of Business Development. He can be reached at 866-277-4888.

Novartis has announced that **Joseph Jimenez** will leave his role as CEO and retire in 2018. The Board of Directors has appointed **Vasant (Vas) Narasimhan, M.D.**, Global Head of Drug Development and Chief Medical Officer, as CEO of Novartis, effective February 1, 2018. For more information, visit www.novartis.com.

OptimizeRx Corp. has announced the appointment of IT industry veteran, investor, and strategist, **Miriam Paramore**, as President. **OptimizeRx** is a digital health platform in the electronic distribution of co-pay discount coupons and clinical information through electronic healthcare records (EHR) and e-prescriptions (eRx). For more information, visit www.optimizerx.com.

Ovid Therapeutics, Inc., has announced the appointment of **Ana C. Ward** as Senior Vice President and General Counsel. She can be reached at 646-661-7661.

Saama Technologies, Inc., has announced the appointment of **Christine Poon** to its Board of Advisors. She can be reached at 888-205-3500.

new¬eworthy

awards, mergers
approvals

AbbVie has announced the FDA approval of Mavyret (glecaprevir/pibrentasvir), a once-daily, ribavirin-free treatment for adults with chronic hepatitis C (HCV) infection and for those without cirrhosis or with mild cirrhosis. Mavyret calls for eight weeks of treatment, compared to the previous standard of 12 weeks or more. For more information, visit www.abbvie.com.

Adamas Pharmaceuticals, Inc., has announced the FDA approval of Gocovri (amantadine) extended-relief caplets as the first and only FDA approved medication for the treatment of dyskinesia in patients with Parkinson's disease receiving levodopa-based therapy, with or without concomitant dopaminergic medications. For more information, visit www.adamaspharma.com.

Boehringer Ingelheim Pharmaceuticals, Inc., has announced the FDA approval of Cyltezo, a biosimilar to Humira, in a pre-filled syringe for the treatment of multiple chronic inflammatory diseases. For more information, visit www.boehringer-ingelheim.us.

Frontline Medical Communications and **Aptus Health** have announced a partnership to offer life science companies access to the most diverse network of engaged healthcare professionals (HCPs). The companies' complementary digital content reaches one million physicians, NPs, and PAs in the U.S., with approximately 600,000 clinicians who regularly engage within the **Frontline** and **Aptus** digital communities. They will share data and analytics that support intelligent promotional campaigns. For more information, visit frontlinemedcom.com.

Jazz Pharmaceuticals, PLC, has received approval from the FDA for Vyxeos (daunorubicin and cytarabine), liposome for injection, for the treatment of adults with two types of Acute Myeloid Leukemia (AML): newly-diagnosed therapy-related AML (t-AML) or AML with myelodysplasia-related changes (AML-MRC). For more information, visit www.jazzpharma.com.

Loxo Oncology, Inc., a biopharmaceutical company innovating the development of highly selective medicines for patients with genetically defined cancers, has announced that the company has an agreement to purchase the Bruton's tyrosine kinase (BTK) inhibitor program from **Redx Pharma, PLC**. The lead candidate from this program is expected to enter clinical development in 2018. For more information, visit www.loxoncology.com.

Novartis has received approval for Kymriah, the first in a new generation of cancer treatments known as CAR-T therapies. The treatment, which will be used to treat patients younger than 25 years old who have been diagnosed with a certain type of acute lymphoblastic leukemia, harnesses the patient's own immune cells to fight their cancer. For more information, visit www.novartis.com.

Outcome Health, which partners with healthcare providers to serve actionable health intelligence at the moment of care to improve patient outcomes, announced a partnership with the **American Epilepsy Society (AES)**. Working together, the organizations will ensure that those living with epilepsy and those yet to be diagnosed have access to the information that they need to make better health decisions. For more information, visit www.outcomehealth.com.

Oxford University Press has announced that it will be adding to its medical journal portfolio in January 2018, publishing *The American Journal of Clinical Nutrition*, *Inflammatory Bowel Diseases*, *Journal of Burn Care & Research*, *Journal of the Canadian Association of Gastroenterology*, *Journal of Nutrition*, and *Military Medicine*. For more information, contact angela.joines@oup.com.

Pfizer has announced that their cancer drug Mylotarg, which was withdrawn in 2010, has been green-lighted again with new dosing and a slightly different patient population. For more information, visit www.pfizer.com.

Teva has announced that the company will cut 7000 jobs and halt operations in 45 countries by the end of the year, while also closing or selling 15 manufacturing plants by the end of 2018 as stated by interim CEO **Yitzhak Peterburg**. For more information, visit www.tevapharm.com.



The NEW ENGLAND
JOURNAL of MEDICINE

STRENGTH IN NUMBERS
Pulmonary Advertising Demo

New for 2018!
Increased circulation to 6,600

The New England Journal of Medicine Ranks

- #4 in Projected Average Issue Readers*
- #4 in Projected Average Page Exposures*
- #2 Essential Journal in PUD†
- #1 in Impact Factor among General Medical Journals‡

*Kantar Media, *Medical/Surgical Readership Study*, June 2017.

†*Essential Journal Study*, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 *Journal Citation Reports*. Thomson Reuters, 2017.

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It's Halloween at AbelsonTaylor

BY TARAH SPERANDO

There comes a time in life when you have to pull out the Halloween tote and recognize that you're never going to be a "sexy" cop again. That happened to me about six years ago. And then I started working at AbelsonTaylor.

My first year here I heard there was a Halloween contest. I had been on staff only about two months at the time, so although I love the holiday, I felt a little uncomfortable standing out. I decided to keep it low key. On October 31, I arrived to work as a Ben-Day Dotted Lichtenstein masterpiece.

I quickly realized I was not the only person here with an affinity for costumes and a competitive spirit. There were

cat-ladies with candy, a Kraft Easy Mac and Cheese (original flavor) – the competition was stacked. Back in those days, you had to run around the halls and be seen to drum up votes. Being new, I was too embarrassed, so my favorite costume to this day went largely unnoticed. Oh how things have changed.



Dale Taylor Swift

MEET THE REIGNING AT HALLOWEEN CHAMP

Yeah, that's right. You're reading the words of a four-time trophy and Visa Gift Card winner. I have to admit, some years were more deserving than others. Halloween is a big deal at AT – bats swarm the café, the undead roam the halls, Lou Malnati's Chicago deep-dish pizza is delivered for lunch – the festivities are a tradition we've all come to look forward to each year. And you can bet my coworkers take this chance to embrace their inner Khaleesi pretty seriously.

THIS IS HOW IT WORKS

For me, AT Halloween starts with months of brainstorming in hopes of coming up with an HR-friendly costume that my copywriting capabilities can pull off – and of course, my annual vow to not wait until the last minute to create my ensemble.

This inevitably leads to 1 a.m. on the eve of the contest, when fabric glue has temporarily fixed my index finger to my thumb, and I'm wondering why I am the way that I am.

For AT, Halloween has a condensed, but definitely more productive, timeline. It all starts when a team of employees gets together to start planning. Contest rules, decorations, trophies, and prizes are all discussed, bringing members from mock-up, creative, and IT together after regular office hours to make the event a success.

On the day of the contest, costume-wearing employees gather in the café to have their pictures taken. The photos are posted on Instagram and Facebook where all 400+ employees are urged to like their favorite. The employees whose photos have the most likes move on to Round 2 – live voting.

Applause narrows the contest down to the top three costumes, and CEO Dale Taylor names the final winner. That's where I come in.

THINGS AT HALLOWEEN HAS TAUGHT ME

1. Pandering usually wins

I'm living proof of at least that much. Sure it's a little cheap, but after an intricate homemade Sharknado costume left me chafed and largely unnoticed in my cubicle, I realized I needed to reassess my audience.

So I went as a few AT ad campaigns, and once as our very own Dale Taylor... Swift. You see, Dale is the type of advertising genius who sticks to a pretty repetitive wardrobe. Jeans, white shirt, blazer, and boat shoes. And I (along with everyone else) was really into Taylor Swift that year. Dale was a good sport and I won first place.



AT Minions



Frida Kahlo

2. Smart is always better than sexy

And homemade is going to get more likes than store-bought. Thanks to the parameters of business casual, AT employees really have the opportunity to embrace what we didn't when we were younger – the coolest costume is not sold out at the stores and you can't get easy points by showing skin. It's all about what the creative can create, and we really can't help ourselves.



Tonya and Nancy

3. Creatives never grow up

A good look around any agency would probably tell you that much. Where else are we supposed to keep all our cool toys? If you can't find a Nerf gun, stuffed animal, or a fidget-spinner stashed amongst unorganized desks, can you even call yourself an agency? Maybe the collective Peter Pan Syndrome is what allows us to imagine award-winning campaigns...or just figure out where to shove the ISI. Whether we're 23 or 63, ad people seem to be simply young at heart. Just take a look at Dale Taylor – the AT Halloween Contest is one of his favorite company events, even if it sometimes comes with a little ribbing.



Tarah Sperando is Senior Content Strategist/Writer, AbelsonTaylor, 33 West Monroe Street, Chicago, IL 60603. She can be reached at 312-894-5913 or Tarah.Sperando@abelsontaylor.com.



The NEW ENGLAND JOURNAL of MEDICINE

STRENGTH IN NUMBERS

Cardiology Advertising Demo Edition

New for 2018!

Increased circulation to 11,900 cardiologists
Reduced rates
Increased circulation
High impact among cardiologists

The New England Journal of Medicine Ranks

#2 in Projected Average Issue Readers***#2** Essential Journal in Cardiology†**#3** in Projected Average Page Exposures***#1** in Impact Factor among General Medical Journals‡

*Kantar Media, Medical/Surgical Readership Study, June 2017.

†Essential Journal Study, The Matalia Group, 2017.

‡Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

For more information, contact your Sales Director or Chrissy Miller at cmiller@nejm.org.

Halloween Costume Parade!

Dressed up in honor of the new *Star Wars* Movie!
 Angela Labrozzi
 Frontline Medical Communications
alabrozzi@frontlinemedcom.com



Not as scary as I was hoping to be at age five!
 Me on the right and my brother, Garrett, on the left.

Darren Sextro
 AAFP
dsextro@aafp.org



Douglas and Sarah, getting ready to cruise to the sock hop – with their Dalmatian dog, Nick. (Halloween 2002)

Richard Campbell
 PeerSourcing Solutions
rcampbell@peer-sourcing.com



A very literal Greyhound bus.

Melissa Devlin
 UBM Americas
melissa.devlin@ubm.com

Doctor McCutie starring in Greyhound's Anatomy.



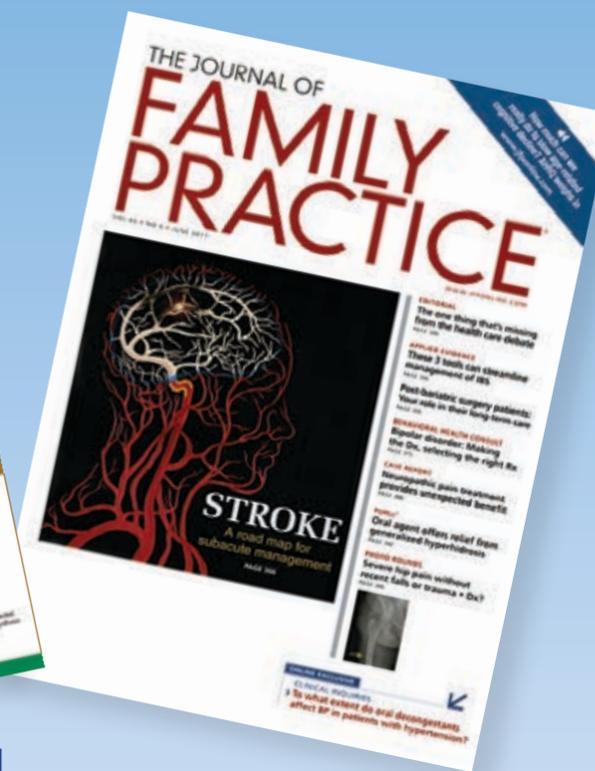
Here I am long ago in Brooklyn.
 My girlfriend and I were a pair of dice.

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A Haunting Good Time at pulse^{CX}

BY BRIDGET SULLIVAN

Although the history of Halloween is rooted in ancient Celtic and pagan rites, in the States, it has transformed into a day of costumes, sweet treats, a hint of the mystical, and a great excuse to throw a themed party.

Halloween at PulseCX is almost always met with fun costumes, a pumpkin decorating or carving contest, lots of candy, and more than a few laughs.

LAST YEAR'S HOOT

In 2016, to show off the sure-to-be-amazing costumes, we threw an extra-special Halloween bash full of deliciously disgusting bites, including fried bat wings, chilled pumpkin brains, bloody finger cookies, mummified hot dogs, and a bubbling cauldron of caramel apple witches' brew.

A good traditional costume contest has a theme: spooky, funny, superheroes...you name it. Sure, there are always interesting ways to express these themes, but this is a creative agency after all, and we are anything but traditional.

For our 2016 Halloween twist, we took the opportunity to dress as each other and show just how well we know our



The teams also chipped in to create carved decorations to match the mood.

co-workers. Each participating team member put their name in a cauldron.

Then we pulled a name at random and spent the next two weeks secretly preparing to surprise each other with themselves.

Walking in to see yourself already working at your desk certainly made for a memorable day.

MORE THAN FUN AHEAD

Planning for this year's party is in full swing, but the theme for the costume contest is anyone's guess!

Beyond a fun event and an opportunity to be someone else for a couple of hours, the Halloween costume contest is proof of culture, and a resounding affirmation that the PulseCX "family" is just that. When you work in an agency, or anywhere really, you spend more time inside those



Even the PulseCX dogs got into the spirit, although they didn't exactly understand the rules...



Our finance team has never carved a pumpkin *not* fit for display.

doors than you do outside of them. The people are more often than not the reason all of those long hours and hard work don't seem so bad. We get to know each other better over working lunches and in airport terminals. We learn so

much about each other without even trying.

What better way to show someone how much you really know them than to spend Halloween dressed as them? After all, as the saying goes, "Imitation is the most sincere form of flattery."



Bridget Sullivan is an Account Supervisor, PulseCX, 211B Progress Drive, Montgomeryville, PA 18936. She can be reached at 215-699-9200 or bsullivan@PulseCX.com.



Our winners!

There were wigs, fake facial hair, and of course, winners.




The NEW ENGLAND JOURNAL of MEDICINE

STRENGTH IN NUMBERS

Oncology and Hematology/Oncology Advertising Demo Edition

New for 2018!
 Now 11,400 hem/oncs, oncs and hems
 PLUS 4,400 high prescribers of cancer drugs
 Lowest CPM for a one page, four-color average issue page exposure*

The New England Journal of Medicine Ranks among the Top Oncology and Hematology/Oncology Journals

- #2 in Projected Average Issue Readers†
- #2 Essential Journal in Oncology‡
- #3 in Projected Average Page Exposures†
- #1 in Impact Factor among General Medical Journals**

*48/52x frequency MARS Medical Online Efficiency Ranking, Kantar Media, 2017.
 †Kantar Media, Medical/Surgical Readership Study, June 2017.
 ‡Essential Journal Study, The Matalia Group, 2017.
 **Journals Ranked by Impact. 2016 Journal Citation Reports. Thomson Reuters. 2017.

For more information, contact your Sales Director or Chrissy Miller at cmiller@nejm.org.



A Family and Friend Game for Good That Keeps on Growing

BY KATHLEEN A. HARRISON

My nephews Matthew and Kevin Alter loved the game of stickball and played with many of their friends on weekends for fun. The number of players kept growing and growing. So in 2006, they hosted a stickball tournament on their parents' (my sister Janet and her husband John) front lawn in Rumson, New Jersey, for fun and to raise money for a charity. Their friends were all eager to participate. So with enthusiastic friend and family support, the tournament started with six teams of four players and each team paid a registration fee.

Matthew and Kevin's Aunt Kathy worked for a sporting goods store and they agreed to sponsor the t-shirts. Each team wore a different color and a friend, who is a graphic artist, designed their logo. The first couple of years they raised money for various organizations, such as the Randy Foye Foundation and Parkinson's Disease Research Society (PDRS).

CHOOSING HOMES FOR OUR TROOPS

In 2011, Kevin entered the Naval Academy in Annapolis and the games continued during his leave in June. All of his friends back from college continued to participate and the crowd on the front lawn got bigger and bigger – teams increased, spectators increased, parents, friends, family, and girlfriends all made appearances and helped grill the food... the party continued. When Kevin entered the Academy, his parents happened to read an article in the local press about Homes for Our Troops. Kevin and Matthew decided this was the organization to benefit from the stickball tournament. The CEO was a graduate from a military academy and the organization provides specially modified homes for severely disabled veterans from Iraq and Afghanistan. Plus, they could choose a veteran or veterans to receive the money they raised.

MOVING THE GAME ACROSS THE COUNTRY

Last year Kevin got stationed in the San Diego area. The 2016 tournament continued on the front lawn in Rumson, but he decided 2017's tournament would be in Encinitas, California, where he lives. This was an aggressive undertaking! He and his roommate George, also a Marine and graduate from the Naval Academy, put the wheels in motion. They secured a park for the event and received donations from family members and friends. Kevin got Alaska Airlines to give reduced fares for players coming from New Jersey, hotels to give special rates, and family members to sponsor

t-shirts and banners, as well as make donations. George got food donated and his father and brother, both from Memphis, did all the grilling.

With 40 of Kevin and his brother's friends aboard the plane for the tournament and long weekend in San Diego, you can imagine the fun on that flight. On Father's Day, 14 teams participated, 10 from New Jersey. George put together a team of cousins from back home in Memphis. There was a team from the San Diego (now the Los Angeles) Chargers, several Navy and Marine teams, plus other friends from the Academy.

This year, the competition was fierce as players kept up verbal bantering to psych out their opponents, adding quite a bit of humor to the event. The black t-shirt team won for a second year in a row. They were the clear experts in bantering. However, the purple team from Memphis was in close competition. We'll see what happens next year...

THE FAMILY THAT PLAYS TOGETHER

This was truly a family and friend event – my daughter Kaitlyn kept score, my son Reid played on a team, my brother-in-law Donny was the umpire, my sisters and I helped set up, clean up, cheer on the teams, and George's family took care of food. The best part of the event was when 1st Sergeant Ben, wounded in Afghanistan and a recipient of his own home from Homes for Our Troops, came and spoke to the players and attendees about his ordeal and what Homes for Our Troops did for him. Having grown up in California, he didn't know what stickball was, but was so appreciative that family and friends gather from two coasts every year to have fun, enjoy each other's company, and help raise money for such an important organization.

Over the past several years, Matthew and Kevin, friends, and family members have raised over \$50,000 for the organization. This year's tournament raised \$23,000. Next year's goal is \$30,000 – I have no doubt they'll achieve this goal. I am already on VRBO (Vacation Rental by Owner) looking for a house to rent for my sisters and our families next year.



My sister Janet, Kevin, her husband John, and Matthew Alter.



Kathleen A. Harrison is Executive VP/Managing Partner, Pharmaceutical Media, Inc., 30 East 33rd Street, New York, NY 10016. She can be reached at 212-904-0372 or kharrison@pminy.com.

A ONCE-IN-A-LIFETIME TOUR OF ISRAEL, JORDAN, AND SICILY

BY DIANE CARPENTERI

Our family adventure started with an invitation to my husband's nephew Jay's wedding in Israel. Jay met his now wife Shai, whose entire family lives in Jerusalem, on Jdate...and the rest is history. I must admit the idea of traveling to the Middle East was a little daunting, as I tend to watch too much CNN. But what better excuse to visit the destination that was on my top list of places to visit? (Recently finding out through Ancestry.com that I am 32% Ashkenazi Jew made the trip even more special...we will save that for another EXCHANGE story!) Not only did we accept the invite, but we tacked on a night in Wadi Rum, Jordan, and an extended stay in Sicily. My daughter Francesca, her boyfriend Coby, my husband Frank, and I left in mid-May—suit bags in tow, equipped with wedding, desert, and beach outfits.

ADVENTURES IN ISRAEL AND JORDAN

Our trip started off with a night in Tel Aviv where we enjoyed a cosmopolitan city with all the benefits of great restaurants and beaches. Next morning, we flew to Eilat where we experienced an "exciting – screaming in Hebrew" airport evacuation at no extra cost to us. Someone had an item in their suitcase that was unacceptable to the airport security.

After an hour's interruption, we boarded a short flight that took us to the border of Jordan. We walked across the border, went through security, and jumped into a broken down pickup truck with our Jordanian guide, Laffy. Laffy drove us about one hour to the border of Wadi Rum, a stunning part of the Jordanian desert known for its red sand, rock formations, and incredible night sky. We were then met by four camels, two brothers (14- and 16-year-olds who did not speak a word of English), and some bottled water. Little did we know, next we had an almost three-hour camelback ride to our campsite. Our luggage took off in the pickup truck with Laffy.

Needless to say, riding a camel for hours is not exactly comfortable. However, the uncomfortable ride took us to a campsite where we toured the desert. The beautiful sky at night full of bright stars, including the Milky Way, and complete silence was amazing! We enjoyed the evening with a young couple from Syracuse, NY, of all places. Another amazing thing was that they were pediatricians who read *Contempo-*

rary Pediatrics! Seriously, you cannot make these things up. The next morning brought us to Petra – a prehistoric "lost" Jordanian city and one of the seven new wonders of the world – where we spent four hours exploring. Back to the Jordanian border (not on a camel) before it closed, and we boarded a short flight back to Tel Aviv.

We attended the wedding in Jerusalem, then toured Old Jerusalem the next morning. Truly an eye-opener – to be walking where men and women walked for thousands of years, to be where Christ and his disciples were, where Muslims, Christians, and Jews all live together, the Western Wall where you can feel the power of prayer, the Dome of the Rock – so much to take in, in such a short period of time.

A BEAUTIFUL AIRBNB IN ITALY

On to Terrasini, Sicily, where we ended our trip in style at the most beautiful Airbnb. It was an amazing home that sat high on a hill adjacent to the Tyrrhenian Sea. We've never experienced an

Airbnb. My daughter Francesca, the world traveler, uses them all the time and gladly arranged our plans for not only Sicily, but for the entire trip (thus the camel rides and Wadi Rum stay). It took her a long time to find just the perfect home in Sicily. She had so many requirements and this home met them all. We relaxed most of the time, took day trips to Marsala, Scopello, Erice, and Castellammare del Golfo. We had a wonderful home-cooked Sicilian meal at our home by the groundskeeper's wife, which included eggplant, cous cous, rice balls (arancini), freshly caught and cooked fish, pasta with mussels and shrimp. What a great way to end our trip!

I had my reservations about this trip, but I'm so glad we went. So, if you are thinking of traveling to the Middle East, stop watching CNN, get on a plane, and go. And, if you are planning a trip to Sicily, look into staying in someone's home. Airbnb is a definite yes!



Diane Carpenteri is Associate Publisher, UBM Medica, 485 US Highway 1 South, Suite 216, Iselin, NJ 08830. She can be reached at 203-253-7935 or Diane.Carpenteri@ubm.com.



Wadi Rum selfie.



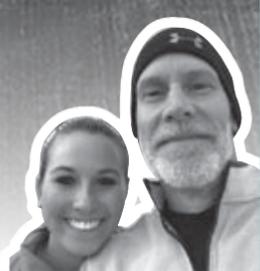
Wonders of Petra.



Sicily stroll.

RUNNING THE DISTANCE WITH MY DAUGHTER

BY STEPHEN TAUBER



In high school, I was a pretty good Cross-Country and Track distance runner and I have continued running to stay in shape and for good health. My oldest daughter, Elisabeth, was an even better distance runner than me. She accumulated several distance running records at The John Carroll School in Bel Air, Maryland, where she attended high school. Eventually, she received a scholarship to attend and run for Towson University, the same university in Maryland that both her mother and I attended. When Elisabeth graduated from Towson University, she was the owner of six Towson University distance-running records in Cross-Country and Indoor and Outdoor Track.

RUNNING – BETTER TOGETHER

I greatly enjoy spending time with my children, and if I can do that while exercising, it is even better. Elisabeth and I have enjoyed running together since she was about 14 years old. When she was in high school, she had a hard time keeping up with me. By the time she was in college, I had a hard time keeping up with her! Now when we run together, she takes it easy on me so I can keep up.

DESTINATION RUNNING

We have had some great memorable runs together. The runs that most stand out in my mind were those we had when Elisabeth was in high school and we took a trip to Italy. We ran through beautiful small towns and vineyards in the mountains and valleys of Tuscany. Also, a few years ago, Elisabeth took a road trip with me that included Chicago and San Francisco. We ran along Lake Michigan in Chicago and then in San Francisco we ran back and forth over a foggy Golden Gate Bridge.

MARTHA'S VINEYARD MADNESS

Most recently, Elisabeth took a trip with me to Martha's Vineyard where I make an annual visit to see Stefanie Hecht, a friend and industry colleague who lives on the island. This year, I visited the week before Christmas and it was seasonably cold, overcast, and breezy. Whenever I travel to a city or town that I don't visit too frequently, I always plan a running route in advance, because it is the best way to explore. This trip was no different. I planned a running route on Chappaquiddick Island since I had never been there. As a bonus, I planned a route that would take us to the island's lone lighthouse (I love lighthouses). What I didn't know when I planned the route was that Lighthouse Road was not an

actual road, but merely a path on the beach. Have you ever tried running in the sand? Try doing it for six-plus miles on a cold, windy winter afternoon. Well, needless to say, if you know me and Elisabeth, we made it to the lighthouse and we made it back. I will *never* forget that run or the time we spent together that afternoon and those three days together on Martha's Vineyard.

MARKING MEANINGFUL TIMES WITH OUR RUNS

We also have a tradition of running a Turkey Trot on Thanksgiving morning every year and we often run a road race every Fourth of July morning in the town I grew up in. The last race we ran together was the Baltimore Half Marathon, this past October. At the time, Elisabeth was training for the New York City Marathon so I had the idea of her using the Baltimore Half as a training run. This race will stand out as the most memorable race I will ever run. I felt so good and Elisabeth and I ran side by side and talked the entire race. We had been going through an extremely tough period as my mom had a stroke the previous week and passed away the morning before the race. Elisabeth was with me and my family that morning

when my mom passed and our run together was in honor of my mom. (See center picture.)

AND NOW, BIKING WITH MY SON

Recently, I have had a nagging injury that has required an extended hiatus from running, so I have taken up biking. This is an activity I sometimes share with my son. It takes me back to my early days of running with Elisabeth when she couldn't keep up with me as my son still can't keep up with his old man on a bike. I know these days are numbered, so I am going to enjoy them as long as I can.



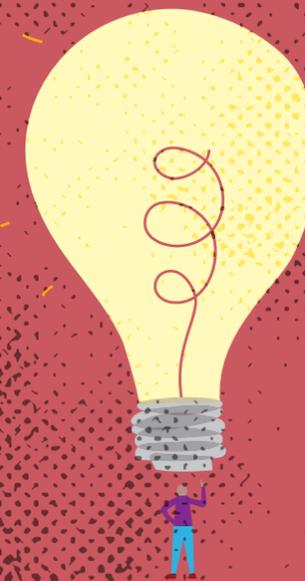
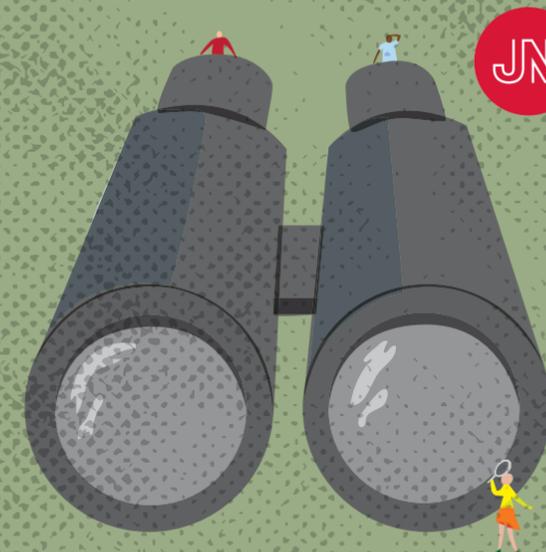
Biking through Susquehanna State Park.



Baltimore Half Marathon – the most memorable race.



Stephen Tauber is Vice President, The Walchli Tauber Group, 2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015. He can be reached at 443-512-8899, ext. 103, or stephen.tauber@wt-group.com.



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Fine Wines and Fun Times at the Finger Lakes

BY MEREDITH BARNES

I've always wanted to visit the Finger Lakes in Upstate New York. Since my husband Nathan and I are both wine lovers, we decided to visit this past April with another couple to celebrate our 14th anniversary. The Finger Lakes region, just south of Rochester, New York, is home to more than 100 wineries! I was taken back by the beauty – the area is breathtaking with its 11 pristine deep blue lakes and surrounding natural beauty.

DECIDING WHICH LAKE AND WHERE TO STAY

The region is much larger than I realized, with most of the vineyards lining Lake Seneca, Cayuga, and Keuka. Through recommendations from friends, we eventually decided on Seneca Lake, known for aromatic white varieties like Rieslings and cool-climate red wines such as Cabernet Franc and Pinot Noir.

After choosing Seneca Lake, the next decision was where to stay – a hotel, inn, bed and breakfast, or vacation rental? We chose The Gould Hotel in Seneca Falls, a modern, boutique hotel. The location was perfect, close to the wineries and a short cab ride from delicious dinner spots.

A SIDE NOTE ON INTERESTING HISTORY

The first Convention for Women's Rights took place in the 1800s in Seneca Falls. Also, the fictional town of Bedford Falls, setting of my favorite Christmas movie of all time, *It's a Wonderful Life*, was modeled after this town. Now called George Bailey Drive, we walked across the bridge that set the stage for when George Bailey (played by Jimmy Stewart) contemplates jumping after facing hardships. Every December

there's even a festival to celebrate the classic movie among die-hard fans from far and wide.

BACK TO THE VINEYARDS

We hired a driver so we could all enjoy ourselves. There are a variety of limos and town cars for hire, as well as trolley tours during peak tourist season. We brought snacks with us in the limo, which I recommend! Finger Lakes wineries feature dry, semi-dry, semi-sweet, and sweet red and white wines. We visited mostly wineries that feature more dry wines. Due to warm summers, cool winters, and its location around the three lakes, this cool-climate region is where Rieslings thrive.

One of our favorite wineries was **Billsboro Winery** in Geneva where a crackling fire and picturesque views of

Seneca Lake welcomed us. Billsboro featured a delicious 2015 Mosseaux, a sparkling dry Riesling with aromas of lime and bright citrus. My husband's favorite was the Billsboro 2015 Cabernet Franc, a Bordeaux with a raspberry, orange zest, and peppery finish. Another winery we loved was **Ravine's Wine Cellars**, recently added to the Top 100 Wineries in the U.S. list by *Wine Spectator* magazine. I loved the Ayre 2016 - a Prosecco-style semi-sparkling white wine. A close second is their Sauvignon Blanc 2016; its lime and citrus aroma went down smoothly! **Hermann J. Wiemer, Kemmeter, and Three Brothers** are a few other wineries I recommend.



My husband and I walking the iconic bridge named after George Bailey in Seneca Falls, NY.

We were pleasantly surprised to find the Finger Lakes becoming a hot spot for breweries and distill-

eries in the last few years as well. **Three Brothers Winery** is unique with three wineries and **War Horse Brewing Company** all rolled into one location; a walkable campus of wines and beer. The War Horse Brewing Company beers were fantastic and I'm not even a beer fanatic. We also enjoyed a bite from the quaint restaurant on the grounds, serving soups, sandwiches, and wood-fired pizza.

DELICIOUS MEALS

Are we hungry yet? Of course, when you're drinking wine all day, you need to complement it with a good meal. We chose **Kindred Faire** for dinner, with its urban hipster feel and an eclectic but small menu. There's something for everyone, including gluten-free options, as well as fun cocktails and featured wines from the Finger Lakes. For brunch one morning, we went to **Belhurst Castle** with scenic views of Seneca Lake. The castle was a former private residence and speakeasy and now includes a winery, restaurants, spa, and hotel. Take some time to walk the grounds, sit outside by the fire pit with a glass of wine, and enjoy the view with the backdrop of a Romanesque Revival-style mansion.

If you're a wine lover looking for a welcoming getaway in upstate New York, add the Finger Lakes to your list. You won't be disappointed! This is an awesome place to visit for a few days or an extended trip. My husband and I are already thinking about which lake we want to hit and where to stay on our next visit to the Finger Lakes. Cheers!!!



Meredith Barnes is Senior Account Manager, *Healio Education Lab*, 6900 Grove Road, Thornfare, NJ 08086. She can be reached at 856-986-4157 or mbarnes@healio.com.



Must-Know Industry Events

1-4 LAHAINA, HI

35th Annual Fall Conference on Obstetrics, 925-969-1789

2-4 LAS VEGAS, NV

Skin Disease Education Foundation's (SDEF) 18th Annual Las Vegas Dermatology Seminar and the 14th Annual Psoriasis Forum, 973-290-8214

6-7 PHILADELPHIA, PA

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6-8 PHILADELPHIA, PA

HBA's 2017 Annual Conference, 973-575-0606

14-15 CHICAGO, IL

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14-15 PHILADELPHIA, PA

Mobile and Digital Platforms Summit For Life Sciences, 339-298-2112

17-19 SAN FRANCISCO, CA

Pain Care for Primary Care (PCPC) West, 973-290-8258

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6-7 PHILADELPHIA, PA

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For more information, contact your Sales Director or Chrissy Miller at cmiller@nejm.org.

Kelly Kutchinsky



Left to right – Kelly's daughter Maya, sister Nicole, daughter Ella, and Kelly.

Never underestimate the power of the words, "Thank you!"

Birthplace: Pottsville, PA
Marital Status: Married
Children: Maya (6) and Ella (4)
Job Title: Executive Vice President of Global Insights & Innovation
Years in Industry: 15 (with a two-year hiatus as a reporter covering NYC real estate)
College: MA from American University; BA from West Chester University of Pennsylvania

What are two things on your bucket list?

A trip to the Greek Islands and a West Coast RV trip with my kids and husband.

What is the biggest obstacle you have overcome?

Thankfully, I haven't had to overcome any overwhelming obstacles in my life so far. However, like many teens and young women, I struggled with body image issues. There is, and always has been, so much pressure on woman to look and act a certain way. While there is a movement to try and change that, it still persists. I will do everything I can to help my own daughters accept who they are, what they look like, and know that they don't ever have to aspire to be some ideal that just isn't realistic.

If you could have lunch with any person, living or dead, who would it be?

My great grandmother, Josephine, who passed away when I was 21. She was way ahead of her time with the idea of "farm-to-table" organic eating, natural healing, and just taking care of yourself with nutrition.

What would be the title of your life?

No What Ifs! Pretty much my whole life, if I wanted to try something or go somewhere or learn something new...I'd jump in feet first. I've never wanted to look back and say, "What if I just..." I try and, if I fail, I try again.

What is your favorite website and/or app?

An app that is called *Swim Workouts to Go*. I swim 10,000 meters a week and use the app to get new sprint, distance, and IM workouts.

What three adjectives best describe you?

Impatient, determined, loyal.

What would you like to learn to do?

Play the guitar.

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

I would pay off my house and husband's grad school debt, put away enough for my daughters' educations, take my entire extended family on a trip of a lifetime, make contributions to causes that are important to me (women's issues, child and family development), and then invest the rest.

Do you have any hobbies?

Besides swimming, I am a Pilates devotee and have been practicing it for more than 10 years. I also enjoy spending time at the beach with my family.

What one thing would you have done differently?

I would've skipped the living in Manhattan thing...for me the whole experience of living in New York City was overrated.

Craziest thing you've ever done?

I don't consider it crazy because it was one of the best times of my life, but in college I took a summer off and toured with the band Phish. Now my parents on the other hand...they thought it was crazy.

What is your pet peeve?

Use of the word "over" to describe something that really is "more than." (I know the AP changed this rule, but the old journalist in me won't let it go.)

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

Easy, Phish...and I try to see them whenever I can.

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

There are two, and they both relate to health. The first is the opioid/heroin epidemic that is destroying families and communities. The other is the cost of healthcare in America and how so many millions can't afford basic healthcare services.

What is your most memorable birthday?

I can't say there was just one that was most memorable. My 16th was memorable because I could not wait for the freedom to drive and my 21st was memorable because I left days later for a summer abroad.

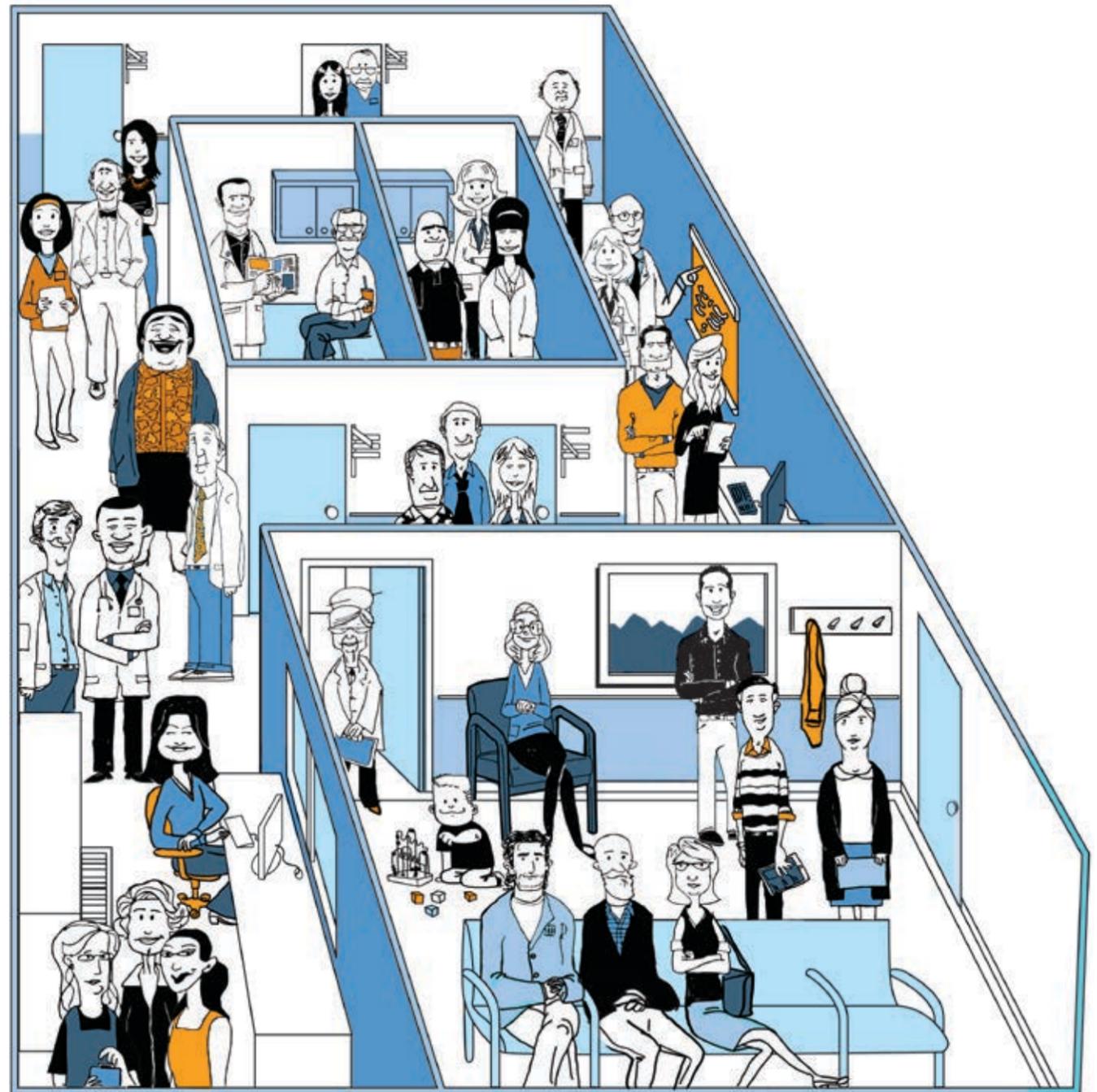
What do you collect?

Nothing...in fact, my husband says that I am the anti-hoarder as I am constantly cleaning things out.

What do you know for sure?

That gratitude is the source of happiness. If you take time to focus on who and what is good and positive in your life, you quickly realize how it multiplies. Never underestimate the power of saying thank you.

Kelly Kutchinsky is Executive Vice President of Global Insights & Innovation, Tonic Life Communications, LLC, One South Broad Street, 9th Floor, Philadelphia, PA 19107. She can be reached at 215-928-2347 or kelly.kutchinsky@toniclc.com.



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

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