

Next Month: Humanitarian Awards!



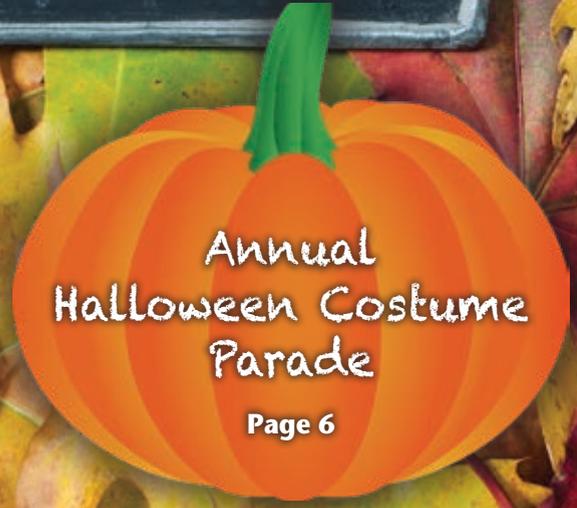
Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 27, No. 9
OCTOBER 2018

Bound for Disney Mari Ippolito	
Vacation in a Tree House Neil and Marty Levine	Scavenger Hunt Team Builder Michelle Perkel
Daughter in the NFL Steve Schecter	Personal Exchange with Mike Weiss



PPSR STD
US Postage
Paid
Permit #402
Senatobia, MS

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

Where credibility goes, doctors follow.

The road in health media buying is getting more and more complex—with measurability at the core of purchasing decisions.

At Elsevier, we believe not just in measurability, but in credibility. Because it's our credibility that allows us the relationships we've built over a 100+ years in the health media business.

It's our credibility that allows our audience to trust the research we publish, the information we provide—and the advertising that's critical to a product's success.



ELSEVIER

To help your brand get the exposure it needs with the credibility it deserves, contact your Elsevier representative or visit us at followcredibility.com



HEALTHCARE MARKETER'S EXCHANGE

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

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

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

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

SPECIAL PROJECTS ADMINISTRATOR
Maddie Leonard

SOCIAL MEDIA COORDINATOR
Katie Leonard

Join us on

[Facebook.com/HMEExchange](https://www.facebook.com/HMEExchange)

[Twitter.com/HMEExchange](https://twitter.com/HMEExchange)

[LinkedIn.com/in/HMEExchange](https://www.linkedin.com/in/HMEExchange)

Cover Photo Credit: AlexRathsl/Thinkstock.com

Copyright ©2018 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,

Happy Fall! The energy level in the Leonard household has reached its max. School began and now everything is back to insanity! Plus, my dad moved in with us.

We are busy with SAT prep and sports for my daughter Maddie, who also added training for the rescue squad to her already packed schedule. In her very rare free time, we are busy visiting colleges. Last week, we drove down to Lehigh University in Bethlehem, Pennsylvania, which Maddie liked. However, there are so many great schools to choose from. She is planning to major in engineering, so any advice on this college journey is greatly appreciated! If you have anything you think I should know or any school suggestions, please email me at nleonard@hmexchange.com.

Meanwhile, my older daughter Katie has been keeping busy with her college classes at Montclair State University and working at an internship in New York City in the production department of *Say Yes to the Dress*. She is learning so much. The pressure these kids are under is insane, though! It is recommended they have internships *before* they graduate high school and have a full résumé by the time they graduate college. What is that about?!

Despite the stress of it all, the fall always makes me happy. Especially this year, it marks the end of a ridiculously hot, rainy summer and brings with it some fresh air, literally. And there's a lot to look forward to. Once it cools off, my friends and I always try to go to the city to a sing-along to celebrate our fall birthdays. I am also really looking forward to seeing Sir Elton John next month at Madison Square Garden. That will bring back so many memories. I'll be belting out "Crocodile Rock" with my besties, Carolyn and Lisa, who performed it in a grammar school talent show! Other autumn activities I enjoy include going to the "Great Jack O'Lantern Blaze" in the Hudson Valley. They have more than 7,000 illuminated jack o' lanterns, all designed and hand-carved on site by a team of artisans. And then there are all the local craft shows. Love them too!

Lest we forget about Halloween – it's always been one of my favorite holidays. I still laugh when I reminisce about the time, probably 35 years ago now, my friends dressed up as me...even the guys! They raided my closet, dressed up in my clothes, and wore masks they made of my face. They even went as far as to wear pantyhose with holes in them. Remember those pantyhose? They were the worst!

Naturally, we're taking this opportunity to showcase some fun pics to celebrate with our annual *Halloween Costume Parade* spread on pages 6 and 8. Check out the photos from **Max Leader, Kalli Wind, Sheryl Rose, Marissa George, John M. Shattuck, Renee Napoli, Bret Taylor, Stephanie Kim, Shawn Parkison, Sondra L. Moylan, and Shawn Davis**. We've also got a whole host of wonderful stories including **Mari Ippolito's** tips and tales of Disney trips. **Marty and Neil Levine** are sharing about their stay in a tree house. **Steve Schecter** tells of his daughter's amazing journey with American football. Looking for a team-building idea? **Michelle Perkel's** got you covered with her rundown of a recent company scavenger hunt. And thanks this month to **Mike Weiss**, who gives us a glimpse into his life in *Personal Exchange*.

Up next...Look for the **4th Annual HME Humanitarian Awards** stories about the extraordinary people and companies throughout our industry that do so much to give back.

Happy Fall and Happy Halloween,

Nancy



My friends dressed up as me.

Coming Soon...Our Annual Holiday Issue!

Share Your Holiday - You Could WIN a \$50 Amazon Gift Card!



- 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 **Breanna Gillespie** as Associate Analyst, Search Engine Optimization. She can be reached at 484-322-0880. **Diana Di Gioia** has been appointed Senior Digital Ad Operations Specialist. She can be reached at 856-667-8577. **Marissa George** and **Austyn Swartz** have been appointed Senior Media Planner. They can be reached at 215-588-5944. **Courtenay Crawford** has been appointed Director, Media. She can be reached at 646-840-0717.

Educational Resource Systems, Inc., has announced the appointment of **Carrie Schaal** as Vice President, Business Development. Formerly the Head of Oncology Training with AstraZeneca, Schaal has held a number of positions at AstraZeneca including Director for Commercial Learning and Development – US Specialty Care, launching 16 new and in-line brands/indications for the Oncology franchise. She can be reached at 732-842-0202.

Novo Nordisk has announced the promotion of **Ambica Singh** to Associate Director, Enterprise Communications. She can be reached at 609-987-5800.

Ogilvy CommonHealth Worldwide has announced the promotion of **Raymond Johnson**, **Laura Kohler**, and **Beth Lebowitz** to Senior Vice President, Management Supervisor. They can be reached at 973-352-1000.

SSCG Media Group has announced the promotion of **Rachel Pedersen** to Media Planner; **Michael Leone** and **Jesse Ortiz** to Associate Director, Biddable Media; **Michael Caruso** to Director, Biddable Media; **Jennifer Ha** and **Christine Boylan** to Analyst; **Samyu Ganesh** to Supervisor, Multichannel Media; and **Dean Connolly** to Vice President, Media Franchise Manager. They can be reached at 212-907-4314.

W2O Group has announced the appointment of **Amanda Zaharuk** as Talent Acquisition. She can be reached at 212-301-7200.

new¬eworthy

awards, mergers
approvals

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/>.

Bristol-Myers Squibb has announced the FDA accelerated approval of **Opdivo (nivolumab)** for patients with metastatic small-cell lung cancer (SCLC), whose disease has progressed after platinum-based chemotherapy and at least one other line of therapy. For more information, visit www.bms.com.

Evoke Group has announced the creation of a new singular global agency brand. The talent of **Evoke Health**, **Firsthand**, **Fabric**, **Traverse Health-Strategy**, **Nitrogen Health**, **Tonic Life Communications**, and **AboveNation Media** will form the new **Evoke**. For more information, visit www.evokegroup.com.

Frontline Medical Communications has announced that it has received several **2018 American Inhouse Design Awards from Graphic Design USA (GDUSA)**. Recognized for their creative work, recipients included **Pat Fopma**, Art Director for **Current Psychiatry**, with an award for the design of the January 2018 cover story and affiliated article spread, "Disorders of Diminished Motivation." **Nai Lal**, Art Director for **Neurology Reviews**, was recognized for the eye-catching creative used in the March 2018 **ACTRIMS Post Meeting Highlights** supplement. **Mary Ellen Niatas** received acknowledgment for the distinctive print advertisement she designed for **ALLMEDx**, a new medical search engine for physicians.

HBA's Annual Conference, themed "A United Force for Change," will take place November 5-6 at the Omni Shoreham Hotel in Washington, D.C. More than 1,000 healthcare and life sciences industry professionals will gather to build business connections, learn from others, expand their

Send press releases to: news@hmexchange.com

business acumen, and support HBA's mission to achieve gender parity in the healthcare industry. The conference will include breakout sessions, seminars, and a closing keynote speech from **Lisa Bodell**, the Founder and CEO of **futurethink**. For more information, visit www.hbanet.org.

Merck has announced the FDA approval of **Pifeltro (doravirine, 100 mg)**, a non-nucleoside reverse transcriptase inhibitor (NNRTI) used in combination with other antiretroviral medicines, and **Delstrigo** in a single-tablet regimen, which contains doravirine, plus lamivudine (3TC, 300 mg) and tenofovir disoproxil fumarate (TDF, 300 mg). Both drugs are used for HIV-1 infection in adults with no prior antiretroviral treatment and are given once daily. For more information, visit www.merck.com.

Regeneron Pharmaceuticals has announced the FDA application approval for a 12-week dosing of **Eylea (afibercept)** for patients with wet age-related macular degeneration (AMD). For more information, visit www.regeneron.com.

Sun Pharma has announced the FDA approval for **CEQUA (cyclosporine ophthalmic solution) 0.09%** to increase tear production in patients with keratoconjunctivitis sicca (dry eye). For more information, visit www.sunpharma.com.

Teva has announced the FDA approval to launch a generic version of **Mylan's Epipen (epinephrine) auto-injector** for the emergency treatment of allergic reactions including anaphylaxis in adults and pediatric patients. For more information, visit www.tevapharm.com.

Vertex Pharmaceuticals has announced the FDA approval of the cystic fibrosis (CF) therapy **Kalydeco (ivacaftor)** to include use in children aged at least 12 months but younger than 24 months who carry at least one responsive CFTR mutation. For more information, visit www.vrtx.com.



Tuesday,
October 23
Frames NYC

**It's not too late to register for
the breast night of the year!
Join the AMM for a strike
against breast cancer.**

AMM | Association of
Medical Media

Mark your calendar...
Educational Meeting
Thursday, November 15

Visit ammonline.org for more information!

Some Superheroes have only one power...



COMMUNI-KATE

She can do it all...

REACH

able to engage your target audience of physicians, PAs, NPs, nurses and pharmacists with ease

SPEED

able to deliver your brand message quickly and cost-effectively

AGILITY

able to bend over backward to provide outstanding customer service

STRENGTH

able to get support from a strong team of experienced professionals

COMMUNI-KATE and PDQ
striving to deliver successful
healthcare communications
for all mankind!



Call PDQ today
866-485-4737
or visit
www.pdqcom.com



Halloween

Costume Parade!

"Hey I just met you and this is crazy but...is this your baby?"
Shawn Parkison
AAFP
sparkison@aafp.org



Pajama Fred is ready for Halloween.
Kalli Wind
Healthline
kwind@healthline.com



Pumpkin and the genie.
John M. Shattuck
PDQ Communications, Inc.
jshattuck@pdqcom.com

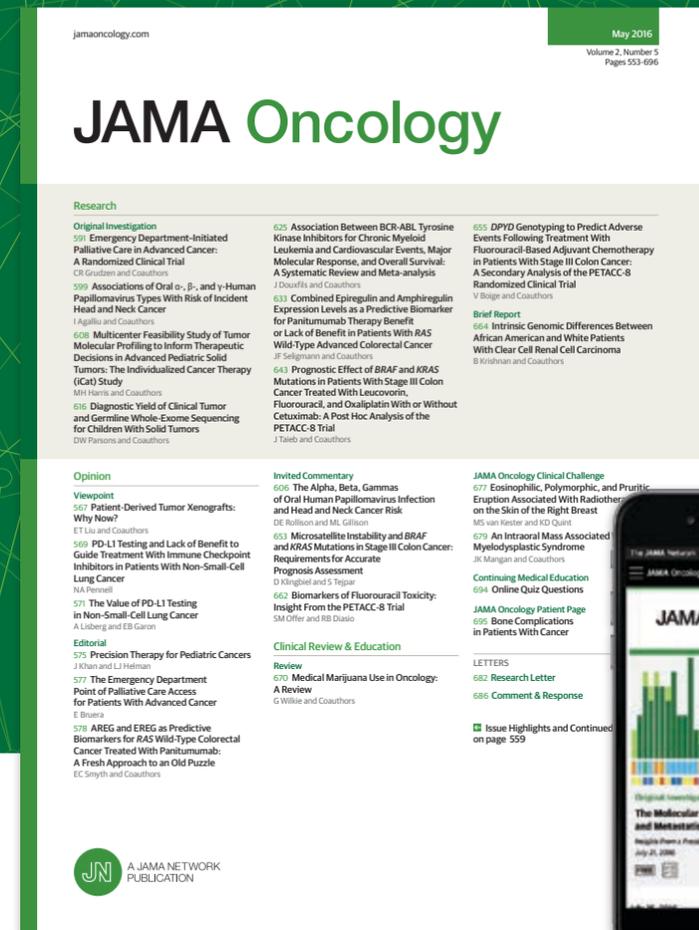


"A minion, a king, and a witch walk into a bar on Halloween..."
Max Leader
Healthline



Clowning around on Halloween.
Marissa George
CMI
mgeorge@cmimedia.com

Innovative research with the highest standards.



Building on a tradition of editorial excellence, **The JAMA Network®** brings **JAMA®** together with **JAMA Oncology** and ten other specialty journals to offer enhanced access to the research, reviews, and viewpoints shaping the future of medicine.

For advertising information, please contact:
Mark Thornbury | 973.263.9191 | Mark.Thornbury@ama-assn.org

- JAMA
- JAMA Surgery
- JAMA Facial Plastic Surgery
- JAMA Cardiology
- JAMA Neurology
- JAMA Ophthalmology
- JAMA Oncology
- JAMA Dermatology
- JAMA Otolaryngology – Head & Neck Surgery
- JAMA Pediatrics
- JAMA Internal Medicine
- JAMA Psychiatry

 The **JAMA Network®**

Halloween Costume Parade! *Continued*



"I may look like an Ewok but I am all Wookiee when it counts. Stay calm and Yub Nub."

Bret Taylor
AAFP
btaylor@aafp.org



"I am Daenerys Stormborn of House Targaryen, Queen of the Seven Kingdoms of Westeros. He that attempts to sully my lunch from the 1st floor refrigerator will face the wrath of my dragons!"

Stephanie Kim
AAFP
skim@aafp.org



Tribute to one of America's greatest bands, KISS. Many an hour, weekends, and weeknights were spent designing their homemade costumes!

Isabella Napoli (aka Peter Criss) and her buddy Emily (aka Paul Stanley).

Renee Napoli
Independent Pharmaceutical
Media Professional
reneenapoli1@gmail.com



Made by Grandma for the Disney Cruise
Star Wars Day!
Sondra L. Moylan
American Academy of CME, Inc.



"Can we get Preston with a side of guac?"

Sheryl Rose
Healthline
srose@healthline.com



Just a bear and his friends.

Shawn Davis
Frontline Medical Communications
sdavis@fmededge.com

WE HELP CONSUMERS WHO HELP THEMSELVES

People now spend less time with doctors and more time taking healthcare into their own hands.

In-aisle is where consumers actively search for products and medicines. And Rx EDGE is the only targeted media located exactly where they're looking. That's why brands that use Rx EDGE programs see an average script lift of 12.5%.

Get your brand in the most motivating media. Contact Mike Byrnes at 610.431.7606 or michael.byrnes@rx-edge.com.

Connect to Consumers with



A Tree House Treasure

BY MARTY AND NEIL LEVINE

My husband Neil walked into his home office to find me sitting at his computer with a silly grin on my face. “What did you do?” he asked. “Guess what? We are going to stay in an Airbnb in Vermont. It’s a tree house! Isn’t that on your bucket list?” I asked. “Well, I guess it is now,” he replied half-heartedly.

Tree houses have become quite popular thanks to DIY shows on HGTV. I was always intrigued and thought it would be quite an adventure to stay in one. When it popped up in a random email, I grabbed the chance.

GOING OFF THE GRID

Off we went to Lincoln, Vermont, in early June. I called the owners of the tree house, Ellie and Henderson, to confirm the reservation the day

before. Ellie said we would need directions, to which I replied, “That’s okay. I have a GPS.” Of course, I silently judged her for not knowing that we rely on our phones now. Ellie said that the GPS does not always show unpaved roads, plus we would most likely lose our signal. Okay, sorry I judged *and* I didn’t tell Neil that we may be cut off from civilization for a few days.

Sure enough we lost the signal and had to use the directions from Ellie. We turned off the unpaved road into the driveway that was also unpaved and about a third-of-a-mile long. Ellie and Henderson, who goes by “H,” greeted us. They showed us around the main house, which was warm and cozy with tremendous views. They built their home on 25 acres of land so they are very secluded – so much so that they built the tree house as a guesthouse in order to have people to talk to! Ellie and H showed us the guest bathroom that we would be using since the tree house has no running water. That is something else I cleverly omitted from the description to Neil.



One of the four maples.



TRULY TINY

We then walked about 70 feet from the main house through a path lined with wild flowers, up a ramp, and into the tree house. Charming is the first word that came to my mind. Neil’s first word was “tiny,” which is appropriate since this tree house was featured on the show, *Tiny Houses*.

H showed us how to get up into the queen loft. “Climb this ladder, hold onto the rope, swing yourself over to the platform, and crawl into the bed. And be careful not to hit your head when you sit up in bed!” As a 60-year-old man, Neil was not thrilled at the thought of having to get up in the middle of the night to climb out of bed and make his way to the house to use the bathroom. I decided that once I got up there, I would stay put until morning.

UNPLUGGED

H invited us to join him and Ellie for wine and cheese. Then he headed back to the main house. The tree house is anchored by four huge maple trees and is 30 feet off the ground. There’s a deck overlooking the forest filled with ferns (the house is known as the Tiny Fern Forest Treehouse). We also had a great view of Mount Abraham. It was so refreshing just to sit and listen to the rustling of the trees. No TV, no phones, just nature. Neil was actually getting used to the idea of unplugging.

STARRY STARRY NIGHT

We headed up to the main house at 5:00 feeling a bit awkward about sitting with people we had just met. Surprisingly, after a little while in their presence, we felt as if we had known Ellie and H for years. Both of them had fascinating stories to tell. H’s grandfather survived the Titanic! After about an hour, we left to dine at a restaurant they recommended in the next town over. It was a beautiful starry Vermont night with a chill in the air. H had shown us how to turn on the hot tub located a few feet from the tree house. So, when we got back to the tree house, we hopped in the hot tub and just gazed up at the



A reading nook.

Continued on page 13

THE GOLD STANDARD

For an impactful media plan, go with the gold standard—the *New England Journal of Medicine*

In 2017, NEJM ranked #1 in impact factor – 79.258 – among general medical journals.*

CONTACT YOUR SALES DIRECTOR TO LEARN MORE

Chrissy Miller
(617) 834-4702
cmiller@nejm.org

Meg Ainley
(773) 383-8804
mainley@nejm.org

Corrie Bridgeman
(781) 775-1287
cbridgeman@nejm.org

Andrew McGuire
(973) 771-8926
amcguire@nejm.org



The NEW ENGLAND
JOURNAL of MEDICINE

*Source: 2017 Journal Citation Reports, Clarivate Analytics, 2018



Where'd You Go On Vacation?

BY MARI IPPOLITO

Walt Disney World! I've been to Disney World a whopping 30 times and I'll go back every two years as long as I'm able. I even had a dog named Disney for 13 years.

My first trip was as a 16-year-old with my parents. It was just Magic Kingdom then, pre-EPCOT, and my parents had saved a while for us to go. I may have been a little older than most kids on their first visit, but, by the time I left, it had become my favorite place. Quite a few years later, it absolutely still is.

SOMETHING FOR EVERYONE AT EVERY STAGE

I've traveled a lot, yet Disney is my idea of the perfect vacation spot. Excellent service, warm weather (okay, sometimes it's hotter than the surface of the sun, but I'm okay with that), "cast members" who always make the trip better, and something for every stage of life. If you've got little kids, it's a dream come true, but it's also great for couples, empty nesters, groups of friends, and singles. I've gone with my mom for a 21st birthday girls' trip and made some wonderful memories with friends that I'll always

treasure – we enjoyed the parks, watersports, boat rentals, and dining experiences. I took my Girl Scout Troop (25 people) twice on a train from Newark, New Jersey, and stayed first in the economy All Star hotels and later in the Contemporary Resort right on the monorail. Those remain some of my favorite trips ever. Possibly the best trip was when I went with my high school best friend to celebrate 35 years of friendship. We even recreated a photo taken in EPCOT in 1983 and attended Mickey's Not-So-Scary Halloween Party. On my most recent trip, my 30th and our newest family member's first, I bought the one-year-old his first pair of mouse ears.



In EPCOT's Mexican Pavilion with my favorite character, Donald Duck.

ACCOMMODATION FAVES

My personal choice for lodgings are monorail hotels. The Contemporary Resort, Polynesian, and Grand Floridian can't be beat for proximity to my favorite, the Magic Kingdom. I also love the convenience of being able to hotel-hop between the three to enjoy different atmospheres and dining experiences.



As a proud Nonna introducing Disney World to my goddaughter's 1 year old, Sean.

animal lover, Kilimanjaro Safaris and Rafiki's Planet Watch, both of which feature live animals. Finally, I always make time for the flag retreat in the Magic Kingdom where a veteran is chosen daily to participate. As a WWII veteran's daughter, I truly enjoy the ceremony.

UNIQUE EXPERIENCES

I started choosing a new, behind-the-scenes adventure each trip about 10 years ago. On my last vacation, we were able to tour the Animal Kingdom's aviary, kitchens, veterinary hospital, and elephant habitat. The tours vary in cost from under fifty to several hundred dollars and can be booked on the Disney reservation line 1-407-WDISNEY. The Keys to the Kingdom tour is outstanding – it offers a peek at the utilidors under the park. I've also taken the All Four Parks behind-the-scenes tour and got a look at the workings of my favorite EPCOT attraction, The American Adventure.

EXCELLENT EATS

Speaking of EPCOT, there are some excellent dining experiences all over WDW, including Narcoossee's at the Grand Floridian, California Grill at the Contemporary Resort, and Character meals for the young and young at heart. However, a hidden gem is Marakesh in Morocco – excellent food, entertainment, and it's rarely crowded. That said, I'm also a fan of quick-service meals. The Pecos Bill Tall Tale Inn and Cafe in the Magic Kingdom is wonderful as is Columbia Harbour House.

There are endless possibilities for everyone from the adventurous crowd to those who prefer to relax and people watch. I'm looking forward to my next trip already.



Mari Ippolito is Senior Vice President and Managing Director, Cerami Worldwide Communications, 100 Passaic Avenue, Suite 315, Fairfield, NJ 07004. She can be reached at 973-844-8481 or mari@ceramiww.com.

RIDE HIGHLIGHTS

Once in the parks, everyone has their top rides. I'm more of an attraction than a thrill-ride person, so my personal picks include the Pirates of the Caribbean, The Haunted Mansion, Country Bear Jam-boree, and yes, even, It's a Small World. Outside of Magic Kingdom, I love EPCOT's Soarin', and, as an animal lover, Kilimanjaro Safaris and Rafiki's Planet Watch,

Tree House *Continued from page 10*

dark sky filled with a million stars. Once in bed, the crisp cool air blowing through the tree house had us snuggling under blankets.

A FULL DAY

Breakfast was at 8:30. Ellie made a spinach and sweet potato frittata with eggs from the farm down the street, along with bacon, fresh fruit, and scones. H made coffee in a French press. They gave us recommendations for sightseeing in the area; the site where Robert Frost spent his summers in Ripton and on to Middlebury, stopping at waterfalls along the way. After touring, we went back to the tree house for a nap. Then once again we enjoyed the company of Ellie and H for wine and cheese. As much as we delighted in the fascination of staying in a tree house, it was the feeling we got from our hosts that was most welcoming. They couldn't wait to hear all about our day as if we were their kids coming home from our first day of school.

That evening we had dinner at Mary's Restaurant. Ellie and H know Mary very well. Their son's wedding reception was held there. Ellie told Mary we were coming, so of course we got special treatment and had an exquisite dinner. Once again we ended up in the hot tub under the starry night. It was so peaceful I almost fell asleep!

BITTERSWEET GOODBYE

After enjoying another delicious breakfast in the morning, this time of pancakes and Vermont maple syrup, we sat on the deck of the tree house for the last hour before checking out. We watched an ant work very hard to pull up a dead inchworm that had gotten stuck to the deck. Cheering him on and helping him out with a stick, we were so happy when he accomplished his lofty goal. We ended our time by writing a loving message in the guest book expressing our appreciation for both the tree house and the warm company of Ellie and H.

Saying goodbye was bittersweet because we knew we would most likely never meet again. Ellie and H are closing up the tree house as an Airbnb because they want to be free to visit their grandchildren and feel like it had run its course. We were among the last people to stay there. It wasn't a coincidence when that email popped up. People come in and out of our lives to teach us, even if it is the simple message to unplug, live in the moment, and enjoy nature. However, I do plan to add Ellie and H to our Christmas card list!



The ladder to the queen loft.



Neil Levine is Executive Director, Marketing – Ophthalmology at Regeneron Pharmaceuticals, Inc., 777 Old Saw Mill River Road, Tarrytown, NY 10591. He can be reached at 914-847-7000 or neil.levine@regeneron.com.

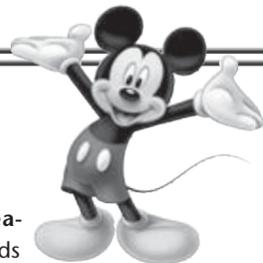
Marty Levine is a Mary Kay Senior Beauty Consultant. She can be reached at 973-219-9127 (c), 973-566-0416 (home office), or www.marykay.com/mlevine.

Best Bets for the Most Magic

I've been asked for tips by so many friends that I have a few I share right away.

- **Stay on property.** The perks are unmatched and even the value hotels are part of the Disney magic.
- **Book early.** Hotel and dining reservations fill up months in advance. Even DVC members book 180 days out. Also purchase tickets in advance so you can make Fast-Pass selections.
- **Take advantage of Extra Magic Hours.** That's when the parks open early or stay open late on a rotating basis for resort guests.

- If possible, **book value season.** There are lighter crowds and shorter lines.
- **Wear corny matching T-shirts** if you go as a family. Cast Members love it and you might get special "pixie dust" – the Disney regulars' term for a little perk – thrown your way.
- Finally – the **best place to watch** the fireworks in Magic Kingdom is the flagpole on Main Street. And for EPCOT's Illuminations, stake out a spot between the two gift shops at the entrance of World Showcase.





MY DAUGHTER the Middle Linebacker (and NFL Coach)!

BY STEVE SCHECTER

If someone told me that my oldest daughter Phoebe would grow up to eat, sleep, breathe American football, I would have thought they were crazy. But as it turned out, maybe we should have named her Mike.

As a child, Phoebe wasn't even remotely interested in American football. Her world was about horses, which she loved. Phoebe even adopted a Premarin foal. However, she was always an athletic kid. She played team sports starting in middle school then into high school. She captained the lacrosse team and played goalie, played on a boys' basketball team, and even had scholarships to play sports in college.

As Phoebe was pursuing her dreams of working with horses, she got an offer to work with the Dutch Olympic 3-Day Event Team for the 2012 London Olympics and beyond. Her mom is British, so she has dual citizenship, which made the required move to the UK a bit easier. It was as an expat that Phoebe first really discovered American football. It turns out that she was working long hours and was missing American culture. She was scouting around for opportunities to meet people and make friends when she saw an ad for American football trials and thought that might be fun. She tried out and made both the Birmingham Lions American Football team and Great Britain's National team, the GB Lions.

MY DAUGHTER, THE LINEBACKER

Initially, Phoebe played quarterback, but her true calling came when she found out she liked the physicality of hitting people and was very good at it. She then settled into the position of middle linebacker (a.k.a., "Mike" in football parlance). Whenever I tell people what position she plays and show them a photo of her, everyone's jaw drops. Most people would not expect a 5'4" 145 pounder to be the Mike.



Phoebe tackling as she plays safety on the Staffordshire Surge Men's team.

In a few short years, Phoebe became captain of Great Britain's women's American football team and has brought the team to rank fourth in the world. She also plays for the Birmingham Lions, five-time national champions. She has won numerous MVP awards and captained the Great Britain Lions to a silver medal at the IFAF European Championships.

MY DAUGHTER, THE NFL COACH

As Phoebe's playing career is coming to a close, she has sought ways to give back to a community that gave her so much. So she started to help fledgling and youth teams, which led her to get level 1 and level 2 UK coaching qualifications. She then got her first coaching internship opportunity with

the University of La Verne, an NCAA Division III school. From there, she got an opportunity with the Buffalo Bills in the NFL, followed by stints at Bryant University and Stanford University in NCAA Division I. Finally, she was asked back by the Buffalo Bills this pre-season and was then hired for the full season.

MY DAUGHTER, THE TV STAR

Since Phoebe is only the fourth woman to secure an NFL internship, as you might expect she has attracted her share of media attention. She has been a commentator on BBC American football broadcasts, a contestant on *Ninja Warrior UK*, and has given many TV and radio interviews with the BBC and many other international media outlets.

MAKING DAD PROUD

Phoebe has made her dad so proud of her accomplishments on the field and off as:

Player

- American football
- Cheshire Cavaliers Flag B
- Birmingham Lions Women's Tackle
- Staffordshire Surge Men's Team
- Great Britain Women's Flag and Tackle Football

Kabaddi (yet another contact sport – Google it)

- Captain, UK team
- Player, US squad

Coach

- Buffalo Bills
- Stanford University
- Bryant University
- Staffordshire Surge Men's and Women's Teams
- Great Britain Women's Flag and Tackle American Football teams

Business/Media

- Model
- Owner, physical training business
- Ambassador for a sports nutrition company
- Unofficial spokesperson for American football in the UK
- Speaker for the NFL's conference on opportunities for women
- BBC commentator
- Contestant, *Ninja Warrior UK*

She did all this in just five years having no real experience – just the drive and desire. I can't imagine what the next five years might bring her.



Phoebe at the Bills training camp.

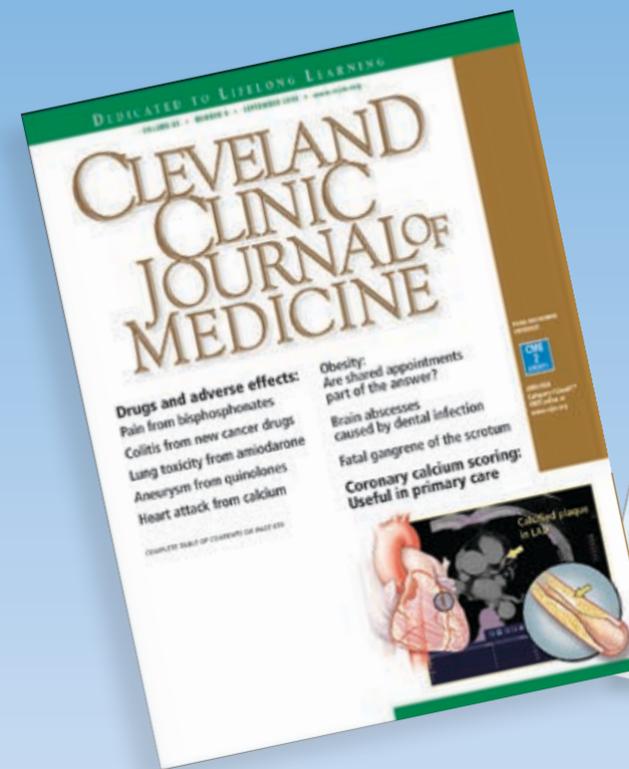


After a long career in medical ad space sales for the Cortlandt Group, **Steve Schecter** currently works as a civilian Healthcare Professional for the United States Army. He can be reached at 914-557-0100 or gearhog@gmail.com.

Internal
Medicine



Family
Medicine



The Primary Pair for Primary Care

The CCJM+JFP combo ranks #1 in Total Readers in both the "Primary Care Office" and "Primary Care Office & Hospital Combined" categories.*

*Kantar Media June 2018 Medical/Surgical Readership Study, Tables 201 and 202

Advertise in combination and earn up to a 25% discount.

CONTACT:
Phil Soufleris
Telephone: 973-206-8980
Cell: 732-539-4294
E-Mail: psoufleris@mdedge.com

Geoff Watkins
Telephone: 973-206-9065
Cell: 973-768-8645
E-Mail: g Watkins@mdedge.com

If you are looking for a different type of team builder in an urban setting, Watson Adventures has you covered. With locations in Philadelphia, New York, Chicago, Boston, Los Angeles, and dozens of other metropolises, there's plenty of fun across the country for public, private, and corporate scavenger hunts. We participated in a corporate hunt with teams consisting of our CMI colleagues and our supplier partner (Medscape). Kudos to Medscape for arranging this great post-work activity. The teams consisted of a mix of CMI media team members and their Medscape sales reps based on client assignments. Team sizes varied from four to eight people and we had approximately 40-50 people playing.



SCAVENGER HUNT TEAM BUILDER

BY MICHELLE PERKEL

With about a dozen teams in competition, may the best team win!

SCAVENGER HUNT BASICS

As a first-timer to a citywide scavenger hunt, I wasn't sure what to expect. We met in front of our office after the workday concluded, received our team shirts, and were briefed by Watson Adventures on the scavenger hunt rules and details. Within a half hour, the clock started, then we had an hour and a half to complete as many of the challenges as we could.

for either location tactic, but I personally enjoyed racing around the city streets.

To submit an entry, all you needed to do was upload a photo to Watson Adventures' microsite. Looking back on all our silly photos and those from the other teams was one of the best parts. Upon uploading the photo, the user would receive a message to confirm if the entry was accepted. While shout-outs were given for creativity, ultimately, the more tasks you could check off the list, the better your total score was.

I'm sure we looked ridiculous as we ran frantically around Center City trying to complete all the tasks, but I can assure you, it was worth it for the fun time we had. I now have a giant, inflatable Sriracha displayed in my office to prove it.

SUCCESS – NO MATTER WHO WON

There was a prize for the winning team, although not having been an official winner, I'm not sure what it was. This hunt wasn't about the prizes, though, it was about the challenge and fulfillment of successfully conquering each task as a team. The more you can collaborate, the more successful you'll be.

It's not about winning or losing, it's about teamwork that goes well beyond the office setting.

among other Philly-themed favorites. Most of the items on the list could be easily found out and about. However, we ended up throwing in a few dollars here and there for items that were impossible to acquire organically.

SHOULD WE STAY OR SHOULD WE GO...

The scavenger hunt was as active or as passive as you wanted to make it. Our team opted to move from location to location out of the office, tackling the challenges. Other teams opted to make use of things they found in and around the office. There were advantages and different resources available



Excited for the scavenger hunt to begin. (From left to right) Pier Lopez (CMI), Michelle Perkel (CMI), Lisa Gower (CMI), Kyle Roderick (Medscape)

scavenger hunt rules and details. Within a half hour, the clock started, then we had an hour and a half to complete as many of the challenges as we could.

Our team set to the streets of Philadelphia tackling a three-page list of photos, collector's items, and word challenges created and judged by Watson Adventures. The more creative you were, the more fun you could have. We had to pose with landmarks for photos and acquire specified objects – all while working on the word puzzle on the back of the challenge list. Without giving away too many hints, we were able to make good use of Philadelphia's famous soft pretzels



Team More Than Just Media and our giant inflatable Sriracha.



Just a bunch of heads and hats.

The Scores Are In!

Internists prefer *Annals of Internal Medicine*.

Internal Medicine Journal Standings June 2018

Scores	Percent Received ¹ (%)	Total Readers ² (%)	Average Issue Readers ³ (%)	4 out of 4 Readers ⁴ (%)	High Readers ⁵ (%)
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.



Michelle Perkel is Supervisor, Media, CMI Media, 2000 Market Street, Suite 2975, Philadelphia, PA 19103. She can be reached at 215-971-8715 or mperkel@cmimedia.com.

Pitch your message. 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



Mike Weiss



“Care about people, like what you’re doing, make a difference.”

Birthplace: Newark, NJ
Marital Status: Married – 26 years
Children: Rebecca, 25; Matthew, 22
Job Title: Vice President of Sales
Years in Industry: 35
College: Bloomfield College, R.N., B.S.N.

What are two things on your bucket list?

My bucket list involves traveling the United States. I’d like to make it to all 50 states. I’m about halfway through. I would also like to visit every Major League Baseball park in the country. I’m also close to 50% of the way there but looking forward to seeing the rest – especially if I can travel with my team, the Mets.

What is the biggest obstacle you have overcome?

I went to nine schools in 12 years before graduating from high school. This combined with a non-traditional family dynamic was not the best foundation to grow up in, but once I tried college and flunked out I went into the U.S. Navy. Subsequently, I attended college successfully, which really began my professional career.

What was your first job?

At five years old, I worked for a close friend of the family on Election Day giving away candidate brochures prior to people entering the polling booth for \$1 per day. My next real job wasn’t until several years later when I was a short-order cook at a luncheonette on the weekends and a camp counselor during the week at the age of 14.

Do you have any pets?

I’ve always had a dog growing up, but Chip, our most recent family dog who grew up with our kids, passed away a few years back. Currently, we have a 65-gallon tropical fish tank.

How do you stay fit?

Unfortunately, I didn’t really start getting fit until a couple of years ago when I hit age 60. But now I work out with a personal trainer and I’m in the gym five days a week.

What would be the title of your life?

Persevere your way to success! It seems to capture me and my success pretty well. I’ve learned through life experiences to rise above troubling times.

How did you get started in the industry?

I’m a nurse by education, so moving over to the pharmaceutical industry seemed like the best of both worlds for me.

What is your most embarrassing moment?

I was at a ball game and they were running a raffle by seat number. I thought my seat was called, got excited, was pictured on the big screen, then I looked once again and realized I didn’t have the winning ticket. Oh MY!

What would you like to learn to do?

I’d love to learn to speak Spanish!

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

While I’ve always wanted a boat, that might be on the short list. But honestly, since I’ve been so fortunate in my life, I’d love to do some charity work with the money.

If your life had a theme song what would it be?

“My Way” by Frank Sinatra.

Do you have any hobbies?

Fishing, sports, tennis, golf, working out, building models.

Who was your favorite teacher?

Mr. Saglimbene, a high school biology teacher who was a strong influence in my choosing the life sciences and ultimately nursing as a career.

Have you ever had a brush with fame?

Yes, I’ve been very fortunate in that regard. I’ve had the chance to meet several high-profile sports stars and TV personalities, but probably my biggest brush with greatness was being an extra in the film, *The Final Countdown*. I had the pleasure of meeting and talking with Kirk Douglas, Martin Sheen, James Farentino, Charles Durning, and Katharine Ross.

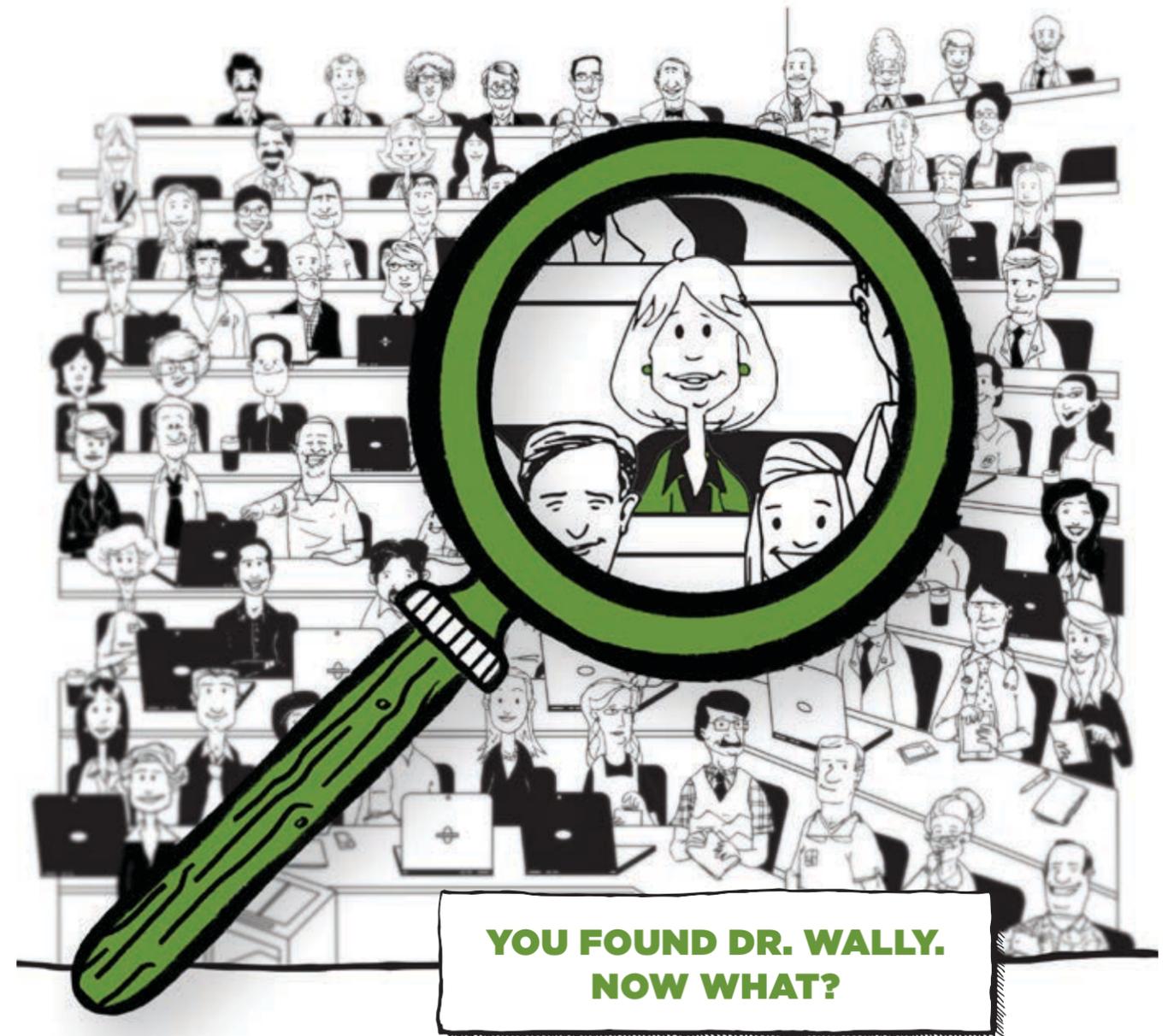
What can’t you live without?

My wife, Maura, and my kids, Rebecca and Matthew.

What do you collect?

Sports memorabilia.

Mike Weiss is Vice President of Sales, Health Monitor Network, 135 Chestnut Ridge Road, Montvale, NJ 07645. He can be reached at 201-649-9197 or mikew@healthmonitor.com.



YOU FOUND DR. WALLY. NOW WHAT?

Do more than just find, engage PCPs with AFP.

Over half of AFP readers looked to AFP when developing their practice guidelines. That’s an audience that’s doing more than reading — they’re engaging. Want to make sure they’re engaging with your brand? It starts with a media placement in AFP.

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

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





Corner the Oncology Market With ASCO Publications



JCO/JOP/JGO

Nick Vroom
nvroom@hbside.com
631-935-7677

Ariana Aston
aaston@hbside.com
631-935-7678

The ASCO Post

Leslie Dubin
ldubin@hbside.com
631-935-7660