

Next Month:
Holiday Issue!

Healthcare Marketers

Exchange

"Where Healthcare Marketers Connect"

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OCTOBER 2019

Gaudí's Spain – Desiree Ng

Fabulous New Jersey Wineries – Jaime Albright

"Is There Life After Roche?" – Dennis Crimi

Celebrating in Paris with My Daughter – Nancy Leonard

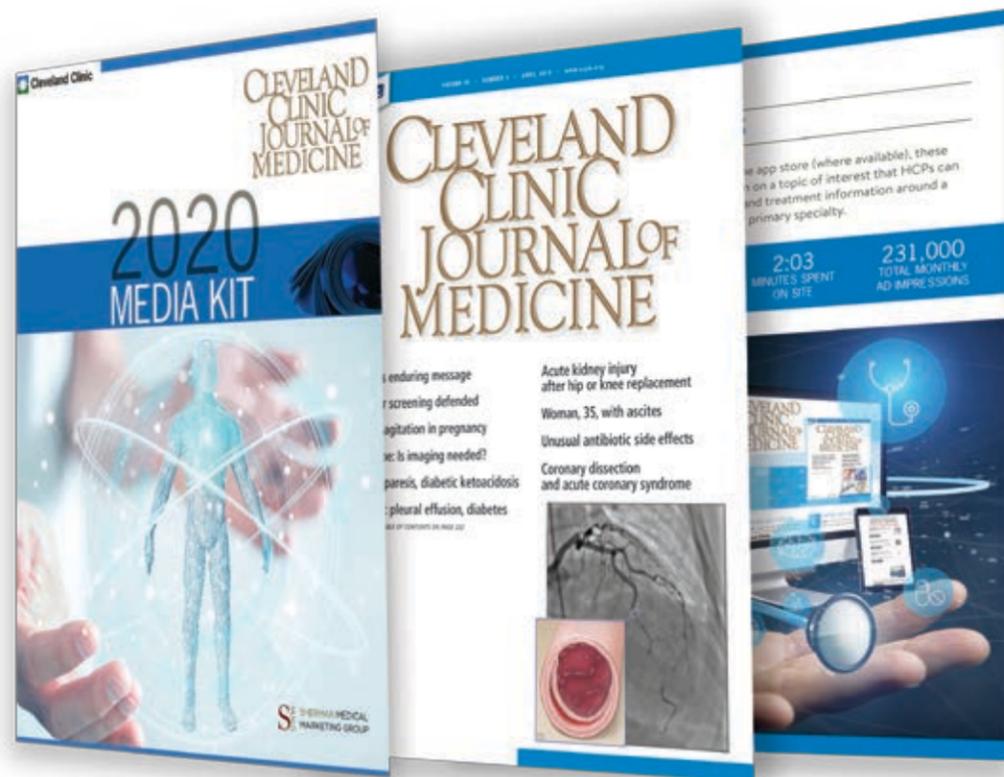
Personal Exchange with Ken DiEnna

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Dear Healthcare Marketer,

Happy Halloween! The fall is here...I really love this time of year! I miss the days when my kids were little and we had so much fun dressing up and trick-or-treating. However, my daughter Maddie is still excited to get dressed up, a privilege seniors in her high school have. She and her friends are going as "middle-aged women," wearing sweat suits and stuffing their rear ends with tissue paper. What is that all about?! Lol!!

It seems like the fall is a season of many family traditions, including apple-picking, ghosting, pumpkin carving, and trunk-or-treats (what a cool idea!). Plus, the cooler weather lends itself to spending a few lovely autumn evenings in front of a bonfire or fire pit, shooting the breeze over a glass of wine with friends. Last year, my girls and I started what I hope will become a regular new tradition. We went to the Village Halloween Parade in Greenwich Village, New York City. It was so much fun to watch all the extravagant costumes and the vibe was amazing! As a family, we always look forward to trick-or-treaters, although the number decreases every year. So we end up with too much candy. Guess who eats the leftovers? My favorites are Milky Way and 100 Grand bars. Yum! What is your favorite Halloween treat?

The fall also seems to be a time for giving back – at least for me. This season, our family is involved in many charitable events, including Minette's Angels, an organization that is hosting its first walk in Verona Park to raise money to support breast cancer patients. I am also looking forward to the AMM Bowling for Breast Cancer event October 15 at Lucky Strike in New York City. (For more information about this amazing event, visit www.ammonline.org.) These events are particularly close to my heart these days as my best friend is battling metastatic breast cancer. In addition, we are planning to join the "Out of the Darkness" West Essex Walk. This powerful event brings communities together to raise awareness about mental health issues and suicide, which has sadly touched our town directly. I am also looking forward to celebrating Oktoberfest at my church. This annual gathering raises money for charity, while we enjoy music from local bands, delicious food from local vendors, and connecting with old friends.

It's always nice to be able to give back to our communities – it builds a sense of "we're in this together" and allows us to do our part about big problems that can seem insurmountable. So many of us have been going through a lot, with aging parents, illnesses, and just the day-to-day struggles of life. And of course, there are often opportunities to give of ourselves right in our own homes. Since my 92-year-old dad just underwent heart surgery, I have seen my daughters evolve into caretakers. I am so proud of how they make time for their Poppy, even with their crazy busy schedules. Last night Maddie was testing Dad's sugar and checking his blood pressure while Katie was making sure his iPad was fully charged so he could watch the Pirate's game.

Don't forget that through THE EXCHANGE, you now have a terrific opportunity to give to one of your favorite charities by nominating yourself, a colleague, and/or your company for our 5th Annual Humanitarian Awards. We are delighted to recognize those individuals and companies who are doing good by highlighting charitable works in our December issue. Out of these inspiring stories, a company and individual will be chosen to receive a donation to their favorite charity and honored at the Annual HME Humanitarian and AMM Nexus Awards event. See below!

Read on to hear about how the nonprofit SCORE impacted **Dennis Crimi's** life path. I actually used SCORE to get THE EXCHANGE up and running. And they were terrific! Then, delight in some fabulous photos in our *Annual Halloween Costume Parade*. Check out **Jaime Albright's** story on a couple of choice wineries in New Jersey. Travel with **Desiree Ng** for a tour of Barcelona, Spain, and all things Gaudi. Join me as I recount our once-in-a-lifetime trip to Paris with my daughter Katie to celebrate her graduation. And get a little inside view of **Ken DiEnna's** life in this month's *Personal Exchange*.

Happy Fall,



"The Fam."

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- How do You take care of You? – Healthy Eating, Exercise, Relaxation Techniques
- Have you overcome any major obstacles or issues?

Let's share our knowledge and insight to help us all get healthier. Submit your Company or Personal Wellness tips and stories to Nan McArdle at nmcardle@HMEExchange.com

Deadline extended to October 15!

5th Annual Healthcare Marketer's Exchange Humanitarian Awards

Get your nomination in now!

Honor the people and companies in our industry that give back...maybe you're one of them.

Go to hmexchange.com/humanitarian.html or contact Assistant to our Publisher Nan McArdle at nmcardle@HMEExchange.com for more information or to participate.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor has announced the appointment of **Jeff Berg** as President. He can be reached at 312-894-5500. **Jeanine Koch** has been appointed Executive Vice President, Project Management. She can be reached at 312-894-5667.

AMAG Pharmaceuticals has announced the promotion of **Shannon M. Gath** to Chief Information Officer. She can be reached at kwilliams@amagpharma.com.

BulletinHealthcare has announced the appointment of **Trevor Deal** as Account Manager. He can be reached at 908-463-3825.

CMI/Compas has announced the appointment of **Anthony Lamberto** as Manager, Business Insights. He can be reached in the Cherry Hill office at 856-667-8577. **Robert Greene** has been appointed Director, Media. He can be reached in the New York office at 646-840-0717. **Matthew Ryan** has been appointed as Senior Data Analyst, Social Media; **Daniel McDermott** as Project Manager, ByConsumer; **Kristin Spirko** as Corporate Recruiter; **Brittany Fischer** and **Aria Fairman** as Associate Analyst, Search Engine Marketing and Emerging Media; and **Amanda Kapsales** as Director, Media. They can be reached in the Philadelphia office at 215-568-5944. **Richard Naseef** has been appointed Director, Data Analytics; **Gabriella Pierce** as Associate Analyst, Search Engine Marketing and Emerging Media; and **Peter Carroll** as Associate Analyst, Market Research. They can be reached in the King of Prussia office at 484-322-0880.

Harrison and Star has announced the appointment of **Janet Viggiano-Golden** as Vice President, Group Account Supervisor. She can be reached at 201-925-7680.

Havas Media Group has announced the promotion of **Christen Pickens** to Supervisor. She can be reached at 630-670-4784.

Healthline has announced the appointment of **Steve Swasey** as Vice President of Communications and **Laurie Dewan** as Vice President of Consumer Insights. They can be reached at 415-281-3100.

HealixGlobal has announced the appointment of **Jessica Blass** as Manager, Communications Design. She can be reached at 646-609-9931.

Ogilvy Health has announced the promotions of **Mike Brune** and **Deborah Ciauro** to Executive Creative Directors; **Larry Hannon** to Senior Vice President, Creative Director; **Beth Elkins** and **George Giunta** to Group Creative Director; **Anita Caruso** to Vice President, Associate Creative Director; and **Agnes Topor** to Associate Creative Director. They can be reached at 973-352-1000.

PRI Healthcare Solutions has announced the appointment of **Mike Weiss** as Vice President, Business Development. He can be reached at 973-214-9468.

Roche has announced the appointment of **Levi Garraway** as Chief Medical Officer and Head of Global Product Development.

Solve(d) has announced the appointment of **Meredith Carber** as Associate Director, Media. She can be reached at 212-885-3969.

NEW & NOTEWORTHY

awards • mergers • approvals

AbbVie has announced the FDA approval of Rinvoq (upadacitinib) to treat adults with moderate-to-severely active rheumatoid arthritis (RA) who have had an inadequate response or intolerance to methotrexate. For more information, visit www.abbvie.com.

Celgene has announced the FDA approval of JAK2 inhibitor inrebic (fedratinib) to treat adults with intermediate-2 or high-risk primary or secondary myelofibrosis. For more information, visit www.celgene.com.

Eli Lilly has announced that the FDA expanded the label for Taltz (ixekizumab) to include the treatment of adults with active ankylosing spondylitis, also referred to as radiographic axial spondyloarthritis. For more information, visit www.lilly.com.

Haymarket Media, Inc., has announced the launch of **GastroenterologyAdvisor.com**, a brand-new clinical resource for healthcare professionals who manage patients with digestive disorders. For more information, visit www.haymarket.com.

Healthline Media has announced a partnership with wellness advocate **Nikita Chopra** to create **Chronicon**, taking place October 28 in New York City to bring together hundreds of influencers for the first day-long event devoted to helping people with chronic conditions connect and learn. For more information, visit www.chronicon.co.

Pfizer has announced plans to expand a gene-therapy manufacturing facility in Stanford, North Carolina, helping the company scale up production of treatments that fix faulty DNA strands. For more information, visit www.pfizer.com.

Roche's Genentech unit has announced the FDA granted accelerated approval for Rozlytrek (entrectinib) for the treatment of adult and pediatric patients aged 12 years and older with solid tumors that have an NTRK gene fusion and for whom there are no effective treatments. For more information, visit www.roche.com.

The Wyanoke Group has announced it has rebranded corporate entities to include its popular **Healio** digital platform brand. The rebranding will provide a clearer and more consistent user experience for the company's health-provider audiences and clients across live event, print, and digital channels. For more information, visit www.wyanokegroup.com.

AMM Association of Medical Media

Educational Forum

Thursday, November 21

CFA Society, NYC

Holiday Happy Hour

Tuesday, December 3

The Gem Saloon, NYC

AMM Nexus and HME Humanitarian Awards

Thursday, March 26

The Yale Club, NYC

Visit ammonline.org for more information!

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.

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

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

For advertising information contact:
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Maureen Reichert
862-261-9608



Halloween COSTUME PARADE!



Carson as Jason Kelce in his Mumpers costume from the Eagles Super Bowl Parade.



Dawkins, Kali, and Boy as Harry Potter – Harry, Hermione, and Fluffy.

Liz McLeod
Anthony J. Jannetti
liz.mcleod@ajj.com

Mari Ippolito (right) celebrating 35 years of friendship with Kelly Stagen as '80s' girls in Walt Disney World.

Mari Ippolito
Cerami Worldwide
mari@ceramiww.com



The cutest little Cabbage Patch doll! Here is Kayla Schubert from Halloween 2016.

Lindsay Schubert
SSCG
lschubert@sscgmmedia.com



The Force is strong with this one.

Jeffrey Freedman
RooneyPartners
JFreedman@rooneyco.com



Sophia and Juliana Woodland as The Incredibles!

Brandy Colangelo
Compas, Inc.
bcolangelo@compas-inc.com



Why did the chicken not cross the road? Because he CHICKENED out!

Sandeep Dhaliwal
SSCG
sdhaliwal@sscgmmedia.com



Here we are with our new baby boy, Superman, plus Dinosaur, and Kitten!

Brandon Buttrey
Underscore Marketing LLC
brandon.buttrey@underscoremarketing.com

Really mom, a giraffe? Why couldn't I be a superhero? Drew, 5 months old.

Tricia Castellano
American Medical Association
Tricia.castellano@ama-assn.org



FABULOUS NEW JERSEY WINERIES

BY JAIME ALBRIGHT



New Jersey is packed full of great wineries. With over 50 wineries to choose from that produce more than 90 varieties of grapes, it is easy to find something you really enjoy. Some wineries focus on sweet fruity wine, while some focus on dry Bordeaux styles that mimic European wines.

AMALTHEA CELLARS, 209 VINEYARD ROAD, ATCO, NJ 08004
856-768-8585 • www.amaltheacellars.com

My favorite style is the bold dry wines, which is why my go-to winery is Amalthea Cellars in Atco, NJ. The winery typically has about 20 different types of wine ranging from dry reds and dry whites, to semi-sweet wine. When you arrive at the winery, you have the option to do a tasting or to purchase a glass/bottle. I definitely recommend doing a tasting



even if you have been there before. It's always fun to hear the story of where the wines came from, and it is nice to have a taste test before deciding what to purchase. When the weather is nice, they have a quiet courtyard with tables where you can bring snacks while you sit back and relax. If the weather isn't in your favor, you can sit down in the barrel room and enjoy the rustic ambiance that surrounds you.

AUBURN ROAD VINEYARDS, 117 SHARPTOWN-AUBURN ROAD, PILESGROVE, NJ 08098
856-769-WINE • www.auburnroadvineyards.com

While Amalthea will always be my favorite, another one I really enjoy is Auburn Road Vineyards in Pilesgrove, NJ. This is one of the more well-known wineries in Southern NJ – so you may need to make a reservation before visiting. Once you are there, the wine and atmosphere will make you want to spend the entire day there. This winery also hosts many events throughout the year to keep you entertained and your stomach full. They do "What's for Dinner Fridays" where they offer a five-course food and wine tasting experience featuring locally made pasta. If you want to visit during the day, you have the option to purchase a wide variety of wood-fire pizzas to enjoy with your wine. With live music and tables overlooking the entire vineyard, you are sure to have an amazing time. Whichever winery you choose to visit in New Jersey, you can always expect to have delicious wine while being surrounded by a unique and beautiful atmosphere.



Jaime Albright is Account Manager, Healio, Slack Incorporated, 6900 Grove Road, Thorofare, NJ 08086. She can be reached at 856-304-3060 or jalbright@healio.com.

Greenwich Village Halloween Parade



What was I thinking? How did I miss the Greenwich Village Parade all these years?! Last Halloween, my daughter Katie and I went with our friends, the Marinis. It did not disappoint. The creativity and carnival feel was unsurpassed. It should be put on your bucket list for sure!



Nancy Leonard is the Publisher of The Exchange. She can be reached at 973-744-9505 or NALeonard@HMEExchange.com.

“ IS THERE LIFE AFTER ROCHE? ”

BY DENNIS CRIMI

That's what many of us middle managers asked after our company had a spectacular run in the '70s and '80s. With blockbusters Librium, Valium, and Dalmane, life was good and the money was flowing. It had been a great run.

But as the products and we matured, the budding entrepreneurs in the group began to take big leaps. Many started their own companies. My path started at New York City's St. Lukes-Roosevelt Medical Center as Vice President, Marketing.

GROWING THROUGH SCORE

At St. Lukes-Roosevelt Medical Center, I was introduced to what was then called the Service Corps of Retired Executives – SCORE – by hospital board member Joan Sarnoff. She is the granddaughter of David Sarnoff, founder of RCA and NBC. The New York chapter was interested in learning about the fledgling hospital marketing arena. After a few meetings with the group, it became apparent they could provide expert advice as I navigated hospital marketing. Within the group were the former executive vice president of the advertising giant Young and Rubicam, the market research director of Benton and Bowles, and other New York City advertising agency luminaries. Not only did they help with marketing, they also introduced me to many NYC business thought leaders. I had no idea at the time that SCORE would become an important part of my life for years to come.

Over the next two decades, I founded the Health Concepts Partners group of companies that specialize in hospital marketing, medical device distribution, and medical device repairs. My two sons now run these companies.

A NEW CAREER

Then came retirement and, shortly thereafter, a new career. The income is now zero, but the satisfaction is priceless. I was re-introduced to SCORE when my country club engaged the local SCORE chapter to help us with strategic planning. I was impressed with their work and ended up joining the organization. That was 2008.

SCORE is now the country's largest network of volunteer, expert business mentors with more than 10,000 volunteers AND 300 chapters. Each SCORE counselor provides management advice to new businesses in areas such as how to form an LLC, write a business plan, create a set of financials, and marketing. We work with Chambers of Commerce across our region and have relationships with several local banks. We often pave the way for our clients to get bank funding or loans underwritten by the U.S. Small Business Administration (SBA).

Our clients have been start-ups in almost every business imaginable, including firms in retail, manufacturing, digital

media, advertising, marketing, and many others. Some companies have become regional and national brands.

HELPING OTHERS THROUGH SCORE

SCORE work is fascinating. The variety of clients is astonishing. We work with companies for several months or even years. It's very satisfying to walk through Saratoga and meet business people with whom we have played an important part in the formation and success of their companies. Each SCORE volunteer has approximately 12 active clients in various stages of development. Some are in the idea stage and others have been in business for several years. We meet every two to three weeks. At each session, we give assignments and agree to be accountable to each other. Sometimes the best advice we give to an individual or group is NOT to start a business that we feel has little chance for success.

When I retired in 2008, I was unsure of the future. Could I make it on golf and travel alone? SCORE provided an outlet and opportunities. Not only do we meet interesting and energetic entrepreneurs, but we also have the opportunity to share ideas among SCORE colleagues. I have learned as much or more about finance,

banking, and manufacturing during my tenure with SCORE as in my work-for-pay career.

SCORE LEADS TO A NEW OPPORTUNITY

Now, a new chapter is unfolding. Five SCORE mentors and I have formed Saratoga Venture Partners, LLC. We provide start-up capital and guidance for companies with excellent growth potential. We're particularly interested in start-ups that support the pharmaceutical industry.

The partners, all successful entrepreneurs, have varied management experience. Included in our group is a corporate attorney, CPA, furniture distributor for top-of-the-line brands, a multiple automobile dealership owner, a materials handling specialist who bought a division of a Fortune 100 company, and myself.

So is there life after Roche...or Merck...or AstraZeneca? The answer is a resounding yes! My new career is exhilarating. The people we meet and the lives we touch have created a level of excitement and enthusiasm that rivals the launch of a blockbuster drug.

To learn more about SCORE, visit www.SCORE.org.



Dennis Crimi is Partner, Saratoga Venture Partners, LLC, Saratoga Springs, NY 12866. He can be reached at denkrimi@verizon.net or 518-265-5334.



My SCORE Chapter receiving an Achievement Award from Saratoga Chamber of Commerce.

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Sagrada Familia interior.

GAUDÍ'S SPAIN

BY DESIREE NG

Among the first tourist attractions that we visited during our recent family vacation to Barcelona, Spain, was Sagrada Familia, one of the top tourist attractions. It's a big unfinished odd-looking church that has been under construction for over 135 years. This large Roman Catholic church was the final masterpiece of Antoni Gaudí, a Catalan architect. Gaudí's work is almost synonymous with Barcelona and was part of the Catalan Modernist movement where he incorporates nature into his architecture.

I spent most of my time in Barcelona visiting Gaudí's works and seeing how his earlier works contributed to his vision and legacy for the Sagrada Familia. In the end, Gaudí realized he wasn't going to finish the church in his lifetime and spent the final years of his life making designs to be carried out after his death. He ended up continuing his work nonstop, even living on-site at the church until his death. Unfortunately, he died after being hit by a tram when he was 74 years old. People didn't even realize who he was because he looked like a beggar. To this day, this church is still unfinished. It is estimated that it will be complete in 2026 (144 years after the first stone was laid), provided there is funding for the project.

Sagrada Familia is a required stop in Spain as it is the number one attraction in Barcelona – it is breathtaking. I've seen pictures of the exterior of the church online and it looks strange, like melting wax in some areas. However, when I saw it in-person, it was amazing to see the vastness. What is unique about this church is that all the sculptures are found on the exterior on three façades. It's Gaudí's loving way of sharing the stories from the Bible. The admission ticket includes a free audio guide, which helped me understand more about the features internally and externally and the associated stories.

When I finally entered the church, the height and the interior view was jaw dropping. It is one huge room featuring massive columns that represent sequoia trees with branches that support the ceiling. The stained glass on the

windows are colorful glass mosaics. On the west side, the color includes warm orange/reddish hues to enhance the setting sun in late evening. The east window has cool blue/green tones to accommodate the rising sun in the morning. When I looked at the ceiling facing the altar, I slowly realized it was a cross but there was a whimsical feel with all the shapes and cutouts. It made me feel like I was outdoors.

It wasn't until I visited Gaudí's other works throughout the city and in areas outside the Barcelona metro area that I saw the culmination of his architectural designs. One can say that his previous works were fodder for his final lifetime project. Below are the Gaudí works I enjoyed most.

AMONG HIS EARLY WORKS (1878-1892):

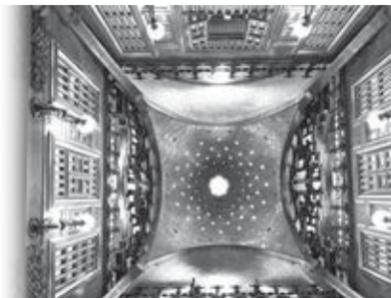
Casa Vicens: This home was the first important work undertaken by Gaudí at the behest of the ceramic tile manufacturer Manuel Vicens i Montaner in Mudéjar style. The outside is red brick with green and white tiles fenced in by a wrought-iron



Vicens Palm Gate.

gate with a palm-leaf motif. The first-floor ceiling was painted in a way that made it appear connected to the outside. The most dramatic room in the house was the small smoking room.

Palace Güell: The palace is located on a street off la Rambla. It was the palace Antoni Gaudí built for Eusebi Güell i Bacigalupi as a residence for his family. Güell would later show off his transformed home to his acquaintances by holding concerts and exhibitions. It has six floors that each have a different purpose. The most striking room was the central hall that was topped by a cupola that allows natural light to come in. It felt like I was looking at stars in the night sky. The rooftop is striking because it has multiple chimneys concealed in conical shapes decorated with different mosaic designs.



Güell dome.

WORKS DURING THE PERIOD OF MATURITY (1892-1914):

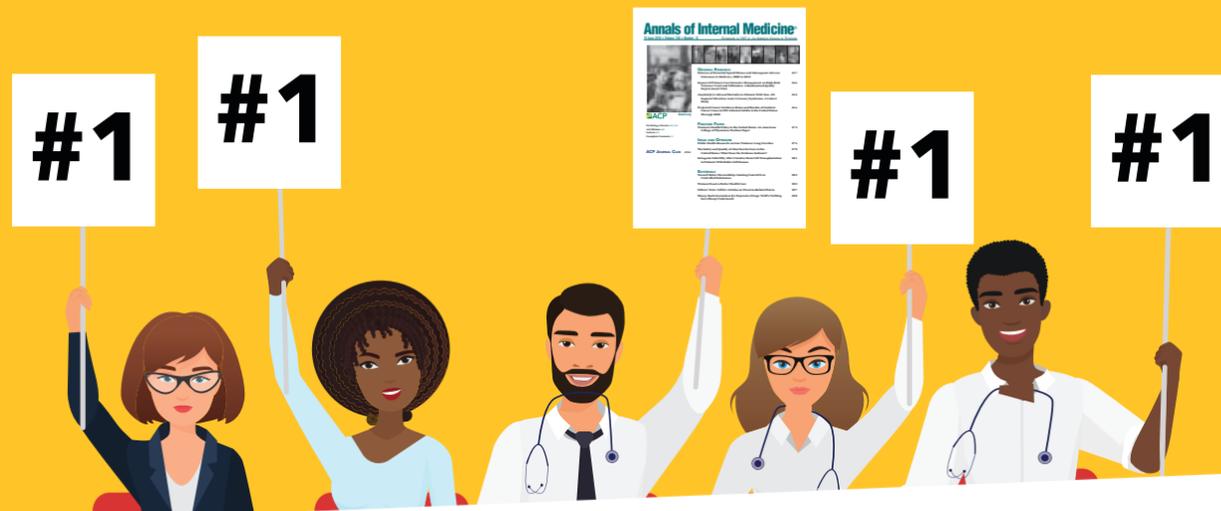
WORKS DURING THE PERIOD OF MATURITY (1892-1914):

Casa Batlló: When viewed from the outside, it is very colorful with balconies that look like masks or skulls. The roof looks like scales of a dragon. Once inside most of the rooms have an undersea theme. The woodwork is smooth – like it was carved by the ocean. My favorite room was the living room

Continued on page 13

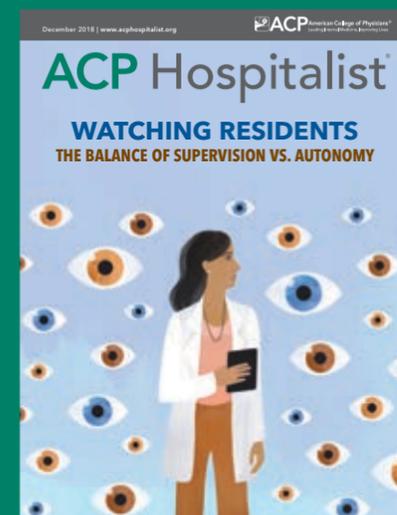
The Scores Are In!

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.

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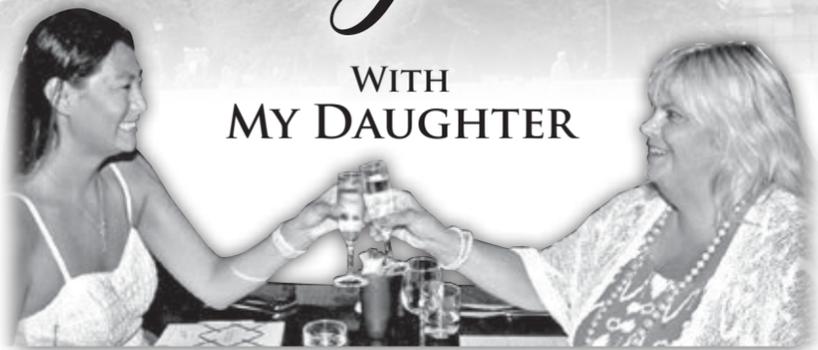
Kenneth D. Watkins III at 973-785-4839 or kwatkins@watkinsrepgroup.com



Celebrating in Paris

BY NANCY LEONARD

WITH MY DAUGHTER



A Toast to Us!

My daughter Katie recently graduated from Montclair State University, so I gave her the option of having a big graduation party or going on a mother/daughter trip. Thank God she chose the latter. We threw around several destinations and the City of Lights was the winner!

A LITTLE TOO HOT

Paris didn't disappoint. The weather could have been a tad cooler (104 degrees!), but luckily the heat didn't last. I bought a hat and a cool towel. However, my lovely daughter said she didn't need that and she fainted on Day 2. She has vasovagal syncope, so it wasn't a surprise. The ambulance came and I kept trying to tell them, "No hospital needed!" Been there before. Quite funny looking back now how I must have seemed to them with my getup, language barrier, and loud mouth! I have to say, they were nice on the eyes and I loved the accent. We made some modifications due to the heat, but it didn't stop the Leonard girls

from hitting the town and having a fabulous time.

DAY 1 – NIGHT LIFE

The first day we got to Paris, we went on a night cruise on the Seine. The sun sets at 10:00 p.m., so we took the 10:30 p.m. boat. It was only 10 euros for an hour and it was fabulous. The City of Lights at its best.

DAY 2 – TOURING AROUND

On Day 2 of our tour, we took the Big Bus Double-Decker Tour to get our bearings... that's when the fainting occurred. Oh and our bus hit another bus and

Gelato-shaped into a flower. Amazing!

shattered the window. We needed to get off and wait for a different bus, not good in 100+ degree weather. After a long nap, we were ready to hit the streets again, discover the cafés, and shop! Air-conditioning was a must,

which is hard to find in Paris. We went to a fabulous department store, Galeries Lafayette, where I bought Katie her birthday gift – a Longchamp back-

pack. They had a building just for the food, similar to Harrods. We dined on pasta with truffles, amazing baguettes, and a glass of rosé. For dessert, Katie opted for the macaroons, while I went for the chocolate.

FOOD GLORIOUS FOOD

Speaking of food, I asked one of our tour guides how everyone in Paris stays so thin and he replied, "We don't eat processed food. We eat slowly so we know when we are full. We walk a lot and, of course, genetics play a role." We noted a few other differences. If a server asks you what you want to order when you sit down to dine, for example, he or she is considered rude. That's the opposite of here, for sure. We lingered over and loved the chocolate and strawberry crêpes and the outstanding pastries and gelato. No one removes your plate before you are ready in Paris. I loved observing the people at the cafés, while sipping wine and dining on cheese and baguettes. I also love the fashion. You don't see anyone wearing gym clothes or leggings. The women generally wear nice dresses and shoes. Katie and I went for a special dinner at the Eiffel Tower. Although a bit warm, even with the AC on, it was a special experience. The view and

ambiance were wonderful.

DAY 3 – FRENCH GRANDEUR

By the third day, the temperature dropped, and we were good to go to the grand Palace of Versailles with its 2,300 rooms that showcase the history of France. We also toured Giverny, where we saw Monet's gardens and house. It was a lovely day, and we learned a lot.



Hall of Mirrors in Versailles.

Paris *Continued from page 12*



An artist in Montmartre painting Penny.

Monet's gardens were out of a painting. Just breathtaking. I highly recommend a day trip.

DAY 4 – PARISIEN CHARM

Day 4 was a visit to Montmartre – probably my favorite. Love the artists in the street painting. In fact, we got a portrait done of our dog Penny. While observing the artists, we dined on more cheese, rosé, and French fries. Ooh la la – Love those fries! The Sacré-Cœur was beautiful – nice

shops and the vibe was awesome.

DAY 5 – DELICIOUS

Our fifth and final day we went on a food tour, which was so much fun. We visited a bakery to learn about the making of baguettes, a chocolatier, pastry shop, and cheese store. After visiting, we had a banquet in the basement of a wonderful café. It was like a cave – very cool. We learned a lot about the French people, the customs, history, and enjoyed never-ending spectacular views. What a way to end an amazing vacation!



Cruising along the Seine.

HEADING HOME

On our way home, a scary thing happened. A man insisted on getting off the plane after the door was closed. They let him off and we were all asked to identify our carry-ons in the bulkhead. A little frightening. I was thinking all along, "Why didn't we *all* deplane?" and "Why would someone want to go through all the trouble and hassle to get on a plane only to get off?" The thought that he was a terrorist ran through my mind. Later, when we landed, we found out the flight attendant was a little concerned as well. Thankfully, all was well...and we were happy to be home!



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Spain *Continued from page 10*

where the ceiling is curved and shaped almost like a nautilus seashell. The windows have colorful stained-glass mosaics with circular shapes and light muted colors like glass you find at the beach. The columns are delicate like bones. The loft has a series of parabolic arches painted in soft white.



Casa Batlló living room.

Casa Milà: Also known as **La Pedrera** (stone quarry) because it resembles an open appearance. The building features forms drawn from nature. It's here that we saw the hexagonal tile displayed with relief motifs inspired by marine life: an octopus, a starfish, and a conch shell. These tiles



Milà roof.

are now seen on the pavements of Passeig de Gràcia. The chimneys on the rooftop resemble masks from a *Star Wars* movie mixed in with mosaic rock that look like swirls of dispensed vanilla ice cream except the tip is formed into a

short cross. The wrought-iron grilles on the balconies look like they are free-formed from the water and twisted in ways I have never seen before. The iron door that covers the entrance looks like a spider web.

Altogether, there are seven buildings designed by Gaudí that are UNESCO World Heritage sites in Spain, which reflect the Art Nouveau style movement in architecture. These buildings constructed from the 19th to the 20th centuries include:

- Sagrada Família (Nativity Façade)
- Casa Vicens
- Palace Güell
- Park Güell
- Casa Batlló
- Casa Milà
- Crypt of the Güell Industrial Village



Vicens smoking room.

I'm grateful that I had the opportunity to spend time in each and share what I found beautiful and unique in the works of Antoni Gaudí. From a personal perspective, Barcelona is underrated as a destination city. I highly recommend this lovely city to anyone heading to Europe.



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Ken DiEnna

Birthplace: Ridley, Delaware County, PA
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Job Title: Media Supervisor
Years in Industry: 4
College: Temple University

"Don't compare yourself to others; remember that popcorn is prepared in the same heat at the same time, yet they don't all pop at once."



WHAT WAS YOUR FIRST JOB?

My first job was at a golf course as a caddy. The first time I was selected to caddy, I immediately dropped the golfer's clubs everywhere. Coincidentally, it was the last time I was selected to caddy.

My first "real" job post college, I was a television producer for a morning show in Philadelphia. I got to work on a very fun show with some great people, but ultimately decided I needed a career change and advertising was the industry I wanted to explore.

DO YOU HAVE ANY PETS?

After wanting no pets my entire adult life, I now have two cats, Geno and Zooley, and a dog, Stella.

HOW DID YOU GET STARTED IN THE INDUSTRY?

During my pre-advertising career, I was at a "Going Away" Happy Hour for a former colleague. A woman at the gathering mentioned that her mom worked in Human Resources at a Pharmaceutical Advertising Agency in Philadelphia. I persistently asked her to pass my resume along to her mom and the rest is history.

WHAT WOULD YOU LIKE TO LEARN TO DO?

I would love to understand my 401(k) and healthcare plans at some point. However, I am a realist, so I would love to learn how to play an instrument within the next couple of years.

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

The first thing I would do is change my name. That way, when I am forced to declare myself the winner, no one will realize that I have won. I would tell no one and have everyone wonder how I'm able to buy equity in the Philadelphia 76ers on my salary.

WHAT IS YOUR PET PEEVE?

Fake people. Life is too short to be anything less than authentic.

HAVE YOU EVER HAD A BRUSH WITH FAME?

I had many in my previous career in the television agency. Whether it was hanging out in the green room a bunch of times with Bradley Cooper or playing (Trash Can) basketball with Questlove from The Roots. I was able to get writing tips from Charlie Day and met the very skinny version of Jonah Hill.



Celebrating the greatest day in history, the Eagles' Super Bowl victory.

IF YOU COULD SEE ANYONE IN CONCERT, WHO WOULD IT BE?

Kanye. Especially if I could guarantee that he would play music and not go off on weird tangents. So, basically, 2004-2016 Kanye West.

WHAT FAMOUS PERSON WOULD YOU HATE TO BE STUCK IN AN ELEVATOR WITH?

2017-2019 Kanye West.

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

The world has so many issues that I don't even know how to start whittling them down. From a media landscape, I think the lack of transparency with data collection is the most important issue facing the industry. Data collection is the lifeblood of many programs. However, when users are unaware of how, where, and why their data is being collected, it becomes a slippery slope. I do think that the next trend in data collection will be the monetization of data from an individual level. I can see in the future people willingly selling their data for a cost to a third party, rather than a third party collecting it on the back end.

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

They really get better and better each year. However, my brother and a couple of friends planned a surprise party for my 30th birthday that was great. When I walked through the door, no one yelled, "Surprise." People just all stood there, stone faced, while Sarah McLachlan played on the speakers. It was weird, but I loved it!

WHAT DO YOU KNOW FOR SURE?

The quality of your life is only as good as the quality of the company you keep. Spending time with the right people makes all the difference in the world!

WHAT IS YOUR FAVORITE VACATION SPOT?

Last year, I went to Amsterdam, and it was hands down the best place I have visited. The city takes your breath away. I really wasn't expecting it!

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

