

Special
Holiday Issue!

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Exchange

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Dear Healthcare Marketer,

The holidays are upon us, basketball season has started, Katie's Entrepreneur Club has taken off, and all is well at the Leonard's. I do love the holidays, but with schedules and To-Do lists that are already full, they can be a source of additional stress. So let's remember to breathe...and concentrate on the many joys of this season!

If you have kids and jolly old St. Nick comes to your home, you've got to check out Portable North Pole (www.PortableNorthPole.com). Through this site, you can have a FREE customized video made that features Santa talking to your child with a personalized message that will seal the deal if your kids are starting to question.

While we certainly enjoy exchanging gifts in our family, one thing I have learned over these many years is the true value of quality vs. quantity. Of course, it's easier to focus on quality when the kids are older since gifts tend to be more expensive. I wish I had thought about this more when my girls were little. There were so many presents, it was hard for them to play with them all. I always thought I should have been Jewish because as with the Hanukkah celebration, in my family we spread out the gift giving by exchanging a few in the days before Christmas. This seems to foster more appreciation.

While the gift giving and receiving can be a lot of fun, it can get out of hand. That's why remembering those who are less fortunate than us has always been a part of our holidays, both on the home front and in school. We participate in the St. John's Soup Kitchen drive. And, in recent years, we have tried to bring holiday cheer to a family struggling financially in our school. We get a wish list and ages/sizes, and we love gathering up gifts for this family, then giving anonymously. It's nice to help out people in our own backyard.

And speaking of helping out, not everyone finds something to celebrate during the holiday season. College students in particular face added stressors like final exams, returning home, and holiday busyness. That's why **Dora P. Shankman** and daughter **Heather M. Shankman** support The Jed Foundation, a leader in the effort to promote mental health and prevent suicide among college students.

We've also got highlights from CDM Group's annual Pharmapalooza, the battle of the pharma ad agency bands that benefits The Children's Hospital at Montefiore (CHAM).

And we're delighted to share with you the many ways THE EXCHANGE family celebrates their holidays. You'll find unique gift ideas and deals through website reviews from **Chelsea Tilghman** and **Shyam Desai**. **Joan Coffey**, **Merrilee Zigarelli**, **Shannon Hug**, and **Chrissy Miller** share treasured holiday moments and memories. **Kevin A. Bolum** tells of his participation in the annual Christmas morning re-enactment of George Washington's historic crossing of the Delaware River. If you're like most of us, you'll love **Ivette McFarland's** Sausage and Apple Stuffing recipe that is a delicious departure from more traditional fare. Thanks to **Sharon Callahan** this month for participating in *Personal Exchange*. And don't forget to have some fun with our annual *Holiday Photo Contest*, featuring **Meg Ainley**, **Meredith Barnes**, **Dean Connolly**, **Adam Derengowski**, **Sima Sherman**, and **Rebecca Straney**. You could win \$50.

No matter how your family celebrates or what traditions you treasure, I wish you all a peaceful holiday season filled with love, light, and laughter.

"The joy of brightening other lives, bearing each others' burdens, easing others' loads and supplanting empty hearts and lives with generous gifts becomes for us the magic of the holidays."
—W. C. Jones

Happiest of Holidays to you,

Nancy



Participate in Our Social Media Poll! You could WIN \$50

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What's your social media story?

- Reunited with old friends?
- Made a job connection?
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We want to know your story.



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Announcements

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Onward & Upward

Promotions • Additions

AbelsonTaylor has announced the promotion of **Annie Berman** and **Peter Seltenright** to Account Executive. They can be reached at 312-894-5500.

Centron has announced the appointment of **Shannyn Smith** as Executive Vice President, Managing Director. She can be reached at 646-722-8900.

Communications Media, Inc., has announced the appointment of **Robert Kadar** as Senior Vice President, Customer Development, **Greg Halligan** as Associate Campaign Analyst, and **Gina Santacaterina** as Corporate Recruiter. They can be reached at 484-322-0880. **Kaitlin Bolum** and **Samantha Bogus** have been appointed as Assistant Media Planner. They can be reached at 215-568-5944.

Fingerpaint has announced the appointment of **Trish Kyle** to its People and Culture Team. She can be reached at 518-693-6960.

Frontline Medical Communications has announced that **Sima Sherman**, of **Triple Threat Media**, has been named Associate Director of Sales for *The Journal of Family Practice (JFP)*. She can be reached at ssherman@triplethreatmedia.com or 610-529-0322.

HCB Health has announced the promotion of **Amy Smith Dowell** to Vice President, Account Services. She can be reached at 512-320-8511.

The Society of Pharmaceutical and Biotech Trainers (SPBT) has announced that **John P. Sjovall, Jr.**, has been elected new Board President, effective January 2014. For more information, visit www.spbt.org.

Ogilvy CommonHealth Worldwide has announced the promotion of **Richard Trezza** to General Manager of both **Ogilvy CommonHealth Payer Marketing** and **Ogilvy Healthworld Payer Marketing** and **Amber Gilbert** to Executive Vice President, Director of Client Services, at **Ogilvy CommonHealth Payer Marketing**. They can be reached at 973-352-1000.

New & Noteworthy

Awards • Mergers

Actelion Pharmaceuticals US, Inc., has received FDA approval for Opsumit (macitentan), a new drug to treat adults with pulmonary arterial hypertension (PAH), a chronic, progressive, and debilitating disease that can lead to death or the need for lung transplantation.

Frontline Medical Communications has announced that **Donna Sickles**, Corporate Director of Audience Development, is this year's recipient of **The National Trade Circulation Foundation, Inc.'s (NTCFI)**, ARV Award. This award is given for outstanding contributions to business press circulation. She can be reached at 973-206-8005.

Genentech has received FDA approval for Gazyva (obinutuzumab) for use in combination with chlorambucil to treat patients with previously untreated chronic lymphocytic leukemia (CLL). Gazyva works by helping certain cells in the immune system attack cancer cells. Gazyva is intended to be used with chlorambucil, another drug used to treat patients with CLL.

GE Healthcare has received FDA approval for Vizamyl (flutemetamol F 18 injection), a radioactive diagnostic drug for use with positron emission tomography (PET) imaging of the brain in adults being evaluated for Alzheimer's disease (AD) and dementia.

Sunovion Pharmaceuticals, Inc., has received FDA approval for Aptiom (eslicarbazepine acetate) as an add-on medication to treat seizures associated with epilepsy.

Wolters Kluwer Health has announced availability of professional development eCourses for nurses that were developed in collaboration with **Joint Commission Resources (JCR)**, official publisher and educator of The Joint Commission. The first set of 30 courses focuses on Compliance, Patient Safety, and Heart Failure Care. All of the new courses are included in **Lippincott's Professional Development Programs**, an eLearning library available to hospitals and other health institutions. For more information, visit LippincottSolutions.com/JCR.

Zogenix, Inc., has received FDA approval for Zohydro ER (hydrocodone bitartrate extended-release capsules) for the management of pain severe enough to require daily, around-the-clock, long-term treatment and for which alternative treatment options are inadequate.



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Time for the Holidays

'Tis the season. So we're celebrating with stories that are sure to spark your own reminiscing or inspire you to discover new seasonal treasures. We've got something for everyone – from cherished memories to beloved traditions, and from fabulous shopping sites to yummy stuffing. With all the places to go, people to see, and things to do, don't forget to breathe in the scents of pine, time-honored meals, and cookies galore...and enjoy all the wonderful delights of this magical season. Happy healthy holidays to you!

I love stuffing!

BY IVETTE MCFARLAND

And I love to try different recipes every year – sometimes with sausages, other times apples, ciabatta bread, or corn bread. All yummy! Here's one of my favorites.

SAUSAGE AND APPLE STUFFING

This is a recipe I got from the Food Network and just adjusted to my personal tastes; you can add chestnuts or walnuts, whatever you like (I'm just not a fan of this for stuffing). This recipe can be made ahead the night before, right up until you combine the stuffing with the veggie mixture.

INGREDIENTS

- Extra-virgin olive oil
- 1 large onion, finely diced
- 3 ribs celery, finely diced
- 2 large carrots, finely diced
- Kosher salt
- 3 cloves garlic, smashed and finely diced
- 1 lb Jimmy Dean pork breakfast sausage (I buy the one in the white plastic wrapper, but there are others to choose from) broken up into bite-size chunks
- 3 Granny Smith apples, peeled, cored, and cut into 1-inch dice
- 1 cup apple cider
- ½ bunch sage leaves, finely chopped
- 2 (16 oz) bags of Pepperidge Farm Herb Seasoned Stuffing (you can use other flavors such as corn bread, country style, OR make your own with stale white/wheat/rustic bread – the premade is just easier!)
- 2 to 3 cups of chicken stock (I usually go with the Kitchen Basics Chicken Cooking Stock in a box...has very low sodium content)



DIRECTIONS

1. Coat a large sauté pan with olive oil and add the onions, celery, and carrots. Cook over medium heat.



McFarland Thanksgiving up at our lake house in the Adirondacks – 2012.

2. Season with salt and cook until the veggies start to become soft and aromatic.
3. Add the garlic and cook for another 1 to 2 minutes.
4. Add the sausage and cook until browned.
5. Stir in the apples and apple cider, and cook until the apples start to soften, about 3 to 4 minutes.
6. Sprinkle in the sage leaves and turn off the heat.
7. Preheat the oven to 350° F.
8. Add the stuffing to the veggie/sausage/apple mixture and toss together.
9. Pour in the chicken stock and knead with your hands until the bread is moist (Go as moist or dry as you like it to be).
10. Transfer to a large deep ovenproof dish (about 9" x 11"), lightly greased with butter, olive oil, or Pam just to ensure it doesn't stick.
11. Bake until it is hot all the way through and crusty on top (about 20 minutes or so). Add more broth if it's too dry.

Makes about 8-10 servings

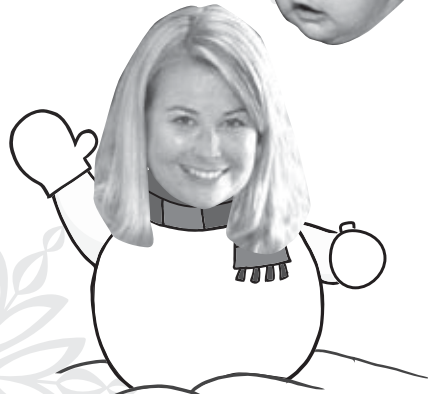
Ivette McFarland is Associate Director, Media Strategy, Medical Media Services, Inc., 56 Harrison Street, Suite 202, New Rochelle, NY 10801. She can be reached at 914-633-5233 or imcfarland@mmsi-online.com.

Holiday Photo Contest

Enter our holiday photo contest, either by clicking "Contests/Polls" on our website, www.HMExchange.com, or mailing this page to P.O. Box 64, Verona, NJ 07044. Write the number of the baby picture in the circle containing the matching adult photo. If you get stuck, look for clues under "Contests/Polls" on our website. The winner will receive \$50. The entry with the most correct matchups wins; ties will be broken by a random drawing. Enter by January 7, 2014. Good luck!



Sima Sherman
TRIPLE THREAT MEDIA



Meredith Barnes
SLACK, INC.



Meg Ainley
NEJM



Adam Derengowski
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Rebecca Straney
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Reference: 1. Primary Care. Medical/Surgical Study [slide presentation]. New York, NY: Kantar Media; December 2012.



Good Things Come in Mystery Boxes

BY MERRILEE ZIGARELLI

My favorite gift to give was when my mom was still alive – she would never spend on herself, but always on my brother and me. So, I started a tradition each year of giving her a special mystery box. These were no ordinary gifts. Sometimes the real challenge was getting everything to fit in a carton I could wrap.

ROOMS IN A BOX

One of my best gifts was a new kitchen in a box. This included new tile flooring (samples in box; delivered and installed later), wallpaper, paint, light fixtures, reupholstered chairs (fabric in box), new dishes, towels, curtains, pot holders, canisters, and color-coordinated small countertop appliances. The pièce de résistance was a 19" TV for the counter since she lived in her kitchen. Mom talked about that "Room in a Box" for years – and enjoyed the kitchen the rest of her days. A friend of mine, who was a police officer in town, did painting and wallpapering on the side. My mom loved him and it made it even more special that he helped me execute the plan right after Christmas.



The 70th birthday party was a surprise party my brother (center in the picture) and I (right in the picture) threw for her in 1983...the red dress she's wearing was hand beaded by my Dad before he passed away in 1972. She cherished it and wore it for special occasions. When she passed away, in 1990, that was what I dressed her in for the viewing.



Mom on Christmas morning, in her new red lounge.

I gave Mom a new bathroom in a box one year... everything she needed for a fresh new room. There was new wallpaper, paint, toilet seat, accessories, towels, etc. Then after New Year's I had the work done and voilà, new bathroom.

Another year I wrapped up a new washer and dryer (had to be two boxes) all ready to go. I arranged for the installer from the store to come in, cut the bottom off the boxes, connect everything, and replace the boxes, which I had wrapped in the interim. Blew her away!!!

WHAT TO WEAR AND A MAKEUP MAKEOVER

The wardrobe in a box was the gift the year I was traveling heavily for business, crisscrossing the country in the mid-80s. In each city I visited, I bought Mom a special outfit. Then at Christmas, I filled a large box with all the outfits and each had a travel story attached to it. A red lounge (see Mom, below left, modeling it Christmas morning),

for example, was from a small designer boutique in Santa Fe. It was pretty funny when the following year we saw this gown in Bloomingdale's! Mom always was a fashion trendsetter.

Then there was the face in a box. This was filled with all new makeup, skin-care products, mirrors, and more, Christmas 1985. I had a party at my apartment and Mom came with her beautiful, newly adorned face!!

My mom and dad did so much for my brother and me growing up that, unfortunately, neither of them lived long enough for me to ever fully reciprocate. Dad passed away when I was 21, so that left me with just Mom to spoil for the next 18 years. And I had a lot of fun doing so.

I miss being able to shower my mother with attention and special surprises. But at least I know that every year she spent without Dad (18 to be exact), she always had a special "just to spoil you" gift under the tree on Christmas morning. Thanks for the opportunity to talk about a very special lady!

Merrilee Zigarelli is Director, New Business, CM&N Advertising, 134 West End Avenue, Somerville, NJ 08876. She can be reached at 908-722-8000, ext. 101, or mzigarelli@cmn-adv.com.

Unique Shopping with a Few Clicks

BY CHELSEA TILGHMAN

My top three picks for online shopping are fredflare.com, gifts.com, or etsy.com. If you have to get a gift for someone who is difficult to buy for or the person who has everything, these are your sites!

These sites give the option to filter your searches for the person you are shopping for.

Gift.com will take you through a Personality Finder that leads to custom-picked gift suggestions based on the profile you build through search options. So, if you have to find something for a woman, over 30, who has a demanding career, no kids, and likes relaxing at the beach, Gift.com will lead you to gift ideas just for her.

Fredflare.com offers a broad range of unusual items including clothing, accessories, room décor, novelties, and more. And in each category you can narrow your search further by looking at "What's New," "Sale" items, or other



Chelsea Tilghman

more specific categories like "Electronics" for "Apartment Living."

Etsy.com is another good site to shop for pretty much anything creative for anyone at a reasonable price. They gather vendors from all over the world who offer unique, often handmade or vintage gifts, arts and crafts, clothing, jewelry, bed and bath, and more.

I shop these sites for most of my gifts, including holiday and birthday. I usually buy novelty gifts. For example,



I have bought a Pick Punch that makes guitar picks out of drivers licenses, credit cards, etc., a dream book that helps interpret the meanings of dreams, and a home brewing kit. All these sites also usually have pretty good deals, plus specials for free shipping if you purchase a certain amount.

Chelsea Tilghman is a Search Analyst, Communications Media, Inc. (CMI), 2000 Market Street, Philadelphia, PA 19103. She can be reached at 215-568-5944, ext. 2073, or ctilghman@cmimedia.com.

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 The JAMA Network

Time for the Holidays

Santa and His Fire Truck

BY JOAN COFFEY

Every Christmas Eve, we gather at my cousin's house and wait for Santa Claus to arrive. The fire truck pulls up and out comes the man of the hour dressed in his red suit... All the children squeal with joy. It is so exciting to see Santa



Will the real Santa please stand up!

Testing the knee replacement.

with presents for all. We take lots of pics of all the children (and adults) sitting on Santa's knee.

The fire truck has been commandeered now for 25 years to give the Sleigh a bit of a rest on Christmas Eve. Santa visits all the homes of families who volunteer to be part of the celebration.

Since this past year was the 25th anniversary of Santa coming to my cousin Joy's house, the girls received a beautiful silver bell with a diamond in the *It's a Wonderful Life* tradition, and the boys – well the boys received something to keep them warm...in the image of Santa.

Joan Coffey is Ad Manager, Elsevier, 360 Park Avenue South, New York, NY 07024, She can be reached at 551-580-4018 or j.coffey@elsevier.com.

Celebrating "I Do" on New Year's Eve

BY CHRISSEY MILLER

I have attended two family weddings on New Year's Eve. Both weddings were amazing and unforgettable weekends with family and friends.

The first was my sister's wedding in Boston 15 years ago held at the Boston Harbor Hotel on Boston's waterfront. A beautiful ceremony was followed by an amazing party. My sister Julie's wedding was huge as she is one of nine kids and her husband Dean is from 13 kids. They met in Europe while working in Amsterdam. My sister broke with tradition, having a huge wedding party of bridesmaids/ushers and all their nieces and nephews – 14 kids under the age of 12!

The second wedding was my niece Bridgette's two years ago – this was more traditional with eight bridesmaids and ushers. It was held on Nantucket at the Great Harbor Yacht Club. We were all so nervous about the weather and getting to the island. However, the seas were calm and it was sunny and 58 degrees – we didn't even need jackets or coats. The entire weekend was truly magical!

Chrissy Miller is Sales Director, NEJM, 60 Pond View Drive, Centerville, MA 02632. She can be reached at cmiller@nejm.org or 617-834-4702.

Slickdeals.net

Excellent Deals on Almost Everything

BY SHYAM DESAI

My favorite online shopping site is Slickdeals.net. It's a special deals and coupon site that does two things: 1) It identifies discounted items across all kinds of retail sites, offering almost every kind of product – electronics, clothing, sports, etc., and 2) The site provides promo codes that can be used on other sites. These offers vary from Buy One Get One Free to \$5 off \$15 to 25% off.



Shyam Desai wearing a suit purchased through Slickdeals.net.

I follow the Slickdeals.net Twitter account that kicks out messages on hot deals. Once I access the necessary information, I make my transactions online. Please note that the transactions are not made on Slickdeals.net. This site operates as more of a forum for deals on other sites.

I've made a lot of different purchases through Slickdeals.net – Electronics (computers, TVs, accessories, mp3 players), clothes (all varieties), food. Essentially, everything. Some of my best purchases included a Sony 55-inch LED TV, gaming consoles (PS3/games/Madden NFL), USB wires, and clothing (suit, dress shoes).

Shyam Desai is Search Engine Marketing Analyst, Communications Media, Inc. (CMI), 2000 Market Street, Suite 2975, Philadelphia, PA 19103. He can be reached at 215-568-5944 or sdesai@cmimedi.com.



Bridgette and Ethan coming out of the church following the ceremony.



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**Essential Journal Study, Endocrinology, December 2012 – an independent study from The Matalia Group.



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Keeping History Alive

BY KEVIN A. BOLUM

Every Christmas Day for the past 10 years, I, along with at least 200 intrepid souls from across the East Coast, muster up at the Washington Crossing Historic Park in Pennsylvania (<http://www.ushistory.org/washingtoncrossing/>), amongst a crowd of 5,000-8,000 people from all over the country and around the world. We don our authentic uniforms, muskets, and black powder to recreate the historic Crossing of the Delaware River by General George Washington on his way to the Battle of Trenton. We are just everyday people who truly love the history of our country and wish to preserve it by giving our time.

RECRUITED

I got involved in this annual Revolutionary War event about 10 years ago. My friends talked me into it...or actually volunteered me. A few of my pilot friends were involved and they needed additional able-bodied people to row. Having grown up on the water, I am accustomed to boats and their operation. Most of us live on the Delaware River in the Yardley area where this fascinating American history occurred. We are history buffs and firm believers that we can't allow this event to disappear, as it's been going on for 60 years.

ROWING FOR THE 14TH REGIMENT

I joined the 14th Continental Regiment, also known as Glover's Regiment because we were under the command of General John Glover from Marblehead, Massachusetts. We were better known as the Marblehead Mariners. General Washington recruited us as his navy to row for him. We were accustomed to life on the sea and obeying orders from a captain as we were cod fishermen by trade. We accompanied General Washington on many historic battles, including Long Island, Pell's Point, White Plains, and Trenton. But nothing was as harrowing or strenuous as the crossing of the Delaware River from Pennsylvania to New Jersey prior to the Battle of Trenton.

A NEEDED VICTORY

As the end of 1776 approached, General Washington faced a desperate situation. Morale was low and the enlistments for many of his regiments, including the 14th, were set to expire at the end of the year. The troubles for Washington had begun the previous summer when British and Hessian troops invaded Long Island forcing a do-or-die escape to the island of Manhattan. The British followed up their victory with an attack on Manhattan that forced the Americans to retreat once again, this time across the Hudson River

to New Jersey. The British were in hot pursuit of the Americans and by December had forced the Continental Army to retreat across the Delaware River into Pennsylvania.

Washington was determined and would not face defeat. He needed a victory to increase morale and prove to his superiors that he was capable. His decision was to attack the British. The target was the Hessian-held town of Trenton just across the Delaware River.

During the night of December 25, Washington led his troops across the ice-swollen Delaware about nine miles north of Trenton. The weather was horrendous and the river, treacherous. Raging gale force winds combined with snow, sleet, and rain to produce almost impossible conditions. To add to the difficulties, a significant number of Washington's force marched through the snow without shoes.

The next morning they attacked the Hessian forces by surprise. After fierce

Kevin Bolum on Christmas morning preparing for the row.



A Durham boat loaded with troops making its way across the Delaware River, from Pennsylvania to New Jersey.



General Washington inspecting his troops prior to crossing the Delaware River.

fighting, and the loss of their Hessian commander, the Hessians surrendered. Although not apparent at the time, these battles were a decisive turning point in the Revolution. The victories pulled the languishing Revolution out of the depths of despair, galvanized colonial support, shocked the British, and convinced potential allies, such as France, Holland, and Spain, that the Continental Army was a force to be reckoned with.

Our role as Marblehead Mariners is to row General Washington and his troops across the Delaware to reenact that fateful night. We row 60-foot-long Durham boats,

replicas of those they used at the time. These boats, normally used to transport coal and iron ore, have an eight-foot beam. We stand as we row with two men on each of the four 18-foot oars. The boat is also full of troops, so along with the current of the river, this makes the crossing quite an adventure.

WHAT ARE YOU DOING CHRISTMAS MORNING?

If you are looking for a fun thing to do on Christmas morning, be sure to join us for this historic event. You will get a clear sense of what these brave American souls before us endured that fateful day in American history. You can also join us for the dress rehearsal two weeks before the crossing, when the whole Washington Crossing Historic Park village is open. Then you can experience living history through colonial houses, blacksmith and cooking demonstrations, and marching drills complete with musket and canon firings.

Help keep history alive!

For more information, visit <http://www.ushistory.org/washingtoncrossing/>.

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It's Christmastime in the City

BY SHANNON HUG

Every year in early December, my mother and I take a girls' trip into New York City to see the Rockettes. We take a chartered bus with a friend of my mother's and the ladies of her family. Typically, our group is about seven or eight women, and the bus leaves at about 6 a.m.

Our first stop is to see the Radio City Music Spectacular (<http://www.radiocitychristmas.com/>), featuring the incredible Rockettes, which becomes more amazing with each year. After the show, we spend the remainder of the day taking in the city atmosphere, enjoying the fabulous shopping NYC has to offer, and seeing the Rockefeller Center Christmas Tree of course! (<http://www.rockefellercenter.com/events/2013/11/01/2013-rockefeller-center-christmas-tree-lighting/>) One place we shop every single year is the Disney Store in Times Square. With the multiple levels the store has to offer, you can always find something special, or you can just spend a few hours looking around. Another store we

always manage to stop in is the M&M Store. Seeing dozens upon dozens of multi-colored dispensers hanging on the walls is pretty much any kid's dream...or adult's dream, in my case. Although we have an Olive Garden in a town near us, it's always the "safe spot" to have a meal, as everyone in the group can find something they enjoy eating. Another perk is that the Olive Garden in Times Square provides one of the most amazing views. The restaurant has floor to ceiling windows - giving you the full power to people watch while enjoying your meal.

One entire day is just the right amount of time for us to take in what NYC has to give, and by the end of the day, we can't wait to get back to our small-town living. Hopefully, I will be able to continue this tradition with my children some day.



NYC 2011 with my mother, Sue.

Shannon Hug is Senior Account Coordinator, Compas, Inc., 4300 Haddonfield Road, Pennsauken, NJ 08109. She can be reached at 856-667-8577 and shug@compas-inc.com.

Mother and Daughter Working Together to Help Shine Light on Those in the Dark

By DORA P. SHANKMAN (MOTHER) AND HEATHER M. SHANKMAN (DAUGHTER)

In today's environment, the amount of responsibility and stress that we all face seems to grow daily. It used to be that when we thought of responsibility and stress, we thought mostly of adults juggling families, jobs, finances, etc. However, it's clear that now more and more young teenagers/adults are facing these pressures. The stress they experience is compounded by issues in their home, school, neighborhoods, and work places. And for some, the holidays are not festive at all. December just heightens the anxiety with final exams, returning home, and the added stress of the season.

This is why we want to share with and educate everyone on the charity that has captured our time, efforts, and hearts, The Jed Foundation. We have experienced firsthand the importance of stable emotional health.

THE ISSUE

Emotional health issues such as stress, depression, anxiety, and isolation are leading reasons why many college students are not succeeding and reaching their full potential. When unaddressed, these problems can lead to substance abuse, self-harm, and suicide. Suicide is the second leading cause of death among college students, and third leading cause for 18-25 year olds as a whole.

We must pay attention when stress takes a toll and immediately act in order for our kids to get the help they need. The struggles and stress young adults, in particular, face and the depression and withdrawal that sometimes results can have grave consequences. Symptoms like hopelessness, rage, reckless behavior, drug and/or alcohol abuse, eating disorders, and more should never be ignored. If teens appear to be suffering, we have to get them the help they need, before it is too late.

A SOLUTION

The Jed Foundation is the leading nonprofit organization that promotes emotional health and prevention of suicide among college and university students. Their proven model and award-winning programs are changing the way campuses, communities, and families promote mental health and prevent suicide. Heather Shankman states, "I wish more universities would implement programs like this. It could make a huge difference for students and young adults, since being in college has its own stresses already."

It is by no means a reflection on parents when their child seeks alternate avenues of support and guidance. Kids need to be able to find a reliable and safe place to share their concerns. Dora Shankman states, "It is when there is no outlet, or we try to look the other way and

rationalize that this mood or situation shall pass, that our kids can head into deeper emotional trouble."

The mission of The Jed Foundation is to promote the belief that emotional well-being is achievable, mental illness is treatable, and suicide can be prevented. They collaborate with the public and leaders in higher education, mental health, and research to produce and advance initiatives that promote awareness, increase knowledge, and foster help-seeking. Among their diverse set of programs is JedCampus – an innovate program that helps colleges explore and enhance their campus mental health and suicide prevention programming. Colleges and universities

that demonstrate comprehensive mental health programming by taking the voluntary JedCampus survey are awarded the JedCampus seal. The current list of schools that have received the seal is on JedCampus.org.

SUPPORT THAT HITS CLOSE TO HOME

Due to a lack of the kind of support and resources The Jed Foundation offers to young adults, Heather lost two friends through suicide. They took their lives because they didn't feel they had anywhere to turn. "Suicide is preventable," says Heather. "So if I

can help institute preventive and supportive programs in colleges and universities, I will do it. I will fight so those who are hiding in the dark and crying themselves to sleep can find hope through The Jed Foundation's programs." Dora and Heather have taken it upon themselves to communicate The Jed Foundation's message of hope and prevention to as many people as possible, so parents, friends, and coworkers can come together to help provide these resources in schools all across the country.

Heather Shankman, a graduate of Rider University, has become a volunteer for The Jed Foundation to help institute mental-health programs on campuses, while Dora Shankman volunteers to help promote awareness through fundraisers, print, and digital media. They extend a huge thank you to the publishers in the pharmaceutical industry, readers of THE EXCHANGE, and those who have included The Jed Foundation message in their journals and websites. To learn more, please visit jedfoundation.org.

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"We cannot look the other way. We must provide a resource for helping our young adults see how precious life is, and provide them with positive reasons to go on. We must give them a reason to be and show them how much they are loved and valued."

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PERSONAL EXCHANGE

Sharon Callahan

Birthplace: Portland, Maine

Marital Status: Single

Children: 2; Henry is 17 and Ben is 12

Occupation: C.E.O. of LLNS (includes LLNS, Direct Vue, Economic Vue, and Rx Mosaic) and Executive Vice President, Omnicom Group

Years in Industry: 29

College: Wheaton College, Norton, MA

Who is your mentor and how did he/she impact you?

My mentor is Peter Frishauf, the founder of Medscape and also the founder of SCP Communications, which was one of my first jobs in the industry. Peter had the innate ability to assemble an A-team of the best talent in the industry because people were inspired by his outstanding dedicated leadership, personal integrity, and authenticity in everything he did. That Medscape has endured as the leading information resource for physicians and healthcare professionals for almost 20 years is a testament to Peter's passion and creativity. From his family, to his friends, to his colleagues, to the many million Medscape users around the world, Peter taught us all that a company can be so much more than its products. Sometimes a company – and its leader – can inspire us to dream bigger.

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

Oprah Winfrey inspires me. She fights for things she believes in, even if it makes her unpopular. She's a self-made woman who's been at the top of her game for over 25 years – and she's still kicking ass. She's courageous and never gives up.

What famous person would you HATE to be stuck in a room with?

Adolf Hitler.

Do you have any pets?

Maddie, a cockapoo who is a miracle dog. We bought her from a breeder who turned out to be running a puppy mill. Maddie has only two of the four chambers of her heart; the vet gave her one to four months to live. She'll celebrate her fourth birthday in March. We love her so much.

If you could do a guest role on a TV show, which one would it be?

Saturday Night Live because I love improvisation.

What is your favorite restaurant?

Vernon Pizza (<http://www.vernonpizzarestaurant.com/>), the local pizza place where I grew up in Connecticut. They have the best spaghetti sauce I've ever had.

What is your favorite vacation spot?

Provincetown, MA. The people, the light, the beach – it's a magical place for me and my family.

What are two things on your bucket list?

To live in Europe for a year and to live in Asia for a year.

What do you know for sure?

That I love my children more than life.

What three adjectives best describe you?

Decisive, Energetic, Friendly.

What age would you like to be right now?

My age. I don't want to go back, I want to go forward.

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

I'd buy a boat and go sailing for a year.

Who is your personal hero/heroine?

Denise Bottiglieri, C.E.O. of the Healthcare Consultancy Group – she's the most authentic, smart, and kind person I know.

Goals?

To be a good person who people love and trust.

Who was your favorite teacher?

Miss Lawrence, third grade. She was young, beautiful, and really cared.

What would you like to know more about?

My parents, they died when they and I were too young.

What is your pet peeve?

Arrogance.

Have you ever had a brush with fame?

Actually, my son, Henry, had a brush with fame. In 1996, right after Madonna had her first daughter, she brought a baby onto *The Rosie O'Donnell Show*. Everyone thought it was Madonna's baby, but it was actually my son.

How did you get started in the industry?

I wanted a job in publishing and went on an interview at SCP Communications – I got the job in medical publishing.

What is your favorite quote?

"Give them enough rope to hang themselves" because it always works.

What is your most memorable birthday?

My 50th birthday was almost two years ago, but I remember it very fondly because it was a real celebration of who I am. It felt like for all the years before, I'd been taking lessons from life experiences and always felt like I was growing into myself. Finally, I realized that I was there; more myself than I've ever been. I had a big celebration and invited my 50 favorite people and they all brought their favorite person. Surrounded by family, friends, colleagues, I finally was exactly where I was meant to be – and that's a very special feeling!

What is one thing you can't live without?

My kids, Henry and Ben.

Sharon Callahan is C.E.O., LLNS, and Executive Vice President, Omnicom Group, 220 East 42nd Street, New York, NY 10017. She can be reached at scallahan@llns.com or 212-771-3390.

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PHARMAPALOOZA 6

Pharma Ad Agencies Rock for CDM Group's
6th Annual Battle of the Bands for
The Children's Hospital at Montefiore (CHAM)

www.thecdmgroup.com

BY THE CDM NEW YORK PHARMAPALOOZA TEAM

The CDM Group (CDM) and the pharmaceutical advertising industry took their support for The Children's Hospital at Montefiore (CHAM) to the stage once again on November 6, 2013, for Pharmapalooza 6 – the sixth annual healthcare advertising agency “battle of the bands” benefit concert. The event took place at B.B. King Blues Club & Grill in Manhattan's Times Square.



B.B. King Blues Club & Grill, Manhattan.

Conceived and organized by The CDM Group, a leading healthcare communications company, Pharmapalooza arose from the agency's commitment to supporting CHAM, the world-renowned pediatric hospital in the Bronx. The annual event has raised more than \$500,000 for CHAM over the six 'paloozas, and featured bands from the healthcare advertising community,

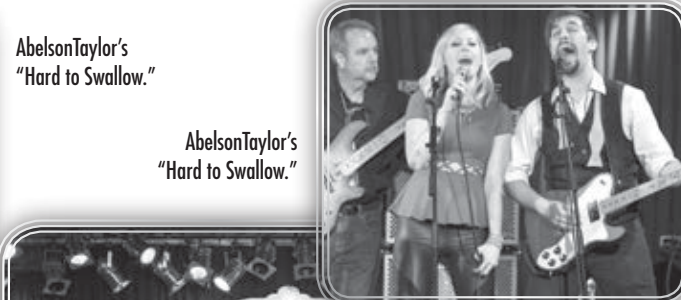
performing annually for a sold-out crowd of 700 industry colleagues and supporters. Pharmapalooza 6 provided the same sort of rock-solid support, raising over \$80,000 for CHAM. This year's first-place winner was AbelsonTaylor, all the way from Chicago, IL, with their band “Hard to Swallow.” CDMiConnect's “Urge to Merge” came in second place, with Grey Healthcare Group's “Pharma's

Daughter” taking home the third-place trophy. Comic relief was provided between sets by some of CDM's finest, with five stand-up comedians taking the stage throughout the evening.

For information on Pharmapalooza and how you can help to support CHAM, please contact Pharmapalooza@cdmy.com.



CDMiConnect's
“Urge to Merge.”



AbelsonTaylor's
“Hard to Swallow.”

AbelsonTaylor's
“Hard to Swallow.”



ghg's
“Pharma's Daughter.”

Time for the Holidays



CDMiConnect's “Urge to Merge.”



Judges: Jason Spiewak (President and Founder, JLS Artists Management and Noble Steed Music), Jack McMorrow (Sr. Vice President, Atlantic Records), Bryan Grone (Label Relations, Spotify), JP Evangelista (Senior Director of Music Programming, VEVO).



CDM Princeton's “JugHandles.”



CDM New York Event organizers.



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Publicis “Kaplan Thaler's HotFlash.”

See more Pharmapalooza 6 pix in full color in our Digital Edition at www.hmexchange.com.

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