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Vol. 25, No. 11  
DECEMBER 2016

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The Winner of our Subscription Renewal Contest is **Lars Merk**, Global Director, Multi-Channel Marketing, AstraZeneca.

He received an Amazon Echo!



Throwback, December, 1996

DEAR HEALTHCARE MARKETER:

As this year comes to an end, I am looking forward to 2017. There are a lot of fun celebrations coming up. We'll start off in February with the 25th Anniversary issue of HEALTHCARE MARKETER'S EXCHANGE. Then in March, we'll commemorate the best of the best humanitarians as we partner with the Association of Medical Media for the HME Humanitarian and AMM Nexus Awards event. Soon after, on a more personal note, we'll celebrate my dad's 90th birthday. It's party time!

When I think back over the years, I am humbled and so grateful to all of you who have been a part of THE EXCHANGE...some of you from the very beginning and some of you may have just joined us in the past month or so. Regardless, I want to thank you who have written, advertised, or been a reader. And now I invite you to celebrate our 25th Anniversary with us. There are lots of fun, easy ways to participate:

- Send your industry photos from days gone by – MHMA, PAC, HBA, PMRG, Sports Days, Christmas parties, special events, golf outings, charity events, company functions, etc.
- Share how THE EXCHANGE has impacted you, personally or professionally. Any lasting friendships made? Business connections? A story that had life-changing impact?
- Send us a few words – your congrats, greetings, memories from the past 25 years.
- Answer one or all of these questions:
  - 25 years ago, where were you? And where are you today?
  - When and how did you join the industry?
  - What has been the biggest change you've seen in general and/or in the industry over these 25 years?
  - How do you think we're better off than we were 25 years ago? Worse off?
  - What do you think is the greatest invention of the past 25 years?
  - What is the greatest medical breakthrough over the past 25 years?
- Be creative – If you've got a way you'd like to celebrate that we haven't thought of, let us know!
- Advertise – Don't forget to include our Anniversary issue in your Media Plans!

Right about now you might need to take a break from the holiday hustle and bustle. So take a few moments to relax and enjoy this issue of THE EXCHANGE. You'll find fab recipes from **Brendan Middleton, Nancy Collins, Gina Bennicasa, and Elaine Gaffney**. Plus you'll hear about some fun family activities that can brighten your holidays from **Susan Benner, Lynn Gale, Sue Lovenberg, and Lisa A. Tomaszewski, Ph.D.** Don't forget to try your luck with our **Baby Photo Matchup Contest**. Check out the pics from AMM's Bowling for Breast Cancer. And find out a bit more about **Steven Underweiser** in this month's *Personal Exchange*.

As you know, THE EXCHANGE wouldn't exist without you. So thank you again from the bottom of my heart...and don't forget to help us celebrate! Send us a note at [NALeonard@HMEExchange.com](mailto:NALeonard@HMEExchange.com) or go to our website [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html).

Happiest of Holidays,

*Nancy*



# ANNOUNCEMENTS

Send press releases to: [news@hmexchange.com](mailto:news@hmexchange.com)

onward&upward

promotions  
additions

**ContextMedia:Health** has announced the appointment of **Doug Rutz**, **Jeff Kabat**, **Martin Pitkow**, and **Scott Simpson** as Senior Vice Presidents for Life Sciences Solutions to oversee the company's goal of ubiquity in healthcare by 2020. The four hires bring decades of combined leadership across the Life Sciences, Enterprise Sales, and Corporate Development, and will continue to drive **ContextMedia:Health's** triple-digit revenue growth in pursuit of this goal. They can be reached at 800-491-6972.

**Fingerpaint** has announced the appointment of **Justin Freese** to its Creative Team. He can be reached at 484-381-4100.

**GlaxoSmithKline** has announced the promotion of **Emma Walmsley** as C.E.O. She will succeed **Andrew Witty** when he retires next year. She will be the first woman to lead **GSK**. She can be reached at 888-825-5249.

**Medical Marketing Service, Inc. (mms)**, has announced the appointment of **Cathy Scott** as Director of Strategic Development. She can be reached at 630-477-1544 or [C-Scott@MMSLISTS.com](mailto:C-Scott@MMSLISTS.com).

**Merkle** has announced the appointment of **Charlie Weiss** to its leadership team as General Manager, Media and Publisher Solutions. In his new role, **Weiss** will focus on managing and growing **Merkle's** partnerships and solutions within its media and publisher business. He can be reached at 646-652-7770.

**Ogilvy CommonHealth Worldwide** has announced the promotion of **Scott Watson** to Global, Chief Creative Officer. He can be reached at [scott.watson@ogilvy.com](mailto:scott.watson@ogilvy.com) or 973-352-2221. **Nadine Oweis** has been appointed as Executive Vice President, Global Client Lead. She can be reached at [Nadine.oweis@ogilvy.com](mailto:Nadine.oweis@ogilvy.com) or 973-352-4040.

**Sandbox** has announced the appointment of **Joe Abella** as Vice President, Insights and Innovation; he can be reached at [jabella@sandboxww.com](mailto:jabella@sandboxww.com), **Rachel Uskokovich** as Project Coordinator; she can be reached at [ruskokovich@sandboxww.com](mailto:ruskokovich@sandboxww.com), **Aaron Grover** as Location Client Finance Manager; he can be reached at [agrover@sandboxww.com](mailto:agrover@sandboxww.com), and **Leigh Cuda**, Creative Resource Manager; she can be reached at [lcuda@sandboxww.com](mailto:lcuda@sandboxww.com).

new&noteworthy

awards  
mergers

**ApotheCom Group** and **Continuum Clinical** have announced a Global Strategic Partnership to significantly expand an ongoing collaboration between the two organizations – building on the years-long professional relationships held among the leadership of both organizations. The partnership will see the launch of new innovative products and services in 2017, delivered in an efficient and cost-saving business structure for life sciences industry clients in the global market access, medical affairs, health economics and outcomes research (HEOR), and real world evidence (RWE) fields. For further information, visit [www.apothecom.com](http://www.apothecom.com) or [www.continuumclinical.com](http://www.continuumclinical.com).

**Eli Lilly and Company** has received FDA approval for Lartruvo (olaratumab) with doxorubicin to treat adults with certain types of soft tissue sarcoma (STS), which are cancers that develop in muscles, fat, tendons, or other soft tissues. Lartruvo is approved for use with the FDA-approved chemotherapy drug doxorubicin for the treatment of patients with STS who cannot be cured with radiation or surgery and who have a type of STS for which anthracycline (chemotherapy) is an appropriate treatment. For further information, visit [www.lilly.com](http://www.lilly.com).

**MDxHealth** announces Unique CPT Code Awarded for ConfirmMDx® from the **American Medical Association**. ConfirmMDx is a Prostate Cancer test and is the first epigenetic and only tissue-based test in the 2016 NCCN Guidelines for early detection of prostate cancer which addresses false negative biopsy concerns. For further information, visit [www.mdxhealth.com](http://www.mdxhealth.com).

**Medical Advertising Hall of Fame** names **Ryan Abbate**, innovator and founder of **Pacific Communications**, and **Mike Lazur**, of **Torre-Lazur**, now **McCann Torre Lazur**, an award-winning Creative Director, inductees of the 2017 Medical Advertising Hall of Fame. For further information, visit [www.mahf.com](http://www.mahf.com).

**Merck & Company, Inc.**, has received FDA approval for Zinplava (bezlotoxumab) injection 25mg/mL. **Merck** anticipates making Zinplava available in the first quarter of 2017. Zinplava is indicated to reduce the recurrence of Clostridium Difficile Infection (CDI) in patients 18 years of age or older who are receiving antibacterial drug treatment of CDI and are at high risk for CDI recurrence. For further information, visit [www.merck.com](http://www.merck.com).

**Mylan** and **Biocon** announced that they submitted an application for the breast cancer biosimilar version of the **Roche** cancer-fighter to the FDA. It's the first submission for the team, which has a portfolio of meds still in clinical development. The knockoff has already shown that it's comparable to Herceptin when it comes to treating advanced HER2-positive breast cancer. In June at the American Society of Clinical Oncology annual meeting, it showed it could shrink tumors in 69.6% of patients, compared with the 64% that responded to **Roche's** product. For further information, visit [www.mylan.com](http://www.mylan.com) or [www.biocon.com](http://www.biocon.com).

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\*Source: Kantar Media, June 2016 Medical/Surgical Readership Study, Internal Medicine Office & Hospital Combined, Table 210.

# BABY PHOTO MATCHUP

Enter by clicking "Contests/Polls" on our website, [www.HMExchange.com](http://www.HMExchange.com)  
 Can you match the baby with the adult? Select the number on the snow baby's hat that matches up with the adult photo. If you get stuck, look for clues under "Contests/Polls" on our website. The winner will receive an \$50 Amazon gift card. The entry with the most correct matchups wins; ties will be broken by a random drawing. Enter by January 9, 2017. Good luck!



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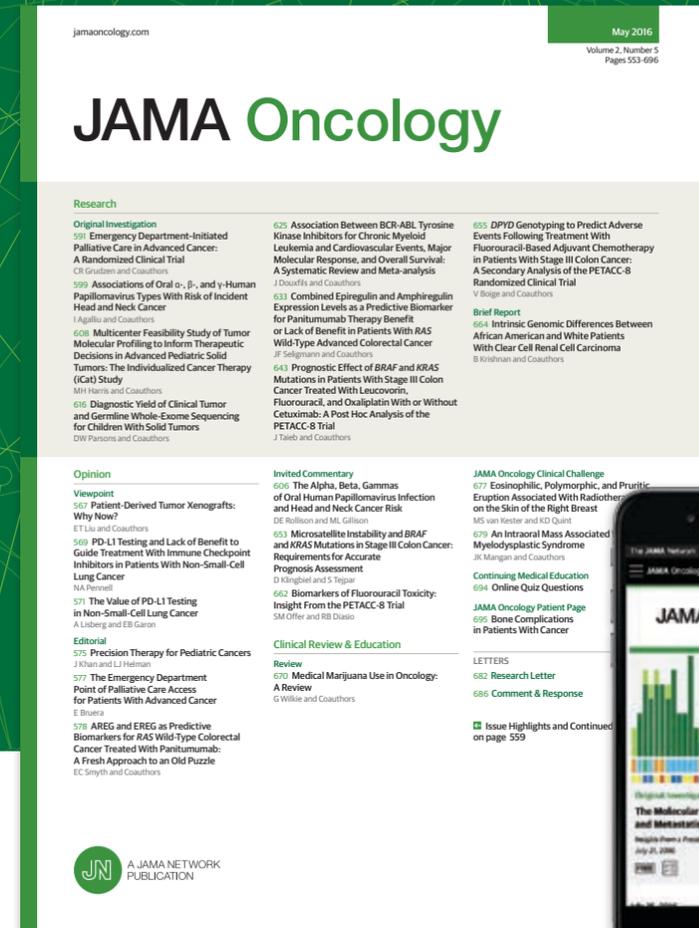
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## Trainspotting at the Steamtown National Historic Site

BY LISA A. TOMASZEWSKI, PH.D.

*We visited Steamtown this past October; this would be a really fun family day trip during the holidays.*

In a way, my retired in-laws are now professional experience gatherers. Since the purchase of their weekend home in the Poconos, they seek out hikes, museums, and general amusements to share with their children and grandchildren. As a result, we never know what to expect when we make the trek up to their mountain escape – but one thing is for certain, we always come away with a new and memorable experience.

### TAKE US TO THE TRAINS

During our latest visit, my in-laws suggested a ride up to Scranton to see some old-fashioned trains. My six-year-old, a confirmed Thomas the Train devotee, was thrilled. I, on the other hand, was not sure what we would find.

At first the layout of the Steamtown National Historic Site is a bit deceptive. You arrive in a parking lot flanked by a stockyard with trains from various decades. They were beautiful to behold on this very misty day and professional and amateur photographers were positioned here and there trying to capture the majesty of these steel behemoths. Not knowing what to expect, I initially assumed that this was all there was to see. I was so very wrong.



Exploring the railway turntable.

Past the entrance booth is the museum, which wraps around an actual railway turntable (i.e., a giant disk that spins to turn trains around). There are more trains in the courtyard of the turntable and then various entrances to the museum exhibits.

### TESTING OUR KNOWLEDGE

What really amazed me about the Steamtown National Historic Site was

Taking in the stockyard.

the depth and breadth of the actual museum. The displays are thoughtful, engaging, and interactive. My son and I took some time at the train whistle interpretation station where you push a button, hear a train whistle, and then choose from several corresponding buttons as to the meaning of the whistle. I realize now that I know nothing about the intricate language of train whistles, much to the disappointment of my son.

I also really enjoyed the display on hobo culture and how trains made it possible for men (mostly men) to tramp around the country stowing away on these steel horses. We were challenged to guess the meaning of hobo symbols in this section. These symbols were chalk drawings that hobos would leave behind to inform their brethren if danger was in the area or there was a possibility of food. My favorite was the chalk drawing of a cat, which meant that a kindly woman in that location was willing to serve you a hot meal.

### HANDS-ON EXPERIENCE

The real stars of the museum are the trains. And they aren't put on display behind velvet ropes. Many of them are open to exploration. This was the part of the tour that so excited my son.

He got to climb into a mail car and see the slots where mail would be sorted. We explored the ins and outs of a fancy sleeper car with compact beds and teeny tiny sinks. And we even got to see the inside of a caboose where rail workers would be transported from stop to stop.

You can also put your elbow grease to the test on a two-person railway handcar. Yes, this contraption is just like you remember seeing in the old Bugs Bunny cartoons. I mistakenly thought it would be a breeze to operate one of these with a six-year-old. There isn't far to go on the track of this interactive demonstration, but when you don't have equal force on the other side of the hand pump, gaining momentum is elusive. Suffice it to say, I was feeling that handcar in my arms and shoulders for days after.

### EXPERIENCING THE REAL THING

If all of this interaction with trains has you longing for an authentic train ride experience on one of the steel beauties, I am happy to say that can be arranged. The Historic Site offers several trips ranging in length to various destinations in the area. We opted for a one-hour ride through Scranton to the gorgeous Nay Aug Park Gorge. We had a

lively guide who narrated the tour and provided us with some interesting facts regarding the steam train boom in this part of Pennsylvania. My son was mesmerized. He loved sitting in the old-fashioned seats and staring out the window at the sights. And my in-laws, husband, and I enjoyed taking in the view and resting after exploring such a colorful museum. Train rides are seasonal, so be sure and check the schedule at <https://www.nps.gov/stea/index.htm>.



The handcar is harder than it looks.

### EXTRA FUN FOR THE HOLIDAYS

It's too late to catch the train this year, but you can plan for next year's diesel-powered "Holiday Express" excursions departing from the Steamtown National Historic Site to Moscow, Pennsylvania. Held during Thanksgiving Weekend, these excursions are a fun way to kick off the holidays with caroling aboard the trains and Santa Claus waiting as you reach your destination. Activities at the restored freight station in Moscow include an opportunity to write letters for Santa to take back with him to the North Pole, holiday arts and crafts, a model train and village exhibit, and even the opportunity to take "selfies" with jolly old St. Nick! Light refreshments and souvenirs are available for sale at the station.



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## Cape May Girls' Weekend Baked French Toast

BY ELAINE GAFFNEY

There are many recipes for Baked French Toast, all of them I'm sure are excellent. And it's the perfect dish to wake up to during the busy holiday season.

The twist on our recipe below is how we adapted what we had to make it EVEN MORE DELICIOUS...Necessity is the mother of invention!

### A LITTLE BACK STORY BEFORE THE RECIPE...

My girlfriend Kathy and her husband Bobby Meyers have a "beach house" in Cape May. Each year, five of us "girls" who all grew up together in Brooklyn spend a long weekend at their house.

This year Kathy, Judi, and Linda "retired" early, while Patty and I were still sipping our wine. Patty noticed that there were several loaves of French bread that we would never eat. She suggested we make some Baked French Toast. Remember this is a "beach house," so we really didn't have all the ingredients that were included in any of the recipes that we found online. But we decided we could substitute what we did have and hopefully it would turn out delicious!!!

### With that in mind...

### Improv Beach House French Toast

9" x 13" buttered dish  
Bread – Challah or French bread cut or torn to fill the buttered dish; pack it in  
1 - 1 ½ cups of milk. I started with one cup and it was fine.

½ cup cream – We didn't have cream, so we used gelato (Breyers Vanilla Caramel)  
8-9 eggs (Remember the bread has to soak up the liquid)  
Brown sugar (No we didn't have that, maple syrup was what we used. The recipe called for a ½ cup so we used that

much maple syrup. It also called for cinnamon which we didn't have but figured the maple syrup would serve for both the brown sugar and the cinnamon!)

½ cup butter

### DIRECTIONS

1. Mix the milk, ice cream, eggs, and maple syrup together, and pour over the bread.

2. Seal the mixture with foil wrap and place in the refrigerator overnight.

3. In the morning, melt the butter with brown sugar (or as we did, maple syrup) and pour over the bread.

Bake at 350° for about 30-40 minutes, or until bread is golden brown.

ENJOY...as the "girls" did on Sunday morning.

Really what could go wrong with all those ingredients!!!



Seize the day! From left to right: Elaine, Patty, Judi, Linda, and Kathy.



*Elaine Gaffney is Media Specialist, Havas Health, 200 Madison Avenue, New York, NY 10016. She can be reached at 212-251-8817 or [elaine.gaffney@havashealth.com](mailto:elaine.gaffney@havashealth.com).*

# Holiday Cheer

## Complete Your Holiday with This Classic - Spiked Egg Nog

BY BRENDAN MIDDLETON

Love it or hate it, I believe that no holiday celebration is complete without a glass of fresh egg nog. It's easy and fun to make egg nog, so I'm sharing one of my favorite recipes below.

However, if you don't want to go to the trouble, then simply pick up a carton at the grocery store. When given the option, farm-fresh and local dairy varieties are usually the best. My favorite widely available brands include Hood, Turkey Hill, and Trader Joe's. Even with store-bought nog, though, the real secret to making it delicious is adding booze.

Some recipes call for bourbon, cognac, or even a combination, but my personal favorite is Southern Comfort, a spiced and whiskey-flavored liqueur that perfectly complements egg nog's spice and vanilla flavors. The Kraken (a spiced rum) is another tasty option. How much you add depends on your taste preferences. You could go as high as one part alcohol for every two parts of dairy, but experiment with smaller quantities if that's too strong.



### Homemade Egg Nog

Adapted from a recipe by Alton Brown, as seen on [FoodNetwork.com](http://FoodNetwork.com)

*Note: This is a cooked egg nog recipe. Some purists prefer using raw eggs, and many recipes are available online. However, consuming raw eggs carries a slightly increased risk of food-borne illness.*

- 4 eggs, yolks and whites separated (you'll need both)
- ½ cup sugar, plus a tablespoon for the egg whites
- 1 pint whole milk
- 1 cup heavy cream

- 1 tsp nutmeg (freshly grated is always best)
- 3 oz Southern Comfort or liquor of choice

### DIRECTIONS

1. Use a stand mixer to beat the egg yolks until they become light yellow. Gradually add the ½ cup sugar and continue to beat until the sugar is dissolved.
2. In a medium saucepan over high heat, combine the milk, heavy cream, and nutmeg. Bring to a boil, stirring occasionally.
3. Remove the pan from the heat and gradually temper the hot mixture into the egg-and-sugar mixture. (This means adding small amounts of the hot mixture at a time, while whisking, to ensure you warm the eggs without cooking/scrambling them.)
4. Next, return everything to the pot and cook it until the mixture reaches 160°. Remove it from the heat, stir in the booze, pour everything into a bowl, and chill it in the refrigerator.
5. In a different bowl, beat the egg whites till they form soft peaks. With your mixer running, gradually add a tablespoon of sugar and beat until stiff peaks form. Last but not least, whisk the egg whites into the chilled mixture.

When serving, a sprinkle of freshly grated nutmeg on top adds a nice touch. You can also stir in additional liquor to suit individual tastes.

Remember to celebrate responsibly! Happy holidays!



**Brendan Middleton** is a Corporate Communications Specialist based in the New York area. He can be reached at 973-722-1779 or [brendan@brendan-middleton.com](mailto:brendan@brendan-middleton.com).

## Cookies for Christmas!

BY GINA BENNICASA

Here's one of my favorite cookie recipes:

### Praline Cookies

- 3 tbsp butter
- 1 cup firmly packed brown sugar
- 1 egg (well beaten)
- 1 cup pecan halves (chop them up a little – it's better when they are chopped and not whole)
- 4 tbsp flour
- 1 tsp vanilla

### DIRECTIONS

1. Heat oven to 350°.



Santa Approved Cookies – He keeps coming back!

2. Grease and flour cookie sheet.
3. Melt butter, stir in sugar, mix in well-beaten egg, nuts, flour, and vanilla thoroughly.
4. Drop from spoon. Cookie dough will spread, so space them apart. Bake 8-10 minutes.
5. Wait a few seconds for them to cool, but don't wait too long because then they stick to the cookie sheet.
6. Use a metal spatula to remove cookies from sheet and let cool on wire rack.

### DELICIOUS!



**Gina Bennicasa** is Associate Publisher, *Frontline Medical Communications*, *Family Practice News* and *Internal Medicine News*, 7 Century Drive, Parsippany, NJ 07054. She can be reached at 973-290-8221 (o), 917-414-5038 (c), and [gbennicasa@frontlinemedcom.com](mailto:gbennicasa@frontlinemedcom.com).

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- Take Internal Medicine Meeting 2017, ACP's annual scientific meeting
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# Holiday Cheer

## Holiday Road House Restaurant Fun

BY LYNN GALE

Dinner at The Kelsey Road House in Barrington, Illinois ([www.kelseyroadhouse.com](http://www.kelseyroadhouse.com)), is a must for our family during the holidays. This unique location offers a rustic dining atmosphere amongst a barage of holiday decorations!



A classic holiday scene at The Kelsey Road House.

The Kelsey Road House offers a few ways to be entertained and dined. You can enjoy their offerings of all-American fare of pizza, sandwiches, and down-home cooking no matter which room you choose.

- The downstairs, five times a year, is ridiculously decorated to make you feel like you've just entered Candyland or Willy Wonka's Chocolate Factory as you step through the veil into a wild holiday world.

Visit their website for a 360-degree view of The Kelsey Road House Christmas, Easter, St Patty's Day, Halloween, and Valentine's Day decor. While the food is good, it's not the draw at The Kelsey Road House. It's a second thought compared to the fun

and over-the-top holiday atmosphere that keeps us coming back year after year.



Lynn Gale, M.B.A., is Director, Client Services, alert Marketing, 160 Chubb Avenue, Suite 304, Lyndhurst, NJ 07071. She can be reached at 847-487-5701 (o), 847-404-9747 (c), or [lgale@alertmarketing.com](mailto:lgale@alertmarketing.com).

## Try a Trip Down Memory Lane at Olde Good Things

BY SUE LOVENBERG

My husband and I were staying in the Poconos and it was a gray day...perfect for visiting Olde Good Things. Though we only visited once, it immediately was added to our "favorite places" list. We can't wait to go back and explore some more. And you might discover it's a great place to do some holiday shopping.



Handmade rustic table with anchor chain legs.

Olde Good Things

is a huge place that salvages everything you can possibly think of from almost anywhere! If you've ever watched *American Pickers*, the stars of the series, Mike Wolfe and Frank Fritz, would absolutely love looking through here because it's so cool. There is everything from small tchotchkes to huge chandeliers or carved wood doors salvaged from places like old grand hotels that are being torn down. The whole idea behind Olde Good Things is reduce, recycle, reuse. They salvage many items that would be otherwise thrown away.

Looking for a coffee table made from driftwood? How about a unique farm table or a dining table made from a banyan tree? Maybe you'd like an antique doorknocker or a vintage pinball machine? Gardeners can find everything

from antique urns to hickory rockers and dining sets. If you're in the market for unique lighting, Olde Good Things has you covered with ornate chandeliers, ceiling lights, table and floor lamps, ship lights and train lanterns. And prices range from under \$100 to well into the thousands.

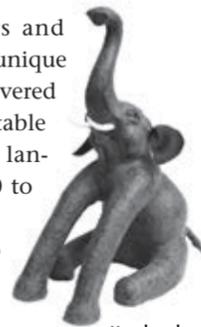
It's like a treasure hunt, there's so much to see. You actually get a map when you go in so you have some idea of what's where and can at least plan to try to see the things you're most interested in. Olde Good Things is just amazing. There is so much to see, it can take a whole day. My only suggestion is to wear comfortable shoes and dress warmly – it's chilly in the warehouse.

There are several storefront locations of Olde Good Things scattered across the country, including in New York City, New Jersey, Texas, and even Los Angeles, California. But the warehouse is sooo much more fun to explore!

Check out Olde Good Things at [ogtstore.com](http://ogtstore.com). Or go visit one of their several locations. Who knows you may find the perfect unique holiday gift!



Sue Lovenberg is Manager, Reprint and ePrint Communications, American Medical Association, 119 Cherry Hill Road, Suite 330, Parsippany, NJ 07054. She can be reached at 973-263-9191, ext. 218 (o), 312-464-0776 (c), or [sue.lovenberg@ama-assn.org](mailto:sue.lovenberg@ama-assn.org).



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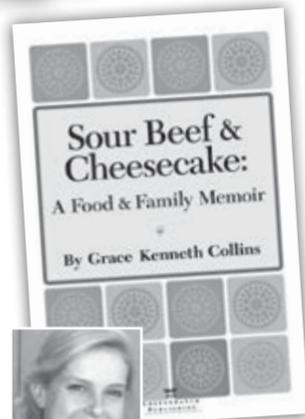
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## For Love of Food and Family

BY NANCY COLLINS



Grace Collins how to enter customer data into the subscription fulfillment system, and, when they were older, worked the Greenbranch booth at medical conventions.

### COOKING UP THE IDEA

Sitting by a pool in Orlando in 2010, when we were in town for a primary care conference, Grace announced that she wanted to write a book. "A cookbook," she said, "with stories." The book Grace wrote over the next year turned out to be *Sour Beef & Cheesecake: A Food and Family Memoir*. Her plan was to use inspiration from her paternal Grandma Mickey's handwritten calico-covered recipe journal, but she would add more family recipes to the book. She would write one chapter per month – for a year. She wanted to weave stories that combined her love of food and our family, travel and anecdotes of growing up in Baltimore with parents originally from New Jersey.

### THE IDEA BECOMES REALITY

A high school student at the time, Grace started the project. She deciphered Mickey's recipes (sadly Grandma Mickey died before Grace was born) and she wrote her chapters first in a composition book, then transferred all to Word docs. At the end of 12 months, Grace had completed her book and the Greenbranch team guided her through book production – copy editing, composition, printing, eBook and Kindle development, and getting the book in Amazon.

### THE WRITER'S TAKE ON THE FAMILY LEGACY

Grace says this about the book, "From an early age, I was lucky to have a sophisticated palate, and I have been blessed with good food on my dinner table. I'm grateful for the advantages I have had. But, I must confess that I am more of a storyteller and an eater than a cook. In fact, I'm learning how to cook. I wrote this book to capture my grandmother's

legacy – recipes that have been passed down to me and are among my friends' and family's favorites. I believe that good food and drink is good for the soul, especially when food is shared with those you love."

"Try my family's easy Mushroom Barley Soup and Tuna with Spicy Pineapple Relish; our twist on Cornbread by adding fresh blueberries; my recipe for Satay with Peanut Sauce; a Cherry Noodle Kugel; Chocolate Chip Cookies from one of the best cooks I know; classic Clams Casino and Crab Imperial; the secret family recipe for Sauerbraten and Potato Balls; and the best New York-style Cheesecake you will ever taste."

### MORE THAN GOOD FOOD...GOOD STORIES TOO

Grace's stories show her passion for family traditions and delicious, unfussy food. Read her amusing stories for the perfect picnic food, the Maryland vs. New Jersey tomato competition, working in a busy restaurant and learning the "service" business, her quest for the best French onion soup, her stories of adventurous eating in Asian restaurants, why there is no good pizza in Baltimore, and why her role models are Sophia, Dorothy, Blanche, and Rose – *The Golden Girls* – women who could "fix everything" with a good cheesecake!

Filled with folksy tidbits, like the secret to making the perfect deviled egg, or where Clams Casino originated, or why you should always bring the old-fashioned "Bacardi Rum Cake" to dinner parties, Grace lays out a plan for new cooks (and cooks of all ages) to map out their own culinary adventure. With a connoisseur of popular culture and a budding cook as your guide, Grace's *Sour Beef & Cheesecake* will make you laugh while she shares treasured recipes along the way.

Today, Grace Kenneth Collins is a recent college graduate working at Camden Yards in Baltimore. She works in "service" with clients who book suites for Orioles games. And, she keeps a notebook with ideas for her next book...

Grace would like me to remind you that her book makes a wonderful holiday gift! <https://www.amazon.com/Sour-Beef-Cheesecake-Family-Memoir/dp/098270559X>

Grace says this about the book, "From an early age, I was lucky to have a sophisticated palate, and I have been blessed with good food on my dinner table. I'm grateful for the advantages I have had. But, I must confess that I am more of a storyteller and an eater than a cook. In fact, I'm learning how to cook. I wrote this book to capture my grandmother's



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Grace Collins (second from right) and family at holiday time.

## Light Up Your Holidays with These Family Recipes

RECIPES FROM *SOUR BEEF & CHEESECAKE: A FOOD AND FAMILY MEMOIR* BY GRACE COLLINS

### Stuffed Mushrooms Veronique

18 to 20 mushrooms, 1 inch in diameter  
18 to 20 seedless green grapes  
1 pkg (5 oz) Boursin cheese, slightly room temperature  
1 stick unsalted butter, melted  
1 cup Parmesan cheese, from a container (don't use freshly grated cheese)  
Black pepper to taste

### DIRECTIONS

1. Wipe mushrooms with a damp cloth. Remove mushroom stems and reserve stems for another use.
2. Put a grape in each mushroom.
3. Using a very small spoon, mound ½ tablespoon of Boursin over each grape.
4. Roll each stuffed mushroom in the melted butter and then in the Parmesan cheese. (Save any cheese that doesn't stick.)
5. Put mushrooms on an ungreased baking sheet and refrigerate for 20 minutes.
6. Preheat oven to 400°F.
7. Bake mushrooms for 15 minutes, and sprinkle with additional Parmesan and some black pepper as soon as they are removed from the oven.



### Tuna with Spicy Pineapple Relish

8 6- to 8-oz tuna steaks, about 1-inch thick  
1 cup vegetable oil  
Relish ingredients:  
1 ripe fresh pineapple, peeled and cored, chopped, save all the juice  
1 large red onion, diced  
6 tablespoons cilantro, minced

6 tablespoons fresh lime juice  
2 tablespoons green or red jalapeño chilis, seeded and minced  
4 dashes of hot sauce  
Salt  
Pepper

### DIRECTIONS

1. Preheat broiler to 400°F (or you can cook tuna on a grill).
2. Bring the tuna steaks to room temperature and brush with oil and sprinkle with salt and pepper.
3. In a large bowl, combine the relish ingredients and set aside.
4. Cook the tuna steaks for 4 to 5 minutes on each side, for rare in the middle.

Serve with the pineapple relish spooned over the top of the steak.



### Bacardi Rum Cake

1 cup pecans or walnuts, chopped  
1 pkg yellow cake mix (don't use the cake mix that has pudding in it)  
1 (3 oz) vanilla instant pudding  
4 eggs  
½ cup cold water  
½ cup vegetable oil  
½ cup Bacardi dark rum (80 proof)

### DIRECTIONS

1. Preheat oven to 325°F.
2. Grease and flour a 10-inch tube or 12-cup Bundt pan.
3. Sprinkle nuts over bottom of pan and set aside.
4. Mix all remaining ingredients together. Pour batter over nuts.
5. Bake for 1 hour. Cool cake on a wire rack.



## My Favorite Christmas Movies

BY SUSAN BENNER



### It's a Wonderful Life

It reminds me each year how much every person impacts others and that the smallest act of kindness repays itself 1000 times over. One of my favorite lines is from George Bailey's little girl, Zuzu, "Every time a bell rings, an Angel gets its wings."

### White Christmas

I can't decorate the tree unless it is playing. I still have the VHS version and keep my old TV/player so I can watch it. I still tear up when the General is introduced to the troops during the final performance. It also reminds



me of how "miscommunication" can cause so many problems. I love the music!

### How the Grinch Stole Christmas

It gets to the heart of why we celebrate – Christmas is not all about the glitz and gift-giving. The cartoon version is SOOOO much better. The movie is too "glitz."



**Susan Benner is Account Manager, alert. She can be reached at 973-699-2422 or [sbenner@alertmarketing.com](mailto:sbenner@alertmarketing.com).**

# AMM's Bowling for Breast Cancer 2016



Since October is Breast Cancer Awareness Month, the AMM (Association of Medical Media) wanted to garner support for the good work of *BreastCancer.org*. So on Tuesday, October 18, 2016, over 170 Association of Medical Media (AMM) members and medical media professionals joined together to raise awareness and money to benefit *BreastCancer.org* at the 7th Annual AMM Bowling for Breast Cancer fundraiser. The event took place at Frames Bowling Lounge in New York City. Attendees enjoyed an evening of bowling, eating, and mingling with friends and colleagues – all for a good cause. The net proceeds from the event were donated to *BreastCancer.org*.

AMM wishes to extend their sincere gratitude to all who made the event such a success. Thanks to all who attended, our sponsors, those who donated to the raffle, and our volunteers!

AMM's efforts were supported by the following: AMA, American College of Physicians, American Academy of Family Physicians, American Medical Communications/TripleThreat, BreastCancer.org, Context Media Health, Frames, Frontline Communications, Haymarket Media/Haymarket Oncology, Healio, HemOnc Today, M3/MDLinx, ONE-count, PMI, UBM Media, and Wolters Kluwer.

Look for more details on this event and future AMM events and fundraisers on the AMM website at [www.ammonline.org](http://www.ammonline.org).



Pictures compliments of Nancy Souza



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# Steven Underweiser



*"Take each day as it comes."*

**Birthplace:** Long Island, New York

**Marital Status:** Single

**Job Title:** Media Planner

**Years in Industry:** 2

**College:** State University of New York College at Oneonta

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

I've had a few mentors so far and all of them are extremely smart, kind, patient, and encouraging. They all continue to help with my career and give great advice.

## What are two things on your bucket list?

Flying a plane and scuba diving.

## What was your first job?

My first job was working at my aunt's candy store selling candy and helping with birthday parties.

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

*How to Get Away with Murder* because it's a well-written and smart television show.

## What is your most embarrassing moment?

When I broke my leg – on two separate occasions. The first time I broke my leg I was three years old and I was playing with the TV and it fell on me. The second time happened when I was nine years old and I was skiing on an advanced slope. I had to be homeschooled for two months and in a cast for three months. I was unable to see a lot of my friends and participate in sports/activities because I was so injured.

## Who do you most admire for their humanitarian or charitable efforts?

Mark Zuckerberg and Bill Gates because their charitable efforts and programs are smart and impactful.

## If you could have lunch with any person, living or dead (other than a relative), who would it be?

David Bowie – he was such a unique and talented artist.

## How do you stay fit?

I try to work out a few days a week by going to the gym.

## How did you get started in the industry?

A friend connected me with someone she knew at the agency and I was able to interview.

## Craziest thing you've ever done?

Hiked and camped throughout the Andes Mountains and climbed Machu Picchu. I went to Peru with a college friend for a week in June. We went on a three-day hike throughout the Andes Mountains, ending with Machu Picchu. It was a challenging but unbelievable experience.

## What three adjectives best describe you?

Talkative, Passionate, Persistent.

## What is the last good book you've read?

*The Goldfinch* by Donna Tartt and *The Girl on the Train* by Paula Hawkins. Both books have interesting characters and plot twists.

## What would you like to learn to do?

Fly a plane, water ski, and snowboard.

## What is your favorite website and/or app?

Twitter, Instagram, and BuzzFeed because they're all entertaining and allow me to catch up on news.

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

I would help out my family, save some, go on a super long vacation, and donate a portion.

## Do you have any hobbies?

Traveling, theater, concerts, reading, cooking, and hiking.

## Who was your favorite teacher?

A communications professor I had in college. She was able to relate the content to the "real world" and engage students perfectly.

## What one little thing always makes you happy?

Traveling and exploring new places.

## What is your pet peeve?

My pet peeve is when someone lies and they believe that no one realizes this.

## What is your most memorable birthday?

My 13th birthday – my parents organized a huge party for me and my twin brother and all of my friends and family were able to attend.

## If you could work doing anything in the world, regardless of the income, what would you do?

I would most likely want to be a travel blogger or photographer.

## What is your favorite vacation spot?

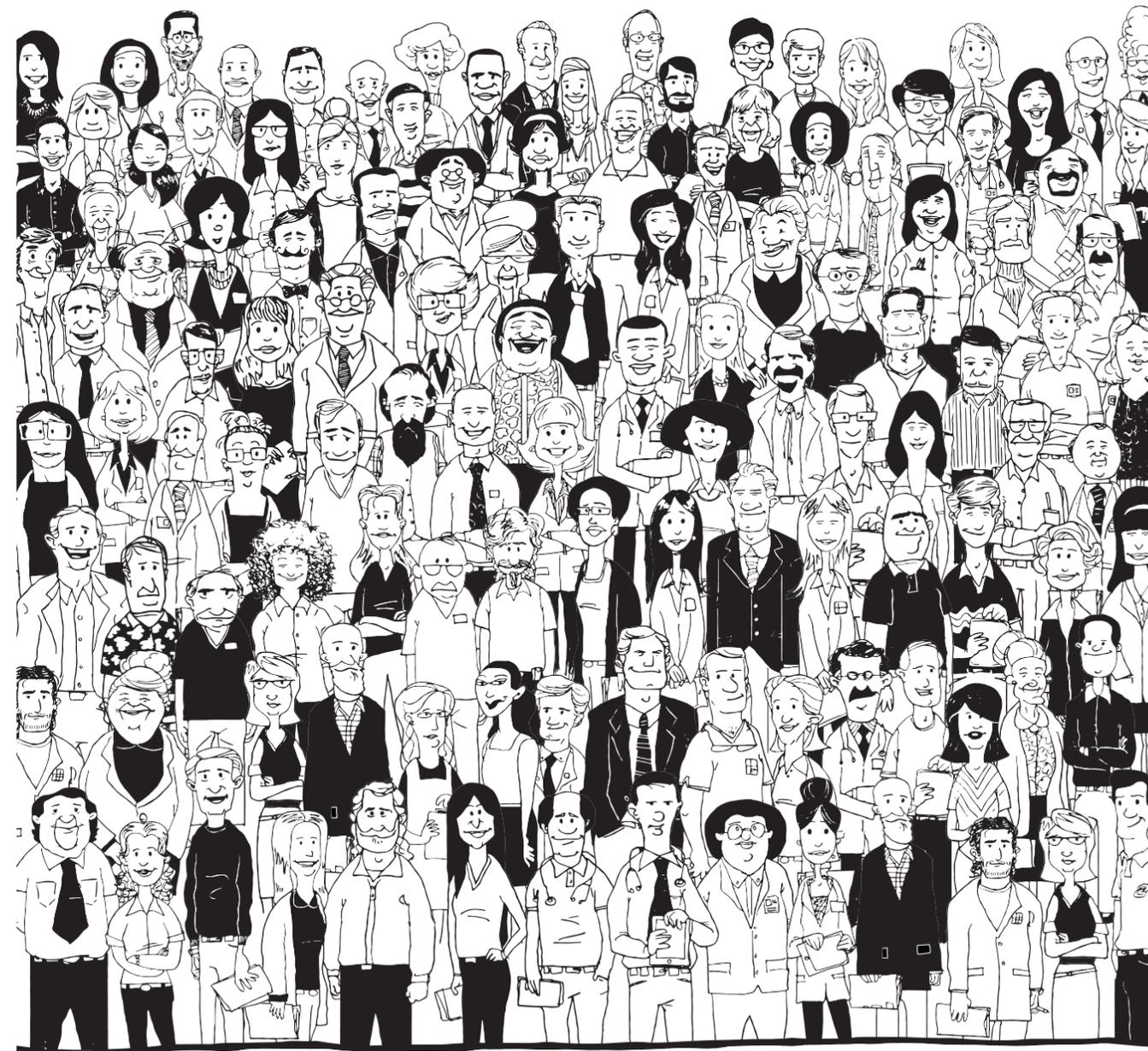
Anywhere in the Caribbean because of the beaches and warm weather. I enjoyed going to Peru and would love to go back and visit the Amazon there. I'd also like to further explore South America to check out Mayan ruins, and Brazil in particular. I love the sights and culture.

## What are the best and worst parts of your job?

Getting to work with a smart and kind group of people every day makes Publicis Health Media a great place to work. The hardest part is probably remembering all of the scientific parts of our brands.

*Steven Underweiser is Media Planner, Publicis Health Media, 1 Penn Plaza, New York, NY 10001. He can be reached at 212-448-6669 or [steven.underweiser@publicispulse.com](mailto:steven.underweiser@publicispulse.com).*

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