

Celebrating 25 Years

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Have Connected for 25 Years"

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DECEMBER 2017

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New Year's Eve in Sydney with Natalie Dubbs

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When she's looking for answers, make sure your information is there

Brands that make a connection with healthcare consumers as they begin researching, learning and looking for help will have a lasting impression on patients and their outcomes. It happens in the aisles of the pharmacy.



HEALTHCARE MARKETER'S EXCHANGE

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Dear Healthcare Marketer:



I'm still on a high after publishing our Humanitarian Issue and attending the AMM Bowling for Breast Cancer event. There are so many wonderful people in this industry doing wonderful things to give back! I am truly blessed to be among such amazing individuals. Even competitors get along with each other, which I bet you won't find in other industries.

And now we're in the middle of "the most wonderful time of the year." I feel the energy! While I know it can be a stressful time because of the added pressure, this time of year also lends itself to such happiness if we let it. Just breathe, and enjoy the ride.

I'm definitely taking my own advice. This year, I am trying to make more memories with those I love and put far less emphasis on material possessions. Instead of the usual gift exchange (of more "things" we just don't need), my friends and I have decided to have a day out with each other. Maybe we'll go for a foot massage, enjoy high tea, appreciate the creativity of a craft show, take a cooking or baking class. Or, we might take in a Broadway show, have some fun at a wine tasting, put on the glam at a group makeup lesson, or try our hand at a painting class. We haven't decided exactly what we'll do yet, but we've marked the date on our calendars and we're committed to making it happen. One thing is for sure, we'll have a lot of fun and laughs together no matter what we do. The point is to take time out of our busy schedules to enjoy each other's company.

On the following pages, you'll find a celebration of funny, touching, and inspirational stories to add to your holiday cheer. Starting with humor, we're featuring laugh-out-loud tales on the frontlines of business from **Bill Hahn**, **Bierce Riley**, **Kristin Scott**, and **Melanie Bonomolo**. Congratulations to Melanie – she won this month's random drawing! We've also got a wonderful spread of pics from a fabulous evening of bowling, hosted by AMM to benefit BreastCancer.org. **Alya Sherman** shares one of her greatest gifts in the story of how she and her husband came to adopt her beloved son Jacob. **Sue Lovenberg** tells about how she's been giving, but receiving even more on a few recent Christmas Eves. Our *25th Anniversary Throwback* features **Aniko Burzo's** story of her most memorable Christmas Eve when her family, after escaping Hungary, got the news that they could emigrate to the U.S.A. What are you doing New Year's Eve? Read about **Natalie Dubbs** most memorable Australian adventure and you may just want to follow suit. Thanks to **Tom Boyle** for giving us a glimpse of his life beyond work in this month's *Personal Exchange*. And be sure and have some fun with the *Baby Photo Contest*. You could win a \$50 Amazon Gift Card.

By the time we meet again here on the pages of THE EXCHANGE, it's likely to be 2018. Thank you to all of our writers, advertisers, and readers for a great year. Without you THE EXCHANGE wouldn't exist. May this be the best year yet for us all.

Wishing you all a joyous holiday season,

Nancy

WIN a \$50 Amazon Gift Card!
Enter the Everything Digital Poll.

You could win a \$50 Amazon Gift Card for participating. Just tell us about one or more of the following:

- Most useful social media platform and why?
- Apps that made your life easier this year and how?
- Type and model of your phone? What made you choose it over others?
- Favorite new websites and why?
- How do you spend the majority of your time online?
- Experienced identity theft? If yes, tell us about it.
- Taken any measures to protect yourself in light of Equifax and other debacles? If yes, what do you do?

Send an email to Nancy Leonard at NALeonard@HMEExchange.com with your answer(s) or enter online at www.hmxexchange.com/contests.html.



ANNOUNCEMENTS

Send press releases to: news@hmexchange.com

onward&upward

promotions
additions

Adherium, a digital health company dedicated to improving medication adherence and patient outcomes, has announced the appointment of **Vik Panda** as Vice President of Marketing. He can be reached at 650-446-8589.

Collectar Biosciences, Inc., has announced the promotion of **Jarro Longcor** as Chief Business Officer. He was previously the company's Senior Vice President of Corporate Development and Operations. He can be reached at 608-441-8120.

CMI/Compas has announced the appointment of **Jeanne Jennings** as Vice President, Media, and **Elisabeth Hediger** as Associate Campaign Analyst. They can be reached at 646-840-0717. **Patricia Flannery** has been appointed as Director, Media; **Joseph Boylan** as Senior Specialist; **Ruthie Levison** as Specialist; **Sharon Desimone** as Manager; and **Karlee Jimenez** as Specialist, all in Digital Ad Operations. They can be reached at 484-322-0880. **John Bucaccio** has been appointed Associate Analyst, SEM; **Shanah Sloane** as Associate Campaign Analyst; and **Lindsay Siegel** as Senior Analyst, Social. They can be reached at 215-568-5944.

Frontline Medical Communications has announced the appointment of **Lee Schweizer** as Chief Digital Officer. He can be reached at 973-206-3434.

The Muscular Dystrophy Association has announced the appointment of **Lynn O'Connor Vos** as President and C.E.O. She can be reached at 312-260-5901.

TBWA\Chiat\Day New York has announced the appointment of **Chris Beresford-Hill** as Chief Creative Officer. **Beresford-Hill**, who joins from sister **Omnicom** agency **BBDO New York**, will assume creative leadership across the agency's full roster of clients. He can be reached at 212-804-1000.

new¬eworthy

awards, mergers
approvals

Flexion Therapeutics has announced the FDA approval of **Zilretta**, a modified formulation of the corticosteroid triamcinolone, making it the first and only extended-release, intra-articular injection for osteoarthritis knee pain. For more information, visit www.flexiontherapeutics.com.

Frontline Medical Communications, in partnership with the patient advocacy organization the **Sarcoma Foundation of America**, has announced the debut of *The Sarcoma Journal – Official Journal of the Sarcoma Foundation of America™*. **Frontline** has also announced the acquisition of **Hemedicus, Inc.**, an accredited CME company; **Jonathan Wood & Associates (JWA)**, a medical education company specializing in hematology, oncology, and cancer immunology; and *Hematology Times™*, an online news publication for hematologists. For more information, visit www.frontlinemed.com.

GlaxoSmithKline and **Innoviva** have announced the FDA approval for the first once-daily single inhaler "closed-triple" COPD therapy **Trelegy Ellipta** (fluticasone furoate/umeclidinium/vilanterol) for the long-term, once-daily, maintenance treatment of certain patients with COPD, including chronic bronchitis and/or emphysema. For more information, visit www.gsk.com.

The Healthcare Convention & Exhibitors Association (HCEA) has announced that HCEA Connect, the association's annual educational and networking event, will be held Sunday, August 12 – Tuesday, August 14, 2018, at the Hilton Baltimore in Baltimore, MD. For more information, visit hcea.org.

Liberate Ideas, Inc., has been named a Top 10 Leading Health Solution Provider by **The Technology Headlines**. The award recognizes the success of **Liberate Health** the @Point-of-Care mediated patient education platform. For more information, visit liberatehealth.com.

McGuff Pharmaceuticals, Inc., has announced the FDA approval of **Ascov** (Ascorbic Acid Injection USP), an injection of vitamin C indicated for the short-term treatment of scurvy in adult and pediatric patients age five months and older for whom oral administration is not possible, insufficient, or contraindicated. For more information, visit www.mcguffpharmaceuticals.com.

MediMedia Managed Markets (MMMM) has announced the selection of **Jodie McVan**, Senior Vice President, Creative Services, Global Access, Commercialization and Communications, as a finalist in the 2017 Stevie Awards for Women in Business. **MediMedia** has also announced the company won two gold industry awards: one for Best Use of Data Analytics and Healthcare Communications at the 2017 Medical Marketing & Media (MM&M) Healthcare Awards and an award in the Digital Media Mobile App category at the 2017 MarCom Awards. For more information, visit www.iconplc.com.

Mylan has announced the FDA approval of its generic version of **Teva's** Copaxone, which is indicated for the treatment of patients with relapsing forms of multiple sclerosis (MS). For more information, visit www.mylan.com.

NorthStream Global Partners (NSGP) has been selected by **Myriad Genetics** to provide corporate communications and social marketing for a Breast Cancer Awareness program. **NSGP** will provide a multichannel program informing women about hereditary breast cancer risk assessment, as well as answering questions about the personalizing of both management and treatment via genetic testing. For more information, visit www.nsgpllc.com.

Novartis has announced plans to buy *Advanced Accelerator Applications* for \$3.9 billion in cash, strengthening the company's oncology portfolio. Under the deal, **Novartis** will gain **Advanced Accelerator's** radiopharmaceutical treatment for neuroendocrine tumors. For more information, visit www.novartis.com.

The Walchli Tauber Group has announced its partnership with **MediMedia Managed Markets (MMMM)**, the publisher of *Managed Care* and *P&T (Pharmacy and Therapeutics)*. For more information, contact Greg.Pessagno@WT-Group.com or Kim.Kleinberg@WT-Group.com.

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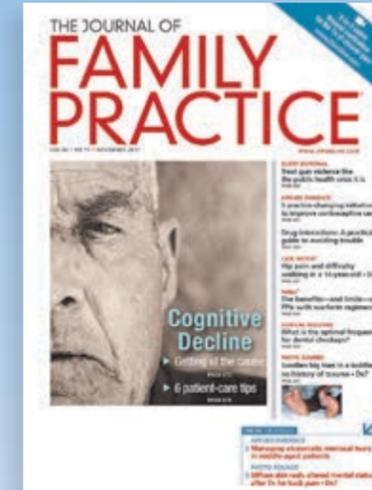
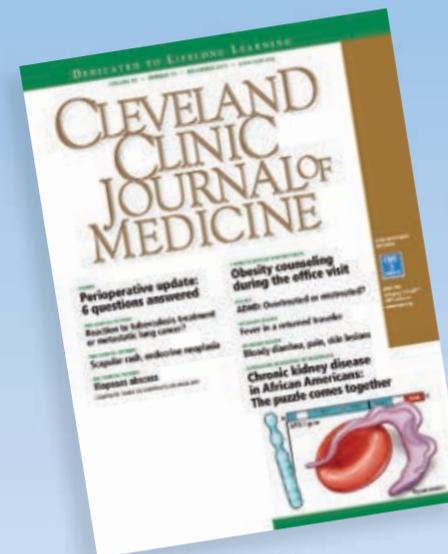
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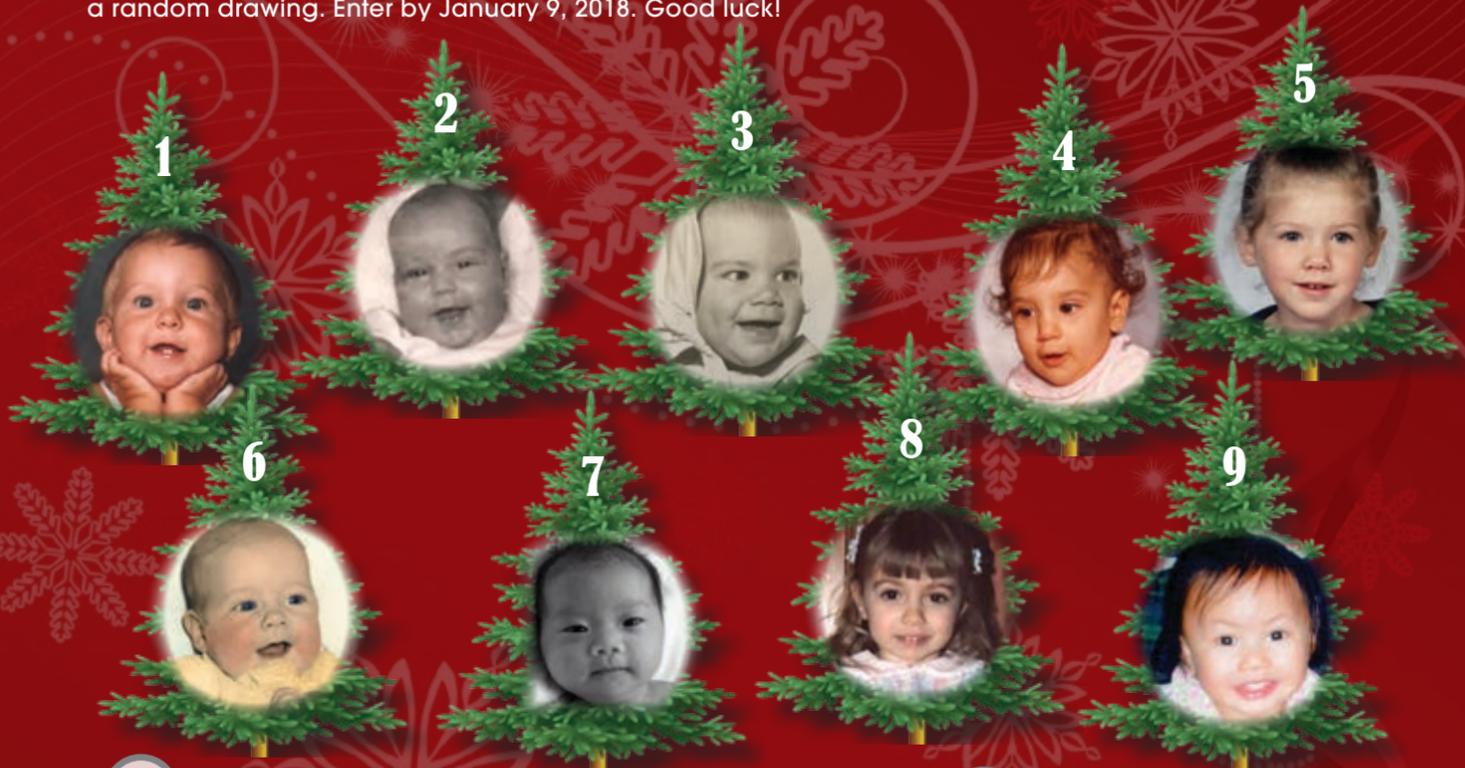
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BABY PHOTO CONTEST

Enter by clicking "Contests/Polls" on our website, www.HMExchange.com
 Can you match the baby with the adult? Select the number on the baby's tree that matches up with the adult photo. If you get stuck, look for clues under "Contests/Polls" on our website. The winner will receive a \$50 Amazon Gift Card. The entry with the most correct matchups wins; ties will be broken by a random drawing. Enter by January 9, 2018. Good luck!



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Maddie Leonard
HEALTHCARE MARKETER'S EXCHANGE

LAUNCHING IN 2018!

Here's a sneak peek at the redesigned *Group Practice Journal*, debuting in January!



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Don't miss out! Reserve your space by Dec. 19, 2017 (materials due Dec. 28)!

Climbing in the New Year

BY NATALIE DUBBS

I think it will be impossible to top spending New Year's Eve in Sydney, Australia, back in 2005. My husband Ken and I arrived in Sydney on December 28th after a 20-hour flight and hit the ground running...or in our case, climbing. My parents were living in Australia and had arranged for us to climb the Sydney Harbour Bridge. They had completed the climb twice and said it was an amazing experience, so I was anxious to check it out.

After a brief indoor instruction course, we suited up and strapped onto a cable that was to be our "safety net" as we followed our guide to the top of the bridge. The nearly four-hour trek took us up a series of steps, ladders, and narrow platforms that wove to the summit of the bridge 440 feet above the harbor. Our guide kept us entertained the whole way with stories about the bridge and his experiences. I tried to look outward and upward to keep calm, but there were times when I made the mistake of looking down onto



View from the top of the bridge.

the bustling traffic and water, hundreds of feet below. That was absolutely terrifying!

Once we arrived at the top of the bridge, the view of the city and surrounding area was spectacular. In addition to the scenery, we could see all of the fireworks for the New Year's Eve festivities lined up on top of the bridge – not

Ken and me getting ready to ring in 2006 in Sydney Harbour.

scary at all, right?! Since phones and cameras were not allowed, our guide snapped a few amazing pictures of our group before we began the descent.

Back on the ground, we grabbed a drink at a pub at the base of the bridge and watched other groups going through the course. I kept thinking I would love to do it again someday – only next time at night or sunrise!

On December 31, 2005, the Circular Quay area – a hub at the foot of Sydney's central business district and the older, historic end of the city – was full of people and boats all anxious to ring in the New Year with an amazing show. Unlike an often freezing New York Times Square

on New Year's Eve, it was 90 degrees and sunny in Sydney.

My parents, husband Ken, and I had tickets to an outdoor cocktail party at the Park Hyatt Sydney, which is at the base of the Sydney Harbour Bridge and has a great view of the Opera House. As midnight approached, the fireworks we walked beside a couple of days earlier lit up the bridge. The theme that year was "Sydney has Heart," which was carried through by a beating heart in lights on the side of the bridge and on the sails of the boats in the harbor. It was an amazing display and an evening I will never forget!



Natalie Dubbs is Vice President, Group Supervisor, Multichannel Media, SSCG Media Group, 210 Carnegie Center, Princeton, NJ 08540. She can be reached at 609-936-5764 or ndubbs@sscgm.com.



The JAMA Network® published 14 of 100 papers with the highest Altmetric scores of 2016, including the #1 overall article, penned by President Barack Obama.

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 2016, according to Altmetric.

- 1 United States Health Care Reform: Progress to Date and Next Steps by President Barack Obama (*JAMA*)
- 39 Association of Hormonal Contraception With Depression (*JAMA Psychiatry*)
- 81 Association of Leisure-Time Physical Activity With Risk of 26 Types of Cancer in 1.44 Million Adults (*JAMA Internal Medicine*)
- 5 Sugar Industry and Coronary Heart Disease Research: A Historical Analysis of Internal Industry Documents (*JAMA Internal Medicine*)
- 41 The High Cost of Prescription Drugs in the United States: Origins and Prospects for Reform (*JAMA*)
- 87 Pharmaceutical Industry–Sponsored Meals and Physician Prescribing Patterns for Medicare Beneficiaries (*JAMA Internal Medicine*)
- 7 The Association Between Income and Life Expectancy in the United States, 2001-2014 (*JAMA*)
- 57 Association of Animal and Plant Protein Intake With All-Cause and Cause-Specific Mortality (*JAMA Internal Medicine*)
- 88 National Trends in Hospitalizations for Opioid Poisonings Among Children and Adolescents, 1997 to 2012 (*JAMA Pediatrics*)
- 8 Effect of Wearable Technology Combined With a Lifestyle Intervention on Long-term Weight Loss: The IDEA Randomized Clinical Trial (*JAMA*)
- 61 Association Between Portable Screen-Based Media Device Access or Use and Sleep Outcomes: A Systematic Review and Meta-analysis (*JAMA Pediatrics*)
- 98 Screening for Colorectal Cancer: US Preventive Services Task Force Recommendation Statement (*JAMA*)
- 19 The Third International Consensus Definitions for Sepsis and Septic Shock (Sepsis-3) (*JAMA*)
- 68 Prevalence of Inappropriate Antibiotic Prescriptions Among US Ambulatory Care Visits, 2010-2011 (*JAMA*)

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

For advertising information call 862-261-9618.



Look for the Altmetric badge on all articles at jamanetwork.com.



CARING FOR THE HOMELESS A CHRISTMAS EVE TRADITION

BY SUE LOVENBERG

Bridges Outreach was founded to bridge the gap between housed and homeless people. I became acquainted with the organization one Sunday at church. An announcement was made that volunteers were needed to help distribute bagged dinners and hot soup to homeless people on Christmas Eve. In years gone by this would be a busy family time. However, time has changed that dynamic for us – some family members are gone, most have moved out of state. So I thought this would be a wonderful way to celebrate the reason for the season.

Once I signed up, I asked my colleagues at the AMA NJ office if anyone would like to donate warm socks, gloves, hats, or scarves to bring along. They responded in spades! So, in addition to the meals we were delivering, we had a big carton of warmth to bring along and hand out to the men, women, and children who lined up that night.

GIVING IS RECEIVING

When I signed up to volunteer, I thought I would be the one doing the giving, but each and every homeless person I have met has blessed me instead! Their gracious response, heartfelt thank-yous, and sincere God-bless-you touch my heart and remind me just how much I have to be grateful for.

CARING IN ACTION

I've been very moved by the compassion of the Bridges organizers and how they watch over the people they have come to serve. If they see that a "regular" has not shown up in a couple of weeks, they start asking around to see what has happened to them. On the last NY run I helped with, a couple of volunteers walked down the street to check out a sheltered area under some scaffolding. Beneath a pile of cardboard and rags, they discovered several people who did not want to lose their sheltered spot or were not well enough to go out in the drizzle. Our volunteers brought some bags of food, socks, and toiletry kits down to the group and will now make a point of checking in on them each week.

The sense of community that develops amongst the homeless people is amazing to witness too. I have seen that they form close-knit groups who watch out for each other and help each other as best they can. There is often one person in a group who takes the lead in making sure everyone is getting what they need.

Since that first Christmas Eve Run, I have gone on several more runs at different locations. I come away each time with gratitude for my family and life, and deep compassion for those struggling to make their way with the little they have. The caring and outreach of everyday people never ceases to amaze me. As Mother Teresa has said, "Never worry about numbers. Help one person at a time and always start with the person nearest you."

THE BACK STORY

Bridges has been around for 26 years. It was started by one couple, Geoff and Ginger Worden. They decided to pack up 20 bagged dinners and two thermoses – one filled with coffee, the other with soup – and head to Manhattan to feed some of the homeless they saw every day in the Wall Street area. As they traversed New York City, the

first homeless man they found was underneath a cardboard covering, below the Brooklyn Bridge. Now every week Bridges delivers food, hot beverages, toiletries, and, most importantly, smiling faces and love to homeless people in New York City, Newark, Irvington, and Summit. More than 2,000 volunteers each year deliver 65,000 brown bag meals, 10,000 pairs of socks and underwear, 7,500 toiletry kits, 49,000 cups of soup, and tons of donated clothing to over 21,000 people. This is all done through the volunteer efforts of church and community groups and coordinated by the Bridges staff in Summit. For more information, go to www.bridgesoutreach.org.



Sue Lovenberg is Manager, Reprint and ePrint Communications, American Medical Association, 1 Upper Pond Road, Parsippany, NJ 07054. She can be reached at 862-261-9621 or sue.lovenberg@jamanetwork.com.



Denville Community Methodist Church Christmas Eve Crew.



The gift of giving kept us warm despite the rain.



LET'S HAVE A FEW LAUGHS

NOT QUITE FACE-TO-FACE WITH A CLIENT

BY BIERCE RILEY

During a meeting in Arizona, we had some free time before dinner, so a group of us hiked up a trail to view the valley below. It was great, until one of my clients backed into a cactus. Since I was nearest to him and he was in extreme pain, he asked (actually begged) me to remove the cactus spines from his buttocks. Without waiting for a response, he quickly turned his back, bent over, and gave me a full moon. I did the "surgery," patted the side of his fanny, and told him he was okay. When he got his trousers back up, he thanked me with a little hug, and we walked down the path for dinner. We both were a bit embarrassed at dinner, but laughed about it for years afterward.



Bierce Riley is a self-employed Marketing Research Consultant in Morristown, NJ. She can be reached at 973-455-0491 or Bierce.Riley@gmail.com. Bierce also sits on the Mendham Township Historic Preservation Committee, the Board of Directors of the Canal Society of New Jersey, and the Board of Directors of the Roebling Chapter, Society for Industrial Archeology.

PHARMA RAP

BY KRISTIN SCOTT

Ha!! When I was a new pharma sales rep just out of college, my predecessor, who was adored, apparently did "a rap" for the docs on our product. Naturally, I felt I had to do the same. Yes, I wrote it and, sadly, performed it, possibly even in front of my DM... It went something like this:

"___ works in 3 ways to give relief
And it's got a safety profile that can't be beat."

Horrifying!!!!



Kristin Scott is Director of Business Development, Society of Hospital Medicine, Philadelphia, PA. She can be reached at 267-702-2604 (o), 267-467-1829 (c), or kscott@HospitalMedicine.org.

MY HAVE TIMES CHANGED

BY BILL HAHN

Back in 1972, I had a sales territory in southern Alabama calling on family physicians. Sales practices were quite a bit different than they are now, especially in rural, one doc towns. This was before DDD and IMS, when you determined what the doctor was writing by visiting a local pharmacy and thumbing through the scripts behind the counter.

The average doc saw around 75 patients a day and some busy docs approached 150 a day. Needless to say, finding quality time with these country docs wasn't easy. One in particular in Dozier, Alabama, would only see reps after all the patients and staff left for the day. For those of you who don't know where Dozier is located, it's just west of Pine Level and south of Brantley. An absolute requirement to see the doc was a cold six pack of beer and some good jokes. After the beer was consumed, you could then detail the doc while he played his banjo. If you stuck around for an extra day, you could see your results in the pharmacy script holder.

Oh, those were the days!



Bill Hahn is Consultant at Science Branding Communications, 120 Whitmarsh Court, Murrells Inlet, SC 29576. He can be reached at 732-740-4600 or bhahn@sciencebranding.com.

BEWARE THE REVOLVING DOOR

BY MELANIE BONOMOLO

It was during a college internship at VH1. Their offices were in Times Square. I went out for lunch with my director and was following him back into the building, engaged in conversation.

As we approached the revolving door, I, not knowing proper etiquette, saw the opportunity to squeeze into a space clearly designed for one person. Wedged in the same space with him, it made the next 15 seconds unbearably uncomfortable. I'll never forget the look on his face.



Melanie Bonomolo is Vice President, Media, CMI Media, 442 Interpace Parkway, Parsippany, NJ 07054. She can be reached at 973-352-1107 or mbonomolo@cmimedia.com.

OUR ADOPTION JOURNEY

BY ALYA SHERMAN

"I'm Adopted"

This is Jacob's typical response when someone asks him why he doesn't look like me.

"I'm his son."

This is Jacob's typical response when I say you're just like Daddy.



As you can tell, adoption is not a taboo subject for us. We openly discuss our journey to adopt with Jacob and anyone who is interested in listening. I'm proud of how our little family came to be. I love sharing our experience with the goal of inspiring others to consider adoption when natural methods are no longer an option.

I say this not to imply that adoption is for everyone or a means to an end. Sometimes it's the first choice for couples looking to grow their family. However, most of the time, adoption is a choice for couples desperate to have a family and it has become their final attempt at one.

We were the latter.

THE JOURNEY BEGINS

After months of being injected, probed, prodded, and monitored like a lab animal, my husband Phil suggested that we look into adoption. It seemed like such a foreign subject at the time. I was over feeling sad and was open-minded primarily because I thought that it would take forever for anything to come of it. Like many of you reading this, I had heard too many horror stories of failed adoptions and broken dreams to believe that we would be the lucky ones. Plus, my doctor kept insisting that I was perfectly healthy and there was no reason to think otherwise. Yes, this is how they keep your hopes up and the infertility industry fertile...literally.



In Daddy's shoes.

TAKING STEPS

So, in typical Sherman fashion, we made a decision to learn more and dove right into researching adoption. It began with us attending open houses and meeting with adoption agencies and specialists to learn as much as we could about all the possibilities. Foreign, domestic, open, closed. There was so much to know and so many decisions to make. Since I was born in Kiev, Ukraine seemed like the natural place to adopt from. However, we quickly learned about the many downsides to adopting from there as well as other foreign countries. We finally decided on domestic adoption, selected an agency, created a killer portfolio, and crossed our fingers.

Not a week went by before I received THE phone call.

THE FAST TRACK

I remember it like it was yesterday...just writing that sentence brings tears to my eyes. I was sitting in my

office probably massaging my freshly insulted butt cheek when the voice on the other line asked if we were interested in adopting a boy. The birth mother was six months pregnant and had seen our profile and wanted to meet us.

Are you kidding?

Was someone playing an evil joke?

Wasn't this supposed to take months, if not years?

Three months later, I was holding the most perfect baby boy in my arms. The birth mother, her entire family, and probably most of her friends were watching us as we stared into his baby blue eyes.

I was scared she would do what a large number of new mothers do and change her mind, but she didn't. She had the support of her family, friends, and physician and the

desire to give her child a life she knew he deserved but could not afford him.

THE ROAD HOME

As soon as Jacob was discharged, we grabbed him and took off, afraid that things could change in a moment's time. I think my exact words were, "Phil, drive to Mexico!" We didn't. We drove home, a mere 15 miles from where Jacob was born and settled into our new life as a family of three in Philadelphia.

We agreed to an open adoption. I will say that this is not for everyone, but we were willing to accept the terms that came with it. Since the day he was born, Jacob's birth mother has seen him a few times and requested updates periodically.

While ours may sound like an adoption fairy tale, there have been great highs and great lows.

The months leading up to Jacob's birth were scary, unpredictable, and dark. Every time we walked through the streets of Philadelphia, strollers and happy families



At our favorite family place, the beach.

holding hands unfolded in front of us like a sadistic film noir.

The past 12 years with Jacob have been nothing but a miracle sprinkled in with moments of expected but unpredictable adoption inquiries from, "Why didn't she want me?" to, most recently, "So, if there was a birth mother, there was a birth father." Let's just say that I let Phil handle that one.

I'm grateful every day for the opportunity to be Jacob's mama and, quite frankly, often forget that he was adopted. He, on the other hand, never forgets and is quick to volunteer, "I was adopted," almost as if he wears it as a badge of honor.



Alya Sherman is Founder and CEO of AlyaBuzz, LLC, a Boutique Consulting Firm in Philadelphia, PA, specializing in Social Media and Influencer Marketing. She can be reached at 856-237-4465 or alyasherman@gmail.com.

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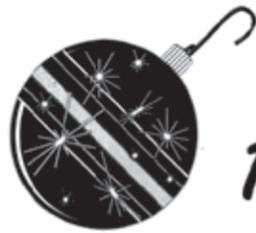
AMM Nexus & HME
Humanitarian Awards

MARCH 27, 2018
YALE CLUB
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A bond like no other.



Holiday Memories

The Best Gift of All

My most unusual Christmas was spent in Salzburg, Austria, as a young girl who had just escaped from communist Hungary.

The celebration of the Christmas season usually began for me on December 6th, Santa Claus Day, but this year it was the day my parents and I embarked on our escape from Budapest, Hungary. Instead of awakening to find my usual chocolates left by "Santa" in his red boots on my windowsill, we left our home early in the morning and headed for the railroad station. We did not carry suitcases, only the double layer of clothing we wore, because that would have indicated that we were planning to leave the country as thousands had already done. If caught, families were arrested and sent to prison in Siberia. The fighting between the Hungarians and the Russian soldiers was halted for a few days, because the Russians had already regained military control of most of the city. As we walked through the battle-torn streets, we passed the Russian soldiers and their tanks stationed throughout. All of the events during the past few months, from the beginning of the revolution on October 23rd, were now culminating in our leaving our birthplace, family and friends. I was still in shock after being told by my parents, only the previous night, of our plans to depart the country.

We managed to escape safely and eventually ended up in the city of Salzburg, on December 20th. We were temporarily staying at a ski lodge because the Hungarian refugee camps were already overcrowded by the time we arrived. The owners of the lodge were being paid by the International Red Cross to provide food and lodging for us. Needless to say, we were not treated quite as well as the paying guests—plus we were "foreigners." To us, however, it was a treat compared to the difficult days we had endured during our trek from Budapest.

Everyday, we waited to hear from the International Red Cross as to which democratic country, if any, would permit

us to enter so that we could make a new home. Our first choice was the United States, which was our dream, but the U.S. was very difficult to get into because of the limited quota. The other preferences were Canada and Australia.

In the interim, we went for frequent walks throughout Salzburg in the unusually cold and snowy winter. Since this city is located in the Austrian Alps, the scenery was spectacular. The Christmas decorations and the neon lights made it appear like a winter wonderland to us. It also amazed me that the outdoor lighting remained on all night. In Budapest, the night lighting on the streets was sparse because of the Russian mandate to conserve electrical energy due to its expense.



Aniko Burzo

That Christmas Eve, the time that we usually exchanged our presents, was one of uncertainty for us. We did not have our family and friends with us to celebrate the holiday and we were in a foreign place far away from our home. Furthermore, we did not have the usual Christmas tree decorated and lit with real candles by my parents which they would unveil at the ringing of the "bells from the angels." There were, of course, no presents since we could not afford them.

However, we received the best present of all, that Christmas Eve. We would be permitted to emigrate to the United States: The quota for Hungarian refugees had just been lifted and we were among those that would be able to enter America within a few weeks!

Aniko Burzo
Klemtner Advertising
New York

UPDATE! Based on political events in Hungary these days, I am very grateful that my parents decided to escape from Hungary when the narrow window of opportunity towards the end of the Hungarian Revolution (fought against Communist Russia) presented itself. I have relatives in Venezuela that had requested we emigrate to that country in 1957, but fortunately my parents decided on their first choice, which was the U.S.A. Now Venezuela is in the middle of political turmoil.

Hungary is a small country with a distinctive language, but many of my relatives emigrated to other countries due to civil wars and political unrest since World War II. Last Christmas, some of my cousins came to visit in New York and the third generation of kids spoke a variety of English, Spanish, French, German, and/or Hungarian. There was a lot of translating in order to communicate with each other!

Aniko Burzo is a Media Consultant. She can be reached at anikobur@yahoo.com.



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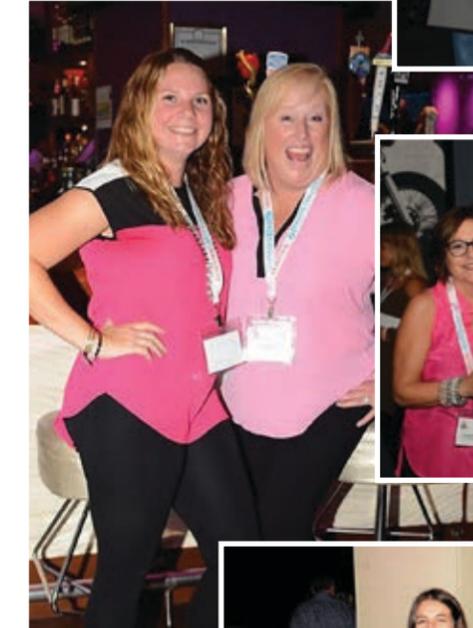
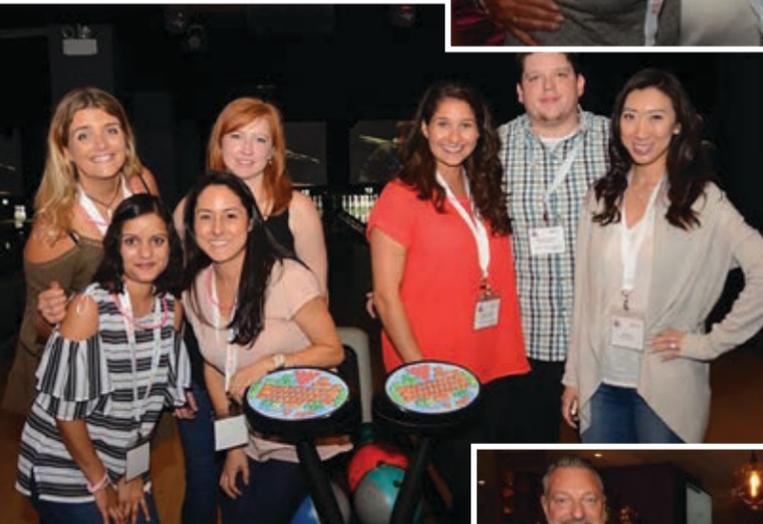
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*Source: Kantar Media, June 2017 Medical/Surgical Readership Study, Internal Medicine Office and Hospital.

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AMM's Bowling for Breast Cancer 2017



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 24, 2017, over 200 AMM members and medical media professionals joined together to raise awareness and money to benefit BreastCancer.org at the 8th 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. A portion of the proceeds from the event will be donated to BreastCancer.org.

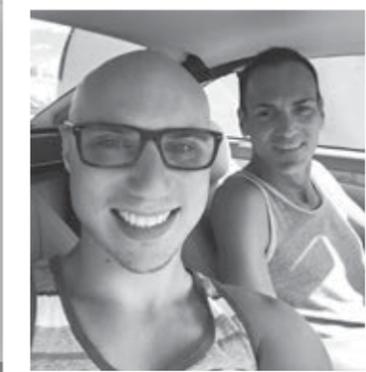
AMM wishes to extend their sincere gratitude to all who made the event such a success. Thanks to all who attended, our sponsors, those who donated to the raffle, and our volunteers!

AMM's efforts were supported by the following: AMA, American College of Physicians, American Academy of Family Physicians, American Medical Communications/TripleThreat, American Museum of Natural History, BreastCancer.org, Context Media Health, Elsevier, Frames Bowling Lounge NYC, Frontline Medical Communications, Haymarket Media/Haymarket Oncology, Healio, HemOnc Today, The JAMA Network, Kantar Media, M3/MDLinx, MediSolutions, New England Journal of Medicine, Ob.Gyn. News and OBG Management, ONE-count, Pfizer, PMI, UBM Medica, and Wolters Kluwer.

Look for more details on this event and future AMM events and fundraisers on the AMM website at www.ammonline.org.

Pictures compliments of Nancy Souza
AMM Association of Medical Media

Tom Boyle



"Life's short...
buy the shoes!"

Birthplace: Oyster Bay, Long Island, NY

Marital Status: Engaged to my Fiancé Raymond!

Job Title: Media Planner

Years in Industry: 5

College: SUNY Oswego

What are two things on your bucket list?

- 1) To meet Beyoncé. If we met, my life would be complete!
- 2) Learn how to tap dance.

What was your first job?

My first job was as a publicist for the Paper Mill Playhouse in Millburn, NJ. My job included pitching press reps for coverage of shows and cast members. I worked at Paper Mill for about a year prior to shifting careers.

Do you have any pets?

I do! I have a pit bull mix named Kringles. He is five years old and we love him so much! He is a rescue puppy and, prior to joining our family, he served as a companion to cancer patients. We also have a fish named Spartacus. We won him at a birthday party, and he too is now five years old.

How do you stay fit?

I work out after work for 30-60 minutes a day – I choreographed my own Zumba routine to a mix of Beyoncé songs. This is a full body workout, and keeps me energized! Fun fact: I sing each song as I work out, added fun for me, torture for the fiancé!

How did you get started in the industry?

After I left Paper Mill, I needed a change. Theater has always been my hobby and having that as my career too was ruining the experience. My cousin worked at CDM, and asked if I would be interested in being a receptionist. Of course I accepted, and after working in reception and account, I eventually found my calling in media, and a place to call home here at SSCG Media ☺

What is the last good book you've read?

Running in Bed. It is about a young gay advertising exec in the '70s during the rise of the AIDS crisis. The book is quite gripping and a real tearjerker. Since I am an openly gay male and an advocate for the LGBT community, this book really hit home.

I also read a play (also HBO movie) called *The Normal Heart*, which deals with the rise of the AIDS crisis and the formation of the Gay Men's Health Crisis. This play is touching and gut-wrenching, a must-read/-see for all.

Have you ever had a brush with fame?

I sang with the 2003 Broadway cast of *Gypsy* at Macy's of Herald Square for a Broadway event. That's about as close as I've gotten to fame...ha!

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

I've seen Beyoncé six times in concert...recently from the front row!

What famous person would you HATE to be stuck in an elevator with?

Richard Gere! He just grinds my gears (no pun intended).

What was the best present you ever received?

A Fudgie the Whale cake from my fiancé for our anniversary. This will also be my wedding cake ☺

What is your most memorable birthday?

When I was 22, my boyfriend (now fiancé) took my family, friends, and myself go-carting, and we also played a few games of laser tag. So much fun!

What do you collect?

Playbills, high-end shoes, and bags. I also have an online consignment presence and sell luxury goods that I no longer want, or would like to sell in order to purchase current season merchandise.

What do you know for sure?

Life's not fair, and we just have to roll with the punches. Not everything will go your way, and that's okay. Everything happens for a reason.

Coollest experience?

I took Ray to see *Wicked* for his birthday, and it turned out one of his friend's works on the wigs. So we received a backstage tour and got to stand on the Gershwin stage right below the Glinda bubble. 13-year-old Tom would have FREAKED...27-year-old Tom...lost his mind over this dream come true! Since I've seen *Wicked* six times, the backstage tour allowed me a fresh look at the show, and how much it takes to put on a production of this magnitude eight times per week.

Tom Boyle is Media Planner, SSCG Media Group, 220 East 42nd Street, New York, NY 10017. He can be reached at 212-845-8105 or tboyle@sscgmedia.com.



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1. Source: AAFP, completed CME Quiz return data, May 2017

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Happy Holidays!