

Next Month:
Everything Digital

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 30, No. 1
FEBRUARY 2021

PHARMA LOVES THEIR PETS!

The Annual HME
Pets Photo Contest
Winner Is...

Lula



*Lula is
ready for a
midnight
snack!*

**Fabrizio
Gambino**
Health Monitor
Network



Inside...

- Annual Pets Photo Contest Pics
- Feel-Good and Funny Pet Stories from Tom Boyle, Stacey Conway, Sonja L. Foster-Storch, and Carol Timberlake
- Personal Exchange Featuring Wynn Hansen, SmartBrief

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physicians are talking

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Dear Healthcare Marketer,

I hope this finds you well!

I'm grateful to all who participated this month...and to all of you who support us through advertising, sharing your stories, participating in polls, and just enjoying THE EXCHANGE. This month we celebrate our 30th year thanks to you!

Last year was one of the most stressful years of my life and it's not like 2021 is looking much better just yet. I'm sure you can all relate.

We have to laugh or we'll cry lol. We have to find better. Do better. Be better. Be kinder. We have to dig down deep and find that gratitude because the truth is there is always something to be grateful for.

We also have to do things to lessen our stress, like limit our time checking the news and staying in the moment so we can live each day as best we can. Clearly having a pet helps. During the pandemic, many have adopted pets. There's even a name for it – Pandemic Puppy and COVID Cat. There is no question pets are a great way to lift our spirits and get us out of the house in the fresh air and sunshine among nature. Plus, you get to see people even if it is only at a social distance.

In our house, our two dogs rule. It is a circus!

Daisy is 14 and is totally deaf. She barks at me constantly for treats, water, or food *all day long*. She only does this to me. This started happening two years ago. I think she forgets she already ate. Penny is two and she is jealous if I show any attention to Daisy. It is quite funny. Even though at times they are a pain, they get me off the couch, whether it's for treats, water, or going outside. There is no relaxing around here. They keep me moving during COVID for sure and that's a good thing.

My dad lives with me. When he gets up to go to the bathroom (walkers can be very loud), Penny darts up the stairs to eat his lunch or snack while he is taking care of business. I'm always worried the dogs will get into Dad's pills that he drops or are next to his chair. On the other hand, Penny always goes up for rubs from my dad and truly has been a lifesaver for him in this lonely COVID world. Penny cries every morning from my daughter's bedroom where she sleeps for me to take her out. Of course, my daughter doesn't seem to hear a thing – kids really can tune out anything. It's annoying – the dogs don't pester anyone but me.

Of course, we couldn't love our dogs more. I love the way they interact. Though I'm not sure they like each other, I know they love each other as siblings. Daisy and Penny keep me company in my office and provide a lot of laughs and conversation when there's not much else going on. I am glad we have two. This adds to the antics and humor around our house.

Have you heard that President Biden brought two German Shepherds into the White House? One of them was recently adopted from a shelter. I know many of you can relate to that. There's no question about it, there are plenty of pet lovers among us in this industry. This annual Pet Issue is always a treat. Every year, we have more furry friends entered into our Pets Photo Contest. As you can now see, **Lula**, whose human is **Fabrizio Gambino**, is our Cover Pet this year. She was chosen out of 47 adorable entrants.

We're sure you'll agree, however, when it comes to love and companionship, every one of our pets is a superstar. You can't help but smile as you flip through the pet pics on the following pages. We also have a few stories I'm sure you'll love. Read on to find out how **Tom Boyle** trains his three dogs. **Sonja L. Foster-Storch** shares her moving story of how her recent dog adoptions are her family's way of paying it forward after her partner Dara survived COVID-19. **Stacey Conway** tells her tail of adopting a pandemic Boxer pup. **Carol Timberlake** encourages us to consider Dogs on Deployment (DoD) – an organization that arranges foster care for dogs while their humans are on active duty. And you'll have an opportunity to get to know **Wynn Hansen** a little better this month through *Personal Exchange*.

In addition to our pets bringing us hope and joy, I am feeling hopeful about a future without COVID-19. I am so grateful there is now a vaccine to protect us. If you haven't already been vaccinated, I hope you are on your way. I've registered...I'm ready and willing!

Stay well,



My precious PITA pups –
Penny and Daisy.

WIN a \$100 Amazon Gift Card!

Just Tell Us In A Few Paragraphs About One Or More:

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- Ways you have communicated, celebrated, connected online during COVID
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Fill Out Our Digital Survey for another chance to win a \$100 Amazon Gift Card!

Go to www.hmexchange.com/contests.html.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor has announced the promotion of **Stephanie Zimmerman** and **Meghan Gill** to Director of Project Management. They can be reached at 312-894-5500.

AstraZeneca has announced the appointment of **Greg D'Antonio** as Associate Director, U.S. Respiratory and Immunology. He can be reached at gdanto27@gmail.com.

closerlook, inc., has announced the appointment of **Patrick Flavin** to its Business Development Team. He can be reached at 312-640-3700.

DMD Marketing Corp. has announced the promotion of **Tighe Blazier** to President. He can be reached at tblazier@dmdconnects.com.

GeneDx has announced the appointment of **T. Anthony Howell** as Senior Director, Biopharma Business Development. He can be reached at thowell@genedx.com.

Gilead Sciences has announced the appointment of **Menno Letschert** as Global Commercial Product Strategy Director – Magrolimab. He can be reached at menno.letschert@gilead.com.

Guidemark Health has announced the appointment of **David Avitabile** as Client Experience Lead. He can be reached at davitabile@mana-llc.com.

HealixGlobal has announced the appointment of **Jessica Longo** as Senior Communications Designer. She can be reached at Jess.longo@healixglobal.com.

Health Monitor Network has announced the appointment of **David Paragamian** as President. He can be reached at 201-225-1444.

Intercept Pharmaceuticals, Inc., has announced **Jerome (Jerry) Durso**, currently Chief Operating Officer, will succeed **Mark Pruzanski** as President and Chief Executive Officer. **Mr. Durso** will also be appointed to the Board of Directors. **Dr. Pruzanski** will remain Director on the Board and retained Advisor to the company.

Klick has announced the appointment of **Donna (Nilsen) Thomas** as Healthcare Educator. She can be reached at dthomas@klick.com.

MedEvoke has announced the appointment of **Fred Short** as Senior Vice President, Strategic Accounts. He can be reached at fshort@medevoke.com.

Ogilvy Health has announced the appointment of **Andrew Thorn** as Executive Vice President, Head of Planning, **Marin Bergman** as Director, **Jessica Morris** as Account Executive, and **Sherry Zheng** and **Samara Dowe** as Assistant Account Executive. They can be reached at 212-880-5360.

Outcome Health has announced the appointment of **Jordan Grafman** as Senior Vice President, Industry Sales. He can be reached at jordan.grafman@outcomehealth.com.

Publicis Health has announced the appointment of **Kara Dugan** as President of Razorfish Health. She can be reached at 212-295-7100.

Sage Therapeutics has announced the appointment of **Barry Greene** as Chief Executive Officer, succeeding **Jeff Jonas**, who will stay on in a new role. **Barry** can be reached at 617-299-8380.

Saniona has announced the appointment of **Denelle Waynick** as Chief Legal Officer and **Kyle Haraldsen** as Chief Technical Operations Officer. They can be reached at 781-810-9227.

NEW & NOTEWORTHY

awards • mergers • approvals

Almirall, S.A., has received FDA approval of **Klisyri™** (tirbanibulin) for the topical treatment of actinic keratosis (AK) of the face or scalp. For more information, visit www.almirall.com.

Amgen has received FDA approval for **RIABNI™** (rituximab-arrx), a biosimilar to **Rituxan®** (rituximab), for the treatment of adult patients with Non-Hodgkin's Lymphoma (NHL), Chronic Lymphocytic Leukemia (CLL), Granulomatosis with Polyangiitis (GPA) (Wegener's Granulomatosis),

and Microscopi Polyangiitis (MPA). For more information, visit www.amgen.com.

Bracco Diagnostics Inc., has received FDA approval of **ProHance®** (Gadoteridol) Injection, 279.3 mg/mL, for intravenous use with magnetic resonance imaging (MRI) in pediatric patients under two years old, including term neonates, to visualize areas with disrupted blood brain barrier and/or abnormal vascularity throughout the brain, spine, and associated tissues. For more information, visit www.bracco.com.

CNS Pharmaceuticals, Inc., has received FDA approval of the Investigative New Drug (IND) application for **Berubicin**, for the treatment of Glioblastoma Multiforme (GBM). For more information, visit www.cnspharma.com.

Dora Shankman has announced the formation of **DPS Strategic Media Enterprises, LLC**, providing pharmaceutical and biotech healthcare companies with strategic multichannel media planning, negotiating, and marketing communication services, in addition to strategic sourcing and optimal savings for clients. **Dora** can be reached at doras@dpssme.com.

Ergomed, a company focused on providing specialized services to the pharmaceutical industry, acquired **MedSource (MS Clinical Services, LLC)**, a specialized clinical research organization that focuses on oncology and rare disease. For more information, visit www.ergomedplc.com.

FutureHealth Strategies, LLC, a new consultancy dedicated to leveraging the intersection of data, insights, and technology to transform the future of healthcare has been formed by **Sherry Fox**, Founder and CEO. **Sherry** can be reached at 215-740-0449 or sherryfox1624@verizon.net.

GSK has received FDA approval of **belimumab** (**Benlysta®**) as the first-ever treatment indicated specifically for adults with lupus nephritis (LN), a complication of systemic lupus erythematosus (SLE). For more information, visit www.us.gsk.com/en-us/home.

Healthcare Businesswomen's Association has announced its March Webinar to be held on March 2, "Make an Offer They Can't Refuse! Real World Negotiation Skills." For more information, visit www.hbanet.org.

Karyopharm Therapeutics, Inc., has received FDA approval of **XPOVIO®** (selinexor), a first-in-class, oral Selective Inhibitor of Nuclear Export (SINE) medicine, in combination with bortezomib and dexamethasone for the treatment of adult patients with multiple myeloma who have received at least one prior therapy. For more information, please visit www.karyopharm.com.

Nephron Pharmaceuticals Corporation announced FDA approval of the Nephron Abbreviated New Drug Application (ANDA) for **Ketorolac Tromethamine Injection USP**, 60 mg/2 mL (30mg/mL) in single-dose vials. The vials are made of polypropylene plastic with a "luer lock" interface for needle-free dosing. For more information, visit www.nephronpharm.com.

Slayback Pharma, LLC, has received FDA approval of its Abbreviated New Drug Application (ANDA) for **Merzee** (norethindrone acetate and ethinyl estradiol capsules and ferrous fumarate capsules) 1 mg/20 mcg with a Competitive Generic Therapy Designation. **Merzee** is an AB-rated generic equivalent of **Taytulla®**. For more information, visit www.slayback-pharma.com.

Soleo Health is now offering **SEVENFACT**, a newly released drug by **HEMA Biologics™** for the treatment and control of bleeding disorders in adolescent and adult patients with Hemophilia A or B with inhibitors. **SEVENFACT** was approved by the FDA in April. For more information, visit www.soleohealth.com.

Sumitovant Biopharma and its **Urovant Sciences** unit has received FDA approval for once-daily oral drug **Gemtesa** (vibegron) for the treatment of overactive bladder (OAB) with symptoms of urge urinary incontinence (UUI), urgency, and urinary frequency in adults. For more information, visit www.sumitovant.com.

The **U.S. Food and Drug Administration (FDA)** has approved **Orgovyx** (relugolix) for the treatment of adult patients with advanced prostate cancer. This approval marks the first oral drug in this class and it may eliminate some patients' need to visit the clinic for treatments that require administration by a healthcare provider.

Stay up to date with colleagues & industry updates through our digital series.



AMM Conversation | S3, EP3:

Emerging Trends In Medical Media With TrendMD

In this episode, Jason Carris and Paul Kudlow continue our exploration of the emerging trends in medical media. Available on Spotify, Stitcher, Apple Podcasts, & more.

John Loughran Viewed Your Profile

Episode 5: Paulette McCarron

In each episode, John speaks with colleagues about their lives outside of their day-to-day job.

This episode's guest on the new series is Paulette McCarron, from Havas Media.



For more info & updates visit AMMonline.org

PHARMA LOVES THEIR PETS!

Perhaps more than ever, we appreciate our pets! In fact, COVID-19 has led to a boom in pet adoptions. Our animals have a way of bringing extra warmth, care, and snuggles right when we need it most. Plus, some of us who have been thinking about adding a pet to the family are home more and more able to train our furry friends. Every one of the pets on the following pages deserve a prize for being such loving companions. But only one pet can grace the cover of THE EXCHANGE. Congratulations to **Lula**, and to **Lula's human Fabrizio Gambino**. And thanks to all who participated!!



Lula

Lula is ready for a midnight snack!

Meet the newest addition to our family. Lula is a fur-real fun-to-the-bone cockapoo. She is a high-energy, affectionate, toy-sharing puppy with a passion for snacks and naps. Here is Lula in her pjs getting ready for bedtime.

Fabrizio Gambino
Health Monitor Network
fabriziog@healthmonitor.com



Chloe, Charlie, and Paisley

"Please can we go on the boat!"

Peter Messina
InStep Health
peter.messina@instephealthmedia.com



Logan

Something in The New York Times caused Logan to stop and think...

Lorraine Pastore
Neon
Lorraine.pastore@neon-nyc.com



Oakley

"Look mom...I got my lip pierced!"

Stacey Conway
NEJM Group
sconway@nejm.org



Chloe

Sleepy Fall Sundays

My husband and I rescued Chloe in 2016. She's the sweetest little angel inside but has some "baggage" from her past life, especially when on walks/around other dogs. She's loving the time we are spending together as a family during the pandemic, and we are seeing great strides in her behavior. She loves snuggling, wearing doggy clothing, and her alpaca stuffed animals. I don't know who will have more separation anxiety after the pandemic - me or her. She's very loved and we are so lucky to have her in our lives.

Michelle Perkel
McCann Health Engagement
michelle.perkel@mcann.com



Bella Bear

"Are we going for a run?"

Bella Bear after a Boys & Girls Club Fundraising run, and just about two weeks after Daddy gave a quarantined Bella her haircut. Good puppy.

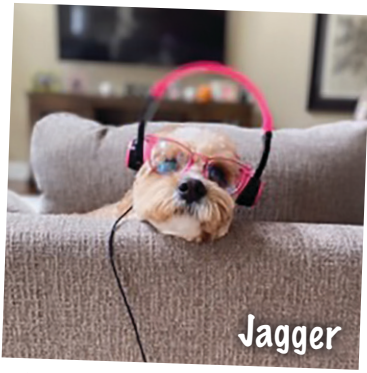
R.J. Lewis
eHealthcare Solutions | Tap Native
rlewis@ehsmail.com



Lily

Can you take me with you?

Meg Ainley
NEJM Group
mainley@nejm.org

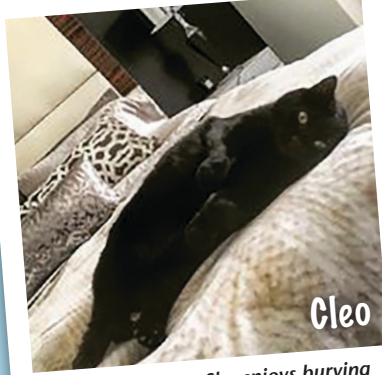


Jagger

Jagger is ready for remote learning!

Jagger is the best pup in the world. He's patient, lovable, smart, and of course adorable. He's loving all the extra time with the kids being home so much now due to the pandemic. He even likes to get in on the remote learning by laying on laps and laptops, etc. We're so lucky to have such a great dog.

Nicole Woodland
CMI/Compas
nwoodland@cmicompas.com



Cleo

This is Cleo Cat. She enjoys burying herself under covers, posing for photos, and keeping me sane while I WFH.

Alya Sherman
Publicis Health Media
alya.sherman@publicishealthmedia.com



Midnight, Maggie, and Bubba

We all need somebody to lean on.

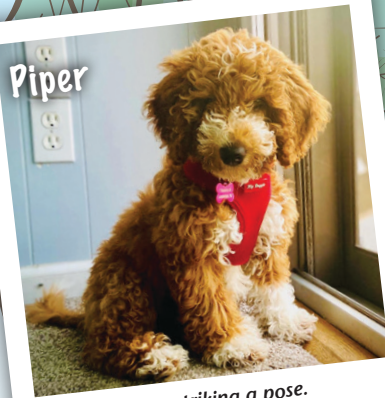
Thomas Boyle
SSCG Media
tom.boyle@sscgmedia.com



Mimi

"I want to go too."

Steve Savat
tavass12@gmail.com



Piper

Piper striking a pose.

We named Piper after those funny, little sandpipers at the beach. She joined our family in May 2020 – she's a COVID puppy! Piper is a mini goldendoodle and a fluff-ball of sweetness, love, and lots of energy!

Leslie Celli
Healio
lcelli@healiostrategicsolutions.com



Simba

King of the jungle – meet Simba.

Simba lives up to his name. He is a little king. He wants to be involved in everything and know who everyone is in his home. He loves car rides and doesn't care where he is going. You would never guess he is 13.

Erica Kovelman
CMI/Compas
ekovelman@cmimedia.com



Stella

Stella DeMella the baby bulldog!

Morgan DeMella
NEJM Group
mdemella@nejm.org



Gus

Smile and the world smiles back.

Angela Labrozzi
Within3
alabrozzi@within3.com



Ace

Looking for love in all the wrong places!

Cathy Scott
MMS, Inc
c-scott@mmslists.com



Archie

Let it snow!!

Christina Marini
NYU School of Medicine
cm3177@nyu.edu



Swea Pea

Swea Pea the Brown-Nosed Reindeer Dog.

Lisa Healy
BioPharma Media Services, LLC (BPMS)
lhealy@biopharmamediaservices.com



Rocket

It's Sweater Weather!

Latisha Martinez
Initiative Wellness
latisha.martinez@initiative.com



Midas

Midas is truly man's best friend... at least this man.

Monique Michowski
Frontline Medical Communications
mmichowski@mdedge.com



Maeve

"I'm not feeling very worky today."

Kristina Berberich O'Toole
JADPRO – Journal of the Advanced Practitioner
in Oncology
kotoole@hbside.com



Gus

"No Take, Only Throw..."

Mike Palencia
SSCG Media Group
mpalencia@sscgmedia.com



Cleo

Cleo, the Queen of our household, who likes to split her time between her mom and dad's offices while they work from home.

Lisa Braunstein
Initiative Wellness
Lisa.Braunstein@initiative.com



Kitty-Casey

"My brother from another mother. Twinning!!!"

Juliet Lee
SSCG Media Group
jlee@sscgmedia.com



Lucy

Our eight-week-old pandemic puppy!

I was never a "dog guy." For a while now, my kids have begged us for a dog, and while my wife Jaime was open to it, I was always a firm no. Then the pandemic hit. All the families around us were showing off their new puppies or rescue dogs, and the kids' begging got louder and louder. Finally, there came a point, and I don't know what it stemmed from, but I was suddenly open to discussing getting a dog. Jaime and I talked about all the pros and cons, but ultimately made the decision that it would be great for us as a family and worth the hard work and dedication. Lucy was born on September 20. We brought her home on Monday, November 16. We're in love already! Lucy is a cockapoo and has impressed me with how smart she is. She's very playful, loves being around people, and has a fantastic temperament. Plus she's cute! Lucy has been a wonderful addition to the family, and we're excited to share her pic with THE EXCHANGE.

Aaron Wattenberg
Haymarket Medical Network
aaron.wattenberg@haymarketmedia.com



Georgia and Daisy

Georgia and Daisy – pandemic rescues who helped us all heal!

Meet Georgia and Daisy. We rescued them eight weeks apart from each other. After a close call with COVID that kept my partner Dara in the ICU for 22 days, we decided we wanted to pay it forward and save a couple more lives. They are wonderful pets!!!!

Sonja L. Foster-Storch
GSW Philadelphia
sonja.foster-storch@syneoshealth.com



Junior and Otis

"Just taking a nap with my buddy."

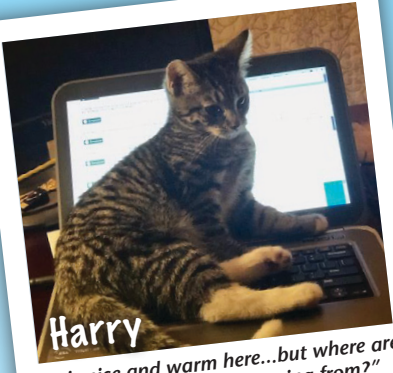
Tracey Sears
Frontline Medical Communications
tsears@mdedge.com



Delilah

Winter has been ruff this year!

Renee Napoli
A.L.L. Global Media Solutions
renee.napoli@all-gms.com



Harry

"It is nice and warm here...but where are those beeping noises coming from?"


Chami K. Evans
Supernus Pharmaceuticals



Mojo

What you do because of the pandemic – cut your dog's hair with Fiskars scissors! Didn't work out too well.

Marita Gomez
Crisp Solution
maritag@crispsolution.net



Ziggy and Elvis

"This is not looking good...I'll just stay down here and hope he's got us covered..."

Anna Buckley
Solved Health
Anna.Buckley@solved.health



Wile E Coyote

World's best COVID buddy.

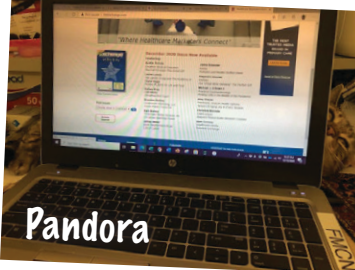
Lucia Aviles
Doctor's ToolBox
lucia@doctors toolbox.com



Teddy

The daily commute!

Carolyn Dubi
Initiative Wellness
Carolyn.Dubi@initiative.com



Pandora

Here's Pandora making herself comfortable behind my computer...oh, look what's on the screen!

Paula Czeisler
Frontline Medical Communications, Inc.
pczeisler@mdedge.com



Girl

Girl Power

My Pet is a Star who has comforted me through my breast cancer journey. Her name is Girl. my breast cancer journey. Her name is Girl. my breast cancer journey. Her name is Girl. She found us over 12 years ago, weighs seven pounds, and is a fighter like me! She is an indoor/outdoor cat who has had three major injuries and survived. She hunts and is the most affectionate cat I have ever had. I freelance as an actor and model. Feel free to visit my professional website www.lisaminakowski.com.

Lisa Minakowski
Freelance Actor and Model
lminakowski@gmail.com

Michael Minakowski
Most recently with Medical Indicators, Inc.
minakowskimichael@gmail.com



Charlie Brown and Snoopy

"I want to be just like my big brother when I grow up!"

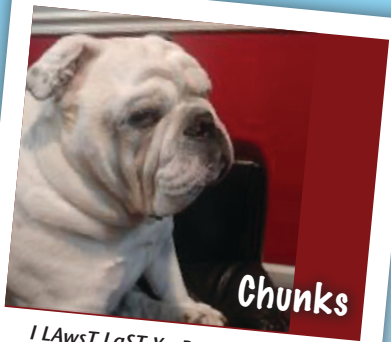
Rob Hopfan
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Olive and Ned

"What do you mean this isn't our bed?"

Sarah Baumann
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Chunks

I LAwsT LaST YeeR sO Im MaD aT NanCEe.

John Maillard
Guideline Central
jmaillard@guidelinecentral.com



Stella

MVP: Most Valuable Pooh.

Ken DiEnna
Publicis Health Media
ken.dienna@publicishealthmedia.com



Roscoe

My name is Roscoe and I'll steal your heart like I steal your side of the bed.

Roscoe was rescued from a house fire in Camden, New Jersey, prior to coming into our lives. He is the biggest cuddle bug and the most easygoing dog I have ever encountered. I have never met a dog with such an infectious smile. Roscoe loves playing with his brother Duke and his best friend Heidi. His favorite treat is peanut butter and he loves stuffed animals more than any other toy. He gets so excited when we come home that he always greets us at the door with a toy in his mouth and a welcoming howl.

Jillian LaMantia
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Sully

Sully has white socks and loves belly rubs!

Priya Desai
FCB Health
priya.desai@fcb.com

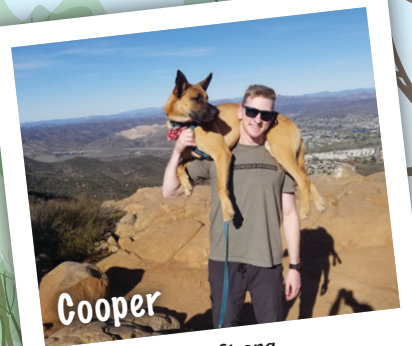


Perry

"Mom, you are on mute...AGAIN!"

Please meet my four-month-old COVID puppy, Perry! Rescued from an abandoned litter of puppies in North Carolina and adopted from a PA shelter. Rescue puppies are the best #adopt-dontshop!

Irene Coyne
CMI/Compas
icoyne@cmicompas.com



Cooper

Navy Strong.

Carol Timberlake
Timberlake Media Services, Inc.
carol@timberlakemedia.com



Malibu

The best flower girl a bride could ask for.

Maygan Henzie
CMI/Compas
mhenzie@cmimedia.com



Audrey

"I hope I get a squirrel for my birthday!"

Here is a picture of Audrey Sonnenreich from Bethesda, Maryland, on her third birthday. All of the dogs in the neighborhood like Audrey and she has not one enemy. Even the mean dogs all like her. She is friendly and plays well with others.

Peter Sonnenreich
Kikaku America International
peter@pharmaamerica.com



Duncan

Let it snow.

Eric Solomon
Publicis Health Media
eric.solomon@publicishealthmedia.com



Peanut

Poor Peanut was a little too slow to outrun a feisty fox, so now she hides on the deck!

Anne Beck
SSCG Media Group
abeck@sscgmedia.com

Pharma Loves Their Pets

THREE'S A CROWD

BY TOM BOYLE

I live in a one-bedroom apartment with three roommates. They are lazy, drool in their sleep, don't pick up their toys, and I always get stuck paying for dinner. My roommates names are Bubba, Maggie, and Midnight. They each have four paws, a cold wet nose, and leave me with a sliver of the bed each night – but they are my best friends. I can feel their love. Though when I try to hug them, they run away!

LIVING IN COMMUNITY

I adopted Bubba first. He is an American Staffordshire terrier. Maggie is part AmStaff/French Bulldog. And Midnight is a Doberman Pinscher/Hound mix. Dogs in general read energy really well. My dogs are always on point when sensing my mood. They can tell if I want to be playful with them, if I just need a buddy to sit with me, or if we all need to go to “our spots” to relax. We love to go on walks, and the dogs love ANY visitors who want to stop by the apartment.

TRAINING THREE DOGS

As the musical *Chicago* says, “I can't do it alone!” So, I work with my longtime trainer, Carol. She always reminds me, she is training me, not my dogs. I always forget to think of “dog training” in that sense of the term. Dogs react to our energy. So, when giving a command, your stance, inflection, and confidence all enter in as factors for a successful training session.

When we think about training, we have to think about the reward too. Dogs like to work and please their human. My dogs are treat-motivated. When they do a good job, they earn a treat. If only two of them do a good job, the third does not get a treat. Eventually, this leads to the third dog catching on to the action, creating positive reinforcement.

My goal when working with Carol is to ensure all three of my dogs are aligned on:

Commands

- Sit, stay, wait, go lay down, go find, okay, and NO, etc.
- Use a hand or arm gesture to associate the desired behavior with the command. When first training, use the treat with the gesture and guide the dog towards the behavior you would like them to perform.

Feeding and Bathroom Schedule

- Now that I'm working from home, my dogs go out more frequently. When we go back to working in

the city, I will have to scale them back as I do not cage my dogs.

- When I am in the city, my dogs go out in the a.m., get treats, and water. I let them out one last time before I leave. When I come home, they go out, eat dinner, and drink water. I let them out one last time before we go to bed.

Treats and Rewards

- When working with dogs on training, be sure to use treats of high value such as a soft beef chew or cheese wisps.
- When providing dogs with rewards, make sure to verbalize this and use a higher voice inflection which allows the dog to associate that treat with positive behavior.
- Here's an example if you leave the house for an extended period of time and do not crate your dog. If your house remains untouched and accident-free, that is the time when you want to provide your dog with a higher value reward, again reinforcing the positive behavior. This treat may include a bully stick or meat-type reward.

GOING FROM TREATS TO SIGNALS

Weaning your dog off treat-based rewards without losing the association to the command is a hard task. It takes consistency and time. However, when we use the treat-based rewards we also use hand signals. Remember, it is all about association for the dogs. These hand-based signals are going to be your treat replacement. When

you do the hand-based command without a treat, the association of the sign should give them the incentive to respond to the command. Remember, this will take time.

REPEAT AND REPEAT AGAIN

Finally, repetition is the only way to train your dog. You cannot just hire a trainer and expect them to train your dog, hand him/her back to you, and think you are good to go. You have to put the work into training your dog and carving out time each day to practice. In my experience, my dogs no longer need the signs or treats. I am more often able to use my commands of “sit,” “stay,” and “go lay down” successfully with just my voice inflection.



“I stand with my pack.”



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Rainbows After the Storm

BY SONJA L. FOSTER-STORCH

This time last year, I could never have predicted I would be telling this story of what happened just a few months ago. In March, Dara, my wife and partner of 26 years, became one of the first COVID-19-positive patients at our local hospital in Hopewell, New Jersey. She has been out of the hospital since April 10, back home and on the mend, and our family of five could not be happier or more relieved. But to say that this experience put things in perspective is putting it mildly. The recovery from this vicious virus is also nothing we could have imagined.

COVID-19 does not discriminate. We've seen it attack the elderly, the young, and even the very young, bringing the entire world to its knees. I'm so grateful that it did not claim my Dara, though my heart aches for those who have lost their loved ones.

CRITICAL SPOUSAL RIGHTS DURING COVID-19

I'll tell you what else I'm grateful for. That I was able to be her legal spouse through all of this, with all the rights this title brings. That, while I did not see Dara for 22 days, she was given the best care by the nurses, doctors, and technicians at Capital Health Medical Center, who smiled with their eyes while the rest of their bodies were covered in protective gear. That technology allowed our worried family at home – our twin 18-year-old daughters, our 20-year-old son, and me – to “visit” Dara in real time, even if she was too sick to respond.

NEIGHBOR CARE

And then there were the surprises. As a leader with a busy schedule at GSW/Syneos Health, I must admit that to my neighbors I had been a rare sighting. (Did I even have neighbors?) I quickly became *humbled* by the outpouring of support for Dara and our family, in the form of cards, amazing cakes, fresh-baked (warm!) breads, bags of freshly-ground coffee, even grocery runs and hard-to-find sanitation supplies. I now know the names of all of our 21 neighborhood families (sorry it took me so long) that admittedly I hadn't known before this pandemic.

COLLEAGUE SUPPORT

I kept working but kept the news about Dara limited to a few colleagues until our family could process what was coming at us, often hourly, and until we had turned a corner. On an especially difficult day when I could not muster the strength to participate in an online meeting, my colleagues willingly took over. Once I felt Dara was eventually going to come home to us, I shared my story with my co-workers. I felt people needed to hear potentially positive news. Also, as a leader, I feel it is important to tell your own story during times of struggle. I

cannot appropriately articulate what the responses, support, and reach-outs meant to me. I thank you.

WE TRULY ARE IN THIS TOGETHER

I know it didn't take a pandemic to bring out the best in people. But COVID-19, like other catastrophic life events such as illness or death, will make you think about what's really important. As we laugh at song parodies about isolation and loneliness, we also recognize that we are truly a social people, needing human interaction and affection. I nearly cried when I saw a friend at a grocery store whom I had not seen in a long while. We even shared a contactless hug.

I yearn for the days when there is less need for masks and social distancing. I pray for an end to this pandemic, so we can all return to our (somewhat) normal lives. And I hope my story inspires others who are struggling with COVID-19, its after-effects, and other very human issues, that...You. Are. Never. Alone.

As for our family? We expanded it to seven, with the adoption of two puppies, Georgia (now 10 months old), and Daisy (now eight months). Our dogs are the perfect rainbow during a storm that still keeps us – all of us – apart from our family and friends.



Daisy and Georgia were rescued from high-kill shelters in Georgia.



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Pharma Loves Their Pets

Well Worth the Wait

BY STACEY CONWAY

On the last day of school about 10 years ago, my daughter asked if she could bring home the class fish. I said no. The mere thought of sustaining another life nearly sent me over the edge. Even if it was just a fish, I was at capacity with my three kids.

PANDEMIC PUP

Fast forward to 2020 and a pandemic. Now I'm feeling differently. A furry friend to add light and laughter? I'm in. But finding the right dog during COVID required patience.



Thanksgiving day physically-distant visit with Stacey's parents, Dot and Bud. Oakley is a bright light in their lives, too. Selfie taken by Emme Conway.

Breeders had very long wait lists and puppies were more expensive than ever. And adopting meant doing so without meeting the dog first...if the dog was even available by the time you inquired.

What started in March as a search for a small dog ended in October with a Boxer thanks to a

bit of luck. During our search, my husband Patrick connected with a Boxer breeder in Vermont on Facebook (he was secretly wishing for a Boxer all along). One Sunday morning the breeder posted a photo of five adorable puppies. She had driven to North Carolina to rescue them from a breeder who was unable to care for them due to poor health.

RESCUING OAKLEY

We chose the female with the pink collar and drove three-and-a-half hours the following weekend to pick her up, all the while deliberating over her name (we are a family of five, after all, and no collective decision comes easily). Oakley is everything they say about a Boxer...full of energy, friendly with others, and full of love for us. She definitely requires a lot more attention than a fish, but now that our kids are 21, 17, and 15, there's lots of help!

Oakley was well worth the wait.



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Foster a Dog and Support Our Military

BY CAROL TIMBERLAKE

Each year, thousands of service men and women are deployed to places all over the world. Many have pets that, for obvious reasons, can't go with them. Luckily, there is a wonderful organization called Dogs on Deployment (DoD).

DoD provides vital assistance to military pet owners while they serve our country with honor, courage, and commitment. Military members nationwide confront a lot of problems during their careers, the last thing they need to worry about is their pet's care during service commitments. DoD is a national nonprofit



Squirrel!

that provides an online network for service members to search for volunteers who are willing to board their pets during the owner's service commitment. DoD promotes responsible, life-long pet ownership by military pet owners by advocating for military pet-owner rights, providing educational resources, and granting financial assistance for military pet owners during times of emergency.

Our son Jack, who is active duty Navy, recently had orders taking him to Rhode Island and Virginia until April 2021. As a loving and stable dog family, we opted to take Jack's rescue dog, Cooper, who has happily joined our pack of three dogs – Louie, Riley, and Freddie Mercury. Together, they have created a very close pack bond. Cooper is enjoying quality of life, socialization, and lots of TLC while Jack is away on assignment. If Jack hadn't had the luxury of parents stepping in and helping out, he would have turned to DoD.

Please consider fostering a dog for a military service member. Remember, they are taking care of our nation, so it's time to pay it forward and take care of an aspect of their lives that means so much. For more information on how to foster an animal with DoD, visit their website www.dogsondeployment.org.



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"Sometimes it takes you a long time to sound like yourself."

— Miles Davis



WHAT WAS YOUR FIRST JOB?

My first job was working for Coors Brewing while I was still in college. They would send employees home with beer on Fridays – but since I wasn't even 21 yet, they'd send me home with T-shirts and signage instead.

HAVE YOU EVER HAD A BRUSH WITH FAME?

*Living in D.C., it's not uncommon to see politicians or media personalities: Nancy Pelosi or Joe Lieberman shopping at Social Safeway, David Gregory taking his kids for hamburgers, or Al Franken at the movie theater. However, two stories loom larger than the rest. When I was interning in London, Hannah Simone (later of the TV show *The New Girl*) introduced me to Justin Trudeau (later the prime minister of Canada) at a bar. And, when I was nine years old, I met MC Hammer at a mall. He told me my sneakers were cool.*

WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

I spend waaay too much time on Twitter (@wynn_atwork).

DO YOU HAVE ANY HOBBIES?

I've played volleyball for most of my life. Not only is it one of my favorite things to do, but it's the context for where I've met many of my closest friends. Other than that...I took the test to become a Certified Kentucky Bourbon Steward during quarantine, and I've developed a nice collection of bourbon over the years.

WHAT IS YOUR PET PEEVE?

As someone who used to do a lot of business travel, I had a whole slew of pet peeves related to planes and airlines. Now, after COVID-19, I can't wait until I'm crammed into a middle seat on a delayed flight again!

WHO DO YOU MOST ADMIRE FOR THEIR HUMANITARIAN OR CHARITABLE EFFORTS?

It used to be an out-of-the-box idea to propose Dolly Parton as a true force for good in the world, but now I think the secret is out.

WHAT IS YOUR FAVORITE RESTAURANT?

One of my favorite meals of all time was at Marea in Manhattan. My wife has a gluten allergy, so there isn't a lot of pasta

in our lives anymore. The folks at Marea were able to accommodate her needs for the entirety of their tasting menu, which allowed us to spend the better part of an afternoon eating pasta and drinking wine.

DO YOU HAVE ANY PETS?

We have a little black cat who is super-affectionate and spoiled rotten. She is named Dani, but only because it takes too long to say "Daenerys."

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

*The best book I've read this year was *Boom Town* by Sam Anderson. It's a totally audacious nonfiction book that compares the 1880s' founding of Oklahoma City to the ups and downs of the 2010s' Oklahoma City Thunder basketball team. That premise sounds ridiculous, and yet it's a totally genius work of American studies.*

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

Inequality, in almost every way possible. Neither your skin color nor your Zip Code should be the determining factor in how healthy you can be.

WHO WAS YOUR FAVORITE TEACHER?

Dr. Jack Barlow, who was my advisor in college. In addition to being a great teacher in the classroom, he taught me

that it was okay to turn your nerdy interests into intellectual pursuits. He also taught me HOW to learn something new, which may be the single most useful thing I took from school.

WHAT IS YOUR FAVORITE VACATION SPOT?

While I wouldn't call it my favorite vacation spot, Las Vegas holds a special distinction as the only place I've ever been where no one asks how to spell my name. It might have something to do with the hotel on the strip that says "Wynn" in 50-foot letters.



Wynn and his wife, museum educator Gwen Nelmes, enjoying Miami.

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¹ The Essential Journal Study for Primary Care, The Matalia Group, 2019

² KANTAR, December 2019 Medical/Surgical Readership Study, Primary Care (Office Based)

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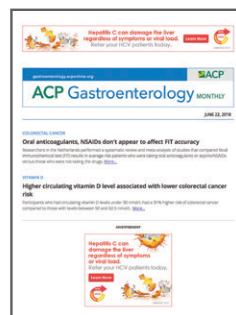
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