

Next Month:
Mental Health & Wellness

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 34, No. 1
FEBRUARY 2025

Annual Pets Photo Contest Winner!

REMI



Dance Like No One Is Watching!!!

Remi's Human
John Malamphy
RXNT Media

Feel-Good Pet Stories from

Maygan Crockett • Sean Fitzgerald
Linda George • Kathy Kim Moyer
Inela Salkic • Kelsey Screnci
Eimear Allen (Personal Exchange)

Plus Annual Pets Photo Contest Pics

Meg Ainley • Samantha Armstrong
Swati Bhaskar • Maygan Crockett • Paula
Czeisler • Scott DeNicola • Sean Fitzgerald
Linda George • Laura Goeglein • Skylar
Hanson • Elyssa Kaufman • Joy Kolicius
Makenzie Koonrad • John Malamphy
Ivette McFarland • Monique McLaughlin
Kathy Kim Moyer • Rob Muller • Renee
Napoli • Diana Noce • Michelle Perkel
Diane Rogers • Inela Salkic • Adam Sansolo
Kelsey Screnci • Jenn Serin • Heather
Shankman • John Shattuck • Caytie Silvera
Madelyn Solorzano • Roseann Sorg • Kathy
Sullivan • Erica Wenitsky • Connor Winter
Nicole Woodland-DeVan

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*Source: Medical/Surgical Media Measurement, 2024, Table 402 Average Issue Readers and Average Page Exposures.

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Dear Healthcare Marketer,

As we start our 34th year of *The Exchange*, I want to give huge thanks to my staff, advertisers, contributors, and readers through the years. It's been a terrific journey!

I'm a pet lover. So of course like so many of you – I love this issue!

As long as I can remember, there's never been a time in my life that I haven't had a dog. Every one of them has had a special place in my heart. And my beloved Daisy, who I lost over two years ago, was no exception. This has left my other dog, Penny, distraught. Although they weren't the best of friends, Daisy was company for Penny when we went out.

Penny is very demanding. When I'm on the phone, she loves to bark. She has had some liver enzyme problems and the doctors say she is on the borderline for Cushing's Disease. She is now on Prozac for her nerves, the poor gal. I asked the vet if it would be helpful to get another dog, but he thought that could backfire. Who knows?

Penny provides great comfort and companionship most of the time. She loves me unconditionally and follows me everywhere. Pets truly are the best medicine. Right now, I'm getting over COVID and Penny snuggles with me all day. She really understands when I'm not feeling well.

As you can see from our cover, our Annual Pet Photo Contest winner has been chosen. Congratulations to dancing dog Remi and his proud human **John Malamphy** (RXNT Media)! We are so thankful to all who sent in their precious pets' photos. The adorable pics of our furry friends on the following pages are sure to warm everyone's hearts. They're all winners in our eyes!

We also have a sweet lineup of pet stories. I know I'm not alone when I say we totally consider our animals not just *members* of our families, they *complete* our families! **Maygan Crockett** (CMI Media Group) went to great lengths to bring Malibu home. This dog has had a starring role as flower girl in Maygan's wedding and now plays the role of big sis to a two-year-old human. **Sean Fitzgerald** (Precision AQ) shares how his two-year-old daughter Violet has been surrounded by two canine brothers who have showered her with love and loyalty (while sometimes stealing Violet's toys) since she came home from the hospital.

Linda George (retired) found something was missing when she relocated to Arizona. Then she rescued Coco, a tiny, neglected puppy who is now enjoying the good life. And speaking of rescues, Pumpkin came to **Inela Salkic** (CMI Media Group) after being abandoned and one failed adoption. No worries, though, this cat is now happy, healthy, and snuggly. **Kelsey Screnci's** (CMI Media Group) rescue cat was the definition of "scaredy cat" when he first came home. He's still shy, but also extremely playful. **Jack, The Therapy Dog** (his owner is **Kathy Kim Moyer** – Pharmaceutical and Medical Content Marketing), shares his work bringing joy and comfort to those who are sick and lonely and often unable to be with their own pets due to illness. And, in this month's Personal Exchange feature, we have an opportunity to get to know **Eimear Allen** (CMI Media Group).

May we all take our cues from our furry friends and spread love and warmth wherever we go. A special shout-out to those affected by the fires in LA. Please know you're in our thoughts and prayers.

Here's to our pets,

Nancy



PARTICIPATE IN ONE OF OUR UPCOMING ISSUES!

Celebrating Life and Self-Expression

We want to hear how you embrace your individuality.

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WIN* a Donation to a Charity!

*Winner chosen by a random drawing of all participants.

Send your submissions to Nancy at NALeonard@HMExchange.com or call 973-420-1192 to discuss.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbbVie has announced the appointment of **Jimmy Kinderdine** as Marketing Manager – Urology. He can be reached at James.Kinderdine@abbvie.com.

Area 23 has announced the promotions of **Jamie Weil** to Vice President, Management Director, and **Mary Jo Furbach** to Vice President, Creative Director. They can be reached at Jamie.weil@area23hc.com and maryjo.furbach@area23hc.com, respectively. Joining the company was **Gregory Yellin** as Senior Vice President, Strategic Planning Director, **Carlos Benitez** as Senior Vice President, Creative Director, and **Jamie Ollins** as Account Director.

Avalere Health has announced the appointment of **Amar Urhekar** as Chief Executive Officer. He can be reached at amar.urhekar@avalerehealth.com.

BGB Group has announced the appointment of **Beth Lodge** as Senior Vice President, Operations.

Calcium+Company has announced the promotion of **Isabel Fernandez** to Senior Account Executive. She can be reached at Isabel.Fernandez@calciumco.com.

CMI Media Group has announced the appointments of **Kyra Kinzler** as Supervisor, Engagement Planning, **Matthew Gunther** as Group Senior Vice President, Engagement Strategy, **Ryan Burchinow** as Senior Vice President, Engagement Strategy, **Dan Nolan** as Vice President, Engagement Strategy. Promoted at the company was **Daniel McDermott** as Associate Director, Product Strategy.

ConcentricLife has announced the appointment of **Kevin Grady** as Executive Creative Director.

CultHealth has announced the appointment of **Kelly McNeil** as Senior Vice President, Strategy. She can be reached at kmcneil@culthealth.com.

EVERSANA INTOUCH has announced the appointment of **Theresa Siconolfi** as Associate Director, PMO.

Evolvics, powered by **Syneos Health**, has announced the appointment of **Abby Dugan** as Vice President, Media.

FCB Health New York has announced the appointment of **Vanessa Di Lorenzo** as Vice President, Management Director.

Fingerprint Group has announced the promotion of **Sarah Maurer** to Program Manager.

Galderma has announced the appointment of **Ken Curley** as Head of Professional Skin Health, Consumer.

Genentech has announced the appointment of **Nikki Frantzen** as Marketing Director, Media Engagement.

Havas Life Chelsea has announced the promotion of **Alyssa von Schaumburg** to Vice President, Account Group Supervisor.

Initiative has announced the promotion of **Jaden Cheng** to Manager, Digital Partnerships.

Inizio Evoke has announced the appointments of **Katie Stack** as Vice President, Brand Strategy, **Luke Perez** as Senior Vice President, Brand Strategy, and **Courtney Auer** as Senior Media Manager. Promoted at the company was **Gabriela Ching** to Account Director. **Luke** can be reached at luke.perez@inizioevoke.com.

IPG Health has announced the appointment of **Shannon Miller** as Executive Vice President, Managing Director, Customer Solutions. She can be reached at Shannon.miller@ipghealth.com.

IPG Mediabrands has announced the appointment of **Emily Levitt** as Associate Director, Digital Partnerships.

IQVIA has announced the appointment of **Josie Swenson** as Associate Principal.

Klick has announced the appointment of **Wesley Spence** as Vice President, Omnichannel Enablement. He can be reached at wspence@click.com.

Merkley+Partners has announced the appointment of **Laura Traflet** as Group Account Director.

Mindshare has announced the appointment of **Brieann Cruz** as Senior Associate, Paid Social.

Neon, an **IPG Health Company**, has announced the appointment of **Katie Phillips** as Senior Vice President, Creative Director.

Novartis Oncology has announced the appointment of **Mike Edwards** as Executive Director. He can be reached at mike.edwards@novartis.com.

Otsuka Pharmaceutical Companies has announced the promotion of **Amanda Blake** to Associate Director, HCP Marketing.

Pfizer has announced the appointment of **Prasad Sawant** as Director, Customer Journey and Activation.

Phreesia has announced the appointment of **Raven Boykins** as Senior Account Executive.

Publicis Groupe has announced the appointment of **Matt McNally** as global CEO. He can be reached at matt.mcnally@publicis.com.

R&R Healthcare Communications has announced the appointment of **Jayne Woolf** as Director, New Business Development. She can be reached at jwoolf@rrhealthcare.com.

Real Chemistry has announced the appointment of **Christian Smith** as Account Director.

RevHealth has announced the appointment of **Julianne Dunphy, PhD**, as Executive Vice President, Managing Director, Medical Strategy.

Sanofi has announced the promotion of **Anne Boyle** to Director, Insights and Analytics, Rare Diseases.

Sosemo has announced the appointment of **Jeanne Jennings** as Vice President, Group Director of Performance Media. She can be reached at jeanne@sosemo.com.

SSCG Media Group has announced the appointment of **Rob Carroll** as Vice President, Group Supervisor, Media, and **Far Hussain** as Associate Director of Programmatic. **Rob** can be reached at rob.carroll@sscgmmedia.com.

NEW & NOTEWORTHY

awards • mergers • approvals

AbbVie has announced an agreement to acquire **Nimble Therapeutics**, including its lead asset, an investigational oral peptide IL23R inhibitor in preclinical development for the treatment of psoriasis.

Bristol Myers Squibb has received U.S. FDA approval for Opdivo Qvantig™ (nivolumab and hyaluronidase-nhy) injection for subcutaneous use, a combination product of nivolumab co-formulated with recombinant human hyaluronidase (rHuPH20), in most previously approved adult, solid tumor Opdivo indications as monotherapy, monotherapy maintenance following completion of Opdivo plus Yerboyl® (ipilimumab) combination therapy, or in combination with chemotherapy or cabozantinib.

Eli Lilly and Company has received U.S. FDA approval for Zepbound® (tirzepatide) as the first and only prescription medicine for adults with moderate-to-severe obstructive sleep apnea (OSA) and obesity. Zepbound may help adults with moderate-to-severe obstructive sleep apnea and obesity improve their sleep disorder along with a reduced-calorie diet and increased physical activity.

Novo Nordisk has received U.S. FDA approval of Alhemo® (concizumab-mtci) injection as a once-daily prophylaxis to prevent or reduce the frequency of bleeding episodes in adult and pediatric patient 12 years of age and older with hemophilia A or B with inhibitors.

Omnicom will merge with **Interpublic Group**, bringing together sales and marketing firms that generated over \$3.7 billion in revenues over the first three quarters of 2024.

Pfizer Inc. has received U.S. FDA approval of BRAFTOVI® (encorafenib) in combination with cetuximab (marketed as ERBITUX®) and mFOLFOX6 (flourouracil, leucovorin, and oxaliplatin) for the treatment of patients with metastatic colorectal cancer (mCRC) with a BRAF V600E mutation, as detected by an FDA-approved test.

Vertex Pharmaceuticals, Inc., has received U.S. FDA approval for ALYFTREK (vanzacaftor/tezacaftor/deutivacaftor), a once-daily, next-in-class triple combination cystic fibrosis transmembrane conductance regulator (CFTR) modulator for the treatment of cystic fibrosis (CF) in people 6 years and older who have at least one F508del mutation or another mutation in the CFTR gene that is responsive to ALYFTREK.

2025
NEXUS
Awards

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Mark your calendars: **The 2025 Nexus Awards** will be held on **April 30, 2025**, at the **Liberty House in Jersey City, New Jersey**.

Hosted by the AMM, this event honors outstanding contributions throughout the medical publishing industry.

Join us for an evening of recognition, inspiration and celebration as we spotlight the trailblazers shaping the future of medical media. Don't miss this cornerstone event.

Visit ammonline.org to register!

The Annual HME Pets Photo Contest

PHARMA LOVES THEIR PETS!

Welcome to our Annual Pets Issue and Photo Contest. We sure do love our pets. Enjoy this wonderful issue filled with pics and stories of our furry friends. We can always count on them for their special blend of warmth, care, and snuggles right when we need it most.

Each pet on the following pages deserves a prize for being such a loving companion. But only one pet can grace the cover of *The Exchange*. Congratulations to Remi and Remi's human **John Malamphy** from RXNT Media. And thanks to all who participated.

Thinking of all the pets and their humans who have suffered through the LA fires. So heartbreaking.



Jagger

"It ain't easy getting old."

Samantha Armstrong
Jobson Optical Group
sarmstrong@jobson.com



Remi

When you bust out your best moves and still end up looking like a wiggly noodle! Dance Like No One Is Watching!!!

John Malamphy
RXNT Media
johnmalamphy@rxnt.com



Jagger

Jagger Claus!

Nicole Woodland-DeVan
Compas Inc.
nwoodland@compas-inc.com



Jinx

My silver fox Jinx.

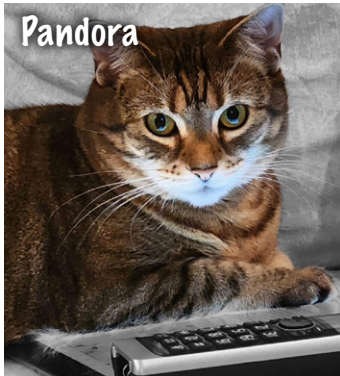
Meg Ainley
NEJM Group
mainley@nejm.org



Duke

Pawsome day at the Round Valley Lake.

Swati Bhaskar
Asentech, LLC
swati@asentechllc.com



Pandora

Pandora is so smart! Now she wants to learn to use the iPad and the phone.

Paula Czeisler
Frontline Medical Communications
pczeisler@mndedge.com



Blue & Tuna

Our Blue, the mini poodle, and his Pomeranian sister, Tuna, are two of the happiest, most photogenic dogs I've ever seen. We swear that they pose and smile whenever the camera comes out!

Sean Fitzgerald
Precision AQ
sean.fitzgerald@precisionaq.com



Wanda

"Dad...Want to throw my bone?"

Scott DeNicola
AMC Media Group
SDeNicola@amcmidiagroup.com



Malibu

If you want the best seat in the house...you'll have to move the dog.

Maygan Crockett
CMI Media Group
mcrockett@cmimediagroup.com



Goldie

Meet Goldie, an intense and intelligent little animal who is bursting with love.

Laura Goeglein
SFC Group
laura@sfcgroup1.com



Finn

Finn loves spending time on his family's patio!

Skylar Hanson
AbelsonTaylor Group
Skylar.Hanson@abelsontaylorgroup.com



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* Compared to total users
† Source: M3 MI, 2023 M/S Cubed



Benji

Taco!

Elyssa Kaufman
CMI Media Group
ekaufman@cmimediagroup.com



Heinz

Heinz wants to share a smile from him and his friends to you and yours!

Joy Kolicius
Compas Inc.
jkolicius@compas-inc.com



Miles

Pose for the picture!

Makenzie Koonrad
CMI Media Group
mkoonrad@cmimediagroup.com



Coco

Coco, the world's tiniest therapy dog.

Linda George
lgeorge331@gmail.com



Kaia

Kaia and her teddy Noa. Partners in crime, nap time, and all things cuddly! #BestiesForLife

Ivette McFarland
A.L.L. Global Media Solutions
ivette.mcfarland@all-gms.com



Cali

"Living my best life."

Monique McLaughlin
Conexiant
monique.mclaughlin@conexiant.com



Jack the Therapy Dog

Jack is a therapy dog at RWJBH hospitals in NJ, Rutgers Cancer Institute, and the Bristol-Myers Squibb Children's Hospital. He brings comfort and joy to patients of all ages!

Kathy Kim Moyer
Bristol-Myers Squibb Children's Hospital
<https://www.linkedin.com/in/kathy-kim-moyer-0450a3a/>



Scarlett

Scarlett fueling her day at Starbucks. Nothing beats a pup cup!

Renee Napoli
Initiative
Renee.Napoli@teamfrontiers.com



Marty

This is Marty, a five-year-old terrier mix who has recently discovered how to open my front door and gain entry to my condo's hallway. Thankfully, I have great neighbors who call and text me when he gets out. I've ordered a childproof lock for the door handle. Hopefully, it works.

Rob Muller
CMI Media Group
muller@cmimediagroup.com



Olive

This is Olive. She needs sunlight on her face however possible.

Diana Noce
Compas Inc.
dnoce@compas-inc.com



Chloe Dancer

All ears for Halloween tricks and treats.

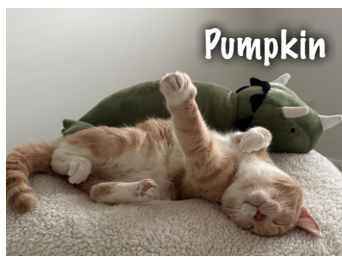
Michelle Perkel
Eversana Intouch
Michelle.Perkel@eversana.com



Pluto

Meet Pluto who loves to protect my garden from squirrels.

Diane Rogers
CMI Media Group
drogers@cmimediagroup.com



Pumpkin

Pumpkin cuddling into pure coziness with his dino sidekick!

Inela Salkic
CMI Media Group
isalkic@cmimediagroup.com



Blake

My dog, Blake, is trained to smile. During the Thanksgiving holiday, he gave us a big smile as he sat at the head of the table!

Heather Shankman
Conexiant Vision
heather.shankman@conexiant.com



Alfredo

I rescued him at nine months old on Dec 28, 2020, and he was terrified of everything. Although he still hides for guests, he has gotten more comfortable every day and loves the Christmas tree. He loves having "toys" to pull off of the bottom branches!

Kelsey Screnci
CMI Media Group
kscrenci@cmimediagroup.com



Willow

Willow is ready for her first day of school!

Jenn Serin
CMI Media Group
jserin@cmimediagroup.com



Ripley & Rezzy

Ripley and Rezzy, our crazy different doodles and brothers by choice, waiting as patiently as they can for dinner!

Adam Sansolo
JAMA Network
Adam.Sansolo@JAMANetwork.com



Missy

Brand-new puppy at Grandma and Grandpa's house – they were a little concerned about over-excitedness, so they fenced her in!

John Shattuck
PDQ Communications
jshattuck@pdqcom.com



Lilah

Sweater weather!

Caytie Silvera
VDX.TV
caytie.silvera@vdx.tv



Winnie

Winnie floats like a butterfly, but stings like a bee!

Erica Wenitsky
AMC Media Group
EWenitsky@amcmidiagroup.com



Fiki

Fiki loves playing Santa-Cat!

Roseann Sorg
Compas Inc.
rsorg@compas-inc.com



Catalina & Penny

Catalina (11 yr) and Penny Sullivan (4 yr) with Santa, ready to assist if reindeers don't show.

Kathy Sullivan
Initiative
Kathy.Sullivan@teamfrontiers.com



Charlee

Charlee is my best friend and companion. While she knows plenty of tricks and loves to play, it's our quiet moments together that I cherish the most. At ten years old, she's still full of life, but I often find myself reflecting on how precious and finite our time together truly is. Sharing unconditional love through hard times, ordinary days, and lazy mornings may be the greatest gift she's ever given me. I hope this inspires readers to "paws" for a moment and appreciate the special bond they share with their dogs.

Madelyn Solorzano
Eversana Intouch
madelyn.solorzano28@gmail.com



Axel

Dobby the house elf.

Connor Winter
Infocures
cwinter@infocures.com



A Day in the Life of a Therapy Dog

BY Jack Moyer, Therapy Dog

He made my day!" is a phrase I often hear throughout my work shifts. Patients, their families, healthcare providers, and staff alike say it to me, and it always makes me happy that I am pleasing others.

I'm Jack, a seven-year-old, 60-pound Goldendoodle, and I've been working as a therapy dog for two years with my owner, Kathy. Kathy and her family raised me from when I was a puppy. When Kathy saw the joy and smiles I brought to people, she knew I was something special.

BRINGING RELIEF AND JOY

Together, Kathy and I volunteer at Rutgers Cancer Institute in New Brunswick and The Cancer Center at RWJ Hamilton, New Jersey. There, I visit patients while they receive cancer treatment infusions. I'm a welcome distraction for them during those long hours, providing a little bit of relief from the pain, boredom, and sadness they may feel. The pediatric healthcare providers especially



Jack giving much-deserved puppy love to doctors, nurses, and healthcare workers.

appreciate me during the insertion process, which can be tough for kids.

We also volunteer at RWJ Barnabus Health hospitals, visiting patients and healthcare workers on the oncology, neurology, cardiac, and trauma floors. Sometimes, long-term patients who haven't seen their pets in months are moved to tears when they see me. They love petting and hugging me.

OUR WHY

Kathy's often asked what made her decide to volunteer with me as a therapy dog team. Her answer is simple – to bring joy, happiness, encouragement, and support to those who could use it the most. Many patients spend hours



Jack's first hospice patient was his grandpa, retired Chief of Cardiology of the Veterans Administration Medical Center.

alone while their loved ones are working, and some don't have family or friends nearby. Special friendships have formed during our weekly visits. We've been asked to continue visiting patients even after they're discharged, sometimes being part of hospice care teams or providing comfort to loved ones at wakes and funerals.

The healthcare providers often tell Kathy that they need me more than the patients do. The emotional toll on them can be overwhelming, and having weekly visits from an affectionate dog like me brings them immediate relief. Taking care of the healers can help them take better care of their patients.

SUPPORTING ANYONE AND EVERYONE

I meet so many different people – recovering drug addicts, incarcerated patients who haven't pet a dog in years, active and retired military personnel, and others who have lost hope or feel stressed. Sickness doesn't discriminate, and Kathy and I are honored to meet and help all these people.

Even though the days are long, I get a lot of love and positive feedback. When I'm not working, you can find me napping in the hospital chapel, having a snack in the cafeteria, or performing tricks for medical school students.

Kathy and I volunteer three days a week, rotating between seven hospitals, cancer institutes, and senior living/memory care/hospice facilities. Therapy dogs like me can internalize some of the emotional stress from the people we visit, so Kathy makes sure to schedule "lighter"



Jack and Kathy visiting residents at The Villas senior living facility at Christmastime.

(Continued on page 11)



Alfredo – A Dream Come True

BY KELSEY SCRENCI

I had always wanted a cat, as I grew up with cats. I knew I wanted to make my dream of owning a cat a reality. So, on December 28, 2020, I went to a shelter near my parent’s house in New York. I met this nine-month-old cat who was absolutely terrified. He was shaking and he was the only cat left at the shelter.

ALFREDO COMES HOME

Since it was after Christmas, I knew I needed to save him. I wouldn’t say we necessarily had a connection in the meeting room, but he was so small and helpless. I named him Alfredo. I drove him to my parents’ house and put him in my childhood bedroom to separate him from my parent’s cat. He hid under my dresser, under pillows, and between furniture. He would go wherever he could squeeze his little body into. I honestly thought he escaped at some points!

The first night, he found himself at the foot of my bed. I couldn’t have been happier. He was sick, but still managed to play with every toy we brought in for him. The next day, I drove him to Philadelphia where I lived at the time. He was scared of entering a new place (again), but I set up many places for him to burrow. Immediately after returning from the vet the next day, he was playing, running,



Alfredo was very timid on his first day home.

exploring, and napping out in the open. I then moved to Florida – me, my husband, and Alfredo drove from Philadelphia to Florida in a U-Haul. Alfredo sat on my lap the whole time, and loved looking out the window.

FELINE FRIENDSHIP

I am approaching my fourth year with Alfredo. He is the most playful cat I’ve ever met. He does not sleep much, and he is always following me from room to room. He also has an interesting quirk we like to call “meerkating.” He still hides whenever anyone comes over. But in the last year, he eventually comes out of hiding at night if we have guests. He is my work, yoga, and TV-watching buddy.

Adopting Alfredo was the best decision I’ve ever made. He has grown so much from the tiny scared cat I originally met at the shelter. He is a typical spoiled kitty, and loves our lanai down here in Florida. I cannot picture my life without him <3



Kelsey Screnci is Manager, CXM (Customer Experience Management), CMI Media Group. She can be reached at kscrenci@cmimediagroup.com.

Therapy Dog *(Continued from page 10)*



Jack bringing joy to residents at senior living facilities.

days between the more intensive hospital visits. The rest of the week, I get to just be a dog – going for walks with the neighborhood dogs, hiking, swimming, and taking long naps!

I am certified through Alliance of Therapy Dogs. If you want to learn more about getting your dog certified, check out <https://www.therapydogs.com/alliance-therapy-dogs/>.

If you would like a loved one to receive a visit in a healthcare setting, you can contact the Director of Volunteer Services at that facility to see if a therapy dog team is available.



Rutgers Medical School students taking a study break with Jack – Final Exams before Christmas break.



Kathy Kim Moyer is in Pharmaceutical and Medical Content Marketing. Find her at <https://www.linkedin.com/in/kathy-kim-moyer-0450a3a/> 🐾



The Story of Coco

BY LINDA GEORGE

After spending nearly 40 years working at most of the major NY/NJ pharmaceutical ad agencies, I decided it was time to retire. I relocated to Scottsdale, Arizona, from New Jersey seven years ago. My grown daughters followed suit and we haven't looked back since.

Once I settled in, I knew something was missing. Now that I had plenty of free time, I decided to rescue a puppy.

ENTER COCO

Coco is a black-and-tan miniature pinscher/terrier mix. She was found dumped in the desert four months prior and only weighed four pounds. She had me from hello.

The AKC Standard says characteristic traits of the miniature pinscher are "fearless animation, complete self-possession, and spirited presence."



What service doesn't she provide?

Min pins are tiny dogs with BIG personalities. Coco exhibited this from the get go. On our walks, she prances, assertive and proud, athletic and agile. She is convinced she is a big dog. Big dogs are terrified of this little pipsqueak. I've seen a real Doberman cower to the now 10-pound Coco.

UNIQUELY COCO

Coco tugs when I walk her, doesn't come back when I call her, and is a very clever escape artist. All I have to do is say "bath" and emerge with her blue towel, and she hides under the bed. Her favorite pastime is fetch. She'll fetch all day but she won't drop the ball! She'll strut around, tail wagging, and tease me until I grab the ball out of her mouth. Coco loves to go on car rides. She has her own skybox, which sits on top of the center console and she delights people when we stop at red lights. They usually roll down the car windows to exchange glances with her.

COCO GETAWAY

I recently spent a long weekend in the Dog House unit at the Tavern Hotel in Cottonwood, AZ. There's a stunning 200-square-foot, studio-style room perfect for two people and their furry little friends. It features plush bedding, a soft-topped mattress, a lavish dog bath with spa products,

and a welcome basket filled with dog food, toys, and treats. Outside is a fenced-in yard complete with Adirondack chairs. Finding a better pet-friendly room anywhere would be hard to do.



This is Coco sniffing out mom's new boyfriend.

COCO PARTICULARS

Coco has quite an assortment of lounge chairs, strollers, slings, gel cooling mats, silicone molds for homemade frozen treats, etc. She loves to play dress-up. I have tortured her with many costumes. One of the funniest Halloween memories was when I dressed her as a tarantula. She had eight hairy legs and scared many trick-or-treaters away.

Playdates are interesting. When her four-legged friends come to my house, I have to hide all of Coco's food and toys or there's quite the kerfuffle. When she visits

her little friends at their homes, however, Coco helps herself to their food and toys without a backward glance.

Dinnertime is hilarious. I've tried every vet-recommended dog food brand known to man and now make my own. Coco is not reluctant to show her distaste for whatever I serve her by using her nose to bury it. Her favorite meal is shrimp cocktail. Forget about trying to sneak her meds into her food!

Bedtime is the best. She loves to snuggle, cuddle, and burrow. We play a round of "find the min pin" since I never know where she'll turn up. She follows me wherever I go, making sure I don't sneak out. AZ is very dog-friendly and she has frequented many restaurants with me. The waiters know her by name and they always provide water and treats.



Coco tests the Dog House bed with a good stretch.

Coco brings pure happiness to me every day. I'm so grateful to have found her and that I'm able to give her a forever home.



Linda George is a retired pharma ad agency veteran. She can be reached at lgeorge331@gmail.com.



Pharma Loves Their Pets

Sibling Love

BY SEAN FITZGERALD

Violet, my daughter, has grown up surrounded by love and loyalty thanks to her furry siblings, Tuna and Blue.

From the moment my wife Danielle and I brought her home from the hospital, they've been by Violet's side, from resting their heads on her bassinet and watching her sleep to now hogging the covers in bed with her.



Blue, Violet, and Tuna take a quick break from playing to say cheese and snap a quick photo.

Tuna, the Pomeranian, is the most expressive and communicative dog we've ever had, always keeps us laughing and smiling, although she has a nasty habit of sneaking off with Violet's toys! Our mini poodle, Blue, on the other hand, is the ultimate cuddle buddy, showing his love through constant companionship and affection.

These two have been Violet's best buddies, sharing everything from afternoon naps to puzzle-solving sessions. Their bond reminds us of the pure love and loyalty only pets can provide. Life wouldn't be the same without them by Violet's side!



Sean Fitzgerald is Senior Director, Engagement, Access Genius at Precision AQ. He can be reached at sean.fitzgerald@precisionaq.com.

Marvelous Malibu

BY MAYGAN CROCKETT

Malibu joined our family back in 2020. My fiancé at the time (now husband) and I drove to West Virginia (eight hours of driving) leaving at 3 a.m. to travel to pick her up!

We instantly fell in love with her and she became the center of our world. She was the flower girl at our wedding a few weeks after we got her (see picture). She has become the best big sister to our soon-to-be two-year-old son Mayes and enjoys eating all HIS food and playing with all HIS toys. She is a smart, playful, happy dog, with tons of energy. She is a passenger princess and insists on riding shotgun in the car, forcing all other passengers to the back. She sits or sleeps all day on my desk (a.k.a., my desk pet) and keeps me company throughout the busy workday.



Walking down the aisle with paws and petals, our furry flower girl adds the perfect touch of love!

Malibu has changed our lives in more ways than I can put into words and she will forever be my soul dog.



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Personality-Plus Pumpkin

BY INELA SALKIC

Pumpkin is our two-year-old cat with a whole lot of personality. He didn't have the easiest start in life – he was found abandoned as a tiny kitten behind a restaurant, with grease spilled across his head. He's perfectly fine now, though you might notice a little patch of missing hair if you look closely. It's a subtle reminder of how far he's come.

Pumpkin was actually adopted once before, but he was returned for being "too clingy and vocal." That's exactly what we love about him!

These days, Pumpkin is the king of treats (especially salmon squeezables) and loves playing fetch with his crinkle toys or tossing them around himself. But he's also full of quirks. He's deathly afraid of bubbles and the pressure washer used for cleaning the windows. Recently, he got a taste of the great outdoors and watching him creep low across the grass like a tiny orange ninja was comedy gold.

It's like he couldn't decide whether he loved or hated it, but he kept strutting through anyway.

When he's not running around or cracking us up, Pumpkin is all about his cozy moments. Pumpkin loves a good nap. He's soft and snugly when he's feeling sleepy. It's these moments that really capture him: part diva, part cuddle bug, and 100% lovable.



The cutest pumpkin in the patch.



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Eimear Allen

Birthplace: Cork, Ireland
Job Title: Supervisor, Global Engagement Strategy
Years in Industry: 6+ years

"I think it's important to be able to laugh at yourself and be willing to take risks."

— Annie Lennox



WHO IS YOUR MENTOR AND HOW DID HE/SHE IMPACT YOU?

I would consider my mom and dad as my biggest influences. They both see the world so differently and give excellent advice. They've helped shape me into the person I am today; confident like my mom, business-savvy like my dad.

WHAT IS THE BIGGEST OBSTACLE YOU HAVE OVERCOME?

Changing careers. Before joining the industry, I trained and worked as a hairdresser in Ireland. I then moved to the UK and landed my first agency job where I worked my way up from receptionist to media planner and buyer in the agency's health media team.

WHAT WAS YOUR FIRST JOB?

I worked in a local supermarket on the checkouts. This is where I found my love for working with people and developed an understanding of the value of great customer service.

IF YOU COULD HAVE LUNCH WITH ANY PERSON, LIVING OR DEAD (OTHER THAN A RELATIVE), WHO WOULD IT BE?

Annie Lennox. We would have a lovely lunch before heading to a karaoke bar.

WHAT IS YOUR FAVORITE RESTAURANT?

Funnily enough, I don't hugely enjoy eating out. I much prefer home-cooked food. If I had to choose, it would be a toss-up between an Indian meal from Dishoom at Battersea Power Station or Chinese meal from Chinatown in Central London.

WHAT WOULD BE THE TITLE OF YOUR LIFE?

Unapologetically Irish.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Caring, hard-working, and (in my opinion...) witty.

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

"The Rachel Incident," which was written by the excellent Irish author Caroline O'Donoghue. It's based in my hometown of Cork. While reading this I got to reminisce about the bars, types of people, and the humor of my lovely city.

WHAT WOULD YOU LIKE TO LEARN TO DO?

I would love to learn to play the guitar. Have tried and failed a couple of times before but don't they say the third time's the charm?

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

It's okay to not follow the typical path through life. There are so many ways to get where you want to be. Continue doing you!

WHAT IS YOUR PET PEEVE?

Bad manners. This includes bad music being played out loud on public transport and especially not saying please and thank you.

HAVE YOU EVER HAD A BRUSH WITH FAME?

I was interviewed with my best friend at a festival in Ireland called Oxegen back in the day and they aired it on MTV2. Our drink (Rosé wine and Sprite) was considered by the MTV2 interviewer the defining drink of that summer's festival.

IF YOUR LIFE HAD A THEME SONG, WHAT WOULD IT BE?

"Sweet Dreams (Are Made of This)" – The Eurythmics.

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

Having just seen her make an incredible guest appearance with Joni Mitchell and the Joni Jam at the Hollywood Bowl in Los Angeles this October, I would love to see Annie Lennox in concert singing her own music. Yes, I speak about her a lot.

WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

This was for my most recent birthday and I was gifted a beautiful crystal Seletti vase in the shape of a cowboy boot. It's now full of flowers and takes pride of place on the windowsill at home in London.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

I have a few, in fact, far too many to choose just one! My favorites include: "Chicago PD," "The Bear," "The Sopranos," "It's Always Sunny in Philadelphia," "Schitt's Creek." I also have the more "guilty pleasure" end of the spectrum and enjoy shows like "Below Deck," "Real Housewives," and "Vanderpump Rules."

IF YOU COULD WORK DOING ANYTHING IN THE WORLD, REGARDLESS OF THE INCOME, WHAT WOULD YOU DO?

Having had dogs my whole life and having two dogs at home (Minnie and Lilly), I would open a dog shelter so I could give a similarly loving home to dogs that have been let down.

WHAT IS YOUR FAVORITE VACATION SPOT?

Having recently visited Hungary for the first time and having already booked to visit again after the holidays, it's currently top of my list. I highly recommend a visit to Budapest where there are excellent ruin bars, beautiful architecture, and great food!

IF YOU COULD DO A GUEST ROLE ON A TV SHOW, WHICH ONE WOULD IT BE?

"Below Deck" as I think my planning skills would make me an excellent Chief Stew.

WHAT DID YOU WANT TO BE WHEN YOU WERE A KID?

I wanted to become a marine biologist until I found out what it entailed.



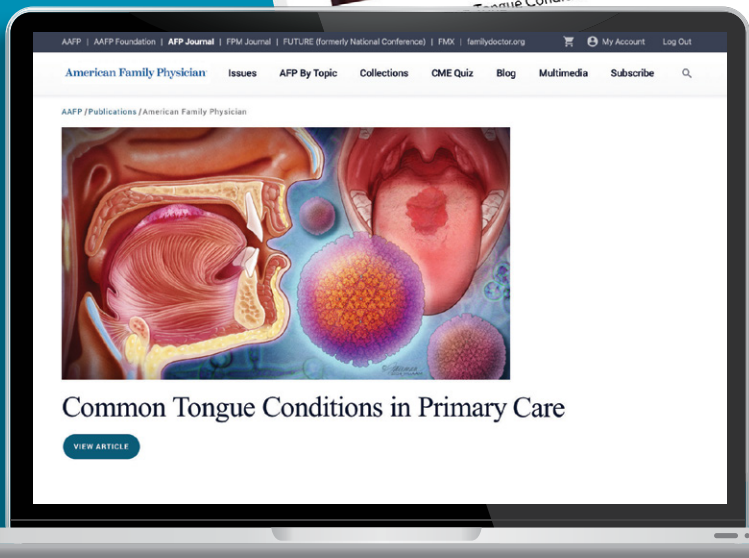
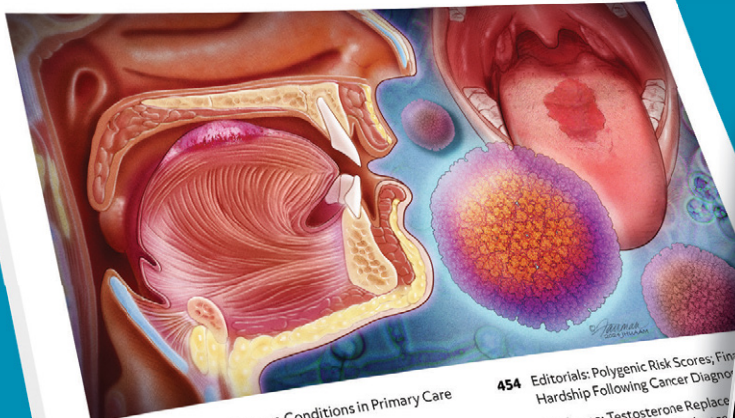
Exploring the beautiful city of Lisbon, Portugal.

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- 527 PPIP: Screening for COPD
- 533 FFIN's CI: Diet and Risk of
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