

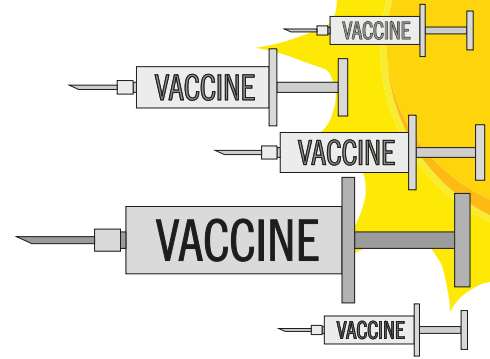
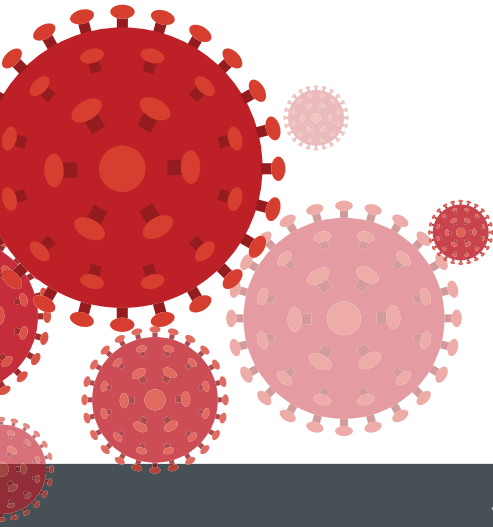
Next Month:  
Pets and More!

Healthcare Marketer's

# Exchange

Vol. 29, No. 11  
January 2021

## Mind, Body, AND Spirit



### Overcoming Adversity

Michael Minakowski

### Journey to Healthier Habits

Trevor Deal

### Discovering Ancient Acupuncture in the Modern World

Chantal Kolber

### The Skinny on the Standing Desk

Lorraine Pastore

### It's the Little Things

Amy Ammon

### Wellness in COVID Times and Beyond

Lori Raskin

### Lessons From Life

John R. Clay

### Don't Forget to Drink Up

Kelsey Bray

### Personal Exchange

Lisa Tatarian

Receive  
**THE EXCHANGE**  
at Home!

Email your address to:  
[naleonard@HMEExchange.com](mailto:naleonard@HMEExchange.com)

PRSR STD  
US Postage  
Paid  
Permit #402  
Senatobia, MS

THE EXCHANGE  
P.O. Box 64  
Verona, New Jersey 07044

# Targeted E-newsletter Opportunities from the American College of Physicians of Physicians



Reach your target audience with these credible, established brands.



Latest from Annals



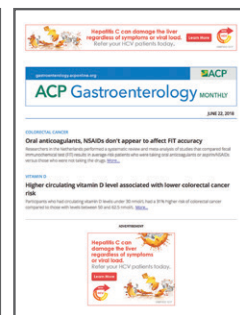
ACP Internist Weekly



ACP Hospitalist Weekly



ACP Diabetes Monthly



ACP Gastroenterology Monthly

Each e-newsletter will carry your product's message exclusively to your target list of health care providers along with current ACP internal medicine content.

ADS90.10

For additional information contact:

**Kevin A. Bolum**, Director, Advertising Sales, at  
215-351-2440 or kbolum@acponline.org

**Kenneth D. Watkins III** at  
973-785-4839 or kwatkins@watkinsrepgroup.com



PUBLISHER

**Nancy A. Leonard**

P.O. Box 64

Verona, NJ 07044

973-744-9505

naleonard@HMEExchange.com

ASSISTANT TO THE PUBLISHER

**Laura Dingman**

973-744-9505

laura@HMEExchange.com

ART DIRECTOR (Ad Submissions)

**James J. Ticchio**

Direct Media Advertising

73 Glenmere Terrace

Mahwah, NJ 07430

201-327-6985

jim@directm.com

EDITOR (Editorial Submissions)

**Elise Daly Parker**

973-919-1067

editorial@HMEExchange.com

SOCIAL MEDIA COORDINATOR

**Katie Leonard**

Join us on



Facebook.com/HMEExchange



Twitter.com/HMEExchange



LinkedIn.com/in/HMEExchange



Instagram.com/HMEExchange

Cover Photo Credit: Volodymyr Punhin / shutterstock.com

Copyright ©2021 HEALTHCARE MARKETER'S EXCHANGE. All rights reserved. Address all correspondence to HEALTHCARE MARKETER'S EXCHANGE, LLC, P.O. Box 64, Verona, NJ 07044. The opinions expressed are those of the authors and do not necessarily reflect the views or opinions of the publisher, HEALTHCARE MARKETER'S EXCHANGE. Available by subscription: \$36 for 12 issues. Individual copies available at \$4 each. Phone: 973-744-9505. Email: contact@hmexchange.com.

## Dear Healthcare Marketer,

**H**urray! We made it through to 2021. This next year can only get better! I saw this on Facebook and thought WOW is this so true! *May we never again take for granted:* • Friday nights with friends • Birthday celebrations • The roar of a stadium • Packed dance floors • Mornings at the gym • Crowded concerts • Coffee with a friend • Happy hour • Travel • Health • Life itself

How I miss the simple things, especially gathering with friends. I can't wait to bust out, but I'm still very cautious. I have come this far keeping my dad, myself, and family COVID free and I sure don't want to jinx that now. I have driven my kids nuts. I'm sure people are going to go crazy when COVID is under control and we can resume normal life. Big thanks to our industry. I am very proud of what you've accomplished – from vaccine development to healing the sick on the frontlines.

The world will be different going forward. How different, no one knows. We will adjust just like we did after 911. It is similar, as we have seen the best of humanity and the worst throughout this pandemic. I like to focus on the best. One of the upsides has certainly been that I've enjoyed my time with my girls. It has been a special time for us as life slowed down and, for the most part, we had each other. I've loved our binging, takeout meals, impromptu karaoke, making masks for charity, neighbors helping neighbors, banging pots at 7 p.m. to recognize and show our support to those on the frontlines. It hasn't been *all* bad. The worst of course is the people I know who have lost loved ones. I pray for them and their families as well as the families who have lost jobs and struggle to get food on the table. We need to lift them up and do what we can to support others.

As we head into 2021, I'm thinking I'd like to try something different. I heard about a visualization exercise that sounds intriguing. Instead of making resolutions, a long list of things we want to change, or goals to meet, we envision what we'd like 2021 to look like. You imagine what you'd like your life to look like by the end of 2021. Where are you? What have you accomplished? What do you feel like? What are you doing day to day? Where are you going and with whom?

Then, once you've got a picture of your ideal 2021, you come up with a list of affirmations that help you connect to your vision. You might come up with a mantra like, "Life is not happening to me, it's happening for me," if you're facing a challenge and want to look on the positive side. Or, if you're trying to feel healthier and more fit, "I am healthy, happy, and radiant." You can repeat the appropriate statement when you're tempted to be negative or feel yourself slipping into bad habits. It's a kinder and gentler way to encourage ourselves. It helps us move towards our vision, instead of throwing in the towel after a month because we feel like failures who haven't met our goals.

This month, we're honoring wellness – mind, body, and spirit – through inspirational stories of people who have overcome challenges. **Michael Minakowski** shares how his wife's cancer – requiring courage and strength – was uncovered through genetic testing. **Trevor Deal** tells of his journey to greater fitness, including some ups and downs (many of us can relate). **Chantal Kolber** considered herself an unlikely candidate, but ongoing pain led her to acupuncture, which she now embraces. We've also got some tales of how a few of our industry friends have navigated COVID by taking care of themselves and doing what brings them joy. **Lori Raskin** found yoga and meditation helpful. **Amy Ammon** returned to the ballroom dancing she loves. **John R. Clay** shares words to live by (as well as his passion for racquetball and pickleball). **Lorraine Pastore** gives us the lowdown on using a standing desk. **Kelsey Bray** suggests a simple tip to improve our health. And this month's *Personal Exchange* helps us get to know **Lisa Tatarian** a little better.

I'm really looking forward to this next year and all the good things it will bring for all of us.

Cheers to a happy, healthy year ahead,

*Nancy*



Riding into 2021 with optimism.

**Don't Forget to Vote!**

## Who Will Be This Year's Cover Pet?

Pick who you think should adorn the cover of THE EXCHANGE February issue.

It could be *your* furry, fluffy friend.

Vote today and get your colleagues\* to vote too.

Go to [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html)

**Hurry! Voting ends on January 8.**

\*Healthcare Marketing colleagues only.

## WIN a \$100 Amazon Gift Card!

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

- Favorite series, movie, or documentary on Netflix, Hulu, Amazon, YouTube, etc.
- Apps that made your life easier this year and how
- Online groups you belong to – health, hobbies, book groups
- Ways you have communicated, celebrated, connected during COVID
- Best websites and why

**Fill Out Our Digital Survey for another chance to win a \$100 Amazon Gift Card!**

Go to [www.hmexchange.com/contests.html](http://www.hmexchange.com/contests.html).

# ANNOUNCEMENTS

## ONWARD & UPWARD

promotions • additions

**AbelsonTaylor** has announced the appointment of **Scott Moers** as Senior Director of Business Development. He can be reached at [Scott.Moers@abelsontaylor.com](mailto:Scott.Moers@abelsontaylor.com). Also joining the company is **Rachael Arons Gelman** as Copy Supervisor. She can be reached at 312-894-5500.

**Acadia Pharmaceuticals, Inc.**, has announced the appointment of **Deb Kazenelson Deane** as Senior Director, Product Communications, Lead. She can be reached at [dkazenelson@acadia-pharm.com](mailto:dkazenelson@acadia-pharm.com).

**Accenture** has announced the appointment of **Tammy Soares** as West Innovation Lead. She can be reached at [Tammy.soares@accenture.com](mailto:Tammy.soares@accenture.com).

**BD** has announced the appointment of **Christine Snyder** to Vice President, Corporate Marketing.

**Bristol Myers Squibb** has announced the appointment of **Moreen Afergan** as Manager, U.S. Media and Planning. She can be reached at [afergan@bms.com](mailto:afergan@bms.com).

**CMI/Compas** has announced the promotion of **Paul Kallukaran** to Chief Analytics and Insights Officer. He can be reached at 484-322-0880.

**Concentric Health Experience** has announced the appointment of **Drew Kantor** as Vice President, Group Account Supervisor. He can be reached at [dkantor16@gmail.com](mailto:dkantor16@gmail.com).

**GCI Health** has announced the appointment of **Kristin Cahill** as its global Chief Executive Officer. She can be reached at 212-798-9936.

**Gilead Sciences** has announced the addition of **Denise Sena, M.B.A.**, as Executive Director, Global Supply Chain, Sales and Operation Planning. She can be reached at [denise.sena@gilead.com](mailto:denise.sena@gilead.com).

**Indegene** has announced the appointment of **Larry Keary** as Senior Director, BD and Enterprise Marketing Customer Experience Solutions. He can be reached at [Larry.Keary@indegene.com](mailto:Larry.Keary@indegene.com).

**Intouch Solutions** has announced the appointment of **Don Matera** as Vice President, Group Creative Director. He can be reached at [don.matera@intouchsol.com](mailto:don.matera@intouchsol.com).

**Inventiva** has announced the appointment of **Dr. Michael Cooreman, M.D.**, as Chief Medical Officer. He joins **Inventiva's** Executive Committee and succeeds **Dr. Marie-Paule Richard, M.D.**, who has retired.

**JUICE Pharma Worldwide** has announced the appointment of **Nicole (Lash) Garside** as Account Director. She can be reached at [ngarside@juicepharma.com](mailto:ngarside@juicepharma.com).

**McCann Health New Jersey** has announced the appointment of **Gabriel Sterne** as Senior Engagement Strategist. He can be reached at [Gabe.Sterne@mccann.com](mailto:Gabe.Sterne@mccann.com).

**Medecision** has announced the appointment of **Terri Steinberg, M.D.**, as Group Senior Vice President of Analytics and Population Health and Chief Medical Officer. She can be reached at 610-540-0202.

**Ogilvy Health** has announced the appointment of **Lindsey Davidson** as Medical Education Program Coordinator. She can be reached at 212-880-5360.

**Outcome Health** has announced the appointment of **Kyle C. Bechter** as Director, Industry Sales. He can be reached at [kyle.bechter@outcomehealth.com](mailto:kyle.bechter@outcomehealth.com).

**PRECISIONeffect** has announced the appointment of **Christina Boni** as Group Account Supervisor. She can be reached at [Christina.boni1@gmail.com](mailto:Christina.boni1@gmail.com).

**Publicis Health** has announced the appointment of **Julie Collins** as Executive Vice President. She can be reached at [Julie.collins@plowsharegroup.com](mailto:Julie.collins@plowsharegroup.com).

**Purohit Ventures** has announced the appointment of **Jen (Scattereggia) Clark** as Vice President, Strategic Planning, **Purohit Navigation**, and Chief Portfolio Strategist at **Purohit Ventures**. She can be reached at [jclark@purohitventures.com](mailto:jclark@purohitventures.com).

**Second Mountain Pharma Sales, LLC**, has announced the appointment of **Stephen Close** as President and Founder. He can be reached at [sclose4@verizon.net](mailto:sclose4@verizon.net).

**Soleo Health** has announced the appointment of **Elizabeth Feldman** as Vice President, Business Development, Industry Relations. She can be reached at 214-592-0852.

**Sound Healthcare Communications** has announced the appointment of **Kristen Pilkiewicz** as Senior Vice President, Creative Director. She can be reached at [kristen.pilkiewicz@sound-hc.com](mailto:kristen.pilkiewicz@sound-hc.com).

**SSCG Media Group** has announced the appointment of **Claudia Beguiristain** as Multichannel Media Planner. She can be reached at [cbeguiristain@sscgmmedia.com](mailto:cbeguiristain@sscgmmedia.com).

**Worley Global** has announced the appointment of **Chris Mycek** as President. He can be reached at [chris.mycck@worleyglobal.com](mailto:chris.mycck@worleyglobal.com).

## NEW & NOTEWORTHY

awards • mergers • approvals

**Blueprint Medicines** has received FDA approval of GAVRETO™ (pralsetinib) for the treatment of patients with RET-altered thyroid cancers. The approval expands the labeled indications to include adult and pediatric patients 12 years of age and older with advanced or metastatic RET-mutant medullary thyroid cancer (MTC) who require systemic therapy, or with advanced or metastatic RET fusion-positive thyroid cancer who require systemic therapy and who are radioactive iodine-refractory (if radioactive iodine is appropriate). For more information, visit [www.blueprintmedicines.com](http://www.blueprintmedicines.com).

**CliniStart** is a new services provider with a specialty focus in clinical trial startup functions, specifically focused in the area of clinical trial contracting. C.E.O. and Key Founder is **Sam Searcy**. For more information, call 919-228-9453.

**Eiger BioPharmaceuticals, Inc.**, has received FDA approval of Zokinvy™ (lonafambin) for the treatment of Hutchinson-Gilford Progeria Syndrome (HGPS or Progeria) and processing-deficient Progeroid Laminopathies (PL). Progeria and Progeroid Laminopathies are ultra-rare, genetic, premature aging diseases that accelerate mortality in young patients. With this approval, the FDA issued a Rare Pediatric Disease Priority Review Voucher (PRV) which is designed to encourage development of new drugs and biologics for the prevention or treatment of rare pediatric diseases. For more information, visit [www.eigerbio.com](http://www.eigerbio.com).

**Healio**, a **Wyanoke Group** company, and **Retina World Congress (RWC)** have announced a joint agreement making **OSLI Retina** the official journal of **RWC** beginning with the January 2021 issue. For more information, visit [www.retinaorldcongress.org](http://www.retinaorldcongress.org).

**Merck & Co.'s** Keytruda (pembrolizumab) has received accelerated approval from the FDA for use in combination with chemotherapy to treat patients with locally recurrent, unresectable, or triple-negative breast cancer (TNBC) whose tumors express PD-L1 with a combined positive score (CPS) of 10 or greater. For more information, visit [www.merck.com](http://www.merck.com).

**Novartis** has received FDA approval for the company's supplemental Biologics License Application (sBLA) for Xolair® (omalizumab) for the add-on maintenance treatment of nasal polyps in adult patients 18 years of age and older with inadequate response to nasal corticosteroids. For more information, visit [www.novartis.com](http://www.novartis.com).

**Rhythm Pharmaceuticals** has received FDA approval of IMCIVREE™ (setmelanotide) for chronic weight management in adult and pediatric patients 6 years of age and older with obesity due to proopiomelanocortin (POMC), proprotein convertase subtilisin/kexin type 1 (PCSK1) or leptin receptor (LEPR) deficiency confirmed by genetic testing. For more information, visit [www.rhythmtx.com](http://www.rhythmtx.com).

**Vanda Pharmaceuticals, Inc.**, has received FDA approval for HETLIOZ® (tasimelteon) capsule and liquid formulations for the treatment of adults and children, respectively, with nighttime sleep disturbances associated with Smith-Magenis Syndrome (SMS). SMS is a neurodevelopmental disorder, a defining feature of which is an "inverted" circadian rhythm, making it difficult for patients with SMS to sleep during the night. For more information, visit [www.vandapharma.com](http://www.vandapharma.com).

# AMM

Association of  
Medical Media

## ***As 2020 closes...***

We want to thank Hank Blaney of Elsevier for his leadership as President of the AMM in 2020. It was certainly a challenging year to keep our membership engaged and continue offering opportunities for professional development, networking, and more.

## ***...and 2021 begins...***

Congratulations and welcome to Eileen Henry of Wolters Kluwer as the incoming 2021 President of the AMM. We look forward to working with Eileen in this new role. We anticipate a great year ahead of us.

## **Keep an eye out for new episodes of our digital series:**

AMM Conversations

John Loughran  
Viewed Your Profile



**Available on Apple, Stitcher, Spotify & more**

**For more info & updates, visit [www.ammonline.org](http://www.ammonline.org)**



# Mind, Body, AND Spirit

## Overcoming Adversity

BY MICHAEL MINAKOWSKI

**M**y wife (Lisa), daughter, son, and I have had a wonderful, busy life, which has been intertwined with my “road warrior” career. From the mid ‘90s to 2016, I started as a salesman and ended as the Vice President, Sales, for Scherago International (SI). Healthcare marketers knew me as a representative for several leading associations such as The Endocrine Society, AACC, and The American Society of Nephrology. At SI, we sold exhibit space, print and digital advertising, sponsorships, and more for the societies and their prestigious publications. If I wasn’t sitting in your office presenting and collaborating, then I was likely at the associations’ tradeshow, oftentimes, with my family.

### EXPLORING MEDICAL HISTORY

Lisa (early in her career, she worked for the ASCLS and AGA) has always been the proactive and driving force behind our family’s healthcare, including her own. During her annual OB/GYN appointment in 2018, with David Tannenbaum, M.D., she mentioned that her maternal grandfather and grandmother died from pancreatic cancer and breast cancer, respectively. Dr. Tannenbaum noted that there was a link between the two. He recommended, and Lisa agreed, to get genetically screened. Using the Myriad Genetics test, the screening identified that Lisa had the ATM gene mutation. Mutations in one copy of the ATM gene can increase the chance to develop female breast cancer (by two to four times) and pancreatic cancer. Concerned, but armed with knowledge, Lisa would seek more information.

In May 2019, our daughter’s graduation from Penn State as a biomedical engineer was the culmination of one of two commitments we had made and Lisa executed. The second was to our son, a rising junior in finance at Pennsylvania State University. Our life together was changing in the best ways, and all was well, we thought. After 20+ years dedicated to her children, Lisa could focus full time on her career as an actor, model, and spokesperson. Lisa landed the lead role in an independent movie. She was feeling great, both physically and mentally.

### TRAVEL THE UNKNOWN ROUTE BY COLLECTING THE FACTS

When Lisa sought genetic counseling in 2019 from Angela Bradbury, M.D., at the University of Pennsylvania,

the doctor suggested that Lisa have an MRI along with her yearly mammogram. Lisa’s mammogram came back “clean” as they had since she was 25 years old. The MRI told a completely different story, however. One large mass and four smaller ones were found in her right breast. While in a meeting on September 11, I got a text from Lisa. The biopsy indicated that she had invasive lobular breast carcinoma.

All of our lives were forever changed.

We were fortunate to have great friends in medicine. They quickly ushered Lisa through the healthcare maze. Lisa and I sat with breast surgeon Julia Tchou, M.D., as she explained each option for Lisa’s treatment. Lisa and I agreed that her long-term health was the only priority. Dr. Tchou explained a lumpectomy would leave Lisa with a 30-40% chance of recurrence.

### FORGE AHEAD WITH TOUGH DECISION-MAKING

The percentage was too high for us. Lisa made the incredibly difficult decision to have a double mastectomy.

Next, we met with the plastic surgeon, Joseph Serletti, M.D. He briefed us on the procedure and offered two options. Saline-filled implants were the standard, but had a rejection rate around 4%. Fat transfer augmentation had a better success rate (about 99%), but required additional surgery to remove tissue, veins, and arteries from the pelvic region. Keeping the main priority in mind, Lisa chose the DIEP flap reconstruction.

### FACE PROBLEMS HEAD-ON, WITH SUPPORT

Dr. Mary Melton was Lisa’s best friend and her companion at Phillies spring training. Dr. Melton succumbed to multiple myeloma in July 2019. In the face of her own impending adversity, Lisa was adamant that we support this cause. On September 29, our family along with Lisa’s mom, brother, and sister-in-law, walked a 5K to raise money and awareness for the Multiple Myeloma Research Foundation in Mary’s memory.

The next day, September 30, Lisa and I walked up to the front doors of the Hospital of the University of Pennsylvania. Just short of entering, she stopped, hugged me, and said, “I don’t want to go in.” Lisa is one of the strongest



Calm during “chemo.”



Confident moving forward.



# Mind, Body, AND Spirit

people I have ever known. It shook me to my core, but we had to proceed.

## STAY DETERMINED TO BE RESILIENT

Lisa underwent 11 hours of surgery. Midway through, the breast surgeon called to deliver the bad news that the sentinel lymph node tested positive for cancer. We then knew that Lisa was going to need more comprehensive treatment. The cancer had metastasized. A couple of hours after surgery, my daughter and I were finally able to enter the ICU to see Lisa. She held up through the fatigue and pain to acknowledge us. Her will to improve makes her a very resilient person. When we saw her, Lisa had six drains inserted and each breast had a DIEP flap, so the attending healthcare professionals could monitor the blood flow to each breast. Lisa remained hospitalized for one week. Each day brought improvement, but also a tremendous amount of pain.

Lisa came home to start the long road to recovery. Family, friends, and home healthcare workers changed her dressings, stripped the lines for her drains, and measured the fluid in each. After several weeks, Lisa began to move around. At two months, the final drain was removed. Chemotherapy was about to commence. Lisa had four treatments scheduled three weeks apart.

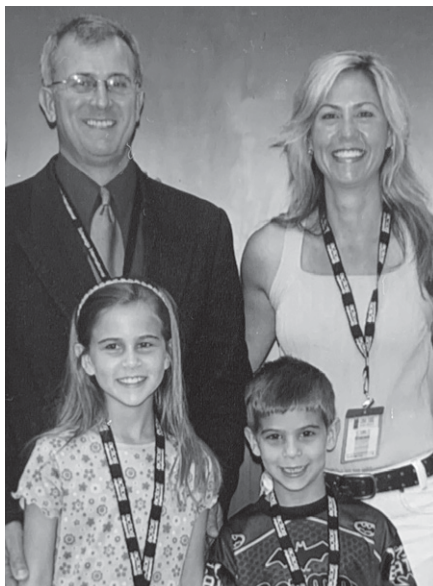
## LOOK OUTWARD TO HELP OTHERS, EVEN DURING THE WORST

The first treatment produced minimal side effects other than IV bruising and scarring. Lisa chose the IV over placement of a port. Persistent pain from her surgeries posed a bigger concern. As each treatment progressed, the chemo started to overwhelm her body. Lisa's beautiful, long hair (which was seen on highway billboards, movies, TV, and QVC) was gone. Lisa was bald. Her fingernails and toenails were turning black and becoming painful. Lisa experienced severe axillary web syndrome (better known as "cording") in her arms from the removal of multiple lymph nodes. Through it all, she still found time to support and appreciate others. Lisa and I voluntarily drove to a Rothman rehabilitation center so young physical therapists could observe, touch, and treat the cording in her arm.

Lisa had her final chemotherapy infusion at the University of Pennsylvania during the first week of January 2020. Next up were Lupron shots (to ensure that her ovaries would no longer produce estrogen) and oral chemotherapy to be taken for the next 5-10 years.

## ACCEPT THE UNEXPECTED AND REMAIN CALM

Roughly two months after the final chemotherapy treatment, Lisa was scheduled for the Lupron shots. Then, COVID-19 hit. Cancer patients were not being seen. Lisa's



Mike, Lisa, Julia, and Jacob Minakowski at Endo 2006.

treatments were put on hold. Waiting for her treatments to resume, Lisa again went through the entire spectrum of emotions. Now, she had to be concerned about her immunocompromised state, too.

Finally, in late June, the University of Pennsylvania reopened for cancer patients. Lisa received her shots. Side effects including bone and foot pain, hot flashes, diarrhea, weight gain, increased blood pressure, hair loss, and fingernail and toenail changes occurred or continued.

## STAY CREATIVE AND KEEP MOVING FORWARD BY DEGREES

Along with the lockdown of most healthcare facilities, so too were the studios where Lisa auditioned, taped, modeled, and acted. Frustrated, but undaunted, Lisa set about building a makeshift

studio in our house to self-tape for auditions. Cobbling together clips using her computer with ancient software (Microsoft's Windows XP), cellphone, tablet, and cameras, Lisa submitted for scores of opportunities including pharma breast cancer drugs. With the assistance of others in the field, Lisa created her own website [www.lisaminakowski.com](http://www.lisaminakowski.com). The new reality had become self-taping and auditioning on Zoom calls and she adapted admirably.

Determined, Lisa persevered and, almost one year from the date of her surgery, she got a call back from Mac Cosmetics. The following week, Lisa was live on QVC. It was a first, small step, but a major, life-affirming victory for Lisa.

## ONE LAST HURDLE

As of October, due to a shortage, Lupron was no longer available. To ensure that her body stopped producing estrogen, Lisa faced one last difficult surgery. Lisa had a total hysterectomy December 3 and is now recuperating. Her career will once again be on a temporary hold.

Lisa wholeheartedly believes that genetic testing saved her life. The big takeaway is that she strongly encourages everyone who has a family history of cancer – particularly, women with dense breast tissue – to get a genetic screening and consider opting for an MRI along with your yearly mammogram. Family history is very important and shouldn't be overlooked.



*Michael Minakowski was most recently Vice President, Sales and Marketing, Medical Indicators, Inc. He can be reached at 267-240-8214 (c) or [minakowskimichael@gmail.com](mailto:minakowskimichael@gmail.com).*



# Mind, Body, AND Spirit

## JOURNEY TO HEALTHIER HABITS

BY TREVOR DEAL

It was December 10, 2018. After days of chest pains, I took an aspirin and drove myself to the emergency room. I was 229 pounds, which is a very unhealthy weight for someone who is 5'8". Angry and disgusted with myself, I was overcome with anxiety and feared the worst. I kept thinking heart attack, stroke, and/or diabetes. I was certain I was on the verge of at least one of them. I proceeded to beat myself up over every bad decision I had ever made, which only made things worse.

### GOOD AND BAD NEWS

The good news is I was wrong. No heart attack, stroke, or diabetes. The bad news is my blood pressure was very high, and I was medically obese. I was only a few steps away from an actual heart attack and on the fast track to death. And, if I kept going, I would be sure to miss some of the best moments as a husband and father – birthdays, sweet sixteens, graduations, vacations, and weddings. And then there's the day-to-day "smaller" moments like helping with kid's homework, coaching sports, school concerts, singing/dancing in the car, enjoying "date nights" with my wife, or simply watching a movie or TV show together at night. That could all be gone.

I was on the verge of throwing away some of the most amazing experiences life has to offer. And for what? For the short-term pleasure of overeating? I was so angry and realized my behavior was not only unkind to myself, but as a family man, it was also detrimental to others. I was being selfish. And I had to own it to fix it.

### DETERMINED TO CHANGE

That's when I decided to make major changes. I got through the holidays and went all in on January 11, 2019. I needed major help with food/nutrition and exercise if I was going to make a meaningful impact and lasting change for my life. With the help of my doctor, I decided on a com-

ination of Weight Watchers, Nutrisystem, and Hot Yoga. She also prescribed an antihypertensive medicine to help bring my blood pressure back down to normal levels. These were simple solutions but very difficult to implement. I had to draw from both negative and positive visualizations of potential outcomes in order to set my mind right and push through the hard work to make myself better.

### THE POWER OF VISUALIZATION

On days when I wanted to give up, skip yoga class, or eat that extra food at night, I would close my eyes and visualize walking my daughters down the aisle at their wedding.

And when that didn't work, I would visualize the same scene but instead of me making it to the altar, I would collapse and have a heart attack on the floor of the Church.

Extreme? Maybe. But visualization is extremely powerful. And the truth is that as humans, we are motivated by both positive reinforcement and fear of negative consequences, by both pleasure and pain. There are plenty of studies and books out there on these subjects, so I won't bother going into them here but feel free to look them up if you're skeptical. Extreme or not, it certainly worked for me.

### TRANSFORMATION

Six months later, as of June 2019, I had lost 51 pounds, over 6% in body fat, and 21 total inches (waist, chest, hips, etc.). It was completely surreal. I was very used to being overweight. But I wasn't used to the compliments. I wasn't used to wearing 34-waist jeans instead of 38. I wasn't used to friends calling me "skinny." I wasn't used to the new body I saw in the mirror. I had accepted the fate that I was destined to live a life of being overweight. That was just me. It's who I was. But I quickly realized that it was a BS story I had told myself for at least 30 of my 45 years on planet earth. So, I started getting used to the compliments, new clothes, the new me I saw in the mirror. And it felt so good!



What a difference 45 pounds makes.

(Continued on page 11)





# Mind, Body, AND Spirit

## Discovering Ancient Acupuncture in the Modern World

BY CHANTAL KOLBER

It took me a long time to recognize that stress and anxiety are constant companions in my life, like a close relative that stops in often and stays way too long. Most of the time, general exercise, activity, and determination were enough to power through even some of the most difficult times in my life.

A couple of years ago, I was diagnosed with a parotid gland tumor that had grown inside my parapharyngeal cavity in the back of my head. It was non-cancerous, thank goodness, but had to be removed quickly through a possible face-disfiguring surgery. I got through the surgery, with better-than-expected results and began the healing process. I had incredible support at home and work and was lucky in so many ways.

### DEALING WITH JAW PAIN

Post surgery, I heeded my surgeon's advice to rest and do basic head and neck stretching. In addition, acting on the recommendation of Joan Arata, my boss at the time, I started practicing restorative yoga every day. I quickly recovered enough to return to work after eight weeks. I weaned myself off the nerve pain medication and continued my yoga practice. However, the nerve pain in my jaw never went away.

### ACUPUNCTURE?

Seeing me wince with pain at every bite of anything, Joan recommended I try acupuncture. I hesitated at that recommendation. I had always been scared of needles and I had no idea where to go. Everything I knew about acupuncture came from movies and television and involved mysterious back rooms. It seemed too off the beaten path for a person like me. I looked up acupuncturists in my neighborhood, but it was difficult to know how or what to evaluate. I put it off and continued hoping my jaw pain would eventually go away.

A few months later, Joan left Everyday Health and opened two *Modern Acupuncture* clinics, one in Soho, New

York, and the other in Florham Park, New Jersey. While I would miss her terribly at work, it made perfect sense for her. Joan is a Registered Nurse and had always advocated for health, wellness, and life balance. I went to visit her in her Florham Park clinic. It was a beautifully sunny day. I pulled into a parking lot next to a Trader Joe's, a familiar and comforting sign. Upon entry, I was blown away. I entered the bright white reception area and saw the Zen Room. The spa atmosphere, herbal teas, large massage chairs, and relaxing music were a sensory delight.

### WILLING TO TRY

As a working mother, I have always found it difficult to find the time to commit to self-care maintenance. I booked my first session at the Soho *Modern Acupuncture* clinic to finally give it a try. Each session is just 20 minutes and requires no waiting rooms, cramped rooms, or disrobing. My first experience was simple and relaxing, and immediately put me at ease. Joan welcomed me into the Zen Room, where I sat in an over-

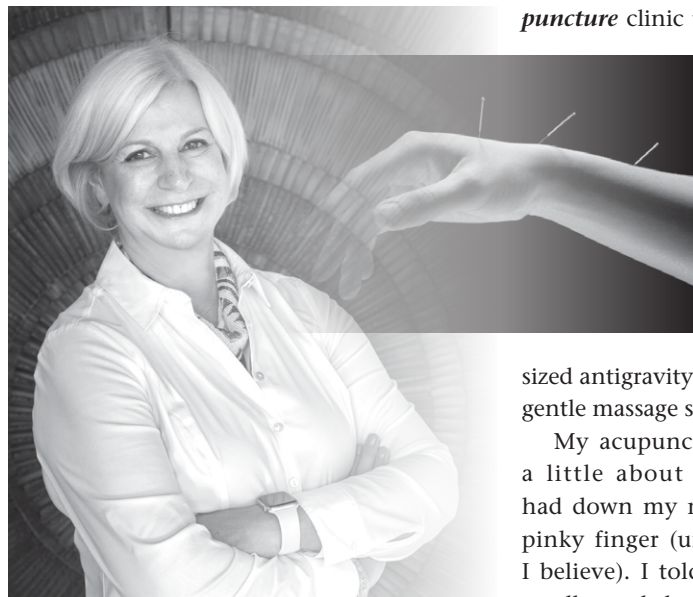
sized antigravity leather chair with heat and gentle massage settings.

My acupuncturist, Diana, and I spoke a little about my jaw and arm pain I had down my right arm to the tip of my pinky finger (undiagnosed carpal tunnel, I believe). I told her I was nervous about needles and she showed me how small and thin they were. She put the first one on my hand so I could see and feel how it worked.

A pinch is too strong of a word to describe the slightest prick of the needle. She then started placing the needles around my ears, head, face, lower arms, hands, lower legs, and feet.

### IMMEDIATE AND LASTING BENEFITS

The whole process took less than five minutes. Upon completion, she instructed me to lay back and relax for 15 minutes. I closed my eyes, listened to the peaceful music, and drifted off. Before I knew it, Diana was back and gently



Joan Arata and Modern Acupuncture — making acupuncture more accessible in the modern world.

(Continued on page 11)



# Mind, Body, AND Spirit

## THE SKINNY ON THE STANDING DESK

BY LORRAINE PASTORE

**S**o, like many of us during this pandemic, my diary is overwhelmed with Teams video calls during the day, with follow-ups doing the actual work either early in the morning or after normal working hours. With no commute due to working from home, I woke up, had coffee, and sat at my desk. I sat and I sat and I sat. This did not do wonders for my back or my caboose! It led to the purchase of a standing desk.

### FINDING THE RIGHT DESK

I have a very small desk in my home office – it’s a fold-down Queen Anne secretary – but luckily Amazon had just the size standing desk I needed (after A LOT of detective work). The recommendation is to use it for a couple hours the first day and slowly work your way up. I have found I use it for about eight hours, but if I have 30 minutes to eat lunch during the day, I sit for a break.

### BENEFITS OF STANDING DESKS

According to Healthline (<https://tinyurl.com/deskbenefits>), which did a review of the literature, standing desks have A LOT of benefits (more than closing the standing goal circle on your Apple Watch, LOL).

1. Standing lowers your risk of weight gain, and standing can burn up to 1,000 extra calories per week!!!
2. Standing may lower blood sugar levels; a study showed a reduction in post-lunch sugar spike in the blood.
3. Standing may lower your risk of heart disease. Well, actually, the studies show sitting *increases* your risk, anyway.

4. Standing desks appear to reduce back pain caused by prolonged sitting. Multiple studies have shown this, and several colleagues who have standing desks agree – it works like a charm!
5. Standing desks help improve mood and energy levels.



WFH: the new normal. On Teams calls, you can’t see the cutoff jeans or the feline napper!

One study found that standing desks can even reduce feelings of stress and fatigue.

6. Standing may help you live longer. There’s a reason Apple included it as one of the three circles, people! :) One study found that reducing the amount of time seated per day to three hours would raise the average American’s life expectancy by two years. Not too shabby!

Also, the final (and perhaps most important) benefit is that my feline friend has a nice chair previously unavailable to him to sit in and nap while I work!

Here’s the link for the standing desk model I got from Amazon (<https://tinyurl.com/mymodeldesk>). It comes fully assembled, took a day to arrive, and is super easy to raise and lower if you need to. I love it!



**Lorraine Pastore** is Executive Vice President, Group Management Director, Neon, 1400 Broadway, 3rd floor, New York, NY 10018. She can be reached at [neon-nyc.com](mailto:neon-nyc.com), 212-672-2457 (o), or 917-664-1397 (c).



# Mind, Body, AND Spirit

## Acupuncture *(Continued from page 9)*

removing the needles from head to toe. I put on my shoes and socks, gathered my things, and was greeted with a to-go cup of herbal tea. In less than 30 minutes, I felt like I had a full night's sleep. I was awake, invigorated, blissful, and proceeded to go about my day.

The Soho **Modern Acupuncture** clinic was a short 10-minute walk from my office and I began going two to three times a week. I could have a session at lunch and the rest of my day was more productive and stress-free. I could go after work and the daily grind would melt away. Almost immediately, my daily stress and anxiety that was so prominent in my life was lessening. I was feeling more relaxed than ever before. I fell asleep with ease at night and woke feeling more rested than ever. I barely feel pain in my arm anymore. While the jaw pain from my surgery may never go away, the overall stress relief of the acupuncture was the hidden benefit.

Acupuncture has been around for over 2,500 years and yet, according to the CDC, only 3-5% of Americans have ever tried it. Being in the healthcare industry, having great respect for modern medicine, I never thought I would turn to an ancient alternative medicine. **Modern Acupuncture** made the experience accessible and comfortable, allowing me to overcome my preconceived notions and the very anxiety it ended up relieving.

Unfortunately, COVID-19 has made it difficult for me to get back into NYC and the clinics were closed for some time. Both the NYC and Florham Park clinics have reopened, with multiple safety precautions in place, including observing physical distance and mask-wearing. Stress and anxiety are at an all-time high as we continue to live with this terrible pandemic. I have found that learning to relax my mind and body makes every day easier. Acupuncture is now another technique I use to help me relax and live my healthiest life.

If you want to learn more about acupuncture, visit [www.modernacupuncture.com](http://www.modernacupuncture.com) to find a location near you.



**Chantal Kolber** is Director of Marketing, *Adhere-Tech*, 11 Broadway, Suite 1115, New York, NY 10004. She can be reached at 914-260-2252 and [Chantalkolber3@gmail.com](mailto:Chantalkolber3@gmail.com).

**Joan Arata** is a Franchise Owner, *Modern Acupuncture* in SoHo, 917-388-2886, <https://tinyurl.com/soho-ny>, and in Florham Park, 973-765-9500, <https://tinyurl.com/florhampark-nj>. After years in the healthcare industry, she is shifting her focus to a new health and wellness endeavor in a new business model to bring Acupuncture to the forefront of health, wellness, and self-care.

## Healthier Habits *(Continued from page 8)*

### REPEATING BEHAVIOR FOR BETTER OR WORSE

I wish that was the end of the story. I wish I could tell you that I stayed at 178 pounds and lived happily ever after as a healthy person. As we already know, though, that's not how real life works. When the COVID-19 pandemic and subsequent quarantine came along, I started to throw in the towel here and there. It wasn't a big deal (I told myself) if I missed a virtual yoga class, had a second helping at dinner, enjoyed that delicious dessert, or had a late-night snack after dinner, before bed. And the truth is that these things aren't a big deal in moderation, especially when you're simply trying to maintain a healthy weight.

The truth also is if you repeat enough of these daily, they become habit. And before you know it, the days become weeks and the weeks become months. This is when I realized the power of habit. The key to getting and sustaining long-lasting results is consistency. That comes in the way of daily repeatable (healthy) habits. So here I am on November 30, 2020 (almost two years after my chest pains), and I have gained almost 20 pounds back. It literally hurts me to type that sentence. All because I decided it was okay to be inconsistent with my good habits and replace them with the bad habits from my past.

### CHANGE – ONE STEP AT A TIME

I almost didn't write this article because of my "relapse." Then I reminded myself that's even more reason to write it. This isn't a piece to brag about my accomplishments or to pretend I'm perfect to my clients, colleagues, or industry friends. The reason I agreed to write this was because I believe in truth, honesty, and vulnerability. I believe that the more we share about our ups and downs, the better. The more imperfect we are as humans, the more connected we become. My hope is that I can potentially help and inspire others to embark on the same (or a similar) journey and improve their lives and the lives of the people around them, too. We often think of change as something big that must happen on a higher level. But it's not like that at all.

It all starts with the person in the mirror deciding to take one small step towards improvement. And then repeating that step again and again. One day at a time. Fall five times? Who cares! Get up six. Just keep going. I know I did...and I will again.



**Trevor Deal** is Account Manager, *BulletinHealthcare*, 12051 Indian Creek Court, Beltsville, MD 20705. He can be reached at 908-463-3825 or [trevor.deal@bulletinhealthcare.com](mailto:trevor.deal@bulletinhealthcare.com).



# Mind, Body, AND Spirit

## It's the Little Things

BY AMY AMMON



**D**uring this difficult time, when we're concerned with the health of friends and family, in addition to new rules for work and our livelihoods, it's the little things in life that seem to matter so very much. Once I had done everything possible to stay safe, for me, missing friends and family was significant.

### AND THEN THERE'S DANCING

Ballroom Dancing has always been my happy and safe place. The extraordinary focus and energy coupled with the community I've become a part of has been so fulfilling. Not having that left a huge emptiness. Then...

Virtual dancing!!!! Yes, I was able to take ballroom dancing lessons taught on Zoom! This gave me a connection to my beloved teachers and an hour that distracted me from the stress of this time in



Showcase event.

our lives. My teachers and I navigated this new way to connect without our usual connection.

Now, thankfully, the in-person lessons have resumed. At the studio door are sanitizer, temperature checks, and masks. It's definitely a different experience. It's hard to be expressive with a mask covering your face. But, for now, I can simply look forward to seeing my teacher smile at me when I actually do my routines well!



Socially distant dance competition 2020.



Virtual dance lessons.



**Amy Ammon** is Executive Director, Publisher, *The Dermatology Digest*, Pearl River, NY. She can be reached at [Amy.Ammon@thedermdigest.com](mailto:Amy.Ammon@thedermdigest.com) or 845-521-6950.



# Mind, Body, AND Spirit

## Wellness in COVID Times and Beyond

BY LORI RASKIN

I have found two activities – yoga and meditation – have gone a long way toward making me feel calm and centered, in particular during these high-stress times.

In March – one week after I joined a yoga class that was held in the clubhouse of the development I had just moved to – classes were cancelled due to the pandemic. So, shortly thereafter, like many other group activities, we turned to Zoom. We adapted to the initial “coldness” of this virtual tech. And, as the lockdown prevailed, we looked forward to our weekly class, grateful to be able to continue our yoga practice together from the comfort of our own homes.

Another helpful pursuit, especially during stressful times, is meditation. After trying several different types and resources, I settled on the Chopra Meditation Experiences (*chopra.com*) done in collaboration with Oprah. These 21-day themed events are often free and come with empowering, positive messages. I like that the mantras change with each daily topic. Mantras help bring focus and resolution as your mind wanders or other noises bring distraction.

The most recent December program centered on Creating Peace from the Inside Out (<https://chopracentermeditation.com>). Deepak Chopra’s understanding of human emotion and behavior is fascinating. For a small fee, unlimited access is available to select programs within their online library (streaming or through the App). Free tips are useful for those just starting to learn to meditate. It took me about two weeks to become comfortable with the process, settle down enough to regulate my breathing, and ultimately learn what worked for me. Meditation can be done anywhere (by some) and helps bring you strength and calmness during crazy or unpredictable times.



The path to internal peace.



Lori Raskin is Founder, MediaLogix Solutions, Mendham, NJ. She can be reached at 973-600-2683 or [lr@medialogixsolutions.com](mailto:lr@medialogixsolutions.com).

## Lessons From Life

BY JOHN R. CLAY

As I reflect on lessons learned, the Oscar Wilde quote, “With age comes wisdom, but sometimes age comes alone,” comes to mind.

As we age, what is so often thought of as wisdom is more a series of life lessons learned. These lessons are a composite of experiences and interactions that form and shape who we are and who we will become – a fusion of developmental happenings with family, friends, colleagues, acquaintances, neighbors, and others that take us through our daily lives. The influence of these events evolve throughout our lifetime, some significant, others less consequential. They all, ultimately, shape our standards, morals, and values, both personal and professional. When you reach your senior years and reflect on the many life lessons, they can be distilled into two simple beliefs:



John with Kane Waselenchuk, the number one male racquetball player in the world.

1. “Change what you can, accept what you can’t, pray for the understanding to know the difference.”
2. “Do unto others as you would have them do unto you.”

These are certainly not my quotes, but rather the culmination and reflection of my life lessons. They’re principles I wish I had better understood earlier in my life.

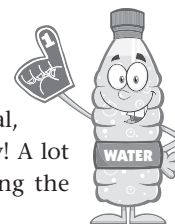


John R. Clay is former President of Strategic Healthcare Alliance – a medical education/communications company. Now retired and living in NJ, he travels extensively, with active involvement nationally in racquetball and pickleball. He can be reached at [john.r.clay@outlook.com](mailto:john.r.clay@outlook.com) or 732-615-8628.

## Don’t Forget to Drink Up

BY KELSEY BRAY

Always, always drink a full glass of water at room temperature before a meal, in the middle of eating a meal, and after, if you think you are still hungry! A lot of the time we don’t drink enough during the day and mistake hunger for thirst.



Kelsey Bray is Senior Media Planner, CMI Media, 3 Columbus Circle, 10th Floor, New York, NY 10019. She can be reached at 646-840-0717 [kbray@cmimedia.com](mailto:kbray@cmimedia.com).

# Lisa Tatarian

**Birthplace:** New York, NY

**Marital Status:** Married to Thomas J. Tatarian

**Children:** No, we are a happy family of two and childless by choice

**Job Title:** Vice President, Director, Creative Operations

**Years in Industry:** 25+, 20 of those have been with current agency, TBWA\WorldHealth

**College:** Bergen Community College and Marymount College

*“Whatever you do, do it with passion.”*



## WHAT WAS YOUR FIRST JOB?

*I was an Executive Assistant for Physician’s World Communications Group. My job was to book KOLs (Key Opinion Leaders) in Grand Rounds. It was supposed to be a temporary gig while I saved up some money for med school, but I ended up really loving it. I was filling in for a woman who was out on maternity leave. She never came back, I never left!*

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

*As an Armenian American, I totally appreciate the work Kim Kardashian does to raise awareness of the Armenian Genocide. She most recently rallied celebrities and media coverage to provide humanitarian aid for Artsakh. I admire her pursuing a law degree so she can be a better advocate for women who are wrongly imprisoned or receive unfair sentences. She’s very aware of her influencer status and wields it wisely for positive impact – and I’m obsessed with her KKW eyeshadow too!*

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

*Telly Savalas. There might be a more respectable choice but, honestly, I think it would be really fun to eat Greek food and dance with him.*

## HOW DID YOU GET STARTED IN THE INDUSTRY?

*We’ll have to go back to my very first job at Physician’s World, where I wrangled KOLs for Grand Rounds, while trying to get into med school. We landed Leon Speroff – the father of the modern birth control pill #winning. We ended up talking about my med school plans. He basically talked me out of it, and by that point I didn’t need much convincing. I loved what I was doing. Meeting people like him and learning about healthcare innovations before even doctors got to learn about them was, and still is, fascinating to me.*

## WHAT IS THE LAST GOOD BOOK YOU’VE READ?

*I just read *Buskers*, a great book by a Graphic Designer in our studio, Jed Weinstein, and his brother Heth. The two of them are incredibly talented musicians. The book is all about their journey from playing music in their basement in New*

*Jersey to playing for millions on the streets of New York City. I learned a lot!*

## WHO WAS YOUR FAVORITE TEACHER?

*My fourth-grade teacher, Mrs. Harris. She was tall, commanding, and had long, red fingernails. She had a bunch of impossible nine-year-olds reading and performing *King Lear*. And we enjoyed it! She was also the first Black teacher our school ever had, and some parents actually pulled their kids out of her class. I realize now how tough it must have been for her just to get her foot in the door. I’m grateful she did because she made a huge impact on me.*

## HAVE YOU EVER HAD A BRUSH WITH FAME?

*Back in the ‘90s, I took a train from NYC to Miami to meet friends for Spring Break. That is a very long trip with lots of stops along the way, so I set myself up in the bar car. A bunch of super cool, long-haired guys came in and started playing cards and drinking*

*beer, so I joined them. A few hours went by before one of them finally said something like, “You really don’t know who we are?” They turned out to be a band that was pretty big at the time called Tesla. Friends were seriously jealous!*

## WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

*When I was little, I desperately wanted a pair of white, high-heeled sandals. My mom said absolutely not because I couldn’t walk in high heels. Sound logic, but I still begged relentlessly. Eventually, my dad caved and bought a pair for me. Naturally, I put them on and immediately faceplanted. It didn’t matter. They were still my most prized possession for years.*

## WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

*F\*ck, That’s Delicious, with Action Bronson is my current pick. Highly recommend.*



*Covid Cuchina Cooking soft shell crabs at home – fun and delicious!*

*Lisa Tatarian is Vice President, Director Creative Operations, TBWA\WorldHealth, 220 East 42nd Street, New York, NY 10017. She can be reached at [lisa.tatarian@tbwaworldhealth.com](mailto:lisa.tatarian@tbwaworldhealth.com) or 646-428-2558.*

# AMERICAN FAMILY PHYSICIAN®

AN EDITORIALY INDEPENDENT, PEER-REVIEWED JOURNAL OF THE AMERICAN ACADEMY OF FAMILY PHYSICIANS



- 426 **Current Concepts in Concussion**
- 435 **Abnormal Uterine Bleeding in Premenopausal Women**
- 445 **Febrile Seizures: Risks, Evaluation, and Prognosis**

---

- 408 Letters to the Editor
- 416 Editorials: Cost of Insulin
- 420 Close-ups
- 421 Cochrane for Clinicians
- 424 AFP Clinical Answers
- 451 Photo Quiz

---

- 454 FPIN's Help Desk Answers
- 456 Curbside Consultation
- 459 POEMs
- 462 Practice Guidelines
- 418 CME Quiz is worth 5 credits.

 AMERICAN ACADEMY OF  
FAMILY PHYSICIANS  
[www.aafp.org/afp](http://www.aafp.org/afp)

## THE MOST TRUSTED MEDIA BRAND IN PRIMARY CARE

There's a reason why primary care physicians name *AFP* the "Most Essential Journal" for their specialty.<sup>1</sup> Physicians trust *AFP* to help them make the clinical decisions that matter for their patients. And they trust *AFP* for the CME credit (AAFP Prescribed and AMA PRA Category 1) they receive from every issue—credit required by the AAFP, the ABFM, the AOBFP and the state medical boards. Is it any wonder, then, that **medical brands also trust *AFP*** for the best exposure and performance for their message, with *AFP's* ranking as #1 in Total Readers,<sup>2</sup> #1 in Average Page Exposures,<sup>2</sup> #1 in Projected Average Issue Readers,<sup>2</sup> #1 in Cover-to-Cover Readership,<sup>2</sup> and #1 as the Most Visited Journal Website in Primary Care?<sup>3</sup>

**ALWAYS IN THEIR HANDS. NEVER LOST IN THE STACK.**

Call, click or download our media kit today.  
201-288-4440 | [aafp\\_NJ@aafp.org](mailto:aafp_NJ@aafp.org) | [aafp.org/afp-mediakit](http://aafp.org/afp-mediakit)  
Published by the American Academy of Family Physicians

AMERICAN FAMILY PHYSICIAN®

<sup>1</sup> The Essential Journal Study for Primary Care, The Matalia Group, 2019

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

<sup>3</sup> KANTAR, December 2019 Website Usage and Qualitative Evaluations, Primary Care

\* Adweek names *JAMA*  
2020's Hottest B2B Publication!

physicians are talking  
physicians are talking  
physicians are talking

## Advertise in JAMA Network™ journals

JAMA Network journals published 9 of the 100 papers with the highest Altmetric Attention Scores of 2019.

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.

Advertise in the journals that get talked about.

For advertising information contact:

Stacy McHugh  
Tim Melroy  
Nancy Souza  
Maureen Reichert  
862-261-9608

