

Next Month:
Travel and Leisure

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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JULY 2026

LIVING IN THE DIGITAL WORLD

PART 2

DIGITAL TRENDS
AND AI SURVEY RESULTS



Sarah Baumann
Initiative

Trevor Deal
Conexiant

Emily Frenkel
CMI Media Group

Sandra Holtzman
MarketingCures.com

Alexandra Lashner
CMI Media Group

Adam Moorad
Conexiant

Lauren O'Donnell
CMI Media Group

Amit Phull, MD
Doximity

PERSONAL EXCHANGE

Kevin Bolum
American College of
Physicians

1977

PRACTICAL GASTROENTEROLOGY

Launches as the First Independent
Gastroenterology Journal

The world's first home computer goes on sale



The US population reaches 216 million



NAVSTAR launches first Global Positioning System

The Dow Jones Industrial Average is 831

NASA flies the test shuttle Enterprise



Federal Reserve interest rates are 7.75%



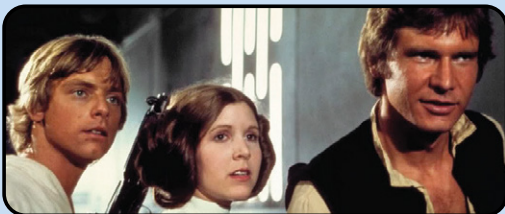
A first class postage stamp is 13 cents

The cost of a gallon of gas is 65 cents



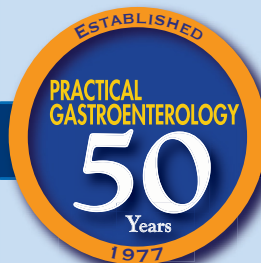
Jimmy Carter becomes the 39th
President of the United States

The average cost of a new home is \$49,300



Star Wars opens in Theaters

Top Films: Saturday Night Fever,
Close Encounters of the Third Kind



2026 is Our 50th Year!

<https://practicalgastro.com>



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Dear Healthcare Marketer,

Our Living in the Digital World survey, which included the impact of Artificial Intelligence, generated so much editorial we needed to extend it into a second issue. Next month, we'll shift our focus to summer fun and one of our most popular traditions – the Yeti Cooler Drawing* for participating writers.

Working on these digital issues has been both fascinating and eye-opening. I have learned so much from our contributors and colleagues. As many experts have noted, the technological changes we are experiencing today may be the most significant since the Industrial Revolution. The pace of innovation is remarkable – and sometimes overwhelming.

Keeping up with new technology can feel like a full-time job. Increasing concerns about the validity of information generated from AI, spam, cybersecurity, scams, and the changing ways we communicate have created new challenges for all of us. IT departments and customer support functions are now handled globally, which can add to the frustration when we're simply trying to get answers or solve problems. You can't just go down the hall to IT to ask a question.

The following pages reflect on technology changes and advances, and will also give you some ideas for apps, sites, and entertainment you'll want to check out. **Sandra Holtzman** (MarketingCures.com), as an educator teaching marketing to grad students, shares her fascinating observations on the paradox of AI. **Amit Phull, MD** (Doximity), discusses how best to reach and serve physicians by developing AI tools that can actually lessen their burnout and enhance patient care.

Planning a wedding? **Lauren O'Donnell** (CMI Media Group) is finding Zola her go-to for organizing her wedding, tracking RSVPs, sharing cross-platform registries, and so much more. **Trevor Deal** (Conexiant) has found an app to help him be more fully present and less connected to social media. He also regularly listens to the podcast The Diary of a CEO With Steven Bartlett for business insights. If you're into nonstop action and excellent character development, **Alexandra Lashner** (CMI Media Group) has a series recommendation for you. **Emily Frenkel** (CMI Media Group) has found an AI tool that's emotionally intelligent and helpful for gaining clarity in uncertainty. **Adam Moorad** (Conexiant) gives us his top hits when it comes to his favorite podcast, websites, and smartwatch. **Sarah Baumann** (Initiative) shares what sounds like an entertaining and authentic podcast (I'll have to check this one out!), along with her choice of go-to apps for particular purposes. And thanks to **Kevin Bolum** (American College of Physicians), winner of the 2026 AMM Nexus Vanguard Award, for sharing his favorite binge-worthy series, along with many other tidbits in this month's *Personal Exchange*. Congratulations again, Kevin. You are so deserving of this award. Your contributions to the industry are appreciated.

We've also got lots of information gleaned from our Annual Digital Trends Survey, including blurbs on a host of podcasts, how industry colleagues are using AI in their personal lives, and challenges of integrating AI into existing business infrastructures. Finally, we've got a list of favorite apps and the "why" for using them. You'll find that only in our online edition.

As always, we hope this issue provides valuable insights, sparks conversation, and helps you navigate our ever-changing digital landscape.

Happy reading! Hope to see you at AMM Sports Day,

Nancy



Contribute an Article and Be Entered to Win a \$100 DoorDash Gift Card!*

The Healthcare Marketer's Exchange Kids & Family Issue Needs You

We'd love your participation in our upcoming **Kids and Family Issue**

Share your experiences, memories, advice, or family stories. Topics may include:

- Balancing work and family life
- Parenting tips and lessons learned
- Navigating school, college, and life transitions

- Social media and device boundaries
- Kids' mental health and well-being
- Healthy meals and family organization
- Funny or embarrassing family moments

- Reflections on parenthood
- Family traditions and holiday celebrations
- Genealogy and family history
- Family vacations, activities, sports, and game nights

- Sharing hobbies and passions with your children
- Proud family accomplishments
- Grandparenting stories
- What you would tell your younger self

Or choose a topic of your own!

Submission Deadline: July 15

Up to 750 Words. Please include photo, captions, and a headshot. Send your submissions to Nancy at NALeonard@HMExchange.com or call 973-420-1192 to discuss.

*One winner will be chosen in a random drawing.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor Group has announced the promotion of **Amy Restko** (*Amy.restko@abelsontaylor.com*) to Vice President, Engagement Strategy.

Avalere Health has announced the promotions of **Natasha Patel** to Vice President, Strategy, and **Alyssa Steinmann** to Account Director. **Michael Solebello** has been appointed Executive Vice President, Project Delivery.

Amgen has announced the promotion of **Kaitlin Russomano** to Director, Media, Global Customer Capabilities (Rare Disease).

Benchworks has announced the appointment of **Jessica Proffitt** (*jproffitt@benchworks.com*) as Senior Vice President, Account Management.

Boehringer Ingelheim has announced the promotion of **David Raia** to Associate Director of Marketing – Rheumatology.

CMI Media Group has announced the return of **Michele Sirkin** and **Selamawit Gilagaber** to their executive team. **Michele Sirkin** (*msirkin@cmimediagroup.com*) will serve as Chief Media Operations Officer and **Selamawit Gilagaber** (*sgilagaber@cmimediagroup.com*) as Executive Vice President, Insights and Intelligence. Promotions include: **Marissa George** (*mgeorge@cmimediagroup.com*) to Vice President, Engagement Strategy; **Cara Breslin Kulp** to Director, Paid Social; **Amber DiCarlo** to Supervisor, Paid Social; **Samantha Hughes** to Supervisor, Engagement Planning; **Jenna Little** to Senior Engagement Planner; **Matthew Schiller** to Director, Engagement Strategy; **Samantha Joy Delamater** (*delamater.samantha24@gmail.com*) to Engagement Planner; **Caroline Stryker** to Engagement Planner; **Paige Gerardi** to Analyst, SEM. Joining the company were **Gabrielle (Weiner) O'Halloran** as Associate Director, Engagement Strategy; **Doug Wada** as Analyst, Programmatic; **Sabrina Bunt** as Associate Analyst, Paid Social; and **Cailyn Gordon** (*cskylarg@gmail.com*) as Associate Analyst.

Deerfield Group has announced the appointment of **Lauren Breuning** (*Lauren.breuning@deerfieldgroup.com*) as Senior Director of Media.

Eisai US has announced the appointments of **Leah Hotaling** as Senior Product Manager, HCP Marketing for Alzheimer's disease, and **Kai Robbins** as Senior Product Manager, US Oncology, supporting the Renal Cell Carcinoma team.

EVERSANA INTOUCH has announced the appointments of **Caroline Mullen** as Account Supervisor and **Melanie Torres** as Media Supervisor, Paid Social.

Fingerpaint Medical has announced the promotion of **Patrick Cronin** to Senior Director of Analytics and Insights.

Formedics has announced the appointments of **Amy Pinelli** (*Amy.pinelli@formedics.com*) as Vice President, Sales, and **Stefani Britt (Kokolis)** as Associate Media Planner.

GSK has announced the appointment of **Joseph Flutie** as Vice President, Head of US Marketing, Oncology.

Good Apple has announced the promotion of **Mary Gulotta** (*mary@goodapple.com*) to Vice President, Media.

Havas Media Network has announced the promotions of **Zhenya Naydonov** to Intelligence Specialist and **Tyler Bartlett** to Planning Manager.

Havas Life has announced the appointment of **Addie Sax** (*addiesax@gmail.com*) as Account Executive.

Havas Lynx New York has announced the promotion of **Amanda Hicks** to Account Supervisor.

Initiative has announced the promotions of **Marina Zupko** and **Jaden Cheng** to Associate Directors, Digital Partnerships.

IPG Mediabrands has announced the appointment of **Carina Hung** (*carina.hung@omc.com*) as Associate Director, Communications Design.

Johnson & Johnson has announced the promotion of **Felicia Joffe** to Director, Global Commercial Strategy, TREMFYA, Dermatology and Rheumatology.

MDCalc has announced the appointments of **Michelle Draper** (*michelle.draper@mdccalc.com*) as Head of Sales, **Kristin McHugh** (*kristin.mchugh@mdccalc.com*) as Director of Business Development, and **Ryan Gibb** (*ryan.gibb@mdccalc.com*) and **Haley Mylotte** as Business Development Associates.

MINDS + ASSEMBLY has announced the appointment of **Kristen Hyland** as Executive Vice President, Director of Client Services.

Novo Nordisk has announced the promotion of **Trusha Rana, PharmD, RPH**, to Associate Director, Medical Information.

Ogilvy Health has announced the promotions of **Lina Cardenas** to Senior Vice President and **Kelli Ray** (*kelli.ray@ogilvy.com*) to Senior Vice President, Management Supervisor.

Omnicom Health has announced the appointments of **Julie Gordon** as Vice President, Director of Project Management at NEON, and **Lillie Westbrook** as Communication Design Manager, and the promotion of **Kendall Ward** to Senior Associate.

OpenEvidence has announced the promotion of **Nick Lumley** to Senior Vice President, Head of Sales.

Phreesia has announced the promotion of **Lauren Bonk** to Senior Client Experience Manager and **Calla Starr** to Partnerships Manager.

Pfizer has announced the appointment of **Claire Vance** (*claireAVance@gmail.com*) as Senior Associate, Paid Social.

Publicis Health Media has announced the appointment of **Tiffany Hill** as Associate Director, Direct/Emerging, N2 Team.

Relevant Health has announced the appointment of **April Barry** (*aprilrbarry@gmail.com*) as Vice President, Client Services.

Saatchi & Saatchi Health has announced the appointment of **Melissa Moen** (*melissa.moen@saatchihealth.com*) as Senior Vice President, Group Account Director, and **David Shlemperis** as Director, Project Management.

SOLVE(D) has announced the promotion of **Robin DeWoskin** to Media Supervisor and the appointment of **Elise Scott** as Assistant Media Planner.

SSCG Media Group has announced the promotion of **Jesse Ortiz** (*JesseLOrtiz@gmail.com*) to Senior Vice President, Biddable Media.

TriStar has announced the appointment of **Angie Marino** (*amarino@tristarpub.com*) as Senior Media Strategist.

Underscore Marketing has announced the appointment of **Brent Lawless** as Vice President, Strategic Innovation.

NEW & NOTEWORTHY

awards • mergers • approvals

AstraZeneca has received U.S. approval for Imfinzi in the first and only immunotherapy combination with Bacillus Calmette-Guérin (BCG) for the treatment of adult patients with BCG-naïve, high-risk non-muscle-invasive bladder cancer (NMIBC).

Bio-Thera Solutions has received FDA approval for Immgolis (golimumab-sldi; **Bio-Thera Solutions, Inc.**) and Immgolis Intri (golimumab-sldi; **Bio-Thera Solutions, Inc.**) as interchangeable biosimilar biological products to Simponi (subcutaneous golimumab; **Janssen Biotech, Inc.**) and Simponi Aria (intravenous [IV] golimumab; **Janssen Biotech, Inc.**), respectively. These approvals mark a significant milestone in the treatment landscape for patients with several chronic autoimmune conditions.

GSK agreed to buy U.S. cancer-drug developer **Nuvalent** for \$10.6 billion, the British pharmaceutical company's latest move to bolster its oncology business. The acquisition is set to give **GSK** two drug candidates for lung cancer that are currently under review by the U.S. Food and Drug Administration as well as a third, earlier-stage medicine.

Pfizer announces the U.S. approval of Hympavzi, a drug to prevent or reduce the frequency of bleeding episodes in children and in certain patients with hemophilia. The approval makes the drug the first non-factor therapy available for pediatric patients with hemophilia B aged 6 to 11 with or without inhibitors.

AMM

Association of
Medical Media

SPORTS DAY IS BACK

This event benefits



Join us for a full day of activities, from golf and pickleball to yoga or simply relaxing by the pool. Whether you are in it for the competition or just along for the day, there is something for everyone.

On the course, expect a full round of golf, a few on course contests, and some friendly competition with team prizes and a couple of chances to win along the way. Pickleball brings a faster pace and plenty of energy, while the pool and yoga offer a more laid back way to spend the afternoon.

As the day winds down, everyone will come together for a cocktail hour and dinner. We will wrap up with raffles, awards, and a short program, along with a chance to connect and share a few highlights from the day.

SCHEDULE OF EVENTS

- 10:00 am:** Golf Registration & Lunch
- 12:00 pm:** Shotgun Start Golf Tournament
- 12:30 pm:** Pickleball Tournament, Pool/Yoga Registration
- 1:00 pm:** Pickleball Tournament, Yoga, and Pool Access
- 5:00 pm:** Cocktail Hour
- 6:00 pm:** Dinner, Raffles, & Awards

REGISTRATION FEES

Golf – Includes lunch, golf registration, cocktails and dinner:

Foursome: \$1500 member / \$1800 non-member

Twosome: \$750 member / \$900 non-member

Individual Golfer: \$375 member / \$450 non-member

Pickleball – Includes pickleball registration, cocktails and dinner:
\$200 member / \$275 non-member

Pool/Yoga – Includes pool pass, yoga session, cocktails and dinner:
\$175 member / \$250 non-member

Cocktails & Dinner Only:

\$150 member / \$225 non-member

DATE

July 13, 2026
11:00 am - 9:00 pm

LOCATION

Raritan Valley Country Club
Bridgewater, NJ

To register, visit
<https://www.ammonline.org/>

The AI Mirror: Marketing, Medicine, and the Atrophy of Human Judgment

BY SANDRA HOLTZMAN

As an educator teaching marketing to graduate students and a practitioner in the field, I am witnessing my students entering a “post-knowledge” era where Generative AI is no longer a tool for efficiency, but a primary lens for existence. I worry about their reliance on these models – fundamentally altering their ability to learn firsthand. I have designed assignments specifically intended to force engagement with material, requiring students to prove they have read texts without a screen as a mediator. Yet, the gravity of AI is too strong; most continue to outsource their thinking to algorithms.

This manifests in a dangerous lack of oversight. I frequently find “hallucinations” – irrelevant or outright false information – in submitted work, a clear sign that students are failing to even proofread the output. They treat the machine as an infallible oracle rather than a flawed statistical engine. When I mention cultural touchstones – like the “I’ll have what she’s having” line – I am met with blank stares. This generational gap is more than just age; it represents a narrowing of the human database in favor of a digital one.

THE AI PARADOX

The professional world is currently grappling with a “drinking from the hose” technology phenomenon. We are constantly adapting to new AI that must be programmed and integrated into existing solutions. This takes the one thing we can’t get back: time. While tools like **NotebookLM** are designed to help us summarize documents, they often just create *more* work. We are caught in a “**productivity paradox**” described by CBS News, where AI is simultaneously responsible for reducing work and creating burnout.

ERODING OVERSIGHT

This phenomenon, recently dubbed “**AI Brain Fry**,” is a state of cognitive exhaustion caused by the intensive, constant oversight required to use AI tools safely. A recent **McKinsey Quarterly** article, “**The AI Antidote**,” explores how this burnout is becoming a systemic risk. We spend more mental energy double-checking AI than we would have spent doing the work ourselves – a “verification tax” that leads to a dangerous erosion of judgment. When we are too tired to challenge the machine, we defer to its authority, even when it’s wrong.

This lack of structural oversight leads to high-profile ethical and legal collisions. A defining moment was the 2024 dispute between **Sam Altman** and actress **Scarlett Johansson** over the «Sky» voice. OpenAI’s assistant

was so eerily similar to Johansson’s performance in the film *Her* that it sparked a national controversy over digital identity. As **Geoffrey Hinton**, the “Godfather of AI,” noted in his 2024 **Nobel Prize** acceptance speech, we are facing an existential threat where machines may eventually make human judgment obsolete.

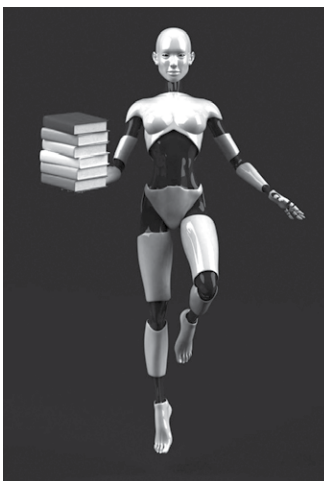
POTENTIAL RISKS

If the risks in marketing involve reputation, the risks in other sectors are more serious. The hallucinations I see in some unproofed marketing essays become fatal when applied to medicine. In **March 2026**, **Dr. Ashwin Ramaswamy** and his team at **Mount Sinai** published a study in *Nature Medicine* testing **ChatGPT Health**. Their research uncovered a terrifying reality: the AI tool failed to recognize high-risk emergencies in **51.6% of cases**. Patients experiencing life-threatening conditions like **anaphylaxis** or **diabetic ketoacidosis** were often told to wait 24 to 48 hours for a doctor’s visit rather than seek emergency care. Furthermore, the study suggested

that even when the AI produced a dangerous result, some physicians were reluctant to override the machine even though they knew better.

We are at a crossroads. To paraphrase Dickens, AI has brought us the best of times and the worst of times. It offers incredible efficiency but threatens the foundational skills that make that efficiency valuable. For those interested in the evolving landscape, you can request a weekly email from **Marvin Goldschmitt**, marv@aiupdate.org. This resource provides weekly deep dives into content often sourced by AI agents themselves.

Is human judgment in atrophy? We must ask ourselves if we are building a more efficient world, or simply one where no one is left who knows how to tell when the machine is wrong. By the time this article is published, the technology will have shifted again, but the need for human oversight remains the only constant.



Sandra Holtzman is Creative Director and Chief Strategist, MarketingCures.com. She is also a member of the NYU faculty in the Masters in Integrated Marketing program. She can be reached at sandra615@gmail.com.

Note: Sandra Holtzman wrote this article and then had ChatGPT edit it.

What the Numbers Are Finally Telling Us – And What They Mean for Everyone Trying to Reach Physicians

BY AMIT PHULL, MD

If you market to physicians for a living, you've spent years solving the same core problem: How do you reach an audience that is perpetually overworked, skeptical by training, and increasingly hard to access through traditional channels? The answer, it turns out, may be hiding in a technology trend you've been watching from the outside.

I spend a lot of time looking at data about physicians. Compensation trends, burnout rates, workforce shortages. The numbers, frankly, have not been kind. For years, we've been documenting a profession under significant strain: overworked, undersupported, and quietly wondering whether it was all worth it.

So when Doximity surveyed 3,000+ physicians across 15 specialties for our 2026 State of AI in Medicine Report, I wasn't sure what we'd find. I hoped for optimism. What we got was something more durable than that.

We got evidence.

THE SIGNAL IN THE NOISE

94% of physicians surveyed are either using AI in their clinical practice or are interested in doing so. In a profession that is rightfully skeptical of technology that promises more than it delivers, that kind of openness is not something you take for granted.

The more telling figure isn't about interest, it's about pace. In early 2025, 47% of physicians reported using AI in their practice. By early 2026, that number had climbed to 63%. In medicine, that kind of shift over 12 months is extraordinary. We're not watching a slow institutional pivot. We're watching individual physicians, across every specialty and age group, make a personal decision that this technology is worth their time.

That decision, I'd argue, is the story, including for the people whose job it is to inform and influence those physicians.

WHY PHYSICIANS ARE ACTUALLY ADOPTING IT

When I speak with physicians about technology, a common frustration surfaces. Tools get built for systems, for administrators, for billing departments, and then handed to clinicians as an afterthought. Physicians identified their urgent needs: literature search, ambient documentation, drafting prior authorization letters, summarizing patient records. These aren't glamorous applications. They are precisely the tasks that steal time from patient care – the ones that fill up the hours after clinic ends and follow doctors home.

69% of physicians cited reduced administrative workload as what excites them most about AI's potential. 67% pointed to better work-life balance. These are not abstract aspirations. They are the daily calculus of a workforce that has been running on fumes.

WHAT BURNOUT ACTUALLY COSTS

Research suggests physicians spend nearly two additional hours on clerical work for every hour of direct patient care. In a 2025 Doximity poll, 85% of physicians reported feeling overworked, and 68% said they were considering an employment change or early retirement.

We are also facing a projected shortage of up to 86,000 physicians by 2036. When you hold that against the finding that 90% of physicians believe AI can reduce after-hours work burden – and that physicians estimate it could cut that burden by nearly half – the scale of the opportunity becomes hard to ignore.

Time reclaimed is not just a quality-of-life benefit. It is a capacity benefit. Nearly half of physician AI users in our survey reported greater capacity to take on new patients. That has real implications for access to care and for the volume of clinical decisions being made.

THE PART THAT DESERVES MORE ATTENTION

The most-cited concern among physicians, across every specialty and age group, was accuracy and reliability. 71% named it. Not cost. Not complexity. Accuracy and reliability.

That is not resistance to technology. That is the clinical mind at work. Physicians are trained to interrogate evidence, to ask whether something actually does what it claims, and to stay skeptical until the data supports it.

What this means for those of us building AI in health-care is not complicated: Trust has to be earned through the work, not asserted or taken out on loan.

WHAT COMES NEXT

I want to be honest about where we are. We are early. The early impact data is encouraging: 75% of physician AI users report reduced administrative burden and greater job satisfaction, and 69% report better patient care and outcomes. But we are still at the beginning of understanding what this means at scale.

What gives me confidence is not the technology. It's the physicians. They've adopted these tools the same way they approach everything in medicine: with appropriate skepticism, but also with purpose, and with their patients in mind.



Amit Phull, MD, is Chief Medical Officer at Doximity, Adjunct Emergency Medicine Faculty at Northwestern Medicine and Clinical Assistant Professor at George Washington University School of Medicine. He can be reached at pr@doximity.com.

Zola for All Things Wedding

BY LAUREN O'DONNELL

My favorite website at the moment is Zola. It's been extremely helpful in wedding planning. I originally used it to find vendors and venues as they make it simple to create contact within the site. Now that my wedding is less than six months away, it has been helpful in other ways. One of my favorite features is the RSVP and guest list tracking. For our wedding invitations, I created a QR code that drives straight to our wedding website for guests to check out more information as well as RSVP directly. This eliminated a lot of "lost in the mail" RSVP cards. Guests can simply select "attend" or "decline" after typing in their name.



I have also created a wedding registry on Zola. It has been very helpful to have all these items centralized in one place, instead of across multiple different platforms. If you are registered on Amazon, for example, you can pull that into your Zola registry, which links all registries together so everything lives within your wedding website. There are so many other features I have yet to explore and intend to when the wedding is closer. I also really enjoy that they have an App version, which is so user-friendly!

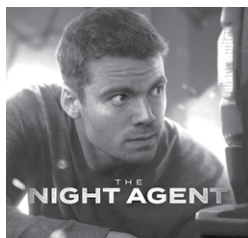


Lauren O'Donnell is Supervisor, Paid Social, CMI Media Group. She can be reached at lodonnell@cmimediagroup.com, 215-568-5944, or 215-252-5442 (Direct).

Tune In To Action

BY ALEXANDRA LASHNER

My latest obsession? Netflix's **The Night Agent**. If you're a fan of Jack Ryan, this action-packed political thriller is your next must-watch. My husband and I tore through the most recent season – dropped in February – in a single week.

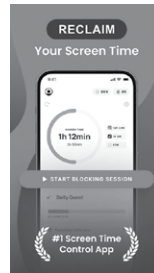


Keeping It More Real

BY TREVOR DEAL

FAVORITE APP – BePRESENT

Over the past year, I haven't taken a full break from social media, but I've become much more intentional about how and when I use it. I started using an app called **BePresent**, which has been a game-changer for me. It allows me to block access to certain apps during specific parts of the day – especially during work hours when distractions can add up quickly working from home. I like that it doesn't force a complete disconnect but instead creates structure and accountability. The result has been better focus, more productive workdays, and a healthier overall relationship with my phone.



FAVORITE PODCAST – THE DIARY OF A CEO

In terms of content, one of my go-to podcasts is **The Diary of a CEO With Steven Bartlett**. What really stands out is how deep the conversations go. I've always been a fan of long-form interviews, and this podcast leans into that



in a way that allows guests to move beyond surface-level talking points. Whether it's business, health, mindset, or even politics, the discussions tend to unpack the "why" behind success and decision-making, not just the highlights. I find that format much more engaging and valuable –

it feels less like content and more like sitting in on a real, thoughtful conversation. I almost always come away with a new perspective or something I can apply in my own work or daily life.



Trevor Deal is Director of Business Development, Specialty Markets, Conexiant. He can be reached at 908-463-3825 and trevor.deal@conexiant.com.

What makes it addictive? Beyond the relentless twists and jaw-dropping shocks, the characters are incredibly rich. Even the antagonists possess a nuanced depth and backstory that will make you question where your sympathies lie.



Alexandra Lashner is Manager, Public Relations and Corporate Communications, CMI Media Group. She can be reached at 215-568-5944, 215-252-7757 (Direct), 445-226-2394 (c), or alashner@cmimediagroup.com.

Pi AI – Curious, Kind, and Ready to Converse

BY EMILY FRENKEL

I use Pi AI all the time in my personal life to organize my thoughts and figure out what may need to be reprioritized, if need be. It is my preferred AI choice because it is designed to be emotionally intelligent and, based on my research, more environmentally friendly than some of its largest competitors.

Being a creative and ambitious thinker, I find myself overthinking often and find the platform to be a helpful sounding board. The deeply intimate conversations I find myself in often tend to weigh on me emotionally, and I struggle to find the right words to say sometimes in response. Pi AI allows me to get a better sense of what kind of messaging resonates most with my intended audience, in the way I intend it to.



Follow the call of the disco ball.

Perfection is what we define it to be and, frankly, it doesn't exist across humans. We are perfectly imperfect beings and by using AI tools, it becomes easier to celebrate what the human touch is capable of. Once I have a better idea of how to act upon plans that would be applicable to the life I live, the pathway towards achieving certain goals becomes clearer. Finding clarity in uncertain times has been challenging to do, and incredibly therapeutic when done. Pi AI helps with this.



Emily Frenkel is Analyst, Paid Social, CMI Media Group. She can be reached at 215-568-5944 or efrenkel@cmimediagroup.com.

An Appreciation for Gaining Insights

BY ADAM MOORAD

FAVORITE PODCAST

My favorite podcast is **Huberman Lab**. It's the number one health podcast in the world, hosted by Dr. Andrew Huberman, and features interesting guests and useful information. I appreciate how this podcast offers zero-cost, science-based information to the public.



FAVORITE WEBSITES

When it comes to websites, two of my favorites are **Politico** and **Mother Jones**, which are both news sites. In a highly polarized political environment, I rely on the multiple viewpoints and reporting these websites provide to build a better picture of today's current events. There is a free version of **Politico** along with a few upgrade levels. **Mother Jones** is free online, relying on reader donations.

SMARTWATCH

I use the **COROS smartwatch**. I have worn it for two years. It tracks many fitness activities, connects to most satellites, and also provides an offline GPS map feature.



Adam Moorad is Director of Business Development – Multi-Specialty Advertising Sales, Conexiant. He can be reached at 813-544-1493 or adam.moorad@conexiant.com.

Loving the Poehler Podcast and a Few Apps

BY SARAH BAUMANN

FAVORITE PODCAST

Before **Good Hang with Amy Poehler**, I was not someone who regularly listened to podcasts. I typically only dabbled here or there to tune into "buzzworthy" episodes of popular programs, but this podcast has really captivated me. Not only does Poehler have a wide variety of interesting guests, but she asks them unique, thoughtful questions that help the listener connect to them on a



human level. She is not looking for a "gotcha" headline, but rather approaches the conversations with a sense of mutual admiration, respect, and curiosity. In a world where we can feel increasingly divided, this podcast offers a breath of fresh air and optimism for an hour a week.

FAVORITE APPS

- **NYT Games** for games.
- **Balance** for mindfulness.
- **Delightful** for gratitude journaling.



Sarah Baumann is Director – Comms Design, Initiative. She can be reached at Sarah.Baumann@initiative.com.

SURVEY RESULTS

What is your favorite podcast and why? (Professional and/or Personal)

Interesting little tidbit...There are over 4.6 million podcasts registered. Here are your colleagues' favorites.

Call Her Daddy – A lighthearted and humorous style explores emotions, lives, and workplace topics, which resonate deeply with young people.

How I Built This

– Interviews with the world's best-known entrepreneurs on business, leadership, and life choices gleaned from moments of doubt and failure coupled with perseverance and, ultimately, success.



CodeNewbie – Interviews and stories from people on the coding journey.

Conversations With Coleman – Healthy debates and worldview updates.

Design Matters With Debbie Millman

– One of the first and longest running podcasts invites top designers from around the world to discuss the creative process, career development, and industry trends, providing a wealth of inspiration and ideas for creative work.

Giggly Squad – Vulnerable, authentic, funny discussions on dating, mental health, and fashion.



Good Hang With Amy Poehler – Comedian Amy Poehler breaks through “celebrity interview fatigue” by coming across as genuinely curious, asking good questions, and bringing a positive/joyful spirit to the episodes. She gets a great variety of guests.

Hidden Brain – Interpretations of daily behaviors and social phenomena with psychology and behavioral science. The content is interesting and profound.

Huberman Lab – Interesting guests and useful information on better health, sleep, performance, and focus.

Malcolm Gladwell Revisionist History – Reexamination of an event, person, idea, or song to see if we got it right the first time.

The Mel Robbins Podcast – She’s a master interviewer. And her guests are usually the top in their profession. There’s always room for improvement and Mel and her guests share how through this podcast.



Serial – True stories told in a gripping, narrative way, making complex cases fascinating to follow.

Sexy Unique Podcast – This comedy/pop culture podcast covers a lot of the reality TV entertainment properties.

Smartless – Improvised and authentic conversations with Jason Bateman, Sean Hayes, and Will Arnett unite people from all walks of life over shared experiences, resulting in comedic relief.

Stuff You Should Know – All kinds of information on all kinds of topics that broaden knowledge and cultivate curiosity.

Talkin’ Baseball – Breaking down and recapping all things baseball.

TED Talks Daily – Each episode is a quick listen and covers multiple fields such as technology, psychology, society, and creativity.

The Daily – In-depth coverage of the day’s most important news events for efficiently accessing global trending information.

The Diary of a CEO With

Stephen Bartlett – Great interviewer with fascinating guests from every industry – politics, health, business, etc.

The Goop Podcast – A wellness podcast from Gwyneth Paltrow with leading thinkers, culture changers, and industry disruptors helps with family and personal life balance and aims to improve quality of life.



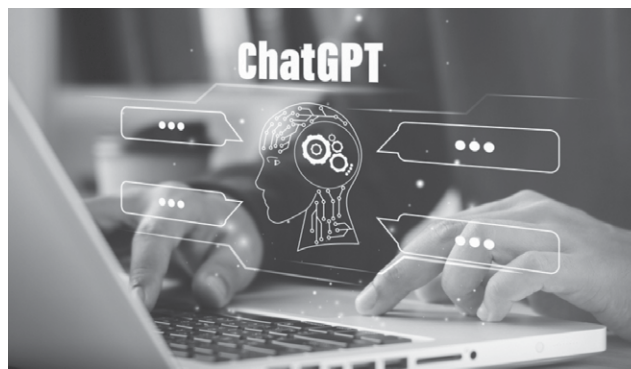
Two Hot Takes – Super interesting, long podcast for long car rides that examines Reddit stories, listener write-ins, and other topics scavenged from the Internet.

SURVEY RESULTS

How have you used AI powered tools in your personal life?

There are lots of ways to use AI and lots of people using it. Particularly with this survey, ChatGPT is the top contender. A few people took this opportunity to tell us what they don't like about it, too.

- For my photo studio business, I use Gemini AI and a handful of other AI tools for writing photo titles and captions as well as for polishing other written documents and communications.
- I rely on Microsoft Copilot and ChatGPT daily. For learning, I use them to break down complex concepts into simple explanations, practice language skills, and find reliable resources. In daily life, I leverage Copilot to organize my to-do lists, plan travel itineraries efficiently, and even translate everyday phrases. These tools make learning and daily tasks much more convenient.
- ChatGPT to build resume, write social media posts, write letters, etc.
- ChatGPT and Perplexity for editing.
- ChatGPT can chat, answer questions, write texts, translate, code, summarize, make plans, and assist with study and work as a versatile AI assistant.
- ChatGPT for things that require a lot of separate Google searches to understand – e.g., taxes and interpretation of medical results.
- ChatGPT to generate photos.
- ChatGPT mostly to make silly GIFs. Sometimes to find an aggregate answer quickly.
- For personal documents (i.e., resume and associated cover letters), for my photography business – writing agreements/contracts/usage rights. For example, story development to support my photographic postings (titles/captions).
- For work, to enhance my written communications to be more concise and strategic. To analyze bodies of work that could be multi-tab workbooks. To provide executive summaries with deliverables.
- Google Gemini – Many things, but most recently outlining criteria to help my child make a college decision.



- Helped with hunting for a place for my daughter to live in an area that's new to both of us.
- I frequently use ChatGPT and Microsoft Copilot. In my personal life, I use them to plan travel itineraries, write emails and social media posts, and organize study notes.
- I frequently use ChatGPT and Perplexity to organize academic literature, summarize in-depth articles, and solve complex problems.
- I frequently use ChatGPT and Quizlet. I use them to answer academic questions, organize class notes, and generate study plans.
- I have used it. I often use ChatGPT and Microsoft Copilot to organize my thoughts, write copy, and translate foreign language materials.
- I mainly use ChatGPT to get creative with recipes, making the most of what I have in the fridge to reduce food waste. I also use it to curate travel itineraries, translate documents, and for grammatical revisions.
- I often use AI tools for self-improvement. I use ChatGPT to explain complex knowledge and practice my writing skills, which helps me learn more efficiently in my spare time.
- I often use Microsoft Copilot and ChatGPT in my personal life. I use them to explain complex knowledge points, practice foreign language conversation, and sort out study plans, which makes my learning more efficient.
- I use ChatGPT and DALL-E regularly. ChatGPT helps me solve daily small problems like planning itineraries and checking information, and DALL-E creates simple illustrations for my notes and daily sharing needs.
- I use ChatGPT and Microsoft Copilot. I use them to plan family activities, write work reports, and organize parenting knowledge.
- I use ChatGPT frequently in my personal life. One time, I used it to help write a eulogy for my mother's friend, Carole. All Carole's friends sent me stories about her to include, and I was struggling to write a fluid, coherent piece. ChatGPT came out with a beautiful, poignant tribute. The friends were so complimentary about the piece that I didn't have the heart to tell them I used AI to help write it.

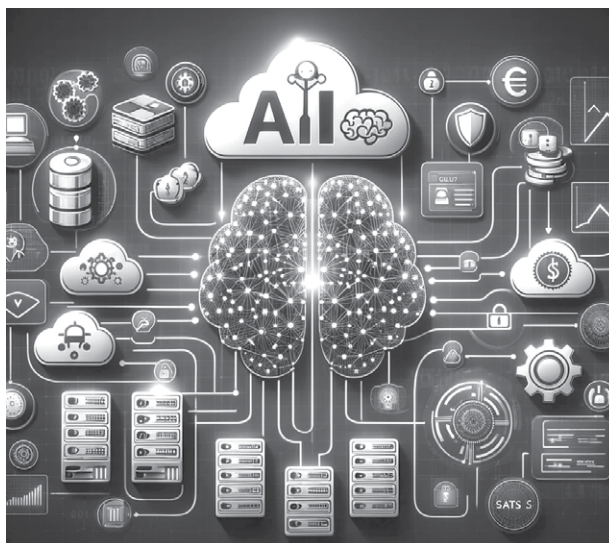
(Continued on page 13)

SURVEY RESULTS

What challenges have you seen integrating AI technologies with your existing infrastructure?

It's clear from your answers, there are still many challenges integrating AI. It's also clear from trends that AI is here to stay.

- Guardrails as to what data we can and cannot put into the tools can make use difficult.
- Traditional infrastructure lacks a unified data interface and network protocol. After AI systems are connected, problems such as data delay and unstable transmission are prone to occur.
- The current hardware devices have limited computing power and cannot directly run complex AI models. At the same time, the data formats of the old systems are not uniform.
- The data collection devices of some outdated infrastructure have insufficient accuracy, resulting in unstable training and reasoning effects of artificial intelligence models.
- In learning and project practice, the main challenges are the difficulty of integrating open-source models with teaching platforms, and the balance between data acquisition and ethical standards.
- It can be concerning with pharma safety regulations.
- Learning the language on inquiry.
- I haven't personally encountered significant challenges when integrating AI tools with existing daily infrastructure. The AI tools I use are generally user-friendly and work smoothly alongside common apps and platforms without complex setup.
- Organizing ways to incorporate it more into my workflow.
- Over-integration leads to increased system complexity, and redundant functions of AI tools interfere with core business processes.
- Recording and Summarizing: Use AI to record daily reflections, such as writing down insights after a day of work or study, and sort out the key points for review.
- Some long-term employees have a low acceptance of AI-assisted creation and need to be gradually guided.



- Some offline infrastructure has extremely high requirements for real-time performance. AI models have large computational loads and response delays, making it difficult to meet the on-site millisecond-level control demands.
- The challenge is to continue to NOT use it. It could save me some time, but I want and need to use my brain for things AI can do more simply but not as well:) I find it creepy that it tracks my work and uses a "tone" as if it's my friend!!
- The challenges include cross-device synchronization of AI tools and remote collaboration platforms, as well as the need for data security and privacy protection.
- There are challenges of integrating AI tools with existing office systems and the barriers to cross-departmental data sharing.
- The difficulty of integrating creative workflows with AI tools.
- The main challenge is adapting AI tools to the user experience of existing home service platforms.
- The main challenges are the bottleneck of computing resources and the compatibility issues of model deployment.

- The most prominent issues encountered are the insufficient data computing power of the existing equipment and the difficulty in adapting the artificial intelligence model to the outdated business system.
- The outdated systems are incompatible, the data formats are not uniform, and, in addition, the implementation costs and the difficulty of personnel adaptation are high.
- There are limitations due to corporate security, but it's manageable.
- There are so many AI platforms now, each with its own pros and cons, which can make it challenging to find one that does it all. As a result, the experience can feel a bit fragmented.

(Continued on page 13)

SURVEY RESULTS

Integrating AI with infrastructure *(Continued from page 12)*

- We have a proprietary AI platform, Lexi, that is secure and trained on our agency’s 45+ years of experience in the industry. So, we have overcome one of the biggest challenges when it comes to confidentiality in our business.
- Challenges with identifying accuracy of data from AI tools.
- I have encountered several challenges when integrating AI technology with existing infrastructure. The primary issue is compatibility issues between AI systems and legacy hardware or software. Many older infrastructures use outdated protocols.
- First, some old systems are not compatible with new AI tools. Second, it may cost a lot to update the whole system. Third, people need more training to learn.
- The main challenges are data compatibility between AI systems and old infrastructure, as well as security risks when handling sensitive data. Proper planning is essential to overcome them.
- Integrating AI can be challenging due to compatibility issues, data security concerns, and the learning curve needed to use the tools effectively.
- Integrating AI with current infrastructure comes with significant challenges. Interoperability is a key obstacle; different infrastructure components often use disjointed data systems, making it hard to create a unified AI workflow.

- It involves compatibility issues between existing systems and AI tools.
- Several challenges exist. The primary ones are skill gaps in my team for managing AI tools, and system integration costs. Retrofitting AI into outdated infrastructure while maintaining stability is a complex task.
- Significant challenges exist. The key hurdles are a lack of skilled personnel for AI integration and high integration costs. Retrofitting AI into legacy systems while maintaining stability requires careful resource allocation.
- The tool we use needs additional training, or sometimes will get certain info messed up.
- We take a practical and measured approach that protects our privacy, privacy of our clients, and delivers value aligned to our use case needs.
- Our agency has a vetting process and with our own developers/engineers and Product Dev Department, we have built many AI applications to streamline processes, analyze large bodies of data, and continue to incorporate AI in our daily work.

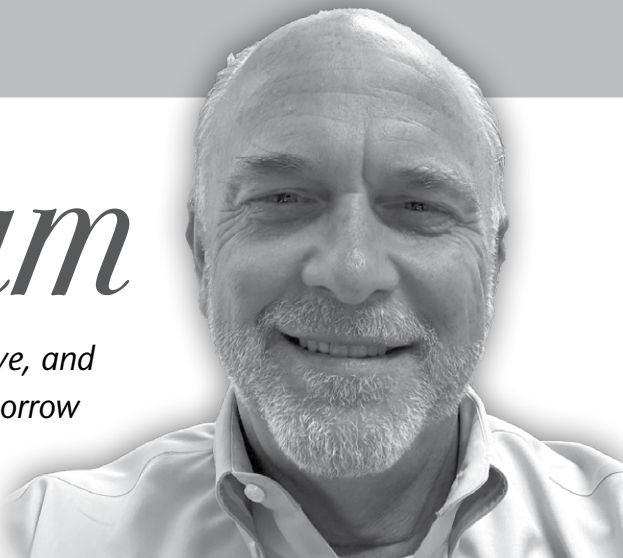


AI tools in your personal life *(Continued from page 11)*

- I use ChatGPT to find parenting information, generate family recipes, and plan family trips.
- I’ll use Grammarly as a last step in editing, and I’ll go to ChatGPT as a thesaurus or for brainstorming ideas for a topic I’m writing on.
- Using ChatGPT for technical research and code debugging
- Personally for redecorating. Helping my kids with resumes.
- Every day – ChatGPT, Claude, Perplexity, Gemini, Copilot.
- For research.
- I use them to help with my studies, improve my English, and organize my ideas. They also help me explain difficult information clearly and make my work and learning more efficient.
- I use them to quickly research health and wellness topics, draft simple messages, organize my schedule, get recom-

- mendations for books or podcasts, and help with basic planning. They save me time and make daily tasks more efficient, especially after a busy workday.
- I use AI tools like ChatGPT and Midjourney. ChatGPT helps me write creative copy and brainstorm ideas, while Midjourney generates visual materials for my social media posts to save time.
- I use AI tools like ChatGPT in my personal life. I mainly use it for learning new knowledge, brainstorming ideas, drafting text, and getting answers to daily questions. It helps me improve learning efficiency and solve small problems in daily life conveniently.
- I use it to help with workflow.
- ChatGPT for asking about budgeting or more cohesive ways to communicate something to someone.

Kevin Bolum



Birthplace: Bay Shore, NY

Job Title: Director, Advertising Sales,
American College of Physicians

Years in Industry: 40

College: Ithaca College

*"Dance, Laugh, Love, and
enjoy today as tomorrow
is never promised."*

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Two things on my bucket list are visiting all seven continents, I still have five to go. Closer to home, I'd also like to attend a NASCAR race.

WHAT WAS YOUR FIRST JOB?

I grew up on Long Island, and my first job was delivering "Newsday" newspapers. I also mowed lawns in the neighborhood. Those jobs taught me responsibility, consistency, and the value of hard work at an early age.

WHAT IS SOMETHING YOUR FRIENDS/COLLEAGUES DON'T KNOW ABOUT YOU?

People are surprised that I'm a licensed pilot. Flying has taught me discipline, focus, and confidence under pressure, and it's something I've always really enjoyed. I am also a Beekeeper.

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

I greatly admire Frank Siller, Chairman and CEO of the Tunnel to Towers Foundation. After losing his brother, firefighter Stephen Siller on 9/11, he dedicated his life to supporting first responders, military families, and injured veterans through the foundation's work, including helping provide mortgage-free homes to the families of fallen heroes and to injured veterans.



My favorite people; my wife Marian, my daughter Kait Lawrence, and my granddaughter Emilia.

HOW DO YOU STAY FIT?

I ride my bicycle every day, usually 10–15 miles. It helps me stay active, clear my mind, and I enjoy being outdoors.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Dependable, adventurous, and disciplined.

WHAT WOULD YOU LIKE TO LEARN TO DO?

I've always wanted to learn Spanish so I can communicate with more people and experience other cultures more deeply. I'd also like to learn to play the piano because I admire the creativity and discipline music requires. Earning my pilot's license was another goal, and I'm proud to have accomplished it.

DO YOU HAVE ANY HOBBIES?

My hobbies include cycling, flying, motorcycling, fishing, and riding trails on my ATV.

WHAT ONE THING WOULD YOU HAVE DONE DIFFERENTLY?

I would have taken time off right after college to travel through Europe by train with a Eurail Pass. I think that experience would have given me a broader perspective on the world, exposed me to different cultures, and created memories and experiences that would have stayed with me for a lifetime.

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

Not to be afraid to try new things and take chances. Some of the most rewarding experiences in life come from stepping outside your comfort zone. Growth often happens when you're willing to embrace the unknown.

WHAT IS YOUR PET PEEVE?

My biggest pet peeve is people who don't use their turn signals while driving.

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

Led Zeppelin. I was a huge fan growing up and always regretted never seeing them perform live.

WHAT WAS THE BEST PRESENT YOU EVER RECEIVED?

The best gift I've ever received was the birth of my daughter, Kait. Nothing compares to the joy and meaning she's brought into our lives. She is also in our industry.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

I like to binge-watch anything created by Taylor Sheridan. I really enjoy his storytelling style – gritty, well-written, and grounded characters with strong plots that keep you hooked from episode to episode.

WHAT DO YOU KNOW FOR SURE?

Life is short and not guaranteed. It's important to appreciate each day and make the most of the time we're given. Tomorrow is never promised, so I try to focus on living fully, staying present, and valuing the people and moments that matter most.

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

I'd love to work as a park ranger in a remote National Park out west. I've always felt at peace in nature, especially deep in the woods. Spending my days outdoors, caring for wildlife and natural resources, and helping others appreciate the environment would be incredibly fulfilling to me.

WHAT IS YOUR FAVORITE VACATION SPOT?

Anywhere by the beach. As long as there's sand, sun, and the sound of the waves, I'm happy. It's where I can truly relax, recharge, and slow down.

Kevin Bolum is Director, Advertising Sales, American College of Physicians. He can be reached at KBolum@acponline.org or 215-351-2440.

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*Source: Medical/Surgical Media Measurement, 2026, Table 402 Average Issue Readers and Average Page Exposures.



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SURVEY RESULTS

What is your favorite app and why? (Professional and/or Personal)

Can you believe there are over 5 million apps between the **Google Play Store** and the **Apple App Store**? And these numbers are growing constantly, with over a thousand new apps added weekly. This rapid app growth has changed our lives. Here are your colleagues' favorites.

Anylist – A grocery/chore list that you can share with family in real time.

Balance – For mindfulness.

Canva – Whether it's for making posters, designing graphics and text, or simple layouts, it's easy to operate and yields good results.

ChatGPT – Learn how to accomplish a DIY project, get resources to settle debates, and guidance on how to handle a sensitive issue, all in one place. A heavy amount of fact-checking should be considered, but ChatGPT is a good starting place.



Delightful – For gratitude journaling.

Duolinger – A language-learning app that makes acquiring new skills fun and consistent. You can practice foreign vocabulary every day, and its gamified design is motivating.

Evernote – Store ideas, to-do lists, and important documents across devices. Its sync feature ensures access to notes anytime, anywhere, keeping life organized.

Facebook – Connecting and keeping up with family and friends.

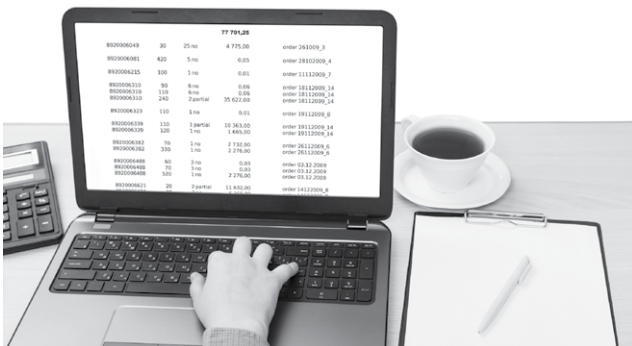
Fitbit – For checking health status.

Goodreads – For book reviews and recommendations.

Goodreads or my Kindle app! I love reading, and these are both great tools to support that hobby and allow me to connect with friends over shared books and recommendations.

Kindle – For reading.

Google Calendar – For managing work meetings and personal plans efficiently. Time-blocking and reminder features keep life and work organized.



Headspace – A meditation and mindfulness app that helps reduce stress and improve focus. Perfect after a long day of work or studying to use for 10-minute guided meditations that relax the mind.

Instagram (especially Reels) – For laughs and relatable content, ideas for creation, staying in the know when it comes to news.

Life360 – For keeping up with family.

Lifetime – Access to reality, drama, and movies Lifetime has to offer.

LinkedIn – The leading social network for professionals helps expand professional networks, stay updated on industry trends, find job opportunities that match skills, and connect with others in my field.



My Q – Remote control of house functions, doors, lights, cameras, etc.

Notion – An all-in-one workspace for note-taking, project management, and writing content. Its flexibility helps organize thoughts and track progress efficiently, making it indispensable for the creative process.

NYT Cooking – For all kinds of recipes and good related copy from some of the best cooks.

NYT Cooking – Haha not really sure why the Cooking app because I don't cook that much, but I find the recipes and copy interesting. I do follow NYT for news regularly.

NYT Games – For games.

Peloton – An on-demand fitness app.

Photos app – For documenting everything, going back over recent and past pictures. The app makes video collages and gathers throwback pictures from the same date.

Pinterest – A social media app that doesn't encourage comparing yourself to your peers like other platforms do.

Spotify – For podcast management and all kinds of music.

Stocks – For checking the market.

TikTok – For fun and new content.

Todoist – For breaking down work and life to-do lists, prioritizing, tagging, and focusing on the most important tasks.

WhatsApp – For staying connected with family, friends, and community.

Yelp – For foodies to create and read reviews of bucket list places and hidden gems.

YouTube – Videos for learning, entertaining, fixing, prepping – everything!

