

Next Month:
Digital Trends - Part 2

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 35, No. 5
JUNE 2026

LIVING IN THE DIGITAL WORLD



Pearson Brown
AbelsonTaylor Group

Lexi Hamilton
Initiative

Tara Kaufman
Healio Strategic Solutions

Levi McLaughlin
interviews **Lindsey Gidjunis**
CMI Media Group

Mario Nacinovich
BVI Medical

John Nosta
NostaLab

Manny Sokoli
Haymarket Media, Inc.

Digital Trends Survey Results
AMM Nexus Awards Recap

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



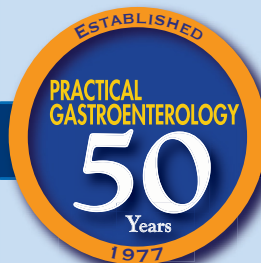
Jimmy Carter becomes the 39th
President of the United States

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!

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Dear Healthcare Marketer,

Digital trends – can anyone really keep up? It often feels like the landscape is shifting faster than we can absorb it. Yet at the same time, it's opening doors we never imagined.

Will technology give us more leisure time – or take more of it? Will it replace jobs, or redefine them? And as AI and automation become part of daily life, will we become more passive – or more empowered?

I've experienced the shift firsthand. What started as curiosity with ChatGPT has turned into something genuinely useful – from planning vacations to answering health and financial questions, and from writing poems for friends' birthdays to most recently helping my daughter find an apartment in Champaign, Illinois. It even predicted which one she'd choose...and got it right. Moments like that make the future feel very real.

Looking ahead, AI will likely anticipate our needs, healthcare may become more proactive than reactive, and many routine tasks could be handled for us. The jobs of tomorrow will likely center on what makes us human – creativity, judgment, and connection.

In our personal lives, digital habits are evolving quickly. I'm currently hooked on "The Pitt," still holding onto cable TV (for now), and staying connected through Facebook groups that span everything from travel to Mah-Jongg. And, like many of you, I turn to podcast hosts like Mel Robbins for inspiration.

It's fitting that this issue, which is Part 1 of our Annual Living in a Digital World issues, tracks some of the latest trends based on our survey of the same name. You'll find some interesting fact findings gleaned from the survey responses, plus a synopsis of favorite social media platforms. We've also got a robust list of top choice, binge-worthy series that may give you some new ideas for summer viewing.

Plus, we've got specific reviews of colleagues' favorites. **Tara Kaufman** (Healio Strategic Solutions) tells us about how she uses her favorite AI app, ChatGPT, and gives us the scoop on her favorite binge-worthy series, "Selling Sunset." Through Facebook, **Lexi Hamilton** (Initiative) has learned some tricks for making sourdough bread and has found a valuable community for navigating an unfamiliar condition her son was born with. She also tells us about her favorite apps, Photos on her iPhone, and Chatbooks for keepsakes of those photos. **Pearson Brown** (AbelsonTaylor Group) is finding ChatGPT helpful for DIYs, resources, and communications, and offers her view on the series, "Outlander." And **Mario Nacinovich** (BVI Medical) shares about his LinkedIn group that serves our industry.

There's a lot to learn about what's next from **Levi McLaughlin's** interview with **Lindsey Gidjunis** (both of CMI Media Group), highlighting the changes on the forefront of healthcare gleaned from attending the CES and SXSW conferences. **John Nosta** (NostaLab) shares about his new book, "The Borrowed Mind: Reclaiming Human Thought in the Age of AI," which seeks to understand the gap between thought and AI.

We're delighted to have **Manny Sokoli** (Haymarket Media, Inc.) featured in this month's *Personal Exchange*. Congratulations are in order as he just won the AMM Nexus Award for Rising Star Sales Rep of the Year, along with AMM Nexus Rep of the Year **Stacey McHugh** and Vanguard Award Winner **Kevin Bolum**. Congratulations also to the Humanitarian Recognition Award winners, including **Gina Andreacchio**, **Elizabeth Apelles**, **Emily Chau**, **Guelila Coupet**, **Ruben Ramirez**, **Maggie Saenz**, **Bryan Sternlieb**, **Jeremy Vannatta**, **Shannon von Hassel**, and **Stan Woodland**. This year's AMM Awards ceremony, which also marked the organization's 50th anniversary, was such a fun celebration. Check out the photo highlights of this fabulous night on page 5. Finally, congratulations to **Michelle Perkel** (EVERSANA INTOUCH), winner of the \$100 Amazon Gift Card for participating in our May issue.

When it comes to the digital world, perhaps the question isn't whether or not we can keep up, but how intentionally we choose to move forward. The future is coming quickly. How we use it is up to us. Let's keep talking about it in our next issue, Part 2 of Living in a Digital World. There's so much more to explore.

Here's to navigating the future together,

Nancy



You Could Win a \$100 DoorDash Gift Card!*

**Tell Us About Your
Kids and Family**

- Photos • Parenting tips – work balance, navigating college, nutrition, discipline
- Family trips • Bragging rights – stories, kids' accomplishments • Kids' quotables
- Embarrassing and funny moments • Reflections on being a parent • Kids' mental health
- Genealogy stories • Have your passions become your kids' too? • Family game night activities
- How you raise kids today • Family traditions • What would you say to your younger self?

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 appointments of **Irene Westcott** as Vice President, Creative Director, and **Kelly Ofman** (kakleinman@gmail.com) as Vice President, Account Director. Promoted at the company was **Caroline Wolf** to Senior Account Director.

AstraZeneca has announced the appointment of **James Echeverria** as Head of Portfolio Contract Strategy – U.S. Market Access.

Biogen has announced the appointment of **Sarah Fish** as Associate Director, U.S. Media Strategy. She can be reached at Sarah.fish@biogen.com.

Biolumina has announced the appointment of **Markus Miranda** as Vice President, Strategy.

Calcium+Company has announced the promotion of **Gina Pontarelli** to Vice President, Account Director.

CMI Media Group has announced the promotions of **Lauren O'Donnell** (lodonnell@cmimediagroup.com) to Supervisor, Paid Social; **Jessica Calo** (jhuntington@cmimediagroup.com) and **Kerry Regan** (kregan@cmimediagroup.com) to Directors, Engagement Strategy; **William Copeland** (wcopeland@cmimediagroup.com) to Supervisor, Engagement Planning; **Ann Cosgrove** and **Rachel Price** to Engagement Planners; **Colin Daly** to Director of SEM; **Natalie Blair (Lohr)** to Director of Business Insights; and **Jaimie Kaplan** to Senior Vice President, Engagement Strategy. Joining the company was **Micaela Dix** as Associate Director, Engagement Strategy; **Amari Singleton** as Analyst, Paid Social; and **Patrick M. Haley** as Supervisor, SEM.

Deerfield Group has announced the promotions of **William Veltre** (bill.veltre@deerfieldgroup.com) to Chief Media Officer and **Lia Smith** (lia.smith@deerfieldgroup.com) to Vice President, Media Operations. Joining the company was **Mary Mancini** as Media Supervisor.

Doceree has announced the appointment of **Elizabeth Huberman** as Business Director.

Envision Pharma Group has announced the appointment of **Peter Kiernan** to Business Development Executive. He can be reached at peter.kiernan@envisionpharma.com.

EVERSANA INTOUCH has announced the appointments of **Moira Harper** as Group Media Director and **Erica Bogert** (Erica.bogert@eversana.com) as Media Director. Promoted at the company were **Stacey Avnes** to Associate Director of Project Management and **Lucy Smith** as Senior Vice President, Client Services.

Fingerpaint Group has announced the promotion of **Mark Willmann** to Group President and the appointment of **Michael Minardi** as Copy Supervisor.

Formedics has announced the promotions of **Jennifer D'Iorio** to Executive Vice President, HCP Partnerships and Client Strategy, and **Diana Justus** (Diana.Justus@formedics.com) to Senior Vice President, Sales Operations. Joining the company was **Robert Groves** as Senior Director, Sales.

Healio Strategic Solutions has announced the appointment of **David Mullin** as Vice President of Healio AI Adoption + KOL Engagement. Promoted at the company was **Alexis DeLouisa** to Director, Business Development and Market Strategy, and **Cara Robey** to Senior Client Lead, Deep Engagement Solutions.

Impiricus has announced the appointment of **Damon Basch** as Head of Partnerships. He can be reached at damon.basch@impiricus.com.

Initiative has announced the promotions of **Haley Quinn** to Director, Digital Partnerships, and **Brenden Russell** to Senior Communications Designer.

Inizio Evoke has announced the appointment of **Kelli Koob** as Vice President, Client Partner. She can be reached at kelli.koob@inizioevoke.com.

Instep Health has announced the appointment of **Darrin O'Neill** as Senior Vice President, Client Solutions. He can be reached at Darrin.oneill@instephealth.com.

INVIVO BRANDS has announced the appointment of **Samantha Libecci** as Director, Project Management.

IQVIA has announced the appointment of **Stefanie (DiTerlizzi) Petesic** as Director, Platform Success/Client Services.

MDCalc has announced the promotion of **Stephen Sullivan** to Vice President, Business Lead. He can be reached at Stephen.Sullivan@mdcalc.com.

Merck has announced the appointments of **Stephanie Speece** as HCP Strategy Lead, U.S. Adult Pneumococcal, and **Erika Schweibenz** as Associate Director of Pulmonologist and IDN Strategy within the Respiratory Business Unit. Promoted at the company was **Andy Troiani** to Director, U.S. Vaccines Marketing – RSV, and **Brett Marvel** (brett.w.marvel@merck.com) to Director, U.S. Marketing, HPV Franchise.

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

NimbleRx has announced the appointment of **Matthew Vendeville** as Vice President of Agency Sales. He can be reached at Mvendev64@gmail.com.

Ogilvy Health has announced the appointment of **Aimee Mosher** as Chief Client Officer. She can be reached at Aimee.mosher@ogilvy.com.

Pfizer has announced the appointment of **Shahida Rasul** as Senior Director, Global Marketing Seasonal Vaccines Launch and CI Lead, and **Kiersten Wurtz** as Paid Social Manager.

Publicis Health Media has announced the appointment of **Jay Tyler** as Associate Director, Direct/Emerging.

Real Chemistry has announced the promotions of **Bree Klein** (bklein@realchemistry.com) to Media Director, **Christina Khoury Folkens** to Managing Director, and **Alyssa Potter** to Account Director.

Regeneron has announced the appointment of **Ally Bailey Walters** as Associate Director of Marketing, HCP Engagement.

Relevate Health has announced the appointments of **Greg Kopyta** (g.kopyta@relevatehealth.com) as Vice President, Client Solutions, and **Nick Miller** as Vice President, Client Solutions.

SFC Group has announced the appointment of **Amanda Biedess** as Senior Vice President, Client Services and Media. She can be reached at amanda@sfcgroup1.com.

Syneos Health Communications has announced the appointment of **Alejandra Gomez** as Associate Media Director. She can be reached at alejandra.gomez@syneoshealth.com.

Spring & Bond has announced the promotion of **Jordan Trainor** to Senior Media Director.

TriStar has announced the appointment of **Abigail (Abbey) Hopfinger** as Media Strategist, representing Out of Home opportunities for Obesity Week and The American College of Emergency Physicians annual conference.

Wildtype Health has announced the promotion of **Brooke Suskin Ehrmann** to Vice President, Creative Director.

NEW & NOTEWORTHY

awards • mergers • approvals

AstraZeneca has received U.S. approval for its self-administration, once-weekly autoinjector, the Saphnelo Pen. The Saphnelo Pen is used for the treatment of adult patients with systemic lupus erythematosus on top of standard therapy.

Eli Lilly has reached a definitive agreement to acquire **Ajax Therapeutics** to expand its oncology pipeline. **Ajax's** lead asset, AJ1-11095, is an investigational, once-daily oral, first-in class Type II JAK2 inhibitor currently being evaluated in a Phase 1 clinical trial, AJX-101, in patients with myelofibrosis who have previously been treated with a Type 1 JAK2 inhibitor.

Regeneron Pharmaceuticals, Inc., has received U.S. FDA accelerated approval for Otarmeni™ (lunsotogene parvec-cwha), the first gene therapy and second new molecular entity approved under the FDA Commissioner's National Priority Voucher program. Otarmeni is an adeno-associated virus vector-based gene therapy indicated for the treatment of pediatric and adult patients with severe-to-profound and profound sensorineural hearing loss associated with molecularly confirmed biallelic variants in the OTOF gene, preserved outer hair cell function, and no prior cochlear implant in the same ear.

2026 NEXUS Awards

Oh what a night celebrating AMM's 50th Anniversary, the AMM Nexus Award winners, and the Humanitarian Recognition Award winners. Congratulations to all!



SURVEY RESULTS

The always highly anticipated results of our Annual Living in the Digital World Survey are in. As we all know, the digital world is unfolding at a rapid pace. On the following pages is Part 1 of Living in the Digital World, featuring your colleagues' favorite social media platforms, binge-worthy series, apps, and online groups. Next month, Part 2 will include more on AI, podcasts, apps, streaming, websites, and wearable devices.

What social media platform is your favorite and why?

Instagram leads the way as the favorite social media platform. Users enjoy looking at all the photos and the variety of content. It's found to be a great place for sharing photography, growing brand awareness, and expanding reach. Many find this the place to connect with their people.



Most of my friends are active on Instagram...it is the best place to stay up-to-date with them. It is also good for following celebrities and brands. The reels/for you sections provide me with relevant and entertaining content.

Next favorite is **LinkedIn**. One respondent remarked, "It's the only platform that consistently adds value to my career and connections."



There is agreement that **LinkedIn** is valuable for making business contacts and keeping informed about business news, along with relevant personal stories.

Facebook lovers still consider this platform a great way to connect with family and friends, as well as a good place to connect with like-minded people through a variety of community groups. Our respondents choose **Facebook** for updates, political highlights, and to watch entertaining reels. They find it more relaxing than reading the news, love the animal vid-



eos, have the most friends there, and are most familiar with the way it works.

Facebook is my favorite, because I can include stories along with my photographic content with hashtags to link my work to my online social brand.

While **TikTok** is looked to for fun and entertainment, it's also considered a platform ideal for finding new ideas and learning about new topics – a good way to explore. **TikTok** is also considered on point when it comes to making recommendations relevant to the user for entertainment, work, or study. Creators find this platform inspiring.



TikTok because I have created collections for each one of my interests and am able to enjoy the time spent on the platform without feeling the pressure of interacting with my network. I am using an account that my connections do not know about.

Other contenders include **Pinterest**, always good for décor and recipes. **Reddit** is considered the best for getting honest advice and answers to inquiries. **Twitter** is a big source for news aggregation and entertainment.



WhatsApp is the platform for simple and efficient communication with friends and colleagues all over the world. **Vimeo** is awesome for videos, as is **YouTube** for content that entertains and educates.

What is your favorite binge-worthy series you're currently watching?

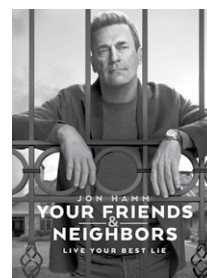
- All Creatures Great and Small
- Better Call Saul
- Black Mirror
- Black Rabbit
- Breaking Bad
- Bridgerton
- Chernobyl
- Emily in Paris
- Friends
- Game of Thrones
- Gilmore Girls
- Grey's Anatomy
- Heated Rivalry
- His & Hers



- Industry
- Mad Men
- Modern Family
- Outlander
- Reacher
- Ripple
- Selling Sunset
- Severance

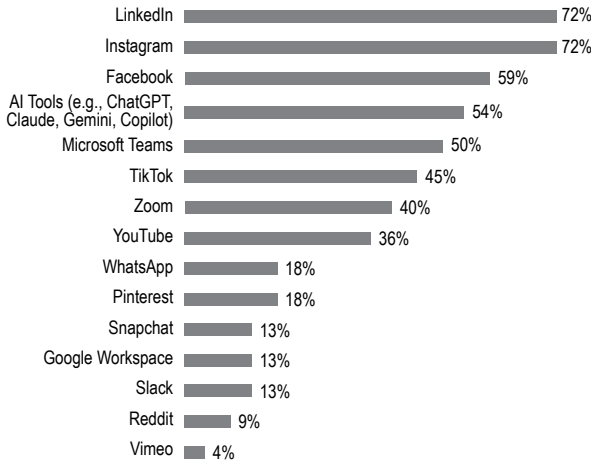
- Sherlock
- Shrinking
- Stranger Things
- Succession
- Suits
- Summer House
- Tell Me Lies
- The Bear
- The Chosen
- The Crown
- The Mandalorian
- The Morning Show
- The Night Agent
- The Pitt
- The Queen's Gambit

- The Sopranos
- The Wire
- Virgin River
- Wednesday
- Your Friends & Neighbors!

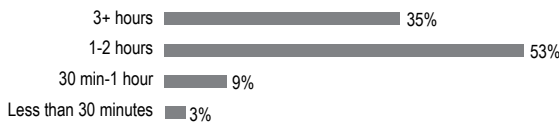


SURVEY RESULTS

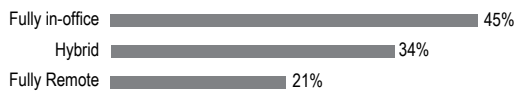
What platforms do you use regularly?



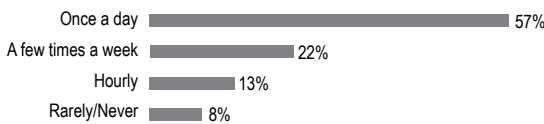
How much time do you spend on social media per day?



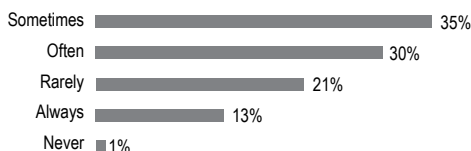
Work Status?



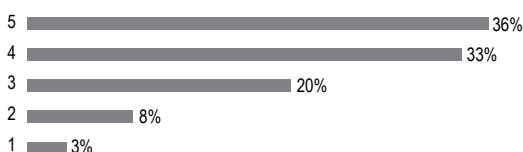
How often do you check your LinkedIn?



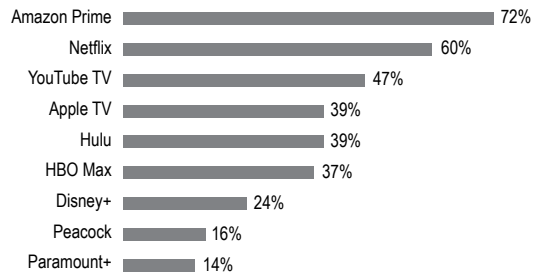
Do you unplug from work email after hours?



How would you rate the overall level of AI adoption within your company on a scale of 1 to 5 (1 being minimal, 5 being extensive)?



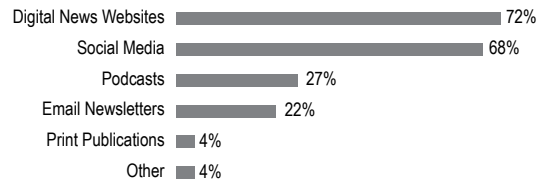
Which streaming platforms do you currently subscribe to?



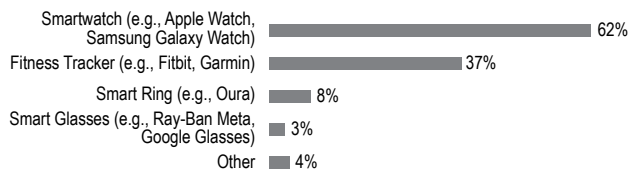
Have you pulled the plug on regular cable TV?



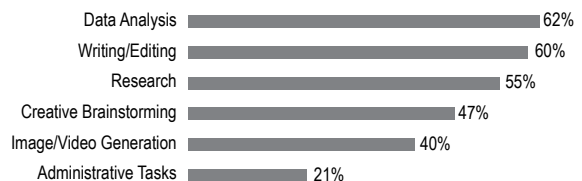
How do you primarily consume news?



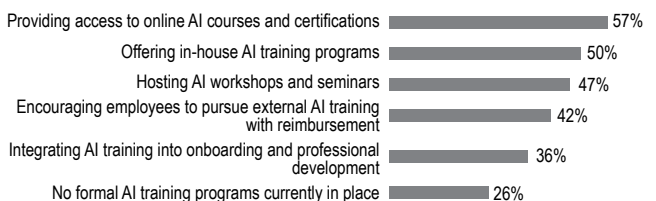
If you have a wearable device(s), which do you own?



What do you primarily use AI for?



How is your company addressing the need for training and skill development in AI for employees?



Navigating What's Next

An interview with Lindsey Gidjunis on Healthcare Marketing

BY LEVI McLAUGHLIN

A new era of healthcare marketing is unfolding, constantly being changed by technological advancements, health innovations, and shifts in consumer preferences. To help understand this fast-growing field, I spoke with Lindsey Gidjunis, SVP, Innovation, at CMI Media Group. Our conversation offered a number of helpful insights. We discussed a handful of new ideas, looked at the changes in what patients want that now guide choices, and identified new ways that will completely change how healthcare marketing evolves in the future.

Q: BASED ON YOUR OBSERVATIONS THROUGHOUT THE INDUSTRY, ARE THERE ANY TECHNOLOGIES THAT HEALTHCARE MARKETERS SHOULD BE PREPARING FOR? CAN YOU GIVE SOME EXAMPLES YOU SAW AT CES/EXPECT TO SEE FROM SXSW?

A: AI was clearly front and center at CES this year with a number of compelling digital health innovations. From AI-powered longevity health mirrors to mini lab kits that detect allergens, the overarching themes were unequivocally longevity and preventative care. What was really exciting to see was that longevity also emerged as one of the megatrends for 2026, with many panels and sessions dedicated to the topic and age tech.

In general, solutions are becoming more sophisticated and more connected. We're seeing major advances in biomarker detection and AI-powered analytics, which means we can now help forecast health risks and tailor interventions long before symptoms appear. While clinical setting connectivity is still minimal, this patient-collected data could lead to more informed conversations and better patient outcomes. With this advancement of consumerization of healthcare, marketers need to adapt to evolve with the shifting behavior, and show up in meaningful ways.

As we anticipated, SXSW echoed similar themes – longevity-focused health, data-driven patient care, immersive technology, and AI-driven solutions.

Q: COULD YOU ELABORATE ON ANY SHIFTS IN CUSTOMER BEHAVIOR, PREFERENCES, OR PURCHASING PATTERNS YOU'VE OBSERVED WITHIN THE INDUSTRY?

A: Everything we do really needs to start with understanding who we're talking to and how they consume informa-



Lindsey Gidjunis, SVP, Innovation, alongside colleagues Andrew Miller, EVP, Digital Activation, Mark Pappas, EVP, Innovation, and Clifton Covey, SVP, Group Director, Digital Activation, at a CES photo booth.



An interactive VR booth at SXSW.

tion. As I mentioned, we're seeing significant behavioral shifts across patients and consumers, as well as physicians.

seeing a big shift from traditional resources to on-demand learning platforms, AI-powered scribes, and digital solutions that truly help them in their day-to-day, rather than adding another layer of administrative burden. They're looking for efficiency and genuine support.

Q: TO EFFECTIVELY NAVIGATE THE FUTURE OF HEALTHCARE MARKETING, WHAT STRATEGIC CAPABILITIES MUST MARKETERS PRIORITIZE FOR DEVELOPMENT?

A: When looking at what capabilities healthcare marketers need to prioritize, a few stand out. Marketers should always prioritize a data-first approach to understand patients and physician behavior, measure performance, and optimize or scale strategies effectively. Equally essential for the future of marketing is an omnichannel approach, creating seamless 360° experiences to reach audiences where they prefer to engage. Most importantly,

there can't be any silos. Cross-functional collaboration early is critical to drive innovation, enable testing, and ensure brands show up effectively in market.

Q: OF THE TRENDS AND TECH YOU'RE FOCUSING ON, WHICH SEEM LIKE A FAD, AND WHICH DO YOU THINK WILL BE HERE TO STAY?

A: We're constantly evaluating everything through a strategic lens, asking: Does this really make sense for our audience? Can we scale it? Does it actually deliver results, or is it just a "shiny object"?

(Continued on page 9)

Navigating What's Next (Continued from page 8)

AI will undoubtedly continue to evolve and shape the way we consume and process information. Using AI for actionable insights for physicians or powering educational tools has become the standard, is incredibly effective, and is definitely here to stay.

I also think experiential activations and seamless integration will continue to evolve and grow. We're seeing huge opportunities and success when brands are embedded authentically within high-engagement moments. It's about showing up naturally where people already are – whether through influencer content, lifestyle experiences, entertainment, or sports – making brands a contextual part of their lives, not an interruption.

As for fads, it's less about specific technology and more about the approach. We avoid anything purely flashy without clear strategic purpose, a path to scale, or deep audience understanding. We really believe in taking a "crawl-walk-run" approach to build something sustainable and impactful brands, not just chase every new trend.

Q: ARE THERE ANY CERTAIN STRATEGIES FROM TECH OR NON-HEALTH COMPANIES THAT YOU THINK WE COULD REALLY LEARN FROM?

A: I think we have a tremendous amount to learn from consumer tech and non-health companies, particularly in how they manage to seamlessly integrate into people's daily lives and routines. They have really mastered finding those "moments that matter." Understanding behaviors, creating authentic emotional connections, and something that genuinely adds value, rather than being intrusive and creating noise.

I would say I've also always admired the agility and iterative mindset often seen with non-health companies. They build, test, and adapt so quickly, which allows for speedy campaign launches and real-time optimization. While pharma and healthcare are highly regulated and not typically known for speed to market, I've seen that when bringing the right cross-functional teams, especially regulatory, into the process early, new tactics and innovations can be successfully navigated and implemented.



Kristen Tappan, EVP, Client Leader, Deanna Fedick, SVP, Client Director, Eugene Lee, COO, Susan Dorfman, President, CEO, Carly Kuper, SVP, Public Relations and Corporate Communications, Mary Padula, SVP, Client Director, and Joe Post, SVP, Client Director, at SXSW.



Levi McLaughlin is an Intern, Public Relations, CMI Media Group. She can be reached at 609-678-7729 or lmclaughlin@cmimediagroup.com.

A Helpful Tool and a Fun Watch

BY TARA KAUFMAN

FAVORITE APP – CHATGPT

I use **ChatGPT**, both professionally and personally. Most recently, I used **ChatGPT** to assist with planning my family vacation to Disney World. If anyone has planned a trip to Disney, you know there is a lot of information to unpack, especially for someone who hasn't been there in over 20+ years! I used **ChatGPT** to help me decide which hotel would be the best fit for my family of four with two younger children. I also used it as a tool to plan my park days, understand all the rides and experiences at each park, and create a plan for my lightning lanes.



There were times that, based on my own research, I don't think **ChatGPT** provided the best answer, so I would point that out by saying, "I don't like that plan or idea," "This doesn't seem correct," "Can you provide an alternative?" There were a few discrepancies that I found on **ChatGPT**. For example, some rides/experiences had recently closed, and this had not been known to **ChatGPT** yet. I would not use **ChatGPT** as my only resource. I did extensive research on my own and then layered **ChatGPT** as a helpful tool to simplify my planning experience.

FAVORITE SERIES – "SELLING SUNSET"

I am currently binge-watching "**Selling Sunset**" on Netflix. "**Selling Sunset**" is focused on selling real estate in the Los Angeles market. It showcases the drama at The Oppenheim Group, where elite real estate brokers sell million-dollar homes to their affluent clients. It has for sure become a guilty pleasure. Admittedly, I'm a huge HGTV fan, so "**Selling Sunset**" is a fun watch with the multimillion-dollar houses featuring amazing views, plus all the fun clothes and designer bags, with a twist of drama that I could never tolerate in my own life. I would say that my favorite character on the show is Heather Rea (now El Moussa). I appreciate that she tends to stay out of the drama and focuses on real estate and her family.



Tara Kaufman is Senior Business Development Strategist, Healio Strategic Solutions. She can be reached at tkaufman@healiohss.com or 610-639-4021.

Connecting Interests and Making Memories

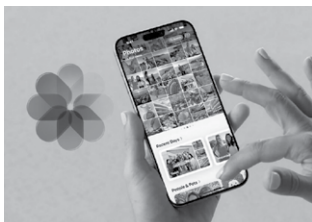
BY LEXI HAMILTON

FACEBOOK GROUPS

I have joined a couple of groups on Facebook that pertain to my interests.

One of the first groups I joined was a sourdough group when I first was interested in making it. This group directed me to the best blogs, and they provide real-time feedback to a lot of the members' loaves. I learned about proofing and what a good crumb looks like from experts that shared their opinions online.

Also, my son was recently born with a clubfoot. This is not a condition that runs in my family, so we were lost as to what to expect. I joined a group with other moms of club-foot babies and have found a wonderful community. They have clothing recommendations, encouragement for new diagnoses, and lists of the best doctors by area. I know Facebook is fairly outdated for the younger generations, but I have found a lot of shared knowledge and community in these virtual groups. The way I found some of these groups was through suggestions in my feed. Once you interact with certain topics, similar groups become recommended to you. Those posts occasionally show up in the feed and give you the chance to join. For the clubfoot group, I was definitely more direct in looking for a group and just searched for it.



FAVORITE APP

Regarding apps, Photos on my iPhone is my favorite. I like the video collages that are automatically generated. In the updated Photos app, under the Collections section, Apple creates video montages of a group of photos they have linked together, either by date or similar topic. I love looking back at what was happening on this date three, five, or six years ago and remembering both the fun and mundane things we've done. Currently, I use this app with the Chatbooks app to create small scrapbooks by month to remember my son's first year of life. I often find myself scrolling back to reminisce.



Lexi Hamilton is Manager, Communications Design, Initiative. She can be reached at Lexi.Hamilton@initiative.com.

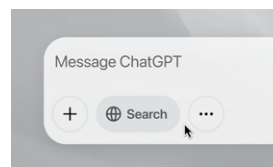
What I'm Learning and Loving

BY PEARSON BROWN

FAVORITE APP – CHATGPT

With ChatGPT, I can 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. I do a heavy amount of fact-checking, but ChatGPT is a good starting place.

A great example of how ChatGPT has helped me was during this past winter's ice storm in the D.C. area, when I sought advice on how to fix our gas fireplace for emergency heat in case we lost power. With the storm fast approaching, I was not able to find a technician who could come out and fix the fireplace, so I looked to ChatGPT. It gave me step-by-step instructions on how to ignite the pilot light and also clean the system parts that were interfering with proper operation of the switch. Luckily, we didn't lose power, but we did enjoy having a working fireplace the rest of the winter!



FAVORITE SERIES – "OUTLANDER"

The series I can't wait to finish is "Outlander." It debuted in 2014, but I just started watching it a few years ago after hearing rave reviews. I'm not usually one for sci-fi fantasy-type stories, so I was not sure I would like a story about a woman who accidentally time travels from 1945 back to 1745. But I was captivated after the first episode. The main character, Claire, a combat nurse, falls in love with Jamie, a Highland warrior. Yet Claire is married in her own time to Frank, a historian.



The story is an epic romance across centuries. I love how the show deals with Claire's character literally living in the past, having modern sensibilities about a woman's place in society, but having to abide by the day's customs. It is also interesting to see how medicine was evolving in the 18th century and how Claire adapts to the rudimentary tools available to her at the time to be a healer.

I am waiting for all the episodes of the last season of "Outlander" before I subscribe to Starz, so I can binge them all in a week. No spoilers, please!



Pearson Brown is Director, Marketing and Communications, AbelsonTaylor Group. She can be reached at 312-894-5437 (o), 310-994-7057, or Pearson.Brown@abelsontaylorgroup.com.

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*Source: Medical/Surgical Media Measurement, 2025, Table 402 Average Issue Readers and Average Page Exposures.

The Borrowed Mind Reclaiming Human Thought in the Age of AI

BY JOHN NOSTA

Johannes Gutenberg – the designer and builder of the first known mechanized printing press in Europe – unlocked words. Before the printing press, language was scarce and controlled. After it, words became portable and available to almost everyone. Centuries later, Google did something similar for information. The distance between a question and an answer became remarkably shortened.

That progression is where my book, “The Borrowed Mind,” began. I originally called it “The Cognitive Age,” built on a simple idea: unlocking words with Gutenberg and then facts with the Internet and Google, and now, unlocking thought with AI. It’s a compelling arc. But the more I worked with AI and LLMs (large language models), the more I started to question if that’s what’s happening.

I came to this less through computer science and more through years in healthcare marketing. In that world, you learn quickly that information alone doesn’t do much. A perfectly accurate message can fall flat if it doesn’t align with how people process what they’re hearing. Over time, you develop a feel for the gap between exposure to information and genuine understanding. That’s certainly true in medicine and it felt that way with AI.

THE GAP BETWEEN EXPOSURE AND UNDERSTANDING

That gap is exactly what’s at stake right now. Large language models don’t just give us more information. They produce language that sounds as if it has been thought through. It’s coherent, often more articulate than what most of us would produce on our own. But nothing behind it has lived anything. It doesn’t wrestle with ideas or revise itself through doubt. Simply put, it generates.

Human thinking, by contrast, has always carried a certain amount of friction or lived experience. There’s a space

between a question and an answer where uncertainty lives. That space isn’t a flaw in the system, it’s where thinking and imagination live.

ARE WE OUTSOURCING THINKING?

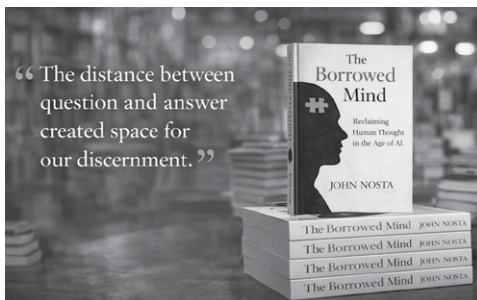
AI compresses that space as the distance from A to B becomes almost instantaneous. It delivers something that feels complete, and because it feels complete, we’re less inclined to push further. The work of thinking begins to feel optional when receiving an answer is so much easier.

This isn’t a case against the technology. These systems are remarkable in what they make possible. But they introduce a question that’s hard to ignore. Are we still doing our own

thinking, or are we beginning to outsource that part?

The image I keep returning to is simple. AI produces language that resembles thought the way a shadow resembles the object that casts it. The outline is there, often with amazing clarity. But the substance, the uncertainty and lived experience that give thought its weight, remains somewhere else.

That’s what the book, “The Borrowed Mind: Reclaiming Human Thought in the Age of AI,” is trying to understand. Not to resolve the question, but to sit with it long enough to see what’s really at stake. You can get your copy on Amazon at https://www.amazon.com/Borrowed-Mind-Reclaiming-Human-Thought/dp/1613431848/ref=tmm_pap_swatch_0



John Nosta is President, NostaLab, and Author of The Borrowed Mind: Reclaiming Human Thought in the Age of AI. He can be reached at 862-222-2817 or jnosta@nostalab.com. Find out more at JohnNosta.com.

An Engaged Healthcare LinkedIn Group

BY MARIO NACINOVICH

I have managed a LinkedIn group for healthcare marketing, communications, and education professionals that can be found at <https://www.linkedin.com/groups/30214>. The group has grown to over 24,000 members since I created it in September 2007.

At the heart of our community is a shared commitment to professional respect, collaboration, and continuous learning. Members benefit from an open exchange of insights, experiences, and support, guided by a firm zero-tolerance policy for off-topic or promotional content. Our discussions reflect

the breadth and depth of our members’ expertise and interests.

Together, we aim to advance the field, cultivate leadership, and strengthen partnerships that drive progress across healthcare and related disciplines.



Mario Nacinovich is Director, Marketing, Americas at BVI Medical. He can be reached at nacinovich@gmail.com.

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SPORTS DAY IS BACK

This event benefits



FSR

Foundation for
Sarcoidosis Research



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/>

Sponsorships are available!
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Manny Sokoli



Birthplace: New York City, NY
Marital Status: Married
Children: Penelope
Job Title: Director, Business Development and Strategy
Years in Industry: 8 years
College: Baruch College

"Loyalty means showing up even when there's nothing to gain."

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Golf trip to Scotland and Northern Lights in Iceland. I've always wanted to play some of the historic courses in Scotland and experience the tradition and atmosphere around the game. Iceland feels like the complete opposite kind of trip; quiet, surreal, and something you only experience once in a lifetime.

WHAT WAS YOUR FIRST JOB?

Making pizzas. It taught me pretty quickly how to work under pressure, multitask, and deal with people.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Driven, competitive, dependable.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Fly a plane. There's something really impressive about the level of focus, discipline, and confidence it takes to do it well. I also like the idea of constantly learning and improving a skill that combines both technical ability and freedom.

WHAT ONE LITTLE THING ALWAYS MAKES YOU HAPPY, OTHER THAN YOUR FAMILY?

A perfect lawn. There's something satisfying about seeing the results of consistency and effort pay off over time.

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

Post Malone. He seems like someone who genuinely enjoys performing, and his concerts look like a great mix of energy, good music, and not taking himself too seriously.

WHAT IS YOUR MOST MEMORABLE BIRTHDAY?

The first birthday after becoming a dad completely changed my perspective on life. It made me appreciate time differently and focus more on what actually matters.

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

"Curb Your Enthusiasm." I feel like somehow Larry David and I would either get along really well or completely ruin each other's day. Either way, it would make a great episode.

HOW DID YOU GET STARTED IN THE INDUSTRY?

Interned at a creative agency, Concentric, and then made my way to Haymarket, and have been here ever since.

WHAT IS YOUR FAVORITE VACATION SPOT AND WHY?

Montreal. Great food, great atmosphere, and easy to get to for a long weekend. It has a unique mix of European charm with North American convenience. Every time I go, I end up finding a new restaurant or neighborhood that makes me want to come back again.

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

An engineer. I've always liked figuring out how things work and solving problems.

DO YOU HAVE ANY PETS?

Yes, I have two Bernedoodles named Albus and Harry. They definitely keep the house entertaining.

WHAT IS YOUR FAVORITE RESTAURANT?

Contraste in Milan. I've never had a better meal. There is no menu; the entire experience is left up to the chef.

HOW DO YOU STAY FIT?

I try to play as much golf as possible, but mostly it's chasing my daughter around.

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

"The Office." It's one of those shows that never gets old, no matter how many times you've seen it.

CRAZIEST THING YOU'VE EVER DONE?

Got married, bought a house, and had a baby in the same year. It was very hectic but very rewarding.



Manny and Kelley traveling in Europe.

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

I'd probably work in carpentry and home renovations. There's something really satisfying about building or improving something with your hands and seeing a finished product at the end of the day.

WHAT ARE SOME THINGS ON YOUR WISH LIST WHEN YOU RETIRE?

Travel around the world and golf. I'd love to spend time experiencing different cultures, trying great food, and seeing places I've always wanted to visit but never had enough time for.

Manny Sokoli is Director, Business Development and Strategy. Haymarket Media, Inc. He can be reached at 917-755-9291 or emanuel.sokoli@haymarketmedia.com.



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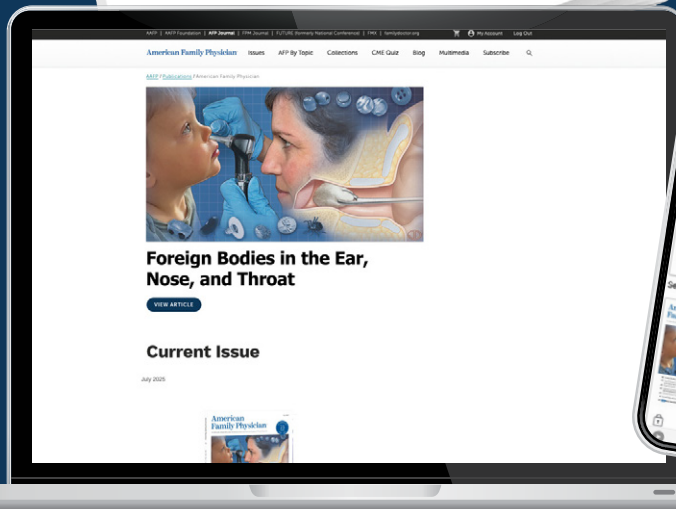
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- ▶ 3.2 million monthly online visitors turn to *AFP* for trusted clinical guidance¹
- ▶ #1 media brand in primary care across multiple metrics²
- ▶ 26% of all prescriptions during office visits are written by family physicians³
- ▶ 23% of all patient visits go to family physicians³
- ▶ 239,000 CME quizzes completed annually—proof of reader engagement²

1 Source: AAFP Internal Data

2 Source: M3 MI

3 Source: IQVIA Data

4 Source: CDC National Center for Health Statistics



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You Don't Have To Do This All By Yourself



The view from your Sunday night.

You're a media buyer at a healthcare-focused agency, and right now you're managing four vendor partners in hopes of executing one email deployment. One owns the list. One builds the HTML. One deploys. One reports. You are the only person in the chain who knows what's happening and you feel it on Sunday nights, in that tightness in your chest that won't go away.

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