

Next Issue:
Everything Digital – Part 2

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 31, No. 4
MAY 2022

LIVING IN THE DIGITAL WORLD

Everything Digital

Ella Reiser
CMI Media Group and
Compas

Pandemic Drives Digital Revolution and a New Digital Normal

Michael J. Konowicz
isarithm

Favorite Digital Media

Tricia Castellano
American Medical Association

Sid Chadha
McCann Health Engagement

Kyle Hufnal
CMI Media Group

Carmen Lo
SSCG Media Group

Andrew McGuire
NEJM Group

Elizabeth Milic

SSCG Media Group

Emilie Penny

CMI Media Group

John Santangelo

McCann Health New Jersey

Audrie Tornow

Excalibur Medical Education

Personal Exchange

Rachel Pedersen

SSCG Media

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THE EXCHANGE
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Activate the right patients with zero-waste, personalized digital health content at the right moments in their healthcare journey.



PATIENT CHECK-IN

- **Intake Language:** English
- **Gender:** Female
- **Age:** 45
- **Medical History:** Ulcerative colitis
- **Medication History:** Prednisone, Methotrexate

HIPAA AUTHORIZATION:
Accepted

*** Your brand message**

Patient meets with provider

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Dear Healthcare Marketer,

My how things have changed...and they continue to. That's why this **Living in the Digital World** issue is always a highly anticipated reader favorite. The fact is things are always changing in the digital world and the pandemic has actually hastened progress, which has led to both the up- and downsides of the digital world.

Here are some of my own experiences with the good and bad of the digital world.

The good side of digital

Who would have ever thought when I was young that you would be renting a stranger's private home for vacation? I recently planned a family vacation and booked through Airbnb. The place did not disappoint. Most of the time, the houses are nicer than your own – lol.

My daughter, Maddie, was looking for a summer internship and applied to several with no luck. I then decided why not post something on my LinkedIn account, which has over 7000 contacts? Well, all it takes is one person to respond, and that person did! Someone I hadn't seen in 30 years, whose husband is a mechanical engineer, saw my post and reached out to me. Within a week, Maddie had the interview. Now she has a fabulous internship for the summer and it's healthcare related. In the meantime, I got together for lunch with this friend and we had a wonderful time reconnecting.

The bad side of digital

I've unfriended people due to politics on Facebook. I just can't handle hearing about all the negative things.

The truth is, I've found more good than bad. I use Facebook to unite our family, which is spread out in 10 different states. We actually have a family page where we let each other know the good and bad that's happening in our lives. Just recently, one of the cousins ran a family pool for the NCAA tournament. A bunch of us in the healthcare marketing industry discovered we're all doing Wordle. Now we're comparing our scores! I have to say I'm addicted to it when I wake up in the middle of the night and can't get back to sleep.

As far as binging, I'm loving *Ted Lasso* and *Emily in Paris*. I prefer to keep things light and fun these days. *The Marvelous Mrs. Maisel* is also one of my favorites. I need to explore podcasts next. I'm a little behind on checking those out. (I know our editor Elise Daly Parker has a podcast called MomVision on savoring not just surviving motherhood.) I'm sorry to say, I now get the majority of my news from email and Facebook more than TV. Some of my favorite Facebook groups are Katie Couric's, Robin Roberts Motivational Prayer for the Day, and Jamie Kern Lima: Becoming Unstoppable, which has over 91,000 members. I also learned tips from watching Pickleball on Facebook and belong to some related groups.

Looking for more? We've got it in this issue! You'll see the results of our *2022 Living in the Digital World Survey* along with fascinating responses from colleagues on the working-from-home (WFH) life – the perks *and* challenges. Plus, we've got a lineup of blurbs and stories to keep you in the know on the digital front.

Michael J. Konowicz reports all the latest and greatest in tech innovation from this year's CES (Consumer Electronics Show). **Ella Reiser** does a deep dive into digital with her story on what's hot from CMI Media experts. **John Santangelo** takes us through his nightmare with cable TV that made his cable-free dreams (almost) come true. **Carmen Lo** shares two of her online entertainment faves. **Andrew McGuire** elaborates on his choice for streaming. **Sid Chadha** gives us his top list of shows, series, apps, and sites. On the go a lot? **Kyle Hufnal** has you covered for staying up to date. **Emilie Penny** gives us her insights into online communities. **Elizabeth Milic** shares her podcast choice for lovers of art, culture, movies, and books. **Tricia Castellano's** got a tip for true crime fans. **Audrie Tornow** has a platform for your busy family life. And thanks to **Rachel Pedersen** for giving us a closer look at her life in this month's *Personal Exchange*.

One of the great things about our digital world is new and awesome (and some not-so-awesome) content springs up every day. With the warm weather ahead, I'm sure you've also got some wonderful outdoor fun and travel tips and recommendations in mind, too. We'd love to share your page or paragraph in an upcoming issue. See below for more details!

Happy May and Happy Mother's Day to all the Moms,

Nancy



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Submit through our website at www.hmexchange.com/contests.html

*All submissions will be entered into a Random Drawing to win a Yeti cooler.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

21GRAMS has announced the promotion of **Meghan Patenaude** to Vice President, Creative Director.

Accord BioPharma has announced the appointment of **George Esgro** as Senior Vice President of Commercial Operations.

Bristol Myers Squibb has announced the appointment of **Shah Hussain** as Immunology/GI/MS/Zeposia Market Access.

closerlook has announced the appointment of **Nicole Ngo** as Associate Creative Director.

CMI Media Group has announced the following appointments: **Brianna Altmaier, Gia Guglielmelli, Lia Kessler, Matthew Fitzgerald, Meghna Upadhyay, and Melissa Dexter** as Associate Media Planners; **Kelly Morrow** as Supervisor, Paid Social; **Lauren O'Donnell** as Analyst, Paid Social; **Melissa Holm** as Supervisor, Media; **Cecily Neider** as Associate Analyst, Paid Social; **Timothy Moriarty** as Senior Analyst, Community Management; **Whitney Hoydis** as Associate Director, Programmatic; **Dina Ventre** as Media Planner; and **Nicole Margiloff, Jayden Pham, and Johan Rodriguez Hidalgo** as Associate Analysts, Data Analytics.

Compas has announced the appointments of **Amy Maertzig** as Manager, Digital Ad Operations; **Kara Morice** as Account Coordinator, Buying Service and Deliverables; **Linda Houpt** as Internal Audit Assistant; **Madisyn Bryk** as Associate Digital Ad Operations Specialist; **Raman Khavuliak** as Associate Director, Information Architecture; **Kelsey Shannon** as Account Manager, Buying Services and Deliverables; and **Francis Feola** as Systems Administrator.

Concentric Health Experience has announced the appointment of **Alex Kooluris** as Senior Vice President, Management Supervisor, and the promotion of **Maggie Lyons** to Senior Vice President, Management Supervisor.

Doximity has announced the appointment of **Joe Cannarella** as Regional Vice President. He can be reached at jcannarella@doximity.com.

eHealthcare Solutions has announced the appointment of **John Alberto** as Senior Account Executive.

Epsilon has announced the appointment of **Gavin Kudlak** as Senior Consultant, Digital Solutions.

Essence has announced the appointment of **Sophia Cook** as Media Planner. She can be reached at Sophia.cook25@gmail.com.

FCB Health has announced the appointment of **Randy Phan** as Senior Vice President, Management Director. He can be reached at randy.phan@fcbhealth.com.

Grey NY has announced the appointment of **Kevin Hickman** as Associate Director, Creative Recruiting. He can be reached at Kevin.hickman@grey.com.

Healio Strategic Solutions has announced the appointment of **Molly Phillips** as Senior Director, Business Development and Market Strategy, Eye Care, and **Simon Deutsch** as Senior Director, Business Development and Market Strategy, Hematology and Oncology. **Laura Renna** has been promoted to Senior Director, Business Development and Market Strategy, Eye Care.

Initiative has announced the promotions of **Natalie Harris** to Senior Comms Designer and **Elibeth Gonzalez** to Comms Designer. They can be reached at Natalie.Harris@initiative.com and Elibeth.Gonzalez@initiative.com, respectively.

McCann Health has announced the appointment of **Kyle R. Bauer** as Director, Brand and Engagement Strategy.

MedEvoke has announced the appointment of **Fred Short** as Senior Vice President, Strategy and Solutions. He can be reached at fred.short@medevoke.com.

NS Pharma, Inc., has announced the appointment of **Eric Toppo, MPH**, as U.S. Head of Market Access. He can be reached at Erictoppy1@gmail.com.

Organon has announced the appointment of **Meghan Rivera** as U.S. Managing Director.

Patients & Purpose has announced the appointment of **Kari Dombroski** as Vice President, Account Director.

PRECISIONeffect has announced the promotion of **Christina Boni** to Group Account Director. She can be reached at christina.boni1@gmail.com.

Publicis Health Media has announced the promotions of **Rachel Curry** to Media Supervisor, **Emily Paulino** to Senior Business Intelligence Analyst, **Michael Klemens** to Associate Director, Business Intelligence, and **Tia Confer** to Media Director. Joining the company are **Simon Staunton Collins** as Media Supervisor, **Lane Lohman** as Search Director, and **Alexa Monteleone** as Paid Social Supervisor.

SSCG Media Group has announced the promotion of **Jessica Nilsson (Raico)** to Vice President, Associate Director, Multichannel Media. She can be reached at jnilsson@sscgmedia.com.

Syneos Health has announced the appointment of **Trevor K. Landry, MBA**, as Senior Vice President – Commercial Lead.

Tarsus Pharmaceuticals, Inc., has announced the appointment of **Scott Youmans, MBA**, as Vice President of Sales.

Zeno Group has announced the appointment of **Kristie Kuhl** as Global Managing Director, Health and Wellness. She can be reached at [kristie.kuhl@zenogroup.com](mailto:kuhl@zenogroup.com).

NEW & NOTEWORTHY

awards • mergers • approvals

Abbott has received US FDA approval for Aveir™ single-chamber (VR) leadless pacemaker for the treatment of patients in the U.S. with slow heart rhythms. The Aveir leadless pacemaker is implanted directly inside the heart's right ventricle via a minimally invasive procedure to treat slower-than-normal heart rates. Unlike traditional pacemakers, leadless pacemakers do not require an incision in the chest to implant the device or cardiac leads to deliver therapy.

Edwards Lifesciences has received US FDA approval for the MITRIS RESILIA valve, a tissue valve replacement specifically designed for the heart's mitral position. The MITRIS RESILIA valve has a saddle-shaped sewing cuff that mimics the asymmetric shape of the native mitral valve. It also features a low-profile frame that helps avoid obstruction of the left ventricular outflow tract by stent posts and is visible under fluoroscopy to facilitate potential future transcatheter interventions for patients.

The Janssen Pharmaceutical Companies of Johnson & Johnson have received USA FDA approval of CABENUVA (cabotegravir and rilpivirine) for the treatment of HIV-1 in virologically suppressed adolescents (HIV-1 RNA less than 50 copies per milliliter [c/ml]) who are 12 years of age or older, weigh at least 35 kg, and are on a stable antiretroviral regimen, with no history of treatment failure, nor known or suspected resistance to either cabotegravir or rilpivirine. CABENUVA is the first and only complete long-acting HIV-1 treatment regimen, and the first to be made available for eligible adolescents.

Johnson & Johnson Vision Care, Inc., has received US FDA approval for ACUVUE® Theravision™ with Ketotifen (etafilcon A drug-eluting contact lens with ketotifen). Each lens contains 19 mc ketotifen, a well-established antihistamine. ACUVUE® Theravision™ with Ketotifen is the first in an entirely new category of contact lenses and brings forward a new wearing experience for contact lens wearers with allergic eye itch.

Novo Nordisk has received US FDA approval of a 2 mg dose of Ozempic® (semaglutide) injection, a once-weekly glucagon-like peptide-1 (GLP-1) analog indicated along with diet and exercise to improve blood sugar in adults with type 2 diabetes and to reduce the risk of major cardiovascular events such as heart attack, stroke, or death in adults with type 2 diabetes and known heart disease. Ozempic® 2 mg will help those who need additional glyemic control.

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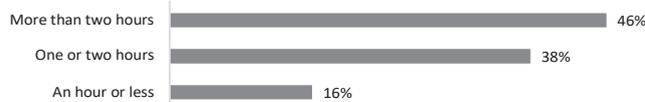
Registration Now Open

\$195 AMM Member | \$395 Non-Member
\$125 Individuals Attending Without Corporate Support

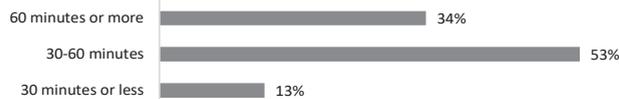
LIVING IN THE DIGITAL WORLD

SURVEY RESULTS

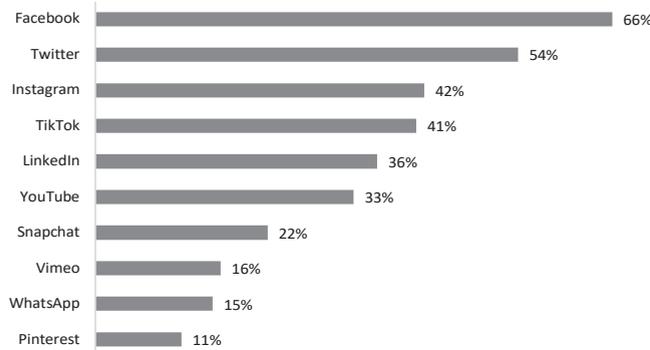
How long do you spend on virtual platforms, such as Zoom and Webex, every day?



How long do you spend each day looking at and interacting with social media sites?



What social media platforms do you use?



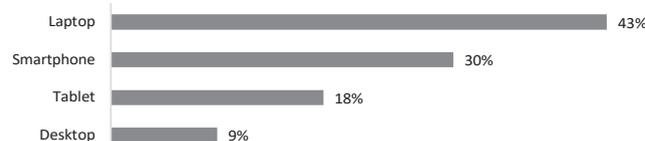
Do you have a designated workday that is free of virtual meeting platforms?



What prompts you to open an email?



Are you more likely to use your smartphone, tablet, laptop, or desktop to respond to emails?



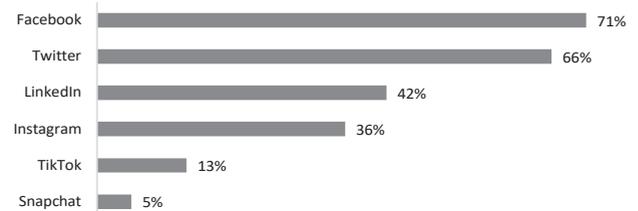
Do you give your cell phone number out to colleagues and/or clients?



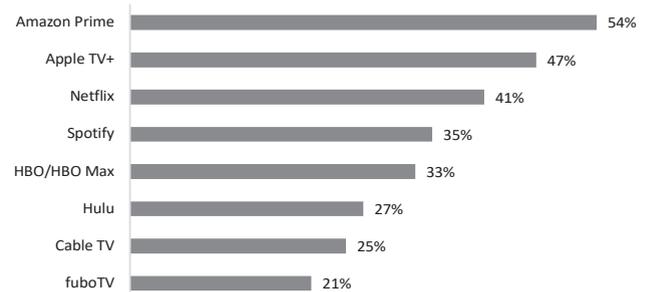
Do you regularly TEXT colleagues and/or clients?



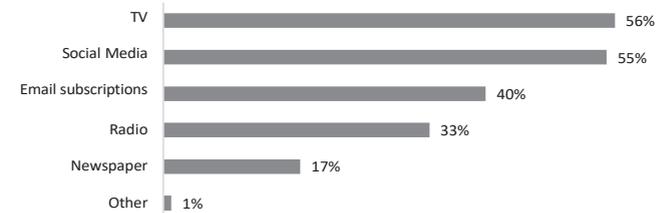
Does your company use any of the following to promote your services or share information?



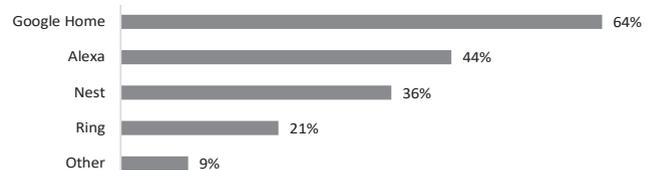
Which of the following do you subscribe to?



Where do you get your Daily News?



What smart-home devices do you own?



How has remote work changed your day-to-day life (work hours, location, pets, flexibility, raising kids in the same place you work)? What are the perks and the downsides?

- Remote work has most definitely provided a greater work/life balance. I have been able to workout more, spend more time with family, and bring a new fur baby into our home. Silver linings for sure!
- I feel as though I am working more than ever now that I am remote. I do enjoy the flexibility of being close to my kids' school and being able to conveniently drop off and pick up. However, there is no turn-off button for me when working from home.
- Double-edged sword – nice to be home, no commute, and the flexibility that goes with that, but working more hours due to the “proximity” of the computer.
- It has benefited me greatly. I know on the days I go in I am prepared to collaborate heavily and have many one-off conversations. Days I am home are focused on hands-on work. I also love the variety. I am able to work regularly from a café as well.
- I feel that working from home is helping me with my work/life balance. I can clean up or do laundry in-between meetings and not have to worry about it after 5:00 when everyone is home. I get to spend more time present with my family.
- Perks are not traveling and making priorities flexible. Downside is working 15 hour days!! But I do like the efficiency of not always being on the road. The interaction is still favorable and I enjoy when we can have meetings in person.
- Working more and feeling less burned out due to not commuting. Also more productive.
- It is certainly nice to have the flexibility of not commuting – saves me a lot of time, and it is much easier to get up and just log on. However, there are certainly less social aspects.
- I have plenty of time to play with my children.
- I can take care of my kids and work at the same time.
- I was able to spend more time with my pets and walk them more often. Working remotely allowed me to make fresh meals for lunch and dinner.
- I have more time to look after my pets.
- It gives me more time to do other things.
- The perks are getting in some extra sleep, or flexibility to take a walk during the day or right after work. The downsides are that there are distractions, especially when my son is home. That said, I love having him home and spending time together.
- My working hours are more casual.
- It's definitely more flexible in that I am more apt to take a break to walk my dogs, do a workout, etc. On the flipside, I definitely work more since I'm technically always “at the office.”
- You can work and communicate with friends from anywhere at anytime.
- I can work anytime, anywhere.
- Changed my lifestyle.
- It is great and I personally love it. I find I work longer hours which is a downside I guess. However, I am so focused that I cruise through my work when I am home. Love the flexibility and no commuting.
- The good outweighs the bad when WFH – no commute is a major factor. That and getting fully ready and out the door in the morning has saved endless time. I've been able to workout each morning and start the day off right.
- It gives me more time to do other things.
- More work/life balance and time at home with my pet. Also the ability to travel and see friends and family safely throughout the pandemic.
- Perks – was able to have a child in virtual school and work full time for almost two years! Seeing my pets. Creating my ideal workspace. Flexible schedule!
- The advantage of the change is that my pet can stay at home with me.
- I can work from anywhere as long as I have Internet, which relieves the stress of getting to work
- Perks – daily commute cost and stress reduced. Downside – building trust and engagement with colleagues.

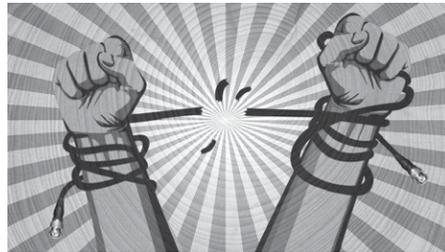


Finally (Almost) Free of Cable

BY JOHN SANTANGELO

We started looking into streaming services after an abysmal customer service interaction with Cablevision (now Optimum). We realized a cable box in my son's room hadn't been hooked up for over three years. He disconnected it as he used his Xbox to stream and we were unaware it sat in his closet. Cablevision could see it hadn't been active for the last three years but still had charged us over \$360 in that time, just for one box, and we had four. When I called and explained what happened, they wouldn't give us any type of credit at all.

That day I went to the local Cablevision store. I waited two hours, pre-COVID, which I was told was normal, and turned in four boxes, which they were charging us over \$50 per month for, saving over \$600 per year, and cancelled cable TV. We had an Apple TV device for our living room TV and we purchased \$20 Roku Streaming Sticks for our other three sets. We did a Hulu + Live TV trial and now pay \$82 per month for unlimited screens that include all the live channels and sports we normally watched and some great new shows like *Letterkenny* that we couldn't get on cable. We have T-Mobile as a cellular carrier and through them we get free Netflix and Paramount+ where we have fallen in love with all things Taylor Sheridan and Hugh Dillon. I'm talking about you *Yellowstone*, *1883*, and the *Mayor of Kingstown*.



Having three kids, we have an Apple+ subscription to back up all our phones and to listen to Apple Music. That includes Apple TV+, which has amazing original content. We also get Disney+ for three years and paid \$130 total as a pre-launch deal. All the streaming services have zero equipment charges and no BS taxes and fees. This gives us a monthly savings of about \$70 dollars while almost doubling our available content compared to cable. It also allows our two kids serving in the military to watch the same TV on their devices no matter where in the U.S. they are stationed, as they would at home.

I attempted to get rid of cable for Internet, but T-Mobile 5G home Internet wasn't strong enough where we live so we're still getting screwed by the cable company for that. Over \$120 per month, including \$30 of taxes and fees for a modem rental that doesn't do Wi-Fi. Our actual wireless runs through equipment we purchased ourselves as their Wi-Fi devices are another \$15 per month and far inferior.

I will celebrate the day cellular Wi-Fi in our area catches up to cable Wi-Fi speeds so we can fully kick them to the curb. Cable's business model is being an inflexible monopoly, overcharging for equipment, adding insane taxes and fees, and giving some of the worst customer service in the industry.



John Santangelo is Senior Producer, McCann Health NJ, 3 Sylvan Way, Parsippany, NJ 07504. He can be reached at 973-917-6193 and John.santangelo@mccannhealth.com.

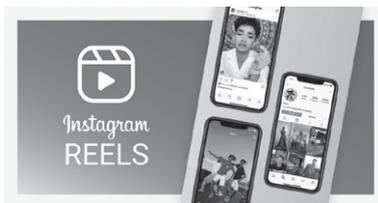
Two Online Favorites

BY CARMEN LO

REELS ON INSTAGRAM

"Reels are short, entertaining videos on Instagram where you can express your creativity and bring your brand to life."

(INSTAGRAM)



One of the things I enjoy most on Instagram is Reels. I don't follow particular influencers. I prefer to watch different content from various users so it won't limit the type of videos I watch or posts I see.

WORST ROOMMATE EVER ON NETFLIX

"These terrifying true stories unveil some of the worst cohabitation experiences one could ever imagine." (NETFLIX)

It's very common day to day that many will need to find roommates in order to support rent, especially when liv-

ing in cities like New York City where I grew up. You see the impact of a terrible roommate on *Worst Roommate Ever*. It really widens your vision and allows you to appreciate all the blessings you've had. The series redefines "worst" roommate ever. I used to complain about roommates who never cleaned their dishes or left cooking stains on the counter...

but never again. That show took it to a whole new level for me. It taught me to be self-aware and appreciative all over again.



Carmen Lo is Senior Planner, Multichannel Media, SSCG Media Group, An Omnicom Health Group Company, 220 East 42nd Street, New York, NY 10017. She can be reached at Carmen.Lo@SSCGMedia.com.

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*Source: Kantar, Medical/Surgical Media Measurement, May 2021.



Annals of Internal Medicine®	
May 2021 • Volume 174 • Number 5	ESTABLISHED IN 1927 BY THE AMERICAN COLLEGE OF PHYSICIANS
	ORIGINAL RESEARCH
	A Double-Blind, Randomized, Placebo-Controlled Phase 1 Study of Ad26.ZIKV.001 585
	The Effect of Preconception-Initiated Low-Dose Aspirin on Human Chorionic Gonadotropin–Detected Pregnancy, Pregnancy Loss, and Live Birth 595
	Incorporating Baseline Breast Density When Screening Women at Average Risk for Breast Cancer 602
	Characteristics, Outcomes, and Trends of Patients With COVID-19–Related Critical Illness at a Learning Health System in the United States 613
	Thrombosis, Bleeding, and the Observational Effect of Early Therapeutic Anticoagulation on Survival in Critically Ill Patients With COVID-19 622
	The Use of Rifaximin in the Prevention of Overt Hepatic Encephalopathy After Transjugular Intrahepatic Portosystemic Shunt 633
 Annals.org	Safety and Efficacy of Checkpoint Inhibition in Patients With Melanoma and Preexisting Autoimmune Disease 641
SPECIAL ARTICLES	Quantification of Occupational and Community Risk Factors for SARS-CoV-2 Seropositivity Among Health Care Workers in a Large U.S. Health Care System 649
IDEAS AND OPINIONS	
	695, 698, 701, 703, 705
EDITORIALS	
	708, 710
ON BEING A DOCTOR	
	712, 713
AD LIBITUM	
	697, 715, 716
LETTERS	
	717
In the Clinic	
Depression	ITC65
ACP Journal Club	JC49
COMPLETE CONTENTS	1-9
	REVIEWS
	The Proportion of SARS-CoV-2 Infections That Are Asymptomatic: Major Update: Remdesivir for Adults With COVID-19 655
	CLINICAL GUIDELINE
	Should Remdesivir Be Used for the Treatment of Patients With COVID-19? 673
	HISTORY OF MEDICINE
	Fighting Prejudice and Absorbing Refugees From Nazism: The National Committee for the Resettlement of Foreign Physicians, 1939–1945 680

A Passport to Fabulous Entertainment

BY ANDREW MCGUIRE

PBS PASSPORT

<https://www.thirteen.org/passport/>

MASTERPIECE

So many streaming options – where to begin? It can be overwhelming. For those who are mystery fans, check out **Masterpiece Mystery** and its great library of programming available via PBS Passport. My recommendations include:

Baptiste – Season 1: French detective Julien Baptiste, while visiting his daughter in Amsterdam, finds himself involved in a missing persons case connected to a human trafficking gang.

Baptiste – Season 2: Julien is at it again, this time teaming up with the British ambassador to Hungary (played by the great Irish actress, Fiona Shaw) to find her missing family.

Elizabeth Is Missing (film) – Grande Dame English veteran actress Glenda Jackson – who, at one time, took a hiatus from acting to serve as a Member of Parliament (MP) – returns to the screen. She plays a feisty grandmother, living alone and struggling with dementia, who must piece together what has happened to her best friend, Elizabeth. She also solves another mystery – one from her youth – along the way.

Endeavour – I'm in Season 1: Prequel series to the Inspector Morse detective drama series. Action follows the early police career of cerebral, cryptic, opera-loving Detective Constable Morse (first name Endeavour). Morse leaves Oxford College without a degree and eventually joins the Oxfordshire Police. Mysteries and whodunnits ensue. Great cast of British stage and screen actors throughout. Stylishly done, too, set design 1960s-1970s England.

Also check out the **PBS NewsHour** with Judy Woodruff for in-depth, unbiased journalism reporting on what's going on in our world and how it impacts our lives. For a small annual contribution, enjoy the benefits of PBS Passport programming: *American Masters*, *Great Performances*, *Masterpiece*, *Nature*, *Nova*, *NewsHour*, you name it. Feel good about supporting public television, too!



Out and about, pre-COVID, pre-streaming. Pictured here backstage with Chita Rivera, *54Below*. Streaming aside, here's to getting back to live performances!



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FAVORITE SHOWS, SERIES, APPS, AND SITES

SID'S PICKS

BY Sid Chadha

Here are my favorite shows – series, movie, or documentary – on Netflix, Hulu, HBO, Apple TV+, etc.

Netflix – *Narcos*

Hulu – *The Great*

HBO – *The Sopranos*, *The Undoing*

Apple TV+ – *Ted Lasso*



I feel like all these series represent a true sense of humor, action, and also realistic drama.

My favorite apps that made my life easier this year include Instagram and WhatsApp. They've made communication and staying in touch very easy. I belong to online health groups through Facebook, Poets & Quants for any top university-related articles, and Medscape for any health-related news. The websites I like best include Healthline – it provides the best articles for health – and Rotten Tomatoes – it provides the top news on any new movies or series.



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FAVORITE APP

YOUTUBE

VIDEO ON THE GO

BY Kyle Hufnal

YouTube is by far the greatest aggregator of video content online, all in one single destination. It's easy to use and navigate, has a variety of topics and content, and allows for commenting on nearly all videos. I don't have time to watch television or get my news through traditional sources, so YouTube helps keep me up to date with current events. There are several apps available, which allows for me to consume content in audio form only while I'm on the go. Also, the Premium membership option is helpful in allowing skippable ads and for YT to play in the background or in lock-screen mode.

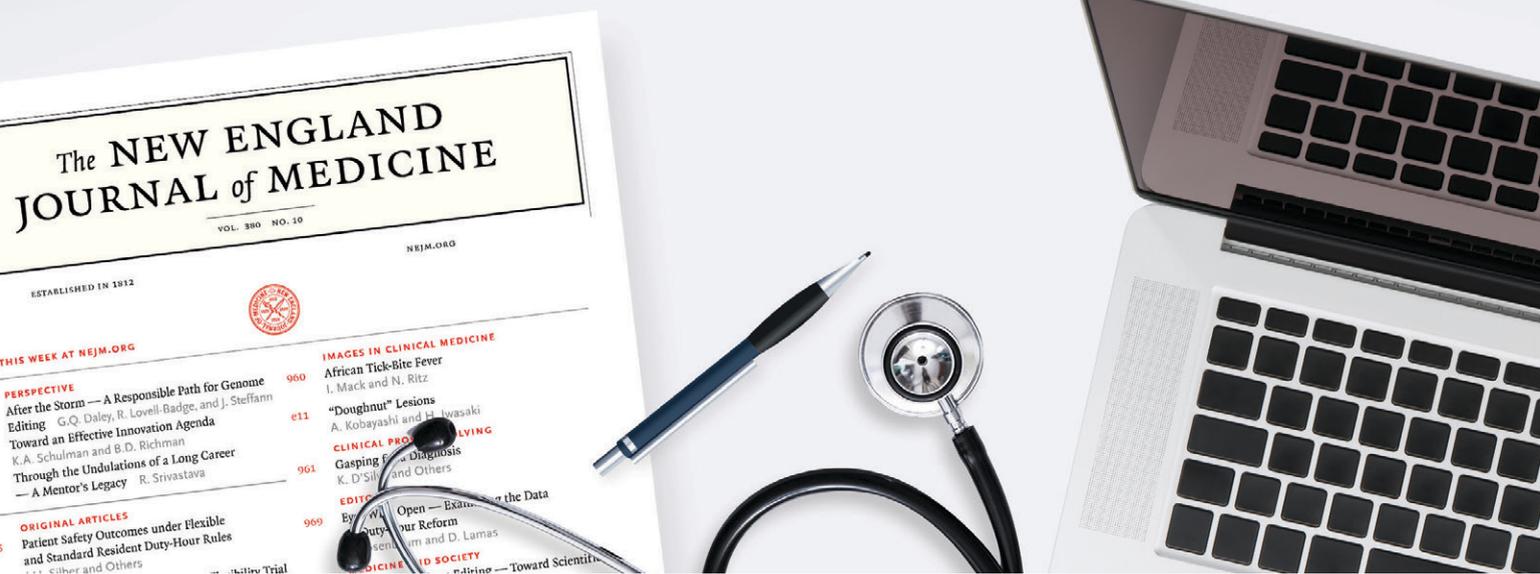


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LIVING IN THE DIGITAL WORLD

FAVORITE ONLINE GROUP

FACEBOOK.COM

A SENSE OF COMMUNITY

BY EMILIE PENNY

I'm most active in my town's Facebook mom pages. I love learning about the area (we moved in a few months before the pandemic and didn't really get to do much), and seeing other local parents' suggestions for family-friendly activities. I've learned a lot about the local schools and town events this way. I love the sense of community that comes from these groups. It's amazing to see how caring and friendly most of the people in the groups are.



I'm also active in local Facebook free groups and have gotten some children's products from them. Knowing that my son will outgrow things quickly, I am always looking for a bargain. I've made several "friends" through these groups, and even found another local mom to exchange products with. I also found a nice set of marble shelves for my recently remodeled bathroom!

Mostly, I love connecting with my community and keeping up with old friends through Facebook. I love to see what high school friends are up to, and have connected with several who have recently had kids. For me, it's a social source of information, and has been a place of digital record and photo keeping for the past 15+ years!



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FAVORITE PODCAST

THE BRET EASTON ELLIS PODCAST

ART, CULTURE, MOVIES, AND BOOKS

BY ELIZABETH MILIC

My favorite podcast is *The Bret Easton Ellis Podcast*. You can find it on Patreon and for a small monthly fee enjoy hours of thoughts, musings, and fascinating conversations with a wide-ranging list of filmmakers, artists, actors, writers, musicians, and movie business insiders. Bret is better known as the author of *Less Than Zero* and *American Psycho*, but he is a free thinker and a deeply interesting observer of current culture and movie history. Listening to archived episodes helped get me through the lockdown when I grew weary of listening to the pandemic noise.



The B.E.E. Podcast also turned me onto a whole world of writers whose books and articles I'd never read but whose works I have been seduced by. I also have a very extensive list of movies to watch, and I am toying with the idea of subscribing to Criterion so I can expand my movie education.

Over the course of the year, Bret wrote and released a new novel which he serialized on the Podcast. It was fascinating and kept me up many Sunday nights desperate to hear the next installment of *The Shards*.

If you are a lover of art, culture, movies, and books, then consider subscribing. Bret and his guests are endlessly fascinating.



Elizabeth Milic is Group Supervisor, SSCG Media Group, Parsippany, NJ. She can be reached at emilic@sscgmmedia.com.

FAVORITE PODCAST

CRIME JUNKIE

crimejunkiepodcast.com



TRUE CRIME AND DISHES

BY TRICIA CASTELLANO

I spent a lot of time during quarantine listening to podcasts but one of my favorites is *Crime Junkie*. *Crime Junkie* is hosted by Ashley Flowers and Brit Prawat. It covers both infamous and lesser-known unsolved murders, missing person cases, serial killers, strange disappearances, and other crime-related content. *Crime Junkie* is always at the top of the charts and a new episode is available every Monday.

I've always been interested in true crime and spend hours watching the news about Laci Peterson, the Watts Family, and Gabby Petito – all of these cases were also covered on *Crime Junkie*. Now when I clean the kitchen at night you can probably find me with my ear pods in listening to an old or new episode.



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EVERYTHING DIGITAL

THE METAVERSE, TIKTOK, AND DOOH: WHAT'S HOT FROM CMI MEDIA GROUP EXPERTS

BY ELLA REISER

The advancement of the digital landscape has brought unique trends, growing media channels, and strategic influences that have transformed the way HCPs, consumers, and brands interact. The world of healthcare has rapidly begun to change, accepting that in-person visits, interactions with HCPs, and overall patient care has greatly shifted to digital. Uncertainty can be scary, but it can also drive innovation. For this article we asked experts across CMI Media Group to share the most exciting trends and innovations now and likely in the months to come.

USING TECH TO MAKE PERSONAL CONNECTIONS

“Mobile apps have presented a great opportunity to develop a more personal connection with a brand and its consumers,” said **Mike Saffert, Director, Paid Social**. “One strong example is mySugr, a diabetes management app that showed the vast potential of solutions and products that can begin from just one app, particularly when maintenance is paramount to the treatment. Brands can take some of the burdens and stress off their consumers by getting creative with mobile apps, especially if they follow a similar approach to mySugr, where the products are built by and for those who would use and benefit from them.”

Here's another example of an innovative approach from **Shannon Burke, Director, Media**, “Virtual personality, where individuals share similar niche interests along with the ‘same’ health status as a pharma brand’s target audience (example, a gamer who has hemophilia), allows brands to connect with patients on a more personal level. These virtual influencers are ‘computer-generated fictional characters that can be used for a variety of marketing-related purposes, but most frequently for social media marketing, in lieu of human influencers.’ But the impact of a virtual influencer is not limited to social campaigns. Rather, the virtual personality may act as a conduit for many of the brand’s touchpoints with the patient (cross channel media creative, online patient communities, appearances at virtual doctor visits, etc.)” Developing dynamic and personalized content using a virtual influencer can allow content strategists,

such as **Kathleen Burns, Senior Analyst, Search Engine Optimization**, to build future strategies geared toward the metaverse and the evolving landscape. She notes, “The digital world is getting personal, and it is important for brands to recognize this shift as they become more advanced in their targeting methodology.”

LEVERAGING AI AND THE METAVERSE

There is no better time for marketers to pay attention to consumers’ movement across differing channels than now. While developing advertising strategies, marketers should

try to incorporate interactive content, advancing dynamic and personalized content, leveraging AI to generate content, or using AI to identify human, a.k.a., virtual influencers. As Burke mentioned earlier, “A virtual influencer is the perfect starting point.”

Burns strategically recognizes, “There is so much at our disposal today that we can take advantage of as we begin to prepare for what’s to come in the metaverse. In a virtual or augmented reality, brands will strive to develop ways to become present in this new space, whether that is through branded items, spaces, or personas.”

When it comes to Pharma, **Matthew Ryan, Supervisor, Social Intelligence**, shares his insight, “Healthcare appointments taking place in the metaverse

effectively take away the travel barrier from rural patients to nationally renowned institutions and the devices and code-based infrastructure need to be ready. This means a new round of VR headsets that won’t interfere with medical devices and are able to be used safely by the elderly, children, and pregnant people. With these steps taken by the Decentralands and Facebook Horizons of the virtual world, we can look forward to interesting possibilities in the future of healthcare.”

REACHING HCPS IN NEW WAYS

The digital world has elevated the patient-physician relationship since the pandemic by embracing a new way to reach customers. As Saffert previously mentioned, “Technology such as MySugr is opening new possibilities to connect with your physician who prescribed the treatment,



Margaux Copp and Carly Brady, both Senior Analysts, Paid Social, CMI Media Group, soaking up innovation at the Twitter House during SXSW.

LIVING IN THE DIGITAL WORLD

providing a method of communication that's more personal and less clinical, particularly for people who feel anxious about calling or making another visit. It can also open a new avenue to discuss progress with your physician, allowing both patient and provider to establish accountability and keep the treatment schedule consistent."

Jaimie Kaplan, Director, Media, suggests, "using AI and modeling to enhance the patient-physician process by anticipating and proactively reaching HCPs based on mindset and where they are in their own consumer journey. Mobile apps pairing with AI can create customized messaging at the National Provider Insurer (NPI) level for more real-time and personalized interactions with HCPs." Comparatively, **Callie Smith, Associate Director, Paid Social**, found, "Patients and consumers are beginning to utilize TikTok to connect with HCPs and experts in ways we've never seen before, creating a lasting impact on brands' digital strategies for years to come. This rise of TikTok in the healthcare space is challenging our industry to rethink KOL [Key Opinion Leaders] engagement and overall digital content strategies, which has only been heightened as other platforms attempt to recreate TikTok's magic through Instagram and Facebook Reels."

CTV WAS, DIGITAL OUT OF HOME IS

Understanding the past and what was done can help the digital world advance in unexpected ways. With more time spent at home, we have seen a significant boom in innovative technology and streaming TV. **David Bonnem, Associate Director, SEM and Emerging Media**, emphasizes, "Advertisers can now purchase video ad placements on streaming devices via a channel known as connected TV [CTV]. CTV is contracted either programmatically so the advertiser can control how much is paid for impressions, or it can be bought direct-to-partner to leverage their premium inventory at a fixed cost. Already the second largest search engine in the world, video consumption on YouTube has also increased significantly during the pandemic with people at home. With that, newer ad formats on the platform have gained momentum including ad sequencing to tell your brand's story and video action to drive traffic to your site. There is access to newer inventory too, as advertisers can now have their ad serve on YouTube TV or on the YouTube app on TVs."

While we have seen this trend grow at an impressive rate over the last couple of years, an old concept known as dig-

ital out of home (DOOH) is on the rise. **Christoph Bakke, Director, Programmatic**, explains, "DOOH is a rapidly growing media channel that is currently underutilized by healthcare/pharma marketers. Unlike CTV, where there is a lot of competition for limited supply, DOOH is ready to meet that demand as more and more supply becomes available, and advertisers are slow to adoption. What does this mean for marketers? Incredible value and increased share of voice as consumers turn off the TV and spend more time outside."

Bakke goes on to mention, "In the healthcare/pharma space, there are several compelling use cases that make DOOH particularly interesting for advertisers. The first is EV [Electric Vehicle] charging stations that are strategically placed near pharmacies or other retail locations. The electric vehicle revolution is here, and it's fueling a new type of media. These placements benefit from the halo effect, a positive perception and brand trust that influences shopping behavior. Another place that programmatic out of home is underutilized is Point of Care [POC]. It is now possible to execute your POC media buys programmatically and meet patients while they are waiting to see a physician in the waiting room. Lastly, DOOH can be used to provide complete out-of-home coverage at conferences. Imagine being able to reach HCPs as they are travelling to and from the conference venue with digital taxicab signage. Once they get close to the event, they will see digital billboards and street furniture with your message. In the hotel elevator they will see your ad on the digital displays. If implemented strategically, DOOH will keep your message top of mind with HCPs during the whole event."

Surprising tech tactics to build and strengthen connections with consumers and HCPs are shaking up the healthcare industry as we know it. Don't underestimate new innovative channels to reach your customer. Don't underutilize the creative ways to enhance your brand. And don't waste time trying to play catch up. The metaverse is calling, are you going to answer?



Eugene Lee, Chief Operating Officer, CMI Media Group and Compas, inside the Blockchain at a SXSW activation.

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Ella Reiser is the Public Relations Intern at CMI Media Group and Compas. She can be reached at marketing@cmimediagroup.com.

Pandemic Drives Digital Revolution and a New Digital Normal

BY MICHAEL J. KONOWICZ

Every January, tens of thousands of visitors from around the world descend on Las Vegas to promote, share, and learn about the latest and greatest in technological innovation at the Consumer Electronics Show (CES). Just weeks before COVID-19 became a familiar household name, Las Vegas was home to CES 2020 with 170,000 attendees and a whole lot of tech. In 2021, in the depths of the pandemic and before widespread vaccination, CES moved to a completely virtual event. Late-night networking events were replaced with what seemed like an infinite flood of Zoom meetings, and daytime technological big-reveals were replaced by YouTube streams and Facebook Lives.

With the Delta strain of COVID-19 quickly subsiding after a rough fall combined with rising vaccination and booster numbers, many were looking forward to a return to normalcy with a nearly normal CES 2022. Unfortunately, the sudden rise in the Omicron variant changed those plans and CES 2022 fizzled days before it was to start, falling apart into a hybrid in-person/primarily virtual event. Unfortunately for CES, the last-minute scramble led to very few people tuning in to the virtual event. The Consumer Technology Association that hosts CES reported approximately 40,000 people “attended” the hybrid event, a drastic fall from the 170,000 that came out in-person in 2020.

Nevertheless, technological innovation continues and while it was poorly attended, CES did shine a spotlight on innovation with new microchips, computers, and televisions, advances with automobiles, technology designed for space, and plenty of healthcare innovations.

HEALTHCARE KEYNOTE KICKOFF

In an era crippled by an ongoing health crisis fueled by the pandemic, a substantial amount of innovation was shared within the healthcare space. Robert Ford, CEO/President of Abbott, provided the first CES keynote from a healthcare company. His speech discussed how technology is revolutionizing healthcare and improving peoples’ chances of living healthier, longer lives.

“Health tech is at an inflection point, and COVID-19 has powerfully underscored the importance of health and the growing value of the technologies that protect and advance it,” said Ford in the keynote, in which he discussed how

tech can unlock “human-powered health.” Abbott used the primarily-virtual CES venue to unveil a new line of wearables that track and measure a variety of biomarkers in a person’s body.

NEW PHARMA TECH

Called “Lingo,” the new Abbott devices affix to the skin around your body to monitor not only blood glucose, but ketones, lactate, and even alcohol too. Tied to apps and virtual artificial intelligence systems or linked to a patient’s health-care staff, devices like the ones presented by Abbott can offer actionable insights to people to better manage their health.

Omron, the industry leader in blood pressure monitoring tools, used this year’s virtual event to unveil VitalSight, a hub that links hypertensive patients with their data to their doctors. With patients tracking something tangible like data they can see,

Omron believes patients will be more compliant with any antihypertensive medications they’re taking.

Avokad used CES 2022 to showcase their new technology that provides analysis into a person’s health with a sniff of their breath. Patients breathe into a nano-sensor device that can measure their ketones. The company’s artificial intelligence is then able to show a ketone score and keep track of a person’s fat-burning metabolism. A built-in AI-helper suggests meal planning ideas to the patient to optimize healthy eating based on how their body consumes food and burns calories.

A LITTLE LESS LIVELY

Missing from the 2022 event were all of the people and the excitement CES is typically known for. At the last in-person event in 2020, conference attendees were handed



Royole Tree: Display technology has long taken center stage at CES, and CES 2020 was no different. Flexible screen manufacturer Royole used a tree-like art installation to showcase their flexible display panels that can be used in traditional TVs and phones as well as innovative fabrics and flexible surfaces. Photo Credit: Michael J. Konowicz

Impossible Slider: CES 2020 was the last widely attended showcase on innovation. Months before the world would shut down, staff with Impossible Foods were handing out these high-tech sausage sliders developed for White Castle that taste, look, and cook like pork but are entirely made up of plant material. At CES 2019, Impossible Foods unveiled their lab-designed and equally delicious faux-beef hamburger. Photo Credit: Michael J. Konowicz / January 2020



LIVING IN THE DIGITAL WORLD

delicious sausage sliders made by Impossible Foods. Using genetically engineered plant material, Impossible was able to create a substance that looks, smells, tastes, and cooks just like real pork – an advancement made over their 2019 faux beefburger that left CES guests drooling for more. Guests could enjoy an exercise workout or even a virtual yoga session led by artificially intelligent tech rather than a yogi. And hundreds of thousands of people could walk around or through various technological advances on the exhibit floor, which was home to giant high-definition screens measured in yards to art installations that took advantage of the latest in flexible screen technology.

ZOOM PRESENCE

One technology that didn't present at CES 2022 was very much present though, as it has been throughout the entire pandemic: Zoom. While the COVID-19 pandemic shuttered offices, locked down communities, and kept people socially distant in their homes for many months around the world, there has always been a need for personal connection. Zoom had provided that personal connection throughout the pandemic and throughout CES 2022, showcasing people and devices virtually through cameras and screens.

Zoom launched in January 2013 to little fanfare but grew to a technology powerhouse through the pandemic. According to Zoom, their app was downloaded 485 million times

in 2020. By the end of the year, Zoom hosted 45 billion minutes of video chats keeping people connected to each other, to schools, to work, and to their healthcare providers. The company that only recorded \$7 million in profit in 2018 exploded to \$1.06 billion in profit in 2021. Prior to the pandemic, Zoom bragged about having 10 million meeting participants for the year; in March 2020 alone, there were over 200 million meeting participants as the world shut down.

While the world has reopened and the post-pandemic era has arrived, Zoom has become a mainstay in a new digital normal where "working from home" is the norm and holding onto elaborately decorated office space is passé. CES 2022 showed technological innovation doesn't stop for a pandemic. It also showed, by way of Zoom, that our new digital normal is here and we're collectively more open to virtual experiences than at any point before. It'll be interesting to see what becomes of CES 2023 and the technology it showcases with the world digitalized and completely virtual-friendly.



Virtual Yoga: More than just TVs and smartphones, CES has also evolved to showcase healthier living through innovative healthcare and technology. Here, a vendor was showing how virtual Yoga could produce healthy outcomes for users at CES 2020. Photo Credit: Michael J. Konowicz

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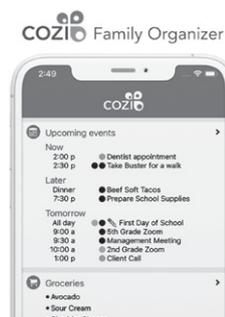


It Takes a Village Cozi Helps

BY AUDRIE TORNOW

Juggling a household with two working adults and three teenagers has given me a newfound respect for air traffic controllers. Someone here is always coming or going. My husband and I both have the need to travel for our jobs at times. Meanwhile, much of our evenings are full with practices and meetings related to extracurricular activities. Then it's time for everyone to check emails that have arrived throughout the day with informational updates or forms with deadlines. To help us make every attempt to keep it all organized, my family has found the Cozi Family Organizer (www.cozi.com) to be a helpful tool.

The free version has numerous functions, including a calendar with reminders and shared lists that can be used for general to-dos, upcoming class trips, or weekly food



shopping. The nicest part is that Cozi can be accessed by the entire family online or via the mobile app. Each one of us has our own color for calendar appointments and I can print a weekly or monthly snapshot to post on the fridge. Ultimately, the platform has allowed me to empower my children to be responsible for entering and updating their activity information so we can all work

together to ensure we are where we need to be. Working parents know that it takes a village. Make sure your kids are a part of the village too.

Audrie Tornow, CHCP, FACEHP, is Managing Partner at Excalibur Medical Education. She can be reached at audrie@excaliburmeded.com and 201-927-3868.



Rachel Pedersen



Birthplace: Fair Haven, New Jersey

Marital Status: Engaged

Job Title: Supervisor, Multichannel Media

Years in Industry: 5½

College: Muhlenberg College

DO YOU HAVE ANY PETS?

My dog Hudson! We rescued Hudson in August 2020 from Puerto Rico. A local rescue from Long Island partners with rescuers in Puerto Rico to place them with families in the Northeast. I'm also really close with my parent's dog Brody (a fellow rescue) and my sister's Corgi named Nantucket.

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

I would want to be a contestant on Survivor and really regret not filming my audition tape during lockdown. My family has been die-hard Survivor fans since the beginning and it would've been cool to be on the Fans vs. Favorites season with Boston Rob. A close second would be The Amazing Race. Being able to travel all around the world would be a great experience, but I would lose if any challenge included heights.

HOW DO YOU STAY FIT?

I live in Manhattan, which means I basically walk or Citi Bike everywhere I go. My favorite pre- or post-work routine is to take my dog Hudson for a walk in Central Park. He likes to people watch at Bethesda Fountain or chase squirrels in The Ramble.

HOW DID YOU GET STARTED IN THE INDUSTRY?

Lifelong family friend and fellow SSCGer, Ashley Brunner, was nice enough to submit my resume while I was getting ready to graduate college in 2016. This was the only job I applied to and the only interview I did. I've been here since!

WHAT IS YOUR MOST EMBARRASSING MOMENT?

In middle school, I was star student for a week where you create a poster in the shape of a star with all your favorite things and get to share with the class each day. The poster hung up for the entire week before someone finally pointed out in front of the class that I forgot the H in my name. Instead the poster said RACEL in huge letters. My classmates called me "Rackel" for a while after that moment.

WHAT WOULD YOU LIKE TO LEARN TO DO?

I can easily cook the basics, but wish I had the culinary skills to tackle complex meals or recipes. They make it look so easy on Top Chef, but I've had my fair share of failed attempts.

WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

Spotify because I love how putting on the perfect throwback playlist can bring back memories. I also like to listen to podcasts while walking. You can catch me yelling out the answers to the most recent trivia segment of Chicks in the Office.

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

Staying in with friends on a Friday night drinking wine and playing Monopoly Deal or Rummikub.

CRAZIEST THING YOU'VE EVER DONE?

Signed up to go on Birthright to Israel for two weeks without knowing anyone else in my group. It was one of the scariest decisions to go "alone," but I ended up making lifelong new friends and so many unforgettable memories.

WHAT IS YOUR PET PEEVE?

When people walk slow or stand in the middle of the sidewalk. I walk at a New York minute speed.

HAVE YOU EVER HAD A BRUSH WITH FAME?

I made a meme of my friend on Instagram. It went viral and was picked up by an account with 8 million followers and was viewed 1.5 million times.

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

Bravo. I'm shamelessly addicted to all the shows and chatting with friends about the latest episodes and reality gossip.

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

I could see myself working for a dog rescue to help find their forever homes. The only issue is their forever home...might be with me instead.

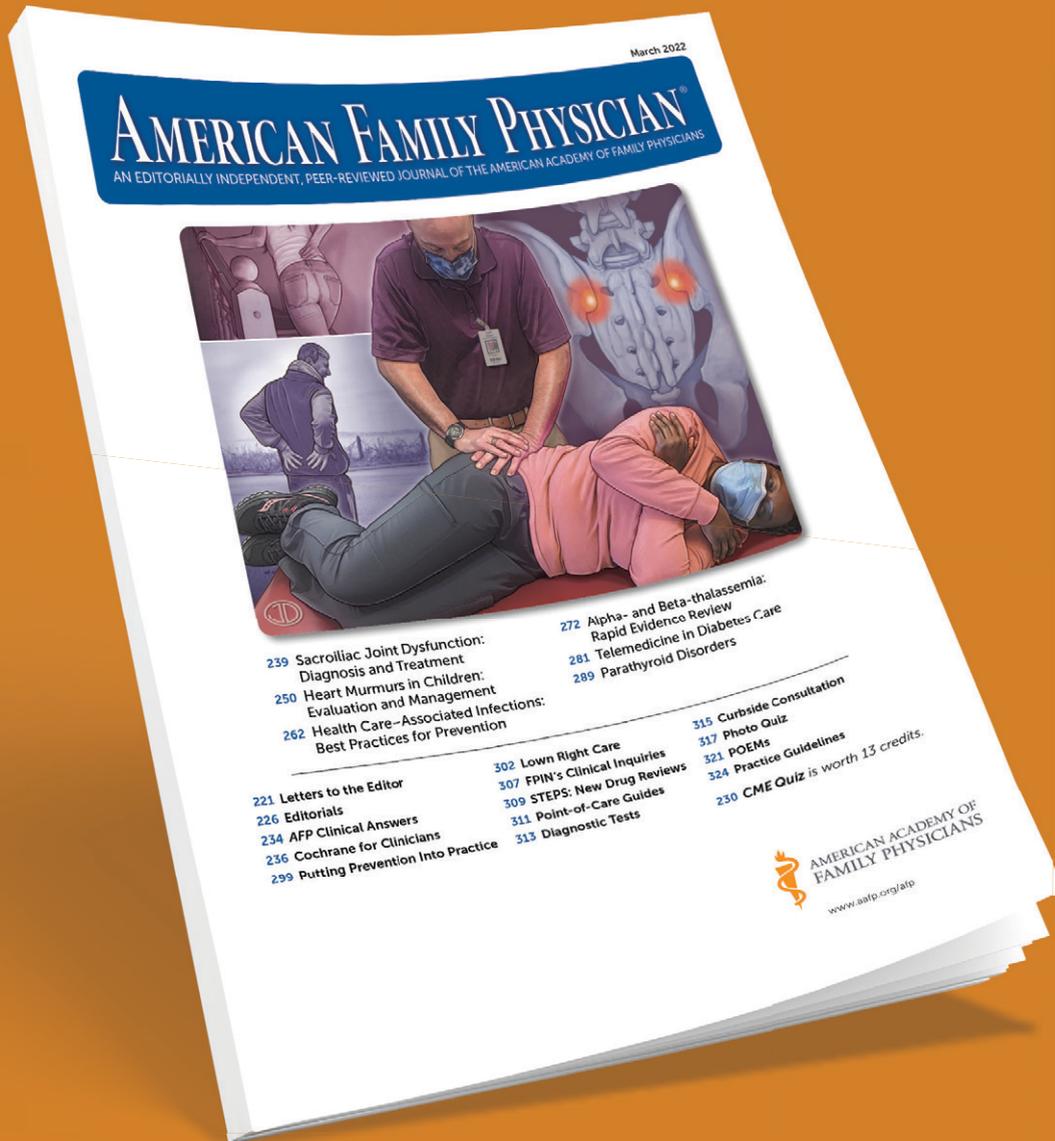
WHAT IS YOUR FAVORITE VACATION SPOT?

Hilton Head Island, South Carolina. We used to go for family vacations when I was young every year. Then, later on while playing lacrosse in college, that was our spring break conditioning trip. Riding bikes through the paths and on the beaches is one of my favorite pastimes, and of course all the mini golf.



Nick and I recently got engaged in August 2021 in Atlantic Highlands, New Jersey!

Rachel Pedersen is Supervisor, Multichannel Media, SSCG Media, 220 East 42nd Street, New York, NY 10017. She can be reached at rpedersen@sscgmmedia.com.



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