

Next Month:
Digital Trends

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

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MAY 2026

CELEBRATING LIFE

Calvin L. Butts, Jr.
InterVid Media Solutions

Jeffrey D. Erb
Avalere Health

John Malamphy
RXNT Media

Elizabeth Milic
Real Chemistry

Michelle Perkel
EVERSANA INTOUCH

Brian Wagner
CMI Media Group

PERSONAL EXCHANGE
Kell Rilett
AREA 23

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Source: M3 MI Medical/Surgical Media Measurement 2026.

* Table 101. **Table 403, Table 408 for Oncology #1 for Average issue reader and #2 for Average Page exposure.

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Dear Healthcare Marketer,

This month's issue is dedicated to celebrating life through self-expression, passions, and memorable moments. I've always loved learning about what drives people, what excites them, and how they celebrate the moments that matter most. You can discover so much about a person through their passions.

As I approach 35 years of publishing *The Exchange* – my “first child,” as I often call it – I've found myself reflecting more than ever. I've been reconnecting with the people who supported me, mentored me, and helped shape who I am today. I cherish those conversations about the “good old days” – the laughter, the simplicity, even the legendary martini lunches at The Palm. I feel truly blessed.

My own passions are many, but at the center of all of them is connection – my family and my friends. I love singing my heart out with friends at a piano bar (even if my voice is just so-so!). I love golf, despite my high handicap. I love to travel with others, to experience theater and movies, to get caught up in great shows like *The Pitt*, and, of course, the excitement of NCAA March Madness. I loved pickleball too – before my knee had other plans! Above all, I love my family. The talents of my daughters – events, activities, and day-to-day life with them – have brought me my greatest joy.

Over the years, I've learned so much from the stories and articles shared in these pages, and this issue is no exception. **Brian Wagner** (CMI Media Group) expresses himself through photography by serving nonprofits. His article highlights his recent work celebrating “Living History” at Washington Crossing Historic Park, part of his mission to preserve our national story. **Calvin L. Butts, Jr.**, (InterVid Media Solutions) is devoted to making life better for others. In the wake of losing his wife to cancer, he's joined the American Cancer Society's (ACS) Cabinet dedicated to reducing cancer deaths by 50%. He also supports his alma mater, Hampton University, and is thrilled to help entrepreneurs bring their visions to life. **John Malamphy** (RXNT Media) talks of the passion both his daughters, Olivia and Brooke, formed early on. He's delighted to see their modeling dreams come true through discipline, resilience, hard work, and the ability to handle rejection without losing confidence.

Music makes so many of us feel alive! As **Elizabeth Milic** (Real Chemistry) puts it, self-expression isn't indulgent; it's necessary. She studies and performs cabaret as a way of celebrating life fully – the joys, drama, heartbreak, and humor of it all – while reclaiming a part of herself that's always shared her story through song. And the band played on...**Jeffrey D. Erb** (Avalere Health) knows well the power and passion of music as he's realized the fire of his youth still burns. *Leviathan*, releasing on May 1 and available on all streaming services, is his newest album with his band Sri Lanka, which started 40 years ago. No stranger to the love of live music, **Michelle Perkel** (EVERSANA INTOUCH) is well on her way to another year of over 100 shows. Over the years, her passion has taken her far and wide to see well-known bands like Pearl Jam and Bruce Springsteen, lesser-known but beloved touring acts, and lots of local Philly favorites, too. And thanks to **Kell Rilett** (AREA 23) for giving us a glimpse of her passions and memorable moments through this month's *Personal Exchange*.

One of my passions is *The Exchange* and I'm tremendously grateful for all it has given me. It started with a desire to connect people throughout the healthcare marketing industry. It has opened doors, created opportunities, and provided a flexibility that shaped my life in ways I couldn't have imagined. I'm not sure I would have had the courage to adopt my girls as a single mom without it.

To everyone who has been part of this journey and contributed to so many meaningful moments – thank you. You have made this life richer than I ever could have dreamed.

*Here's to celebrating life,**Nancy***You Could WIN a YETI Cooler!!****Tell Us About One or More of the Following***DAY TRIPS • GETAWAYS • VACATIONS • EVENTS & ACTIVITIES**

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- Fun towns to visit • Fabulous B&Bs • Must-Reads • Country excursions
- Wineries, Breweries, Distilleries • Don't-miss spectator and participatory sports experiences
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Send your submissions to Nancy at NALeonard@HMExchange.com or call 973-420-1192 to discuss.

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

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

Abbott has announced the appointment of **Gizem Ozbay** as Divisional Vice President, Global Strategic Marketing, Infectious Disease.

AbbVie has announced the appointment of **Iyiola Yesufu** as Senior Sales Manager, Oncology – Central.

A.L.L. Global Media Solutions, LLC, has announced the appointment of **Pamela Brogan** as Associate Director, Search Marketing. She can be reached at Pamela.brogan@all-gms.com.

Averitas Pharma has announced the appointment of **Gail Seymour** as Vice President, Head of U.S. Marketing. She can be reached at gail.seymour@averitaspharma.com.

Bayer has announced the promotion of **Sara Hegab, MD**, to Vice President, Stroke and Thrombosis Specialty and Pipeline, U.S. Medical Affairs.

Biolumina has announced the promotions of **Lindsey Hughes** to Group Account Supervisor and **Willow Meredith** (willow.meredith@yahoo.com) to Account Supervisor.

Bristol Myers Squibb has announced the appointment of **Autumn Ashby** as Associate Director, Reblozyl HCP Marketing.

CMI Media Group has announced the appointments of **Brad Weinstein** as Vice President, Paid Social; **Ethan Bryers** (ebryers@cmimediagroup.com) as Associate Analyst, Programmatic Team; and **Brooke Reynolds** (breyolds@cmimediagroup.com) as Director, Engagement Strategy.

Digitas Health has announced the appointment of **Alexa Kogan** as Vice President, Account Director.

EVERSANA has announced the appointment of **Elisa Cook** as Manager, Marketing and Communications. She can be reached at encook4@gmail.com.

EVERSANA INTOUCH has announced the appointment of **Evan Finkelstein** as Group Director, Strategic Planning.

Fingerpaint Group has announced the promotions of **Bill McEllen** to Chief Executive Officer; **Mark Willmann** to Group President; **Tracy Blackwell** to President, Marketing Services; and **Andrea Sebastian** (Andrea.Sebastian@fingerpaint.com) to Vice President, Group Account Director.

Fingerpaint Marketing has announced the appointment of **Sheyda Karvar** (sheyda.karvar@fingerpaint.com) as Executive Vice President, Media Strategy, and the promotion of **Nicole Woodgate** to Paid Search Associate Director.

Formedics has announced the appointment of **Alex McNaney** as Senior Director, Peer-To-Peer Commercial Products, and **Shanel Divinye-Brown** (sdivbrown117@gmail.com) as Associate Editor.

GoodRx has announced the appointment of **Paige Jensen** as Senior Media Planner.

Healio Strategic Solutions has announced the promotion of **Matt Dechen** to Chief Commercial Officer.

Horizon Media has announced the promotion of **Lauren Hollmann** to Director.

Impiricus has announced the appointment of **Hannah Rothenberger** as Senior Director of Strategic Partnerships and the promotion of **Yilan Yang** to Executive Vice President of Marketing and Growth.

Imre has announced the appointment of **Robyn O'Brien** as Vice President, Omnichannel Strategy.

Inizio has announced the appointment of **JoEllen Whelan** as Virtual Account Manager. She can be reached at Joellen.whelan@inizio.com.

INVIVO BRANDS has announced the appointment of **Mark Schulz** as Vice President, Group Director, Customer Experience Architecture and Innovation. He can be reached at mschulz@invivobrand.com.

IQVIA has announced the appointment of **Stacy Mecham** as Vice President, Strategic Accounts. She can be reached at stacymecham@yahoo.com.

Johnson & Johnson Innovative Medicine has announced the appointment of **Alexia Burnett Salinas** as Executive Director, HCP Marketing, Neuroscience.

Klick has announced the appointments of **Erin Munley** as Account Director, **Matthew Dwyer** as Director, Omnichannel Enablement, and **Elizabeth Saber** as Vice President, Group Account Director.

MJH Life Sciences has announced the appointment of **Lindsay McCay** as Senior Director, Operations. She can be reached at Lmccay@mjlifesciences.com.

OMD USA has announced the promotion of **Kevin Brigman** to Director, Integrated Media Planning. He can be reached at kevin.brigman@omc.com.

Omnicom Health has announced the appointment of **Casey Murphy** as Senior Account Director.

Phreesia Network Solutions has announced the promotion of **Danielle Lynch** to Senior Vice President, Client Experience.

Real Chemistry has announced the appointment of **Kathryn Knight Harper** as Social Media Director. She can be reached at kaharper@realchemistry.com.

Remedy Edge has announced the appointment of **Lauren Ruggiero** as Senior Vice President, Operations and Resourcing.

SFC Group has announced the appointment of **Kat Yesvets** as Media Director.

SSCG Media Group has announced the promotions of **Mandy Graziani** to Senior Vice President, Director, Media, and **Victoria Levinson** to Vice President, Associate Director, Media.

Syneos Health has announced the appointment of **Rick Guerino III** as Paid Social Supervisor and **Dana Haltiwanger** as Associate Media Director.

The Wyanoke Group has announced the promotion of **Andrew Slack** to President.

Veeva Systems has announced the appointment of **Donna Fauerbach** as Account Director. She can be reached at donna.fauerbach@veeva.com.

Wildtype Health has announced the appointment of **Courtney Waxman** as Senior Vice President, Group Strategy Director, and the promotion of **Emily Eisenberg** to Senior Art Director and Web Designer.

NEW & NOTEWORTHY

awards • mergers • approvals

DTC Perspectives, the leading conference, training, and publishing company for consumer marketing of pharmaceutical and medical devices, held its 2026 Hall of Fame ceremony on April 22. **Dora Shankman**, President and CEO, **DPS Strategic Media Enterprises, LLC**, was one of the honorees inducted. Congratulations, **Dora!**

Eli Lilly and Company has received U.S. FDA approval for Foundayo™ (orforglipron) for adults with obesity, or overweight with weight-related medical problems.

Johnson & Johnson has received U.S. FDA approval for ICOTYDE™ (icetokinra), an interleukin-23 (IL-23) receptor antagonist for the treatment of moderate-to-severe plaque psoriasis in adults and pediatric patients 12 years of age and older who weigh at least 40 kg who are candidates for systemic therapy or phototherapy. They have also received U.S. FDA approval for TECVAYLI® (teclistamab-cqyv) plus DARZALEX FASPRO® (daratumumab and hyaluronidase-fihj) for the treatment of adults with relapsed or refractory multiple myeloma (RRMM) who have received at least one prior line of therapy, including a proteasome inhibitor and an immunomodulatory agent.

Novartis has received U.S. FDA approval for Cosentyx® (secukinumab) for treating pediatric patients 12 years and older with moderate to severe hidradenitis suppurativa (HS), making it the only IL-17A inhibitor for this population.

Novo Nordisk has received U.S. FDA approval for Awiqli® (insulin icodexabae) injection 700 units/mL, the first and only once-weekly, long-acting basal insulin, indicated as an adjunct to diet and exercise to improve glycemic control (blood sugar) in adults living with type 2 diabetes.

Vanda Pharmaceuticals, Inc., has received U.S. FDA approval for **BYSANTI™** (milsaperidone) tablets, a first line therapy for the acute treatment of manic or mixed episodes associated with bipolar I disorder and for the treatment of schizophrenia in adults.

MARK YOUR CALENDAR EXCITING EVENTS ARE ON THE WAY...

JUNE

EDUCATIONAL FORUM

SSCG, New York, June 11, 11:00AM – 1:00PM

JULY

SPORTS DAY

Raritan Valley Country Club, July 13, 11:00AM – 9:00PM

SEPTEMBER

EDUCATIONAL FORUM

CMI, Philadelphia, September 17, 12:00PM – 2:00PM

NOVEMBER

CHARITY EVENT

More information coming soon.

For more information, visit:
ammonline.org

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CONCERT ADVENTURES

BY MICHELLE PERKEL

Live music has always been a part of my life. Starting from my first concert in high school (NSYNC!) to the estimated 25+ shows I will have seen in 2026 by the time this article is published. There's always work, life, concert balance but I'm trying for another year of 100 shows. I didn't always see this many shows but was raised on Bruce Springsteen and Billy Joel. One of my favorite moments in life was seeing Bruce with my parents during the 2024 tour and hearing "Atlantic City," "Thunder Road," and "Rosalita" in one, epic night.

My staple artists are mostly some older favorites and household names such as Pearl Jam, Counting Crows, Bruce Springsteen, Rob Thomas/Matchbox Twenty, and Mt. Joy. And then there are the acts that I think should be loved by everyone as much as I love them. Dave Hause, Frank Turner, Stephen Kellogg, Marielle Kraft, Michigander, Fantastic Cat, Matt Suci, Sean Barna, and Low Cut Connie come to mind in this category.



Finally meeting Rob Thomas in person after being a fan for over half a lifetime.

Recent tradition has been traveling to the legendary Red Rocks in Colorado to see Mt. Joy. One year, we won an opportunity to watch part of the show from backstage. The next year, they played our wedding song on our anniversary. Excited to see what comes next for year three.

CONCERT COMMUNITY

The music is obviously a major part of why I do it. The people and the community are the other parts. In frequenting the same major touring acts and local venues, you start to recognize the same faces. These faces become friends. Some of these friends even become chosen family. These are the experiences and moments that make lasting memories.

LOCAL SCENE

The local Philly music circuit and smaller touring acts have found a newer and special place in my heart. It's hard to believe how much talent is right under my nose and how easy it is to find a great show at venues like Johnny Brenda's, Silk City, Kung Fu Necktie, Underground Arts, etc. I've seen so many great acts in Philly, including The Tisburyrs, Sug Daniels, Nik Greely and the Operators, Snacktime, John Faye, Erin Fox, Max Davey, Don McCloskey, the Flying Vees, Emily Drinker, Labrador, Brittany Ann Tranbaugh, Kelsey Cork and the Swigs, just to name a few. I don't want to take up my entire word count.



Pre-Concert Pop-Up before the 2025 Red Rocks Show.

In addition to attending live music, I've had the recent pleasure of volunteering at the Clark Park Music and Arts Festival. This festival is a neighborhood tradition. West Philly acts as a gathering place for the community and a welcoming space to meet neighbors, while supporting local artists/craft makers and enjoying incredible performances. It's been a great way to see behind the scenes of a music and arts festival while celebrating the Summer Solstice on June 20.

LIVING IT UP – LIVE

Years ago, I came to the realization that my favorite acts will not be around forever. The pandemic also made me comprehend the importance of live music in my life (although I will forever cherish the Facebook livestreams from Tim Williams for helping me survive those weird times). I never sleep on an opener. I will go into a show with an open mind and open ears. So, I'll follow the melodies wherever they lead, trusting that each show will offer one more moment of magic with the people who make this all feel like home.



A surprise gift for Frank Turner from a local brewery based on one of his songs.



Michelle Perkel is Group Media Director, EVERSANA INTOUCH. She can be reached at Michelle.perkel@eversana.com.



Confessions Under the Spotlight

BY ELIZABETH MILIC

When I tell people I study and perform cabaret, I usually get one of two reactions: raised eyebrows... or a smirk.

So let's start with a disclaimer.

Cabaret, the kind I perform, does not take place in a gentlemen's club. It's not feathers and fishnets (although a sequin is often required). Cabaret, in its truest form, is intimate storytelling through song. It is theater stripped of spectacle. It's a conversation between performer and audience. It's vulnerability set to music.

CABARET IS THERAPY

For me, cabaret is self-expression in its purest form. It's my therapy.

By day, I live in a world of client presentations, strategy brainstorm, team building, and project management. That world challenges me intellectually, demands leadership, and rewards precision. I love it. But cabaret feeds a different part of me, the part that longs to tell the truth out loud. It gives me space to confront my challenges and celebrate my triumphs through honest storytelling.

THE BEGINNING

A few years ago, I began studying with award-winning cabaret performer Corinna Sowers-Adler. She opened our first session with a deceptively simple question: *What do you want to put into the world?*

My first project, *Holding On and Letting Go*, explored themes of marriage, motherhood, getting lost in life, and finding your way back to your passion. It was reflective, emotional, and tender. It lit a fire within me. I was excited to awaken my creative side again, and the process forced me to examine my life experiences in new and universal ways.

CREATING COMMUNITY

One of the greatest gifts of studying cabaret hasn't just been performance, it's the community.

Through Corinna's Adult Cabaret Workshops, I've had the privilege of collaborating with performers from all walks of life: executives, parents, artists, retirees, lawyers, preachers, and dreamers. We show up not to compete, but to create. We listen deeply to one another's stories. We offer notes with care. We brainstorm transitions, tweak lyrics, and reimagine arrangements.

Guided by Corinna and musical director Shane Turner, we support, uplift, and creatively collaborate, leveling up one another's work in real time. There is something powerful about being in a room where vulnerability is not only welcomed but expected.

In that space, ego dissolves. What remains is artistry, encouragement, and shared growth. It's a reminder that creativity thrives in community.

A FAMILY THING

Cabaret has also become something I've been able to share with my family. After introducing my kids to the art

form, they caught the bug as well and are now performing in Corinna's teen ensemble. Watching them step onto the stage and find their own voices has been one of the most rewarding parts of this experience. I want them to see that creativity doesn't belong to a single chapter of life and that it's never too late to pursue something that lights you up.

FREEDOM TO EXPLORE

During my most recent workshop, I decided I wanted to have fun. I didn't want to be so serious. Inspired by my love of true crime, I crafted a four-song mini set called *Crazy Women*. It was sexy, funny, and just the right amount of unhinged. Creating and performing it was pure joy.

Through songs from Broadway, pop, country, and American standards, I began exploring the archetype of the "crazy woman" and gently challenging it. What if she's not crazy? What if she's grieving? What if she's unseen? What if she's simply done apologizing?

Collaborating with Shane and Corinna to turn Madonna's '80s hit "Borderline" into an anxious monologue from the so-called "crazy girlfriend" felt unexpectedly brilliant. Performing a one-woman version of "Cell Block Tango"? Deliciously theatrical. Exploring my playful, slightly wicked side was freedom.

STEPPING INTO THE SPOTLIGHT

Cabaret reminds me that self-expression doesn't have an expiration date.

So many of us quietly pack away our creative identities as careers and responsibilities grow. We become efficient. Productive. Reliable. But somewhere along the way, the girl who loved belting show tunes in her bedroom deserves to find that joy again.

Writing and performing is how I celebrate life, in all its drama, contradiction, heartbreak, humor, and healing.

Self-expression isn't indulgent. It's necessary. It keeps me grounded and provides the clarity and reflection needed to grow. It sharpens empathy. It deepens perspective. It reminds me that I am more than my job title or daily responsibilities.

Every life has chapters. Some are loud and triumphant. Some are quiet and reflective. Some are messy and unresolved.

Cabaret lets me sing through all of them.

Celebrating life and self-expression isn't about perfection. It's about presence. It's about telling your story without apology. And for me, it begins with listening to that little voice and finally letting her take the spotlight.



Fearless women, telling stories that deserve to be heard.



Elizabeth Milic is VP, Media Director, Real Chemistry. She can be reached at 973-464-3244 or emilic@w2ogroup.com.

The Never-Ending Drive of Music

BY JEFFREY D. ERB

Passion. A life without passion is a life without color. Passion is what exhilarates us, what makes life worth living. It's that desire to pause the moments between each moment and live in that experience forever. I've made my life about finding my passions and pursuing them with intensity.

FINDING MUSIC

In addition to being a media executive, I am a feature filmmaker and a musician. Like many people of my generation, I grew up in a broken home. My parents were young and mostly absent, still figuring out who they were. I shared a small rowhome with my mother, her boyfriend, and my sister, and saw my father on weekends. In reality, I grew up on the streets with friends in similar situa-

tions. In the early '80s, teenagers had one defining force – something to build identity around and a way to find your tribe before the Internet existed – music.

The film *The Breakfast Club* epitomizes that era. Every personality type gravitated toward a genre, and that became your community. My people were into New Wave – what would evolve into Alternative – featuring bands like Duran Duran, The Cure, INXS, U2, Tears

for Fears, and Depeche Mode. Their music was filled with meaningful lyrics and a new sound blending guitars and keyboards. Music wasn't just something you listened to – it defined how you dressed, how you acted, and how you saw yourself.

You went out dancing or to see live bands several nights a week. When you weren't listening, you were searching – traveling to record stores to discover something new. There was no Amazon, no streaming, no on-demand access. You had to seek music out, and when you found it, it felt precious.

MAKING MUSIC

For me, the moments in between were spent learning bass guitar. I didn't want to look like a musician – I want-

ed to be one. I didn't want to play covers like so many bands we saw; I wanted to create something original. My best friend Lee and I formed a band and started writing. We dressed the part. I wore eyeliner to school, dyed my hair, and fully embraced the persona. We believed that to become what you aspired to be, you had to live it completely.



Jeffrey D. Erb, Brett Turner Live at Revival 1987.

After trying out different musicians, we found people who matched our commitment and passion, and the band Sri Lanka was born. I was 18, and we felt electricity immediately. Our sound evolved into something darker – gothic rock – drawing from bands like The Sisters of Mercy, The Mission UK, Bauhaus, and Fields of the Nephilim. We released cassette tapes and sold them at Bleeker

Bob's in New York and Plastic Fantastic in Philadelphia. We played clubs like Revival in Philadelphia and CBGB's in New York.

TRYING TO REGROUP

But being in a band is hard. It's like managing multiple intense relationships at once. For us, the end didn't come from drugs or alcohol; we took it too seriously for that. It came from something deeper. At 20, our lead singer – my closest friend – took his own life. Our world had become consumed by personal struggles, and he suffered in a time when depression wasn't openly discussed.

I was angry. I refused to let that loss take my passion too. We found a new singer, released an album on CD, and tried to move forward. But it wasn't

the same. Members came and went, and the chemistry we once had was gone.

Years later, Lee and I formed a new band called [needle], blending anger-driven guitars with dance beats. We released an album through a division of Sony and built a following. But life – and other passions – began to take over. I moved into film, producing proj-



Jeffrey D. Erb recording *Leviathan*, 2026.



Jeffrey D. Erb 2026, recording studio.



Sri Lanka, *Leviathan*: Available May 1, 2026.

(Continued on page 9)



Let's Celebrate Life and Self-Expression: Capturing the Heartbeat of History

BY BRIAN WAGNER

In the world of healthcare marketing, we are constantly looking for ways to communicate the value of life, the importance of legacy, and the power of human connection. Outside of the office, I've found that my own self-expression through photography allows me to support these same values by documenting the "Living History" at Washington Crossing Historic Park.

As our nation's 250th Anniversary fast approaches, the mission to preserve and retell our founding story has never felt more vital. For me, the lens is a tool for storytelling – not just of a place, but of the dedicated reenactors who breathe life into the past so today's families can truly experience it.

A LEGACY IN EVERY FRAME

Supporting area nonprofits has always been the North Star of my photography. At Washington Crossing, this means capturing the full spectrum of the human experience across the seasons.

- **The Weight of Sacrifice:** Documenting the solemnity of Memorial Day and the fiery spirit of Independence Day.
- **The Grit of the Revolution:** Standing in the snow to photograph the Christmas Day Crossing, where reenactors mirror the treacherous trek to the Battles of Trenton and Princeton.
- **The Magic of Discovery:** Shifting from the battlefield to the "classroom" during the park's educational Lantern Tours and the recent Washington's Birthday celebration, where the General trades his battle plans for a birthday cake – cut, naturally, with a sword.



Celebrating General Washington's birthday.



Revolutionary War canon firing demonstration.

FRAMING THE 250TH

Recently, I had the unique privilege of photo-documenting the production of a new introductory film for the Park's Visitor Center, produced by *Wide Awake Films*.

Being behind the scenes of a professional cinematic retelling of our history reinforces why we do this: to ensure the next generation sees these events not as dry dates in a textbook, but as a living, breathing heritage.

WHY IT MATTERS

When I share these images, I am doing more than just "taking pictures." I am supporting a mission. I am helping a nonprofit tell a story that educates visitors and honors the volunteers who dedicate their lives to historical accuracy.

In healthcare, we celebrate the preservation of life. Through my work at Washington Crossing, I celebrate the preservation of our national life. It is my way

of ensuring that as we hit the 250-year mark, the faces, the fire, and the fife and drum aren't just echoes of the past, but a vibrant part of our present.



Brian Wagner is Senior Director, Supplier Relations – Data, CMI Media Group. He can be reached at bwagner@cmimediagroup.com, 856-382-2151, or 856-675-1082 (Direct).

Drive of Music *(Continued from page 8)*

ects with Jonah Hill and Melissa McCarthy, and focused on building businesses in advertising and media.

NEW RELEASE

But true passion never leaves you.

Now, 40 years later, I'm releasing a new Sri Lanka album, *Leviathan*, available on all streaming platforms on May 1, 2026. I've taken on the role of lead singer and recorded it with Lee and our original drummer, Michael.

At some point, I realized I wasn't hearing music I could relate to anymore. I couldn't find the sound or spirit

that once defined me. But I also realized something else – the fire never went out. It's still there, burning just as intensely.

And I still have something to say.



Jeffrey D. Erb is Chief Media Officer, Avalere Health. He can be reached at jeffrey.erb@avalerehealth.com.

Brooke and Olivia Malamphy

When Passion Leads To Dreams Come True

BY JOHN MALAMPHY

From an early age, my two daughters, Brooke and Olivia, carried themselves with a quiet confidence that set them apart. It wasn't something taught, it was simply part of who they were. They always dreamed from a young age to be a model at some point, so they pursued it at a local level. It started with small opportunities, local photo shoots, and community fashion events. What stood out most wasn't just their appearance, but their professionalism. They listened carefully and adapted quickly.

EMBRACING CHALLENGES

As they grew older, their passion for modeling deepened. They began to understand that success in the industry required more than just a camera-ready look. It demanded discipline, resilience, and the ability to handle rejection without losing confidence. Both of my daughters embraced these challenges head-on and both decided to move to New York City to pursue their dream, that's where it came together.

BUILDING A REPUTATION AND A CAREER

In New York City, a place known for its fast pace and high standards, each casting call, each audition, and each

booking became a building block in their careers. They quickly earned a reputation for being reliable, hardworking, and easy to collaborate with, qualities that are invaluable in the modeling world.

One of their proudest achievements was being on multiple billboards in Times Square NYC. Being part of campaigns for such well-known brands as MAC, Hyatt, Zara, and Cool America Magazine gave them opportunities to showcase not only their look but also their ability to convey emotion and tell a story through imagery. It was a moment that validated all the effort they had put in over the last few years.

Modeling's fast-paced environment demanded adaptability and professionalism, and Brooke and Olivia embodied these on both fronts. They demonstrated that they could move seamlessly between different styles and expectations, all while maintaining their unique presence.

INSPIRED BY CHARACTER

What makes us most proud isn't just the brand names they've worked with, but how they've carried themselves throughout their journey. They've remained grounded, supportive of one another, and focused on continu-

(Continued on page 11)



Brooke and Olivia Malamphy.



Brooke Malamphy, Times Square NYC.



Olivia Malamphy, New York Fashion Week.



Olivia Malamphy, Cool America Magazine.



Brooke Malamphy, Fall Photo Shoot.

Celebrating Life



Dreams Come True *(Continued from page 10)*



Brooke Malamphy, Times Square NYC.



Olivia Malamphy, New York Fashion Week.



Olivia Malamphy, New York Fashion Week.



Brooke Malamphy, Cover of MAC.



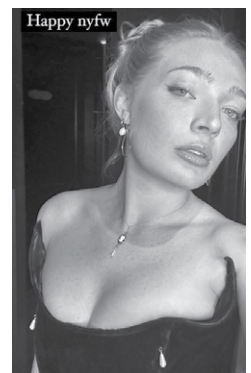
Olivia Malamphy, Cover of Cool America Magazine.



Brooke Malamphy, Fall Photo Shoot.

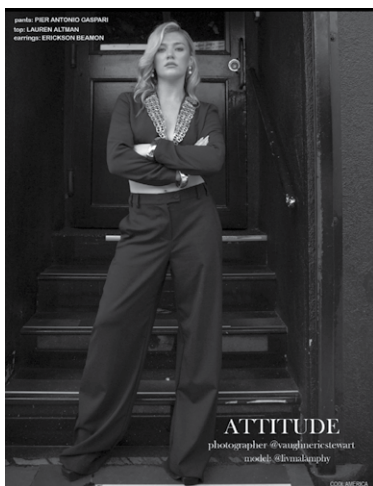


Brooke Malamphy, Fall Photo Shoot.



Brooke Malamphy, New York Fashion Week.

ous growth. They understand that success isn't just about landing big jobs, it's about building relationships, maintaining integrity, and staying true to who they are. And sometimes success requires personal sacrifice, like being uprooted from friends and family and having to re-establish life in the big city where the pressure is high. It can be lonely at first and take its toll mentally and emotionally.



Olivia Malamphy, Cool America Magazine.

Their story reminds me that success rarely happens overnight. It's built through persistence, hard work, and a

willingness to learn from every experience. Watching them grow from curious, creative kids into confident, accomplished young women has been nothing short of inspiring for both my wife Kath and me.

Today, as they continue to build their careers in New York City, they do so with the same determination and passion that got them started. Their journey is still unfolding, but one thing is certain. They've already created a foundation of success that reflects not only their talent, but their character.

As a parent, there is no greater reward than seeing your children pursue their dreams and achieve them. Their modeling accomplishments are incredible milestones, but for us, their true success lies in the strong, driven individuals they have become.



John Malamphy is EVP, RXNT Media. He can be reached at johnmalamphy@rxnt.com or 410-814-1672.

Devoted to Making Life Better for Others

BY CALVIN L. BUTTS, JR.

I'm fortunate to wear many hats that I'm passionate about in both my professional and personal life. As the CEO of InterVid Media Solutions, serving the healthcare industry with digital, print, and video solutions, I have a deep sense of purpose knowing our work contributes to improving lives. Through my personal endeavors, I strive to give back wherever I can.

LOSS AND LEGACY DRIVEN COMMITMENTS

My commitment to this industry is personal. I lost my father at an early age and, a few years ago, in June 2023, I lost my beloved wife, April, to cancer.

The loss I've experienced has fueled my passion, a determination to live intentionally and give back to causes that have so profoundly impacted my life. Recently, I joined the American Cancer Society's (ACS) "All In Against Cancer" Campaign Cabinet, an initiative with an ambitious goal of raising billions of dollars for cancer research. This campaign strengthens ACS's ability to make unprecedented investments across the entire cancer continuum — from groundbreaking research and advocacy to community programs and survivor support. ACS has set a bold vision: to reduce cancer deaths by 50% over the next 25 years.

As a Cabinet member, I contribute my time and financial support.

I now have the privilege of sitting with survivors who carry strength you can feel the moment they walk into a room. I'm honored to meet families who are navigating the toughest chapters of their lives with grace and resilience. I connect with doctors, researchers, and advocates who have dedicated their lives to changing outcomes for others, too.

SUPPORT FOSTERED BY RESPONSIBILITY

My personal losses push me to do more, give more, and help build something that can create real, lasting change. At the same time, I recognize the platform and network I've been fortunate to build and see it as a responsibility to use that access to open doors, bring resources to the table, and help accelerate progress.

Ultimately, being part of the ACS Cabinet is about impact at scale, helping to drive the conversations, the capital, and the connections needed to not just support patients today but to fundamentally change what the future looks like for generations to come. I help bring together business leaders, philanthropists, and community influencers to support the ACS mission through fundraising and awareness of the work being done to fight cancer

on every front: prevention, research, patient support, and policy. To that end, this summer, I'll host an event on Martha's Vineyard, bringing together neighbors and vacationers to learn more about the ACS and its missions.

Cancer has touched nearly every family in some way. For example, my friend and colleague, John, who encouraged me to write this article, lost his mother to cancer while he was in college, and his father is currently battling the disease. I hope the work we are doing through this Cabinet will accelerate meaningful progress for families facing similar challenges.

I also serve on the Board of Trustees for Penn Medicine Princeton Health, where we are developing a transformative \$401 million, state-of-the-art cancer center that will deliver a full spectrum of services to patients across Central New Jersey.

DEDICATED TO STUDENT ACCESS AND EXPOSURE

I am a proud alumnus of Hampton University, where, as a member of the Board of Trustees and Chair of the Student Life and Athletics Committee, my role spans governance, strategy, and relationship-building. What matters most, though, is how that translates into real, tangible impact for students.

I spend a lot of time creating bridges between campus and the real world, introducing students to executives, investors, and organizations that they might not otherwise have access to. Whether it's connecting our business school to initiatives like Project ACCLAIM (Accelerating Learning in Asset Investment Management), bringing industry partners into classrooms, or opening doors for internships and mentorship, the goal is to make sure Hampton students are not just prepared, but positioned for success.

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ATHLETICS AS A KEY LEVER

Through my role, we're focused on building competitive programs while also supporting the total student-athlete experience academically, socially, and professionally. That includes advocating for NIL opportunities, strengthening resources, and ensuring our athletes are set up for life beyond the game. Moments like Hampton's participation in national platforms, such as the NBA HBCU Classic, are about more than sports. They're about visibility, pride, and opportunity.

AN ON-CAMPUS PHARMACY INITIATIVE

Hampton is located in a community that, like many others, faces real challenges when it comes to access to



Myself (right) with American Cancer Society CEO Shane Jacobson.

(Continued on page 13)

Making Life Better *(Continued from page 12)*

care, what we often refer to as “pharmacy deserts.” The vision behind bringing a pharmacy on campus is twofold:

1. **Serve the community** – Provide accessible, reliable pharmaceutical care to both students and the surrounding area.
2. **Create opportunity for students** – Build pathways for those interested in healthcare careers through hands-on experience, training, and exposure to the business and clinical sides of pharmacy operations.

My role has been to champion the vision, bring awareness, and support early-stage funding and partnerships. I also encourage broader alumni and institutional support because initiatives like this grow faster and stronger when the entire Hampton network leans in.

Everything I do with Hampton ties back to one thing: **creating environments where students can see more, access more, and ultimately become more.**

VISIONARY SUPPORT

Entrepreneurship has also been a defining part of my journey. In addition to InterVid Media, I am involved in several ventures, including East Chop Capital, a multi-asset private equity firm focused on real estate development and angel investing. Through CB3 Holdings, I invest in startups and growth companies, with the intention of building generational wealth for my three children while supporting fellow entrepreneurs in bringing their visions to life.

At its core, CB3 Holdings is a family investment vehicle, but for me, it's really a platform for building, backing, and believing in people. Through CB3, I invest across a range of industries – real estate, consumer brands, healthcare, media, and early-stage ventures – but I've always approached it with a builder's mindset, not just an investor's lens. We're not just writing checks. We're offering perspective, opening networks, and helping entrepreneurs think through growth, positioning, and long-term value creation.

I know from personal experience what it means to bet on yourself, to navigate uncertainty, and to build something without a guaranteed outcome. That creates a deep respect for founders and a desire to support those who are in the arena every day.

MAKING AN IMPACT

I've been fortunate to sit in rooms, build relationships, and see opportunities that aren't always visible to everyone. I believe part of my responsibility is to extend that access especially to founders who may not otherwise have a direct path to capital or strategic guidance.

One example is my involvement with CT United FC as a co-owner. Supporting Andre Swanston – as the first Black team owner in the professional soccer ecosystem – was both meaningful and strategic. It provided an opportunity to enter professional sports ownership while also backing

leadership that represents progress and access. I'm not just excited about the team itself, but everything around it. There is significant future real estate development tied to the broader ecosystem of the club – facilities, surrounding infrastructure, and community-driven projects. That's where I'm able to bring my experience and expertise, helping think through long-term value creation beyond the pitch.

RAISING MY CHILDREN WITH A LONG VIEW

CB3 Holdings isn't something my children will simply inherit one day, it's something they're already learning from in real time. My kids are being exposed to different businesses, industries, and conversations early. They're

seeing how deals come together, how relationships matter, how risks are evaluated, and how value is created over time. Whether it's real estate, consumer brands, sports ownership, or media ventures, they're gaining a front-row seat to how entrepreneurship actually works.

So yes, they will inherit assets and investments but more importantly, they will inherit **knowledge, perspective, and mindset.**



ACS “All in Against Cancer” Cabinet meeting.

They'll understand how to:

- Think long-term
- Evaluate opportunities
- Build and maintain relationships
- Create something meaningful, not just profitable

That's the legacy I care most about. If they can carry forward not just what was built but how and why, then CB3 Holdings becomes more than a portfolio. It becomes a generational platform for growth, leadership, and impact.

A COMPANY CULTURE OF CHARITABLE INVOLVEMENT

One of the things that makes me most proud is that giving back is embedded in our company culture. InterVid Media supports numerous charitable initiatives each year, including the Penn Medicine Golf Tournament, the Parsippany Education Foundation Golf Outing, and The Lucky Classic in Nashville, benefiting the Burger Family Foundation, which champions individuals with Down Syndrome and other disabilities. Our partners have also generously volunteered with Habitat for Humanity alongside their families.

If you feel called to get involved with the American Cancer Society or any of the causes I support, I will welcome the conversation. We are always looking for passionate people who want to make a meaningful difference.

Thank you, and God bless.



Calvin L. Butts, Jr., is CEO, InterVid Media Solutions. He can be reached at calvin@intervidmedia.com.

Kell Rilett



Birthplace: Ontario, Canada
Job Title: Medical Strategy Director
Years in Industry: 10
College: McMaster University

“There is a crack in everything, that’s how the light gets in.”
 — Leonard Cohen

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

My grad school advisor, Dr. Jane Foster, educated us beyond the science to ensure we learned how to communicate it effectively. We critically evaluated how to write for general audiences, examined scientific news, and presented work often. In her lab, we built a truly transferable skill set.

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

We medical strategists can also be really creative. I dance, I sew, I do pottery, and I bake.

DO YOU HAVE ANY PETS?

I have an Australian Shepherd named Jasper who is the perfect outdoor adventure buddy. He also recently got certified as a trick dog, so I suppose my Ph.D. from a behavioral neuroscience lab is coming in handy in new ways.

WHAT IS YOUR FAVORITE RESTAURANT?

I’m lucky to live near the Culinary Institute of America. In addition to great food, it’s nice to support young people who are just getting started. Plus, variety is the spice of life, and they continually switch it up.

HOW DO YOU STAY FIT?

Hiking in the Catskills or Adirondacks, kayaking the Hudson River or local streams, or taking the dog for a quick run in closer nature preserves.

HOW DID YOU GET STARTED IN THE INDUSTRY?

In Canada, I hadn’t even heard of the medical strategy/communications industry. I’m here because I went to numerous job fairs while doing postdoctoral research at Columbia University. I chose medical communications because it attracts people who are creative, collaborative, and easy to like. In the beginning, I worked in medical education, which is very scientific, therefore medical/scientific strategists are center stage. I later transferred to AREA 23, a more promotional agency with greater access to creatives and a broader team of integrated strategists. Now I can ask bigger questions and team up with people who think differently about how to answer them. Looking back at my time in academia, my closest coworkers mostly had the same tools, the same approach to solving problems, and similar backgrounds. That model was ideal for increasingly nuanced



Enjoying a gorgeous hike in Ireland – my natural habitat.

scientific discoveries, but it wasn’t for me. I’m having more fun being able to branch out and have more variety.

WHAT THREE ADJECTIVES BEST DESCRIBE YOU?

Curious, confident, and a little eclectic.

WHAT WOULD YOU TELL YOUR YOUNGER SELF?

You’re on the right path. You can let go of those doubts.

WHAT IS YOUR PET PEEVE?

When people respond, “I dunno. What do you want to do?”

WHAT FAMOUS PERSON WOULD YOU HATE TO BE STUCK IN AN ELEVATOR WITH?

Rick Astley (we’d never be let down).

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

I’m a sucker for talent competitions. Anything from baking shows to “Blown Away” to “RuPaul’s Drag Race.” I enjoy seeing ordinary people surprise themselves.

WHAT DO YOU KNOW FOR SURE?

There are always more questions.

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

We’re in an era where increased computing capabilities enable misinformation to be generated exponentially faster than fact-checked content. I would love to establish a nonprofit, subscription-free platform to access information that has been verified by experts.

WHAT IS YOUR FAVORITE VACATION SPOT?

I like active holidays in new places. So far, I’ve hiked mountains and kayaked on four continents. I am still hoping to visit all National Parks in Canada and the USA as well.

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

I’d want to be a contestant on “Dancing With the Stars.” I do dance, but not in that many styles and it’s amazing to see how fast people learn in that environment. However, if we’re being honest, I’d be a better fit for a medical drama to show off my ability to pronounce the jargon.

Kell Rilett is a Medical Strategy Director, AREA 23. She can be reached at kell.rilett@area23hc.com.



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