

Next Month:
Holiday Issue

Healthcare Marketer's

Exchange

"Where Healthcare Marketers Connect"

Vol. 33, No. 10
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Giving Thanks

Marc DiBartolomeo
Haymarket Media, Inc.

John Duffield
Omnicom Health Group \ Wildtype

Brett W. Marvel
Merck

Seth Mellin
Mellin Provisions, LLC

Carly Murphy
Initiative

Deb Nevins
POCN Group



PERSONAL EXCHANGE WITH

Nick Salvatore
IQVIA

1977

PRACTICAL GASTROENTEROLOGY

launches as the first independent
Gastroenterology journal



The world's first home computer goes on sale

The US population reaches 216 million



NAVSTAR launches first Global Positioning System

The Dow Jones Industrial Average is 831

NASA flies the test shuttle Enterprise



The cost of a gallon of gas is 65 cents



President Jimmy Carter succeeds
Gerald Ford as the 39th President of the United States

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

A first class postage stamp is 13 cents

Federal Reserve interest rates are 7.75%



Star Wars opens in Theaters

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



Top Musicians: Barbra Streisand,
Stevie Wonder, Fleetwood Mac, The Bee Gees

2025 is Our 49th Year!

We begin our fifth decade continually providing cutting edge, educational articles to our loyal readers. Reaching your audience, we bring relevant content in our unique series format, always delivered First Class. Thank you for working with us.

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Dear Healthcare Marketer,

The theme of this issue is Thanksgiving. And in that spirit, I'm particularly inspired by the articles shared on the following pages. Several of our colleagues share honestly about the obstacles they have encountered and how they've come out more thankful, present in the world, and determined to give back through writing, creating programs, and a helping hand. It made me think about my life...and how I could be more thankful and present. As the sayings go, "You can take lemons and make lemonade," or "You can go down a rabbit hole," and get stuck on an endless trail of worry and negativity.



I have so many things to be thankful for. I'll start with *Healthcare Marketer's Exchange*. I'm so grateful I started this wonderful business, which has led me to meet so many awesome people, while providing excellent flexibility for raising two children as a single mom. I have an amazing family and friends who have supported me throughout my journey...and that includes so many of you in the industry. And when I consider all that's happening in the world today, despite our challenges, I do think we have a lot to be thankful for living in the U.S.

In this issue, you'll read about how **Deb Nevins** (POCN Group) uses this season as an opportunity to reflect on her life with a gratitude lens that magnifies her growth through both the triumphs and the challenges. **Brett W. Marvel** (Merck) is thankful for the way his mantra, "Disrupt yourself before someone else does," has been a key to shaping a meaningful journey. When **John Duffield** (Omnicom Health Group \ Wildtype) was faced with dire health circumstances, he was surprised by how much he would appreciate AI, which helped him through the diagnoses, surgeries, recoveries, and even provided ways to help his children understand what was happening. He's now paying it forward...find out how. Having traveled the road of addiction, **Marc DiBartolomeo** (Haymarket Media, Inc.) is thankful for the wake-up call that brought him to the 12-step programs that remain a source of support. He's dedicated to helping others too. Thanks to **Nick Salvatore** (IQVIA) for participating in this month's *Personal Exchange* – it's always fun to get to know one another better.

It wouldn't be a Thanksgiving issue without a couple of delicious recipes. **Carly Murphy** (Initiative) shares her love of pasta-making with her husband and a ravioli recipe they've enjoyed that sounds ideal for a fall dinner. And, for dessert, **Seth Mellin** (Mellin Provisions, LLC) offers us a Chocolate Bread Pudding recipe that is the perfect end to a meal for two...but can be easily multiplied for more.

I'm thankful for all of our writers this month and every month, who have have shared their hearts, ideas, travels, and talents over the years. And thanks to all of those who read and advertise in *The Exchange*, too. I appreciate each and every one of you. Thank you!!

*With a Grateful Heart
 Happy Thanksgiving,*

Nancy

PARTICIPATE IN THE EXCHANGE!

A page or two, a paragraph, a few sentences – we welcome your Sports and Pets pictures and stories!



SPORTS EDITION

*We're highlighting the thrilling world of sports!
 Share the events and stories behind them.*

WIN! \$100 DICK'S Sporting Goods Gift Card*

- Unforgettable Moments (personal and pro)
- Coaching Experiences
- Cherished Memorabilia
- Traditions and Tailgate Tips
- Sports Accomplishments or Injuries
- Sports-Viewing Recipes



CELEBRATING PETS

Enter our Annual Pet Photo Contest!

Grab your camera and get creative. Winner adorns the cover and receives a \$50 Chewy Gift Card! And all entries are published.

PLUS – we want your pet stories

- Crazy, funny, heartwarming tales
- Rescue stories
- Ways your company recognizes employee pets



Contact Nancy at NALeonard@HMExchange.com or 973-420-1192 for more information or to send in your submission.

*A winner will be chosen in a random drawing of all participants.

ANNOUNCEMENTS

ONWARD & UPWARD

promotions • additions

AbelsonTaylor Group has announced the appointment of **Justin Zylberman** as Director of Business Development and **Antonio Rivera** as Director of Engagement Strategy. They can be reached at Justin.zylberman@abelsontaylorgroup.com and Antonio.rivera@abelsontaylorgroup.com, respectively.

Alexion Pharmaceuticals, Inc., has announced the appointment of **Elizabeth Grice** as Director of HCP Marketing, US HPP.

Area 23 has announced the appointment of **Maura Klamik** as Vice President, Account Director.

AstraZeneca has announced the appointment of **Richard Vega** as Associate Director, Omnichannel Strategy.

BGB Group has announced the appointment of **Scott Caristo** as Chief Client Officer and **Christina Belli** as Vice President, Group Management Supervisor.

Biolumina has announced the appointment of **Tiffany Hereford** as Senior Vice President, User Experience.

Bristol Myers Squibb has announced the appointment of **Carol Patel** as Director, Omnichannel Strategist.

Calcium+Company has announced the promotion of **Lydia Cox** to Vice President, Account Director, and the addition of **Corina Kellam** as Chief Marketing and Innovation Officer.

CheckedUp has announced the appointment of **Jason Dennie** as Chief Operating Officer. He can be reached at Jason.dennie@getcheckedup.com.

DiD Agency has announced the appointment of **Emma Willis** as Senior Media Director.

Doceree has announced the appointment of **Susan Masteller** as Business Director.

Eli Lilly and Company has announced the appointment of **Lucas Montare** as Executive Vice President and Chief Financial Officer and a member of the company's Executive Committee.

Genentech has announced the appointment of **Anna DeMarco** as Digital Experience Manager, Paid Search and Organic Social. She can be reached at confaloe@gene.com.

Good Apple has announced the appointment of **Julia Constantine** as Account Supervisor. She can be reached at Julia@goodapple.com.

GSK has announced the appointment of **Moriah Weissman** as Senior Director, U.S. Medical Affairs Strategy and Capabilities.

Imre has announced the appointments of **Tom Baldwin** and **Melanie LaRosa** as Senior Vice Presidents of Client Experience and **Brett Courtright, PharmD**, as Executive Vice President, Medical. **Tom** can be reached at TomB@imre.agency.

Klick Health has announced the appointment of **Nikki Muntz** as Executive Vice President, Growth, and **Kaylin Taraska** and **Summer Snyder** as Group Art Supervisors.

Merck has announced the appointment of **Jennette Offenber** as Director Media and Channel Operations.

Novartis has announced the appointment of **Kaity Lally** as Senior Marketing Manager – Kesimpta and **Sarah Laufeld** as Experience Manager on the Customer Experience Planning and Optimization team. **Kaity** can be reached at Kaity.lally@gmail.com.

Novo Nordisk has announced the promotion of **Andre (AJ) Dopwell, Jr.**, to Lead, HCP Strategy – NPP.

Omnicom Advertising Group has announced the appointment of **Troy Ruhanen** as Chief Executive Officer.

Orasis Pharmaceuticals has announced the appointment of **Doug Nelson** as Senior Director, Professional Marketing. He can be reached at [doug.nelson@orasis-pharma.com](mailto:nelson@orasis-pharma.com).

Orph Media has announced the appointment of **Jeffrey Winer** as Vice President of Client Services and Business Development.

Pfizer has announced the appointment of **Kristin Nguyen** as Director of Digital Communications for Oncology. She can be reached at Kristin.nguyen@pfizer.com.

Phreesia Life Sciences has announced the appointments of **Ryan Mazar** as Associate Director and **Lauren Bonk** as Client Experience Manager.

PROPELLER has announced the appointment of **Maureen D'Orazio** as Director, Experience Strategy.

Publicis Groupe has announced the appointment of **Danielle Seith** as Supervisor, POC (Pfizer). She can be reached at danielle.seith@publicis.com.

Publicis Health Media has announced the appointment of **Sydney Sandak** as Strategy Supervisor, **Lindsey Jonas** as Business Intelligence Manager, and **Carlee Swoyer** as Associate Director, Business Intelligence.

Rarity Health has announced the appointment of **Alicia Holmgren** as Director, Client Services.

Razorfish Health has announced the appointment of **Kimberly Brandt** as Account Director.

Real Chemistry has announced the appointment of **Robyn O'Brien** as Senior Group Director, Enterprise Experience Strategist.

Saatchi & Saatchi Wellness has announced the appointment of **Natalie Lenker** as Vice President, Account Director.

SOLVE(D) has announced the appointment of **Celeste Aparicio** as Analyst, Data and Analytics, and **Whitney Calvert** as Associate Media Director. **Celeste** can be reached at celesteaparicio@outlook.com.

Syneos Health has announced the appointment of **Sanjana Sule** as Media Supervisor. She can be reached at Sanjana.sule@syneoshealth.com.

Taiho Oncology has announced the appointment of **Caitlin James** as Senior Marketing Manager.

Wolters Kluwer has announced the appointment of **Kevin McGlynn** as Account and Relationship Manager, focusing on *Oncology Times* and other smaller journals. He can be reached at kjmac131313@aol.com.

Wedgewood Communications has announced the appointment of **Danielle Cranwell** as President. She can be reached at dcranwell@wedgecom.com.

NEW & NOTEWORTHY

awards • mergers • approvals

Adnexus Biotechnologies, Inc., has announced its new AI-empowered drug discovery platform, Sutra™. The Sutra AI platform has not just confirmed decades of work but also added new targets for monoclonal antibodies within weeks, receiving independent validation of their potential from collaborators. The AI algorithms have also identified several promising drug candidates and the company has identified a target in the mitochondrial metabolism that has a role in oncology.

Bristol Myers Squibb has received U.S. FDA approval of COBENFY™ (xanomeline and trospium chloride), an oral medication for the treatment of schizophrenia in adults.

Syneos Health has announced the launch of **Evolvics**, an omnichannel agency specializing in predictive media strategies, comprehensive planning, and targeted buying. The agency will be led by **Oliver J. Nelson**.

The U.S. Department of Health and Human Services (HHS) announced that Medicare will reduce prices on 54 drugs through Medicare Part B, effective October 1 to December 31. The program aims to counter drug price hikes that exceed inflation.

UCB has received U.S. FDA approval of BIMZELX® (bimekizumab-bkzx) for the treatment of adults with active psoriatic arthritis (PsA), adults with active non-radiographic axial spondyloarthritis (nr-axSpA) with objective signs of inflammation, and adults with active ankylosing spondylitis (AS). BIMZELX is the first approved treatment for these three indications.

Seven compelling reasons to place your clients' ads in *Annals of Internal Medicine*

1. Target Audience:

- **Specialized Readership:** The journal is widely read by internal medicine physicians, internal medicine subspecialists, and other health care professionals who are key decision makers in prescribing medications.
- **Engaged Audience:** These professionals are directly involved in the diagnosis, treatment, and management of various medical conditions, making them an ideal audience for your brand's messages.

2. Credibility and Trust:

- **Reputation:** *Annals of Internal Medicine* is a highly respected and peer-reviewed medical journal, known for its rigorous standards and quality content.
- **Trustworthy Source:** Ads placed in such a reputable journal are likely to be viewed with greater trust and credibility, enhancing the perceived reliability of the advertised products.

3. Wide Reach:

- **Subscription Base:** The journal has a large and loyal subscriber base, ensuring that your messages reach a significant number of your target audience.

4. Engagement:

- **High Engagement:** Internal medicine physicians read the journal thoroughly as they seek the latest research, reviews, and clinical guidelines. This leads to high engagement with both our content and your message.
- **Long Shelf Life:** *Annals of Internal Medicine* issues are often kept for reference. This means your ads can be seen multiple times over an extended period.

5. Contextual Relevance:

- **Editorial Environment:** Ads in *Annals* are highly relevant to its audience due to the content readers are engaging with, such as original research articles, clinical trials, and emerging medical technologies.
- **Educational Value:** Your message in this setting can also serve an educational purpose, informing your target audience about new drugs, therapies, and innovations in the medical field.

6. Competitive Advantage:

- **Influence on Prescribing Behavior:** Exposure to targeted, relevant ads in a leading journal like *Annals of Internal Medicine* may influence prescribing behavior, benefiting your brand through increased awareness.

7. Integration Opportunities:

- **Multichannel Strategies:** Advertisers can leverage both print and digital versions of the journal. In combination with our electronic newsletters, podcasts, video options, cover tips, and outserts, you will be able to create a comprehensive marketing plan.

Overall, advertising in *Annals of Internal Medicine* provides your clients with a unique opportunity to reach a highly relevant, engaged, and influential audience in a trusted and professional environment.



To learn how you can promote your message in *Annals of Internal Medicine*, contact Kevin Bolum at kbolum@acponline.org or 215-351-2440.

Giving Thanks

A Thanksgiving Reflection: Gratitude, Growth, and Traditions

BY DEB NEVINS

Thanksgiving has always held a special place in my heart. It's my favorite holiday – one where the hustle of everyday life slows down just enough for us to truly be present with one another. There's something comforting about the simplicity of gathering together, without the pressure of gifts or elaborate fanfare, just the warmth of family, traditions, and food that fills not only our bellies but also our souls.

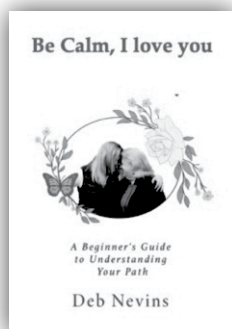
HONORING MOM

Each year, as November rolls around, I find myself reflecting on the journey that has brought me to this point. Since losing my mom on November 9, 2020, the holidays have been tough, especially Thanksgiving. We love Thanksgiving for what it means to our family – gratitude and blessings – but our home was always filled with cooking, laughter, and love. Much of it centered around my mom. Her absence is felt deeply, especially during this time of year, but I find comfort in holding onto her memory and the love we shared.

One of the last things Mom ever said to me, prior to surgery, was, "Be Calm, I love you." That message resonated with me, and it became the title of the book I self-published a year after her passing. Writing the book was my way of healing, not only from the loss of my mom but also from the loss of my son many years before. I wanted to offer comfort to others facing grief and searching for meaning in their own lives. I know Mom would be proud of me, cheering me on and telling everyone about it.

GRATITUDE FOR LIFE'S JOURNEY

Life hasn't always been easy. In fact, I've faced many challenges that at times felt insurmountable. My early years were marked by economic struggles, personal setbacks, and the loss of loved ones. But



Be Calm, I love you
Available on Amazon.

now, as I look back on those moments, I can see them for what they were: opportunities for growth. Every challenge, every heartbreak, and every moment of uncertainty was part of a larger journey that led me to where I am now – a place of peace, happiness, and fulfillment.

One of the most defining chapters in my life was when I enlisted in the U.S. Air Force. It wasn't an easy choice,

but it was one that shaped my work ethic and sense of purpose. Serving in the White House Communications Agency was a remarkable experience, allowing me to travel the world and contribute in ways I had never imagined.

It taught me resilience and the importance of staying grounded, even in the face of hardship.

And then there were personal challenges – losing my first son, Justin Allen, born prematurely at 24 weeks, after just five days. Navigating difficult relationships and raising my two miracle babies, Fiona and Aidan, who were both born prematurely at 34 weeks but four years apart. This further tested my strength. Doctors told me Fiona would never walk or talk, yet she's now thriving and has a great career in the pharmaceutical industry. Aidan, too, has grown into a strong, resilient adult. Their strength is a daily reminder of perseverance, and I am endlessly grateful for them.

Of course, none of this would have been

possible without the love and support of my husband, Mike. He came into my life at a time when I was rediscovering myself, and his unwavering belief in me has been a constant source of strength. Mike's love reminds me so much of my mom's – a steady, empowering presence that allows me to be my true self. I am also grateful for my stepchildren, who have become such an important part of my life. Our blended family brings me tremendous joy, and I couldn't imagine my life without them.

GRATITUDE FOR A CAREER THAT TOOK ROOT

When I first entered pharmaceutical marketing, I didn't have a college degree. I remember how daunting that felt. Despite not having the typical credentials, I was fortunate to have people who took a chance on me and saw my potential. Their belief in me sparked something within, and it was that encouragement that eventually led me to go back to school. In 2018, I completed my bachelor's degree in Science and Marketing – a personal achievement that not only reflected years of perseverance but also demonstrated to my children that it's never too late to invest in yourself.

I've had the privilege of meeting incredible women who empowered and believed in me, helping me recognize my inner strength. They reminded me to stay true to myself and played a key role in my growth. I'm grateful for the people who supported me, and equally for those who challenged me. Their doubts pushed me to become stronger, more authentic, and more resilient. My career journey

(Continued on page 7)



Fiona and Aidan December 2023.

Giving Thanks

Thanksgiving Reflection *(Continued from page 6)*

has been about much more than professional success – it’s been a personal journey of growth, learning to stand tall even when others underestimated me, and for that, I am grateful.

THANKSGIVING TRADITIONS: FAMILY, FOOD, AND TOGETHERNESS

Of course, no Thanksgiving would be complete without the food! My family’s holiday table is always filled with the classics – turkey, stuffing, mashed potatoes, and a few secret family recipes that have been passed down over the years. One dish that everyone eagerly awaits is my mashed



Jill Myerow, Ling LeBlanc, Kelli Brooks, Zenobia Archer, Elise Brady, Deb Nevins, Kimberly Raia, Diane Power, Stephanie Kennedy Harris.

potatoes, a recipe handed down from my great-grandmother on my dad’s side. They’re creamy, perfectly seasoned, and have become somewhat famous in our family over the years.

Another must-have is my mom’s peanut butter fudge. It’s more than just a dessert. It’s a tradition that connects us all, especially since her passing. Every time I make it, I think of her, and it feels like a piece of her is still with us, sharing in the joy of the holiday.

This Thanksgiving, we’ll be celebrating in our new home in Panama City Beach, Florida. After selling our house in Connecticut last year and traveling for months across the country in our RV, we finally settled in this

beautiful, welcoming Margaritaville community – I’m incredibly grateful. We’ve made the most amazing set of friends here, and the sense of belonging has been overwhelming in the best way possible. Our neighbors are supportive, kind, and always there for one another.

This year, we’ll have a full house, with my dad, my children, my nephew, and my niece and her family (including her three adorable little girls), all gathering around our table. I can’t wait to share in the laughter, the stories, and the love.



My grandnieces, Seriena, Lexi, and Charlie.

GRATITUDE: A DAILY PRACTICE

Gratitude isn’t something I reserve for Thanksgiving. It’s a practice I engage in every day. Each morning, I take a few moments to reflect on the blessings in my life – my family, my career, the love and support I receive from those around me. It grounds me and reminds me that even in the midst of challenges, there is always something to be thankful for.

As we sit down to our Thanksgiving feast this year, surrounded by love and laughter, I know that this tradition of gratitude will continue to guide me through the coming year. Every day offers something new to be thankful for. I am truly blessed.



Deb Nevins is Chief Marketing and Strategy Officer, POCN Group. She can be reached at 203-437-2553 or dnevins@pocn.com.

A Key to Growth and Success

BY BRETT W. MARVEL

“Disrupt yourself before someone else does.”

This mantra has been key to my professional growth. Originally intended for business leaders to drive long-term success, this idea deeply resonated with me in 2019 as I began thinking about my long-term career aspirations.



Dad’s first day of work.

Looking back on my first five years at Merck, I’m grateful I embraced this mindset. It led me down a new, rewarding path – one that has broadened my understanding of the healthcare market, provided meaningful challenges, and fostered personal and professional growth within a diverse and dynamic culture.

I’m thankful for the skills I’ve acquired, the mentorship I’ve received, and the opportunities that have shaped my career so far at Merck. Here’s to the next five years of continued growth and success!



Brett W. Marvel is HCP Strategy Lead, GARDASIL 9 Adult, Merck. He can be reached at brett.w.marvel@merck.com.

Giving Thanks

AI as a Lifeline: My 2x open-heart surgery journey

BY JOHN DUFFIELD

I never saw it coming. One Saturday, I'm outside cutting the grass after just getting back from the gym. The next thing, I'm staring at test results that read like a ticking time bomb. A scan, taken during a routine check for an unrelated condition in January, revealed the unthinkable. My heart was on the brink of disaster.

Fast-forward through a whirlwind of tests and consultations, and the picture became shockingly clear. I wasn't just dealing with one heart issue, but three:

1. A bicuspid aortic valve – a congenital condition affecting only 2% of the population
2. A leaky heart valve – forcing my heart to work overtime
3. An aortic aneurysm – a dangerous bulge in my aorta at risk of rupture or dissection.

In just three weeks, I went from feeling on top of the world to facing lifesaving open-heart surgery. The kicker? I had zero symptoms. This silent killer was detected purely by chance.

As the gravity of my situation sank in, one thought consumed me: my family. The prospect of not being there for my wife and children, of missing out on their lives, was unbearable. I was living on borrowed time. I knew I had to get through this overwhelming circumstance, not just for myself, but for them.

ARTIFICIAL INTELLIGENCE: MY CO-PILOT IN SURVIVAL

Here's where my story takes an unexpected turn. As an innovation technologist, I'm deeply immersed in the world of AI. I realized I had a powerful tool at my fingertips. What if I could leverage AI to navigate this health crisis? And so began my journey of using artificial intelligence as my lifeline.

DECODING MEDICAL COMPLEXITIES

First up: making sense of the medical jargon. I used AI to

Moments after receiving word that I need another open-heart surgery so soon. This is me drawing on any strength I could call on to help me come to terms with what was about to happen all over again.



That breathing tube was the worst. I couldn't open my eyes yet but I was awake, banging on the bed for them to remove the tube.

break down my diagnosis into layman's terms. But I didn't stop there. Knowing I'd need to explain my condition to my children, I prompted my go-to AI models to create analogies my children could understand.

For my sports-loving son, my heart condition became a basketball game where some players (heart valves) weren't following the rules. For my daughter, a huge Swifty, we reimagined my heart situation as remixing several of Taylor's songs to make it understandable for her. Suddenly, a scary situation became something they could grasp and engage with. Watch how I did it here. (<https://youtu.be/Z15cqXxV-GE>)

24/7 ACCESS TO EXPERT KNOWLEDGE

Next, I took it a step further. I created AI bots that I trained on my surgeons' collective knowledge, publications, and video transcripts. Anything about them I could find online. This gave me round-the-

clock access to expert intelligence and reassurance. Imagine having a brilliant, world-renown surgeon at your bedside, ready to answer questions at 3 a.m. That's what this felt like.

These AI companions became invaluable for preparing questions for my doctors, analyzing test results, and understanding the nuances of my treatment options. It was like having a tireless research assistant, working nonstop to keep me informed and empowered.

TAILORING MY TREATMENT JOURNEY

With AI's help, I mapped out a custom, multidisciplinary treatment journey unique to my situation. This wasn't a one-size-fits-all plan, but a tailored roadmap that considered every aspect of my condition and personal health factors.

As I prepared for surgery and recovery, I used AI to build a personalized recovery plan. This included recommendations for gentle exercises to rebuild my strength, mobility suggestions based on the layout of my home, nutritional guidance to support healing, and strategies for managing post-operative pain and stress. This was all based on clinical guidance and research but tailored to me.

EMOTIONAL SUPPORT AND DAY COACHING

During my surgery experience, I learned quickly that postoperative complications do not discriminate – regardless of how young or old or healthy or unhealthy you

(Continued on page 9)

Giving Thanks

AI as a Lifeline *(Continued from page 8)*

may be. My recovery from my valve repair and aneurism replacement was rough. I had heart blockage, several bouts of AFib, four thoracenteses, a cardio version, a debridement, wound vac machine, PICC line, etc.

One of the most difficult steps to overcome was the shocking news that I needed a second open-heart surgery 20 days after the first. A problem with my mitral valve came out of nowhere. My wife and I were at the airport after being discharged from the first surgery. The phone rang. It was the hospital, asking us to come back as they'd noticed something concerning and we need to do more scans. The resulting scans showed the worst news imaginable. My surgeons came into our room saying we need to go back in. Another open-heart surgery. Tomorrow. We were utterly devastated.

Perhaps not surprisingly, AI became my emotional support system. I used it as a "day coach," helping me navigate the anxiety and uncertainty that came with my diagnosis. Whether I needed a pep talk, relaxation techniques, or just someone to listen, my AI companion was there. It helped me visualize and prepare for the second surgery as I knew what to expect.

It reminded me to celebrate small victories, guided me through mindfulness exercises when the stress became overwhelming, and even helped me maintain a gratitude journal to keep my spirits up during the toughest days.

A NEW CHAPTER BEGINS

As I progressed through my journey, from diagnosis to surgery to recovery, I realized something profound: AI wasn't just helping me; it had the potential to revolutionize the patient experience for countless others. I had to do something.

I began sharing my story – with my doctors, fellow patients, friends, and colleagues. I wanted everyone to know how AI had empowered me to become a self-educated patient, an active participant in my own care. Because if there's one thing I've learned, it's that nobody will advocate for you as much as you can for yourself.



My boy Finn flew to Cleveland Clinic to visit me after my second open-heart surgery. This was a very emotional reunion at my hospital bed.

My experience has convinced me that AI will drive the future of the patient experience. All that's needed is a browser and an Internet connection and, suddenly, patients have access to a world of information, support, and personalized guidance.

BEYOND GRATEFUL

Today, as I continue my recovery, I'm filled with gratitude. Grateful for the chance discovery that saved my life. Grateful for the incredible medical team that cared for me. Grateful for my wife, family, friends, and colleagues who stood by me. And yes, grateful for the AI technology that empowered me every step of the way.

But my journey doesn't end here. I was born to tell this story, to be a voice for the integration of AI in healthcare.

Because I believe that every patient deserves the kind of support and empowerment I experienced.

FROM PATIENT TO ADVOCATE

As I look to the future, I'm excited about the possibilities. How can we make AI-powered health assistance accessible to everyone? How can we use this technology to bridge the gap between complex medical knowledge and patient understanding? These are the questions that drive me now. So, I've decided to launch "Hearts and Algorithms," an AI-powered program to help empower patients and caregivers to make confident health decisions using basic Artificial Intelligence.

My health crisis was undoubtedly the biggest challenge of my life. But with the help of AI, I transformed it into an opportunity – an opportunity to learn, to grow, and to potentially change the face of patient care for the better.

This is just the beginning. My heart may have been repaired, but my passion for innovation and my drive to make a difference? They're stronger than ever.

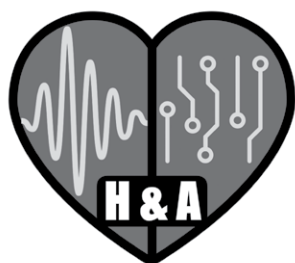
Watch my journey here: <https://youtu.be/8aTlvYggtN4>

Follow Hearts & Algorithms on Instagram for exclusive behind-the-scenes peeks into the scariest and most liberating moments. <https://www.instagram.com/heartsandalgorithms>.

Visit "Hearts and Algorithms" here: <https://www.heartsandalgorithms.com/>



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I felt compelled to create "Hearts & Algorithms" so other patients can benefit from using basic Artificial Intelligence at all stages of the health journey the way I did.

Giving Thanks

Journey to Recovery: A Path Paved With Gratitude

BY MARC DiBARTOLOMO

It's no secret Substance Abuse Disorder (SUD) is a pandemic that has affected almost every American in some way.

My story is not unique, it's common. I was raised in Marlton, New Jersey – captain of my high school football and wrestling teams, played college football, graduated, and got a good job in healthcare marketing. It looked like I was off to a promising work and family life. However, looks can be deceiving – I was climbing the ladder of addiction. I started in my 20s with drinks at happy hour, using cocaine recreationally, and progressed to heroin. I haven't put my finger on when it moved from social use to addiction, but it did...fast.

ROOTS OF ADDICTION

My parents divorced when I was in second grade. This is where the addiction started. You may think, "Wow, you began using at seven years old?" No, but that is when I first felt hurt/fear/loneliness. Often people become addicted because they have experienced trauma they want to forget, but haven't taken steps to get real help. Some are self-medicating for untreated mental health issues or suffer from low self-worth and self-esteem, a sense of not belonging, or limiting beliefs. I experienced a pervasive sense of never enough and not belonging.

In June of 2014, I reached my lowest point. I was a full-blown, unemployable heroin addict who was living each day just to avoid withdrawal. Terrified of the brutal process I knew was like having the worst flu times 50, I'd rather walk through a desert with no water. So, I'd do anything to get the \$20 necessary to stave off withdrawal.

ASKING FOR HELP

As a Catholic, I always had strong faith (though I respect everyone's beliefs). I prayed repeatedly, "God, please help me!" On July 14, 2014, I wound up in a place I never thought I'd be. But that was God's way of answering my prayer. That's when I began my road to recovery. I wish I could say every day from then on was positive and filled with hope. It was not. Often, I fell back into tremendous self-doubt and feeling less than. But eventually, I became grounded in both Narcotics Anonymous (NA) and Alcoholics Anonymous (AA).

HELP IS AVAILABLE

With overdoses at a record high, we can't sit by and say nothing. I'm a strong proponent of "See Something, Say Something." Especially because I'm in active recovery, I will approach someone who is using. It could be a matter of life and death. There are many ways those who are sick and suffering can get help. These resources also offer support to caregivers and those concerned about an addict.

- Many Human Resources departments offer employee assistance programs that typically work with the employer's benefits provider. Cases are kept confidential.

- Each state has an SUD assistance program easily accessible via the web or toll-free numbers. For example, NJ has launched www.reachnj.com, offering addiction treatment, recovery services, support.

- Drug treatment centers, like Silver Linings Recovery Centers, offer intensive outpatient, inpatient, partial hospitalizations, and detox in a comfortable setting. Centers take self-pay, private insurance, and Medicare/Medicaid.

- Those with SUD often have legal issues that create barriers to seeking treatment. They fear court programs or incarceration. Many states have

adopted "straight to treatment" programs. The Hope-One Program in Cape May County, NJ, offers recovery services and gets people into therapy even if they have pending legal actions (mostly nonviolent, victimless crimes). Caregiver support is also available.

- The most successful programs to help people get and stay sober are 12 step programs, like Narcotics Anonymous and Alcoholics Anonymous. The fellowship when one addict/alcoholic helps another is unparalleled. Acknowledging a higher power and asking for help is critical. I am still active in the recovery community after 10 years because, let's face it, we only have today.

ENDING THE STIGMA FOR A NEW BEGINNING

Once an addict/alcoholic is sober, cleans up the wreckage of the past, and learns to live a better way, they can become productive employees. Most of the time, recovering addicts are eager to regain careers they enjoyed before addiction. The effort to "End the Stigma" is crucial not only for the addict but for society and industry in general. This guards against relapse, enables addicts to contribute, and there are even employer benefits, like tax credits.

Speaking first-hand, once you're back into a career, while continuing your recovery journey, self-worth and self-esteem improve. I am thankful I regained my career after being out of the workplace for six years. I was hired back by Haymarket, which I left in 2009.

Together, we can help to end this current pandemic. Please reach out if I can help in any way.



Marc DiBartolomeo is Vice President, PRI Digital Business Development and Strategy, Haymarket Media, Inc. He can be reached at 929-284-0971 or marc.dibartolomeo@prihcs.com.

Giving Thanks

A Family Affair

SAGE PUMPKIN CHEESE RAVIOLI

BY CARLY MURPHY

My husband and I have gotten into pasta-making over the past five years and are getting pretty good (I'm Italian, so it's in the blood)! The fall season especially gets us in the mood to cook with seasonal flavors. Sharing some photos of our recent pasta adventures here!

My favorite fall recipe is **Sage Pumpkin Cheese Ravioli** from Half Baked Harvest – <https://www.halfbakedharvest.com/sage-butter-pumpkin-cheese-ravioli/>

Author: Tiegghan Gerard

Prep Time: 15 minutes

Cook Time: 10 minutes

Total Time: 25 minutes

Servings: 6

INGREDIENTS

1 lb. pumpkin cheese ravioli

1 stick (8 tbsp.) salted butter

2 cloves garlic, smashed

¼ cup roughly chopped walnuts

16 fresh sage leaves

½ cup apple cider, or use a white wine such as Pinot Grigio

1 tbsp. apple cider vinegar

¼ tsp. freshly grated nutmeg

Kosher salt and black pepper

½ cup shaved Manchego cheese



DIRECTIONS

1. Bring a large pot of salted water to a boil. Boil the ravioli according to package directions, 3-4 minutes. Drain.
2. Meanwhile, melt together the butter, garlic, walnuts, and sage in a large skillet over medium heat. Cook, stirring occasionally until the butter is browning and the sage is crisp, 4-5 minutes. Remove the sage leaves from the butter and set aside.
3. Reduce the heat to low, add the apple cider or wine, apple cider vinegar, and season the sauce with nutmeg, salt, and pepper. Simmer 1 minute, then drop the ravioli into the butter sauce, gently tossing to combine. Remove from the heat.
4. Serve the ravioli and butter sauce with the crispy sage and a sprinkle of Manchego. EAT and ENJOY.



Carly Murphy is Media Director, Communications Design, Initiative. She can be reached at 570-881-2203 or carly.murphy@umj3.com.

Chocolate Bread Pudding for All

BY SETH MELLIN

These individual bread puddings are a great comforting dessert for any occasion and can easily be multiplied to make more servings. The beauty is everyone gets their own little individual dessert. I enjoy them with a little whipped cream too.

Individual Chocolate Bread Puddings

Servings: 2

INGREDIENTS

1 large egg

3 tbsp. sugar

1 cup half-and-half

½ tsp. vanilla

2 oz. chopped bittersweet chocolate

2.5 cups of baguette cut into ½ inch cubes



DIRECTIONS

1. Heat oven to 325°.
2. Whisk egg and sugar together in a large bowl.
3. Whisk in half-and-half and vanilla.
4. Stir in chocolate and baguette cubes.
5. Cover and soak 20 minutes, stirring often.
6. Portion mixture into 2 large, greased oven-safe dishes.
7. Bake until set 25-30 minutes.
8. Let cool and serve.



Seth Mellin is Managing Partner, Mellin Provisions, LLC. He can be reached at 732-330-7332 or Seth@MellinProvisions.com. Visit www.MellinProvisions.com.

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Nick Salvatore

Birthplace: Philadelphia, PA
Marital Status: Happily married (as of May 2023)
Job Title: Associate Director, Agency Enablement
Years in Industry: 12 years
College: Saint Joseph's University

*"Great things are done
by a series of small things
brought together."*

— Vincent van Gogh



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

My father. He's a self-made man and successful multi-entrepreneur. So he inspires me to do great things with my life. He and my mother have been the best roles model I could ever ask for.

WHAT ARE TWO THINGS ON YOUR BUCKET LIST?

Raise kids. Buy a villa in Italy. Simple stuff.

WHAT WAS YOUR FIRST JOB?

"Jack-of-all-trades" at a restaurant within Ann's Choice, a retirement community. I bussed, waited tables, served meals, put together small food orders, trained new staff, etc.

WHAT IS YOUR FAVORITE RESTAURANT?

Mack & Manco Pizza in Ocean City, NJ. Yes, I'm using the original name, don't @ me. My family has a house in OCNJ, so I grew up having these pies. Still my favorite by a mile today, and I'll eat it joyfully for the rest of my life.

HOW DO YOU STAY FIT?

I go to F45 Training roughly every one-to-two days and squeeze in a couple runs each week, too. On off-days, I still try to get out for at least one long walk...Gotta get those steps!

HOW DID YOU GET STARTED IN THE INDUSTRY?

First gig was at Harmelin Media in Bala Cynwyd, PA, right up the street from where I went to school. I interned there my senior year spring semester and was thankfully able to land a full-time job that summer. But exactly what I landed in, I had no idea about prior. I didn't know what "Ad Ops" or "Programmatic" was – we didn't study that stuff in school(!)...But it was a great ride, and I'm actually thankful for those steep learning curves because they've served me well through today.

WHAT IS THE LAST GOOD BOOK YOU'VE READ?

"Talking To Strangers" by Malcolm Gladwell. I've not read any of MG's other classics to know where this one falls among his works, but I thought it was incredibly insightful. And it's had a positive impact on how I think about and interact with others I encounter as I move through the world.

WHAT WOULD YOU LIKE TO LEARN TO DO?

Speak at least several Romance languages fluently. I know both Spanish and Italian now, but it's very much intermediate level, so it's all a WIP.

WHAT IS YOUR FAVORITE WEBSITE AND/OR APP?

It's a three-way tie between Substack, Overcast, and Picture-This (an app that both identifies plants for you and helps you to care for the ones you own – it's a real trip).

WHAT WOULD YOU DO OR BUY IF YOU WON THE LOTTERY?

Invest a good chunk of it; set all planned house projects in motion (no more waiting!); buy some big fancy gifts for the family; go travel the world for a year or so; and maybe save a little bit for building a startup company once I'm back from traveling.

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

Phish, but in the mid-90s during their heyday. Anyone got a time machine?

WHAT DO YOU THINK IS THE MOST IMPORTANT ISSUE FACING US TODAY?

Communication. It seems that today more often we're talking past each other or at each other, but not WITH each other. We need to learn to communicate better so we can connect better. Then we can learn to work and solve other important issues together.

WHAT IS ONE THING YOU CAN'T LIVE WITHOUT?

AirPods – They're in my pocket most of every day. Sometimes, I have them in just to use the noise-canceling feature so I can read in absolute silence. Other times, I forget they're in, and I go around the house looking for them. This is what WFH does to me...

WHAT IS YOUR FAVORITE SERIES TO BINGE-WATCH?

Another tie... "Parks and Recreation" and "New Girl." Both still-underrated quirky sitcoms with great casts and slow-and-steady character arcs.

WHAT DO YOU KNOW FOR SURE?

Water is wet. Or is it?

WHAT IS YOUR FAVORITE VACATION SPOT?

Italy – not much to explain. You'll just have to go to find out.

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

Wavered between a paleontologist and an architect. I still have time though!

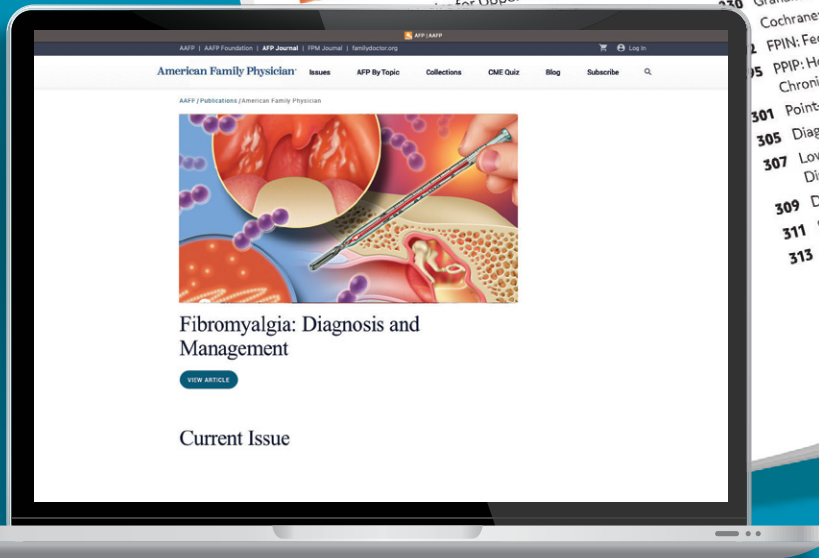
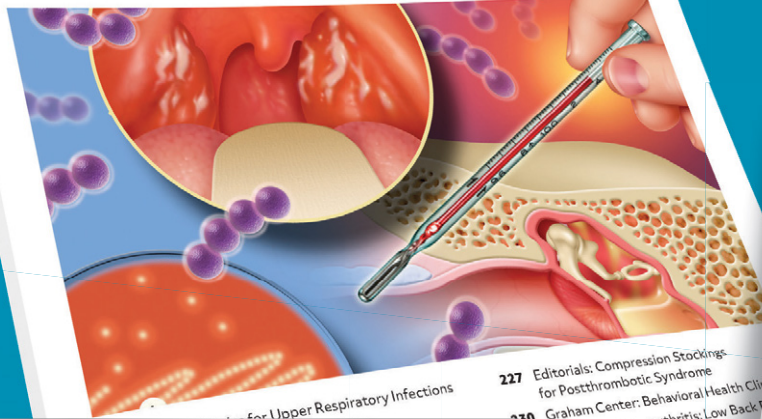


My beautiful bride, my family, and me in Perugia, Umbria, in Italy. (May 2023)

Nick Salvatore is in Agency Enablement, IQVIA. He can be reached at nick.salvatore@iqvia.com.

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